

Statement of Work for Sports Photo Sales Platform

Project Name: Sports Photo Sales Platform

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Project Overview

This project involves the design and development of a **bilingual online platform** (Spanish and English) for selling sports event photos. The platform will feature a robust OCR-based bib number detection system, intuitive photo search and checkout flow, and dedicated dashboards for photographers, buyers, and administrators.

User Roles & Responsibilities

1. Admin

- Approve or reject photographer registrations.
 - Manage global and per-user commission percentages.
 - View and manage all uploaded events and photos.
 - Process manual payout requests from photographers.
 - Access reporting, sales, and analytics (optional).
 - Enable/disable features like album sales, watermark settings, etc.
 - Modify platform content (multilingual text, branding, etc.).
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2. Photographer (Vendor)

- Register and wait for admin approval.
- Upload photos by event/date, individually or in bulk (ZIP or drag-and-drop).
- Set individual prices per image and/or a global price for an entire event.
- Preview and manually tag images if OCR fails.
- View dashboard for sales, earnings, and requests for payouts.
- Request withdrawal once they reach minimum payout threshold (e.g., \$100).

3. Buyer / End User

- Search event photos by bib number.
 - Option to check out as a **guest** or **create an account** (to access purchase history).
 - Add photos or full albums to cart and complete payment via Stripe or PayPal.
 - Instantly download purchased high-quality photos post-payment.
 - View only **watermarked previews** before purchase.
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Key Features & Functional Scope

1. Multilingual Support

- Full site available in **Spanish and English**.
 - Language switcher on frontend.
 - Static and dynamic content localized.
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2. OCR Integration for Bib Number Detection

- Detect bib numbers from uploaded images using an OCR engine.
 - Bibs are always on the **front** of the athlete.
 - Manual editing available in case of OCR failure.
 - Client is open to OCR API recommendations: Google Vision, AWS Rekognition, OpenCV, etc.
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3. Photographer Dashboard

- Upload options: individual or bulk (ZIP, drag-drop).
- Supported image formats: **JPG/JPEG (main)**, optional PNG.
- Max file size: **15MB (preferred)**, **20MB (max limit)**.
- Manual preview and tagging if OCR fails.
- Flexible pricing system:
 - **Per-image pricing**
 - **Per-event global pricing**
- Sales tracking and earnings dashboard.
- Manual withdrawal requests with optional minimum payout thresholds.

- Default commission: **90% photographer / 10% platform**, adjustable per user by admin.
 - Admin approval required before account activation.
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4. User Checkout & Download

- Guest and registered checkout options.
 - Access to **only purchased photos** by default.
 - Option to **sell complete albums**, configurable by photographer/admin.
 - **Instant download access** post-payment (no manual approval).
 - Watermark applied to preview images before purchase (site logo/text watermark).
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5. Photo Search & Gallery

- Fast search by **bib number**.
 - Clean and responsive gallery optimized for mobile and desktop devices.
 - Filtered view per event/date.
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6. Payments & Integrations

- Stripe and PayPal integration for smooth checkout.
 - Cart-based purchasing flow.
 - Download links for high-resolution images after payment.
 - Optional tax and invoice configuration (to be discussed further).
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7. Admin Panel

- User and photographer management.
 - Event and media library control.
 - Earnings, commissions, and withdrawal processing.
 - OCR settings management.
 - Global configurations for pricing models, watermarks, album sales, etc.
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Technology Stack

- Final stack to be confirmed. Priority on:
 - OCR-compatible backend
 - Secure and scalable architecture
 - Admin-friendly CMS or control panel
 - Responsive frontend
- The system must be **low-code for admin use**, with easy content and user management.

Absolutely! Here's the updated **Statement of Work (SOW)** section with a "**Reference Websites**" section added to support feature expectations and clarify UI/UX direction for the team and the client.

Reference Websites

The following websites have been referenced by the client for functionality inspiration and user experience expectations:

1. [Lumepic](#)

- Sports photography platform with bib number search.
- Clean gallery layout and responsive design.
- Allows users to search their race photos using their bib number.
- Offers watermark previews and high-resolution downloads after payment.

2. [Pic2Go](#)

- Advanced OCR and facial recognition technology.
 - User-focused experience with fast search, downloads, and event-based navigation.
 - Designed for high-volume photo tagging and performance at scale.
 - Offers automated tagging and social sharing options.
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Purpose of These References

These sites provide inspiration for:

- The **bib number OCR functionality**
- **Search flow for users**
- **Photographer event uploads and dashboards**
- **Gallery layout and checkout UX**
- **Instant access and watermark preview structure**

Our platform will offer similar core features but with **customized UX, responsive modern design**, and greater control for both photographers and admin, as outlined in this SOW.

Deliverables

- Fully functional bilingual photo sales platform
 - Role-based login: Admin, Photographer, Buyer
 - Integrated OCR for bib number detection
 - Photographer dashboard with pricing and earnings
 - Buyer-friendly checkout and download system
 - Stripe and PayPal integration
 - Secure admin panel with full content/user control
 - Responsive UI/UX
 - Watermarking system
 - Documentation & deployment support
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Cost Estimate

To be finalized post internal team review based on OCR API costs, hosting considerations, and expected photo volume.

Next Steps

- Please review this SOW and confirm your agreement.
- After confirmation, a detailed proposal with timeline and pricing will be shared.
- Once approved, project design and development will begin.