Overview:
2 type of driver can signup. 1. Individual Driver-personal cars 2. Enterprise (Rental companies or large companies that have a large fleet of cars that they would like to manage)-not personal cars

For campaign, only 1 type of signup for everyone. Does not matter if you are creating advertise for your own cars or for other people's car.

1. Advertiser / Campaigner
Campaigner can signup with few steps and fills the form while signup. When initially signing up as a user, campaigner is only giving basic information to login. After login, in the dashboard, Campaigner may create a advertise and send request to admin. When campaigner is creating advertisement, they will answer more detail questions to help direct their campaign to a specific geography and type of advertisement. Within dashboard, admin can approve advertise. After admin approves, campaigner can do final acceptance where credit card or account will take money in escrow for 1 driver and they sign agreement to let us advertise on driver car on their behalf. Campaign can be on days, week and monthly contract. Campaign can also be on a project basis, specific amount of days.

This role will handle following functionality

   I. SIGNUP

   1. Advertiser / Campaigner Signup Step 1
   i) First name
   ii) Last name
   iii) Email/Username
   iv) DOB
   v) Country
   vi) City
   vii) Street address
   viii) Zip code
   ix) Address

   2. Advertiser / Campaigner Signup Step 2
   i) Company name
   ii) Industry
   iii) Type of company
   iv) Size of company
   v) How many drivers
   vi) How many cars
   vii) Company registration number

II.   SIGN IN

3.   Advertiser / Campaigner Sign in
i)   Email/Username
ii)   Password

III.   CREATE A CAMPAIGN
Admin will add all charges according to the location and day, week and monthly. We will create excel document to rate cities in the united states by popularity and charge accordingly to keep it standard and simple. So when Adviser/Campaigner creating them request on every step get calculation according to the location, day, week and monthly. So Adviser/Campaigner know how much cost effect accordingly.

Once campaign created successfully admin will review and approved or reject. List Campaign, Status Campaign such as Approved, Payment In Process, Payment Completed, Rejected, and also can edit or delete campaign. Edit / Delete campaign only can be if Rejected status. When admin approves advertisement, campaign will get final submission, where they deposit 1 driver amount into escrow and sign a contract that gives us the right to advertise on our platform on their behalf. Most important part in process is how campaign will create advertise through editor and submit without too much difficulty.

Same way when driver accepts campaign, they will sign agreement that gives us the right to represent them in behalf to campaigner.

4.   **STEP 1** LOCATION *each campaign can only have 1 geography assigned. Example Houston, Texas or all of Texas or 5 different states (California, Florida, New York, Texas). The more options campaign picks, the more specific they have to get. Campaign should have option to select multiple states, if they choose 1 state, they they should be able to select multiple zip codes or just 1.

i)   Country
ii)   State
iii) City
iv)   Zip code

5.   STEP 2 CAR INFO

i)   Select car make
ii)   Select car type
iii) Select Model / Year

6.   STEP 3 CAMPAIGN INFO

i) How many hours drive a car
Daily, Weekly, Monthly
ii) How often drive a car
All, Saturday, Sunday, Monday, Tuesday, Wednesday, Thursday, Friday
iii) How often mileage a car
Daily, Weekly, Monthly

7. **STEP 4 CREATE A STICKER**
He/She

i) He/She can create a sticker using them company Logo. Our Editor help to make a nice sticker. If he/she is not wanted use editor for make a sticker and skip this step and fillip a form for request admin do this job for him and get approved sticker by Adviser/Campaigner.

IV.   **MANAGE CAMPAIGNS**

8. **All Advertisements/Campaigns**

i) List of campaigns
ii) Create campaign
iii) Status campaigns
iv) View record of campaigns
v) View request of campaigns

V.   **PAYMENTS**

VI.   **REPORTS**
Need to be able to create comprehensive reports. Such as income statement, cash flow statement. Need to see revenue on different campaigns. Measure which business and industry campaigns are most popular. See what cities campaigns are most popular. Need to be able to understand at what price point are we getting the most campaigners.

VII.   **NOTIFICATIONS**

VIII.   **MY SETTINGS**

9. **My Settings**

i) Update Profile

(1) For enterprise, profile will be a little different. Instead of personal, a single individual is representing a whole company so they need to share their information and enterprise information.
ii)   Change Password
iii) Change Email
iv) Change Mobile Number
v)   Change/Manage Payment Methods
vi) Manage Notifications

IX.   CHAT

Live chat will come after deployment and seeing success of platform to see need.

X.   TICKET SUPPORT SYSTEM

Ticket Support System may be needed in addition to live chat to allow simplicity for users to keep track and solve disputes. Email and live chat can be difficult to resolve on going issues.

XI.   LOGOUT