Project Proposal

Prepared for: Eric Matzner, Owner, Food Truck Texts
Prepared by: Erik Albaugh, Creative Web Professional

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Executive Summary

Objective

The objective of this project is to create a web site for the Food Truck Texts that utilizes existing web services (APIs) and creates a web application for an SMS/web based marketing platform. The solution must be able to accommodate many concurrent users and campaigns. The growth potential of a marketing platform like this is huge so, the platform must be built in a way to grow exponentially. In addition to the website, we will want to extend the application onto a mobile app so the solution used to build the web application must take this into consideration.

Goals

‣ User account creation (customer/user database) with ability to reset password via email.

‣ User account page with profile information and activity (texts sent and keyword/message detail).

‣ Administration panel for FT admin to see all current activity, data usage and mange user accounts.

‣ Create keyword: a box to create reply messages for keywords being used in SMS blasts.

‣ Send message function with message templates (fill in the blank type of functionality)

‣ Message scheduling list/keyword recipient selecting & update boxes to post to Facebook & Twitter. Note - must included character counts for all messaging being sent out.

‣ Inbox for messages being received

‣ Additional responses (similar to texting.ly triggers) based on new keywords (for example: coupon)

‣ Billing system integrating PayPal, Google Checkout or other payment providers.

‣ Signup process that captures coupon codes and affiliate links.

‣ Voting/polling features

‣ Mapping with ability to embed map on any site and Facebook.

Web Site Strategy

This is a complex web application that will incorporate various APIs such as Twilio, Facebook, Twitter, Mailchimp, Wordpress, Google and others. That being said, we see this project being broken into multiple phases. Phase 1 will focus on the web site and back end application development to insure it is built with a solid foundation for future expansion. SMS communication will utilize the Twilio API. Data visualization will utilize the Google Charts API. Social sharing will utilize the Facebook and Twitter API. All maps will utilize the Google Maps API. Email marketing will utilize the Mailchimp API. The web site will be built on a Wordpress framework with custom PHP and JavaScript.

Site map - Phase 1

1. **Home** - jQuery Gallery with animated images, Clear Calls to Action, Social profile links.

2. **Plans / Pricing** - A pricing table showing pricing and plan options and services included.

3. **Create Account** - Account creation process that captures user information and payment info.

4. **My Account** - Section for logged in users to edit account information.

5. **Dashboard** - A page that displays a high level view of account activity.

6. **Conversations or Campaigns** - Section to create new conversations (or campaigns) that get blasted to contacts. Contacts and setting are also created & edited in this section.

7. **Send Message** - Section that allows users to blast out messages to selected contact lists (conversations).

8. **Keywords** - Section that allows users to create and edit keywords that are part of a conversation. Keywords also may have short codes associated to them. Keywords will be linked to a specific user list(s) (conversation).

9. **Reports / Analytics** - Section showing analytics and account activity. Report will include number of contacts, outgoing messages, incoming messages and may include other analytics and insights on user activity.

10. **Apps or Connections** - Section to allow users to to integrate other web services with their Food Truck text account. Facebook and Twitter will be the first two Apps to be integrated.

11. **Administration Dashboard** - A closed off area for Food Truck Text administrators to see an over all snapshot of activity throughout all accounts.

Phase 2

Further Considerations

- Mobile app with similar functionality programmed with iwebkit5 - Mobile app can be accomplished via phonegap or a similar service.

- Foursquare API integration

- Food Truck Text API creation for extending the web application beyond the FTT website.

Schedule

This is the proposed schedule for the work I've described in this document.

Date	Task
August 1st - August 15th	Wireframes created and UI designed.
	Wordpress & MySQL Database setup.
	Theme customization, plugins installed.
	Analytics and Webmaster and 3rd party tools installed.
August 15th - Sept 16th	Look and Feel customized and social API integration.
	Twilio API integration and tested.
	Google Maps API & Google Charts API integration.
	Mailchimp API integration.
Week of Sept 19th	Quality Assurance. Testing, SEO Audit and Assessment.
	Training for Eric & team members on how to use new tools.
Week of Sept 26th	Official launch of Food Truck Texts web site.
	Newsletter blast sent out via MailChimp.
	Press releases & other social outreach announcing the launch.
Week of October 3rd	Launch of Food Truck Texts Mobile Web site (Mobile CSS)

Budget

I've found clients tend to understand the effort involved in Web development when it is broken out by hourly increments. Below is an accurate estimate of the time it will take to produce the Food Truck Texts Web Application.

I am also including a 10% discount as I always do for my first time clients. :)

Payment options vary depending on your need. Usually I ask for 1/3 payment upfront, 1/3 once we are 50% complete and 1/3 after the launch of the web site.

Prices do not reflect Web hosting or 3rd party (Twilio) application costs. Food Truck Texts is responsible for those costs.

Description	Hours	Hourly Rate	Total Cost
Web Development - Wordpress, PHP, HTML, CSS, JavaScript	28	$30.00	$840.00
Mobile Style Sheet Development (Mobile CSS)	16	$30.00	$480.00
Twilio API Integration and customization	60	$30.00	$1,800.00
Facebook and Twitter API Integration	8	$30.00	$240.00
Google Maps & Google Charts API Integration and customization	12	$30.00	$360.00
Mailchimp API Integration and customization	8	$30.00	$240.00
Quality Assurance (QA) (Cross browser testing, load testing etc)	10	$20.00	$200.00
		Subtotal	$4,160.00
	Discount	**-10.00%**	**-$416.00**
	Tax	8.25%	$343.20
		Total	**$4,087.20**

Phase 2 Budget

Description	Hours	Hourly Rate	Total Cost
Mobile App Development (via phonegap or similar service)	TBD	$30.00	
iPhone App submission	TBD	$30.00	
Foursquare API Integration	12	$30.00	$360.00
Custom FTT Wordpress API Integration	20	$30.00	$600.00
		Subtotal	
	Tax	8.25%	
		Total	