



project plan

version 2 – March 25th 2011



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introduction

Hi there!

In this document we will reiterate the essentials of the Roomies project and incorporate the input from our first meeting.

We will also let you know a little bit more about the way cleverCode works as a team, how we will interact with you during these coming weeks, what to expect from us and what we expect from you.

We don't like paperwork because we like to create real things. We really can't wait to show you something tangible and start having a conversation about how to turn it into a great product. In that mindset, we will keep this short and sweet.

the project

Do you ever find a note on the fridge from a roommate upset about something you apparently forgot to? Do you ever get those passive-aggressive text messages reminding you to do something you already know about? Do you ever forget a roommate is throwing a party and come home to Cirque du Soleil? Do you ever find yourself in the awkward situation of having to remind someone you did them a favor?

No more. Say hi to Roomies.

Roomies is a task & expense management application – with a few extra goodies – that makes living together feel a bit more fun and lot less out of control.

Roomies uses game elements to make house tasks less tedious and gives incentives to the roommates who get things done around the house. It makes living together easier.

the informal formal letter

This revision to the project plan is due to the helpful feedback we received from your team at our project kick-off meeting last week.

Since you last saw this plan, we have begun our beta subscriptions, and have made a few posts about roomies on Twitter and Facebook.

We have completed initial wireframes, and have already started on early development. We'd like to take this opportunity to thank you for the chance to work on this project.

We here at cleverCode are very excited to see where this will take us.

cleverCode

We founded cleverCode on an urge for better, simpler, more efficient solutions to web development.

We care about the small details because that's what great products are made of.

We met each other because we all have the same urge to find clever solutions for the stuff that frustrates us and the ones we care about.

We believe in the web because we were toddlers when it was born and it now impacts every aspect of our lives.

The internet was built on the power of the network. We believe people are inherently good and that together they can create beautiful things so long as they can be guided by a strong vision.

We swear by open-source software not because it's free but because it can evolve and improve fast enough to stay in touch with the soaring pace of the web.

We wake up in the morning with a smile on our faces because we believe in what we create and strive to make it as beautiful and elegant as we possibly can.

our process

- 1** When we **start** off on a project, our team gets together to make sure we're all on the same page. Then we **craft** a response.
- 2** Before we even start **communicating** with our clients we use paper, whiteboards, or liquid chalk to start fleshing out the **ideas** already popping into our heads.
- 3** After **presenting** our interpretation of our client's vision to them and, adjusting for any discrepancies, we **design** the technical structure of the project shortly before we move on to more aesthetic considerations.
- 4** We stay in contact so there are few chances for the product to diverge from our client's vision. As soon as rough **wireframes** are signed off we start designing a **protosite** in the browser in order to paint for the right medium.
- 5** Seeing their **project** come to life in the browser allows our client to get **excited** and have a realistic overview of what we have in store for them.
- 6** We only start to add layers of aesthetic **improvements** after content is created so that the form follows the function we are in the process of developing.
- 7** Working in short sprints allows us to **develop** each core feature of the site and provide our client with fully **operational** successive iterations of the project.
- 8** We iterate.

our team



Zach is the Head Honcho.

It's hard to tell on this photo, but Zach is actually an amphibian. While it's a bit uncanny at first, that allows him to be very focused on the task at hand and solve problems all of us have already given up on, especially when he's immersed in Fiji Water.

Olivier is the UX Team.

When he's not using his Frenchness as an excuse to do all sorts of odd things around the office, Olivier splits his time between learning how to build a house on his own and trying to help websites make sense, with pixels and words.

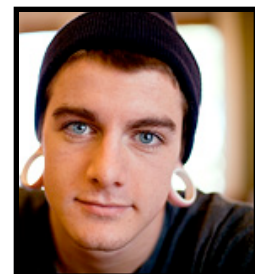


Andrew is the Señor Developer.

He likes to play with shiny things like Rails and Ruby to make our smidgy little web app ideas come to life. He pretends to be immune to the lovely shores of his native Florida. Yeah, right.

Tyler is the Jedi Type Master.

Some people like to tell you fonts on billboards are all wrong, they get the giggles when James Cameron tries to make a serious movie using Papyrus. Tyler is one of those. With his design sense and craftsmanship, he's the source of our visual identities.



our work

Ruby Hero Awards (visit)

before



the problem

Envy Labs approached us with an issue: they had a useful site that no one enjoyed using, they wanted it to look, feel, and function better in time for an award ceremony at a conference.

We told them we had it under control and that we just needed two weeks.

after



the solution

We redesigned the whole site from the ground up. We focused on what would make it nice to look at by emphasizing the original concept and made it as fast and easy to use as possible.

the result

We came out with a great product and a happy client who showcased it at RailsConf 2010, and stole Andrew from us.

Full Sail Firehouse (visit)

before

A screenshot of the old Firehouse Subs website. The header features the 'FIREHOUSE SUBS' logo and the tagline 'FOUNDED BY FIREMEN'. Below the header is a navigation bar with links: Home, About, Press Room, Foundation, Franchising, Careers, and Contact. The main content area has a login form with the text 'If you are a new online ordering customer, click here to get started. Please enter your login information:'. The form includes fields for 'E-mail Address:' and 'Password:', followed by 'SUBMIT' and 'RESET' buttons. At the bottom, there are links for 'If you have forgotten your password, click here.' and 'If this is your first time placing an online order, click here.'

after

A screenshot of the new Firehouse Subs website. The header features the 'FIREHOUSE SUBS' logo and the tagline 'FOUNDED BY FIREMEN'. Below the header is a 'Quick Order Form' section. The form has a dark background with yellow and red accents. It includes a note: 'Exclusively serving the Firehouse Subs restaurant located on the Full Sail University campus.' The form has two sections: 'Bread' with options 'White' (selected) and 'Wheat'; and 'Size' with options 'Medium' (selected) and 'Large'.

the problem

The owner of the Firehouse Subs restaurant located on the Full Sail campus approached us with a problem.

She was never receiving orders from the existing online ordering solution for their company. We took one look at the official site and immediately knew why.

the solution

We came up with an entirely new design and user experience flow for the ordering process. A new way for people to order online, a simpler way that required no tedious sign up process and

the result

In less than a month we had more than a hundred new customers, dozens of which we converted into repeating customers.

our tools

Ruby on Rails

Just like we believe in the semantic web, at cleverCode we believe in code that makes sense. As a server-side language, Ruby helps us achieve that. Rails is the most popular web application framework built on Ruby because it includes many of the best Ruby coding practices. It's lean, optimized for fast development and lets us concentrate on our core functionality rather than digress while building the connecting tissue.

jQuery

In many ways jQuery is an incarnation of the Rails philosophy geared toward client-side concerns. It allows us to develop rich user interfaces on a wide variety of browsers and platform without halting development because a specific browser doesn't allow users to use certain features.

Backbone, CoffeeScript, Haml, Sass

Backbone provides us with a way to structure our client-side code in an extensible way.

CoffeeScript, Haml & Sass are meta-languages that strip the syntax of JavaScript, HTML, and CSS to their core essentials and provide us with useful ways to optimize reusability and cohesion. Another way to keep our workflow lean and nimble.

budget & timeline

The graph below reflects our timeline within the current project scope in estimated weeks of work.



Below is a baseline estimate based on the above timeline.

PHASES	ESTIMATED FEES
Discovery	\$1,440.00
Project Management	\$1,600.00
Design & Structure	\$7,920.00
Server-side Business Logic	\$8,800.00
Client-side Business Logic	\$8,800.00
Testing	\$4,400.00
Launch & Marketing Campaign	\$3,520.00
	\$36,480.00

return on investment

As soon as this project launches, we will have a **database** of desirable roommates which will contain **no sensitive information** about our users other than the fact that they are **good people to live with**.

Later on, we plan to offer our users the option of looking for roomies in their area when they decide to move from their current place or are looking for new people to move in with them.

On this project we will learn **skills & knowledge** to build software as a service which we would love to do going forward, it's also a **useful product** for us and we hope it helps us getting an amazing job. All in all, this makes it well worth the time we invest in this.

Additionally, we plan on monetizing Roomies in the near-future with an affordable single monthly payment split between roomies.

marketing & SEO

marketing plan

We launched a beta signup on the Roomies website during the Discovery phase. We estimate at least fifty people will sign up before beta launch in April. We will cater to this small community of early adopters by offering them rare invites to a broader private beta of Roomies as well as very generous discounts later on.

Throughout the development process, we will be posting updates on Twitter, Facebook and our cleverCode blog.

As we near beta launch, we will be submitting for write-ups for Roomies on productivity blogs, student groups on Facebook, talking to local apartment complexes, student housing departments.

search engine optimization

The marketing we will be doing will serve two purposes.

Every time someone shows interest in our beta subscriptions, our Twitter, Facebook & blog posts, our search engine rankings gets happy.

As soon as development begins, we will be constantly marking up the pages of the site with semantic, web standards compliant code.

appendix : pricing & billing

pricing

In order to achieve an attractive price paradigm for Roomies, and considering our target which will in most cases have a limited monthly budget, we have started to research possible pricing plans.

After discussing the issue with several college students and instructors our original concept (tiered pricing) was dropped in favor of a single monthly pricing. This will allow users to gauge the value of Roomies and compare it with other monthly services and the value they provide.

billing

While we will not include billing customers into the first phase of this project we did intensive research into technical and financial consideration regarding the recurring online billing of customers.

We found several attractive options that include online credit card processing, payment gateway and secure billing. We are already in contact with Intuit regarding those solutions and have established contact with the Merchant Account representative at SunTrust, the bank which already hosts our company account.

We estimate that the monthly fees allocated to our billing solution will amount to at most \$60. This is a substantial amount which should be manageable knowing that we plan on attracting at least 50 early adopters during the private beta of Roomies.

copyright

This document is a formal project plan. It is a way to organize what we plan to do during this project. All information in this document may be modified until the client and cleverCode agree on its content and proceed to sign and date it. Any further modification of the project will require a change order and rescheduling before it is implemented.

We trust that you will keep this production document private, if you wish to make it public, please ask us beforehand. Thank you.

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terms of agreement

This document is an outline of the project as we understand it. The timeline and budget listed are estimates and are based on the information in this document. We will not begin working on this project until this Statement of Work has been signed.

We invoice clients at the completion of each milestone. Payment for each invoice is due two weeks after the client receives it. Anything not completed within the included timeline can be estimated and contracted at a later date.

Being reading this document Edward Almeida agrees to post his music video on a public video hosting service upon completion of this project for an indeterminate length of time or until a managing member of cleverCode LLC has retained a permanent copy of said video.

Project Scope Agreed To:

/

Printed Name _____ Signature _____ Date _____