

## ***Important Information***

This document is prepared for James Orr, and is intended as a discussion point between the two companies James Orr and Absolute Leverage LLC. This document contains information that is the intellectual property of Absolute Leverage LLC. This document may not be shared, copied or redistributed without the express written permission of Absolute Leverage LLC.

# ***Introduction***

This document has been prepared to discuss the creation and development of the Easy Mobile Builder.

We will use this document as a road map and discussion point to establish the best options development to ensure both the developer and company are on the same page.

This product needs to be built with the understanding we need to be able to add more elements in future development.

All the images that are used in this document came from original PSD files, which will be presented with this document.

# ***Design Brief***

This will be a Wordpress plugin , that will also have upgrade features available.

This plugin will deploy a Mobile site page builder on the Wordpress page immediately or the user can set it to be deployed. It will be completely customizable for the end user, and we will discuss those features in this document.

There will be a simple admin screen that allows them to easily customize their bar to their liking.

# Menu Explanation

This is the menu that shows at the top of the admin interface. I have explained what these items do down below. Please note we need the ability and flexibility to add more menu items.

## Mobile Builder

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**Dashboard:** This shows their dashboard, which has a list of all the campaigns that have been created. Please see Dashboard Belo

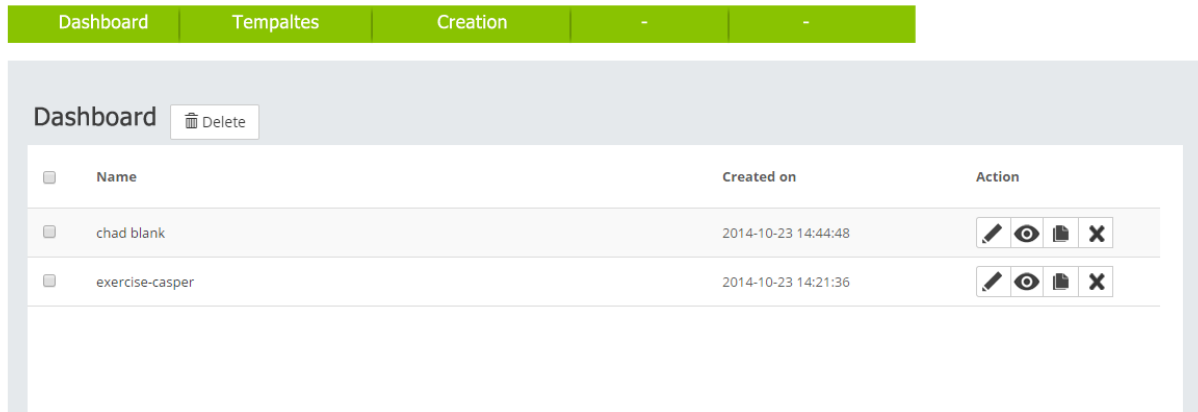
**Templates:** This shows templates that are available for their project. Please see Templates down below.

**Creation:** This is where the user will actually create their mobile site, and configure their settings. Please see Interface-Design down below

# Dashboard

This is what the administrator will see when they are logged in to the back end of their Wordpress panel. It will have the sites that the user will be editing . They should be able to choose to Edit , Duplicate, view and delete.

## Mobile Builder



### Columns For This Template:

**Name:** This is the name of the campaign they have created

**Created On:** This is the date that the actual campaign was created

**Actions:** The actions are the buttons you see on the far right side. They have been defined below.

### Action Buttons

**Edit Icon:** When they edit icon is clicked (pencil icon) this will open up the design interface for that specific campaign.

**View:** When they click the view icon (eyeball) then they are shown a preview of the actual campaign executed in its final format. This needs to be inside of a closable lightbox.

**Duplicate:** When they click on the duplicate button (paper icon) they are then able to clone this campaign, as a new campaign with the same settings.

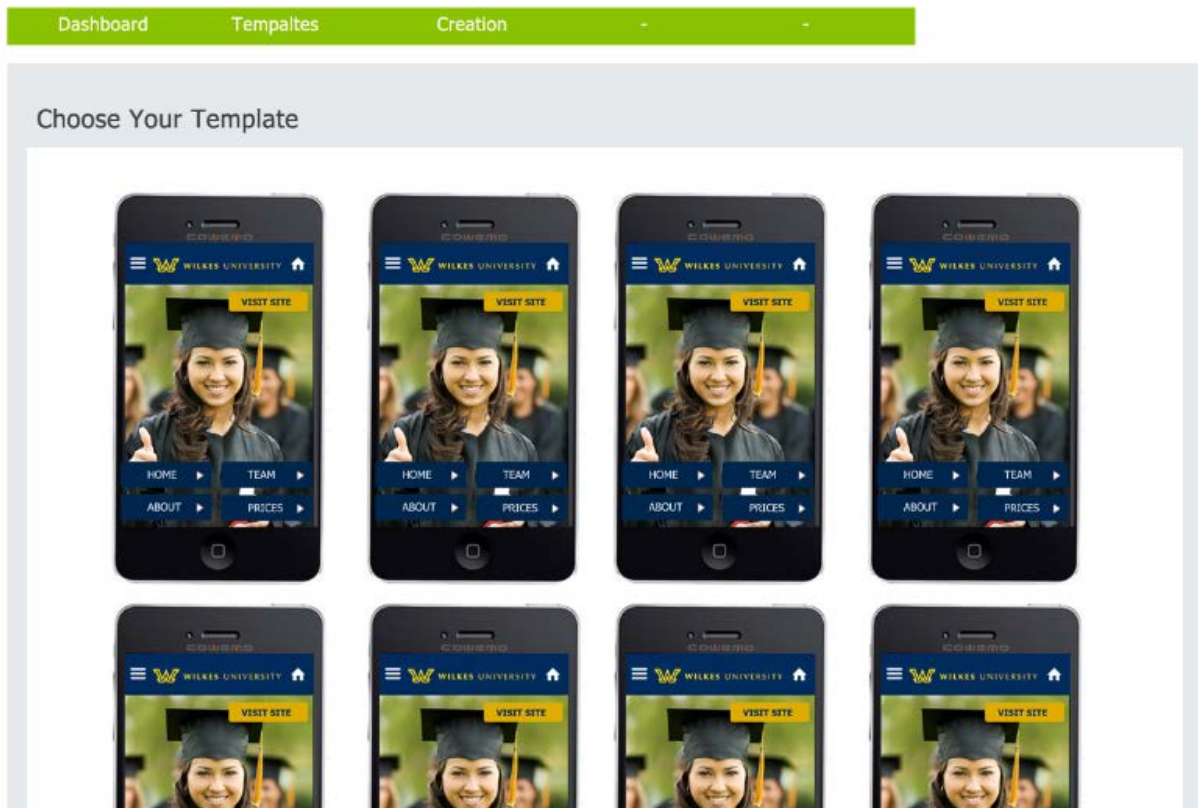
**Delete:** When they click the delete button (x) they will the delete that campaign. We need to have a confirmed deletion message, BEFORE they click Delete.



## Choose Template Screen

This is where the user will choose their own template design. There may be more templates that what is able to show on the screen, which means they need to be able to scroll to see the other templates. Also, we need a way to show these templates in specific categories. This would probably most likely be done with a drop down menu showing the different categories.

### Mobile Builder



#### Features For This Template:

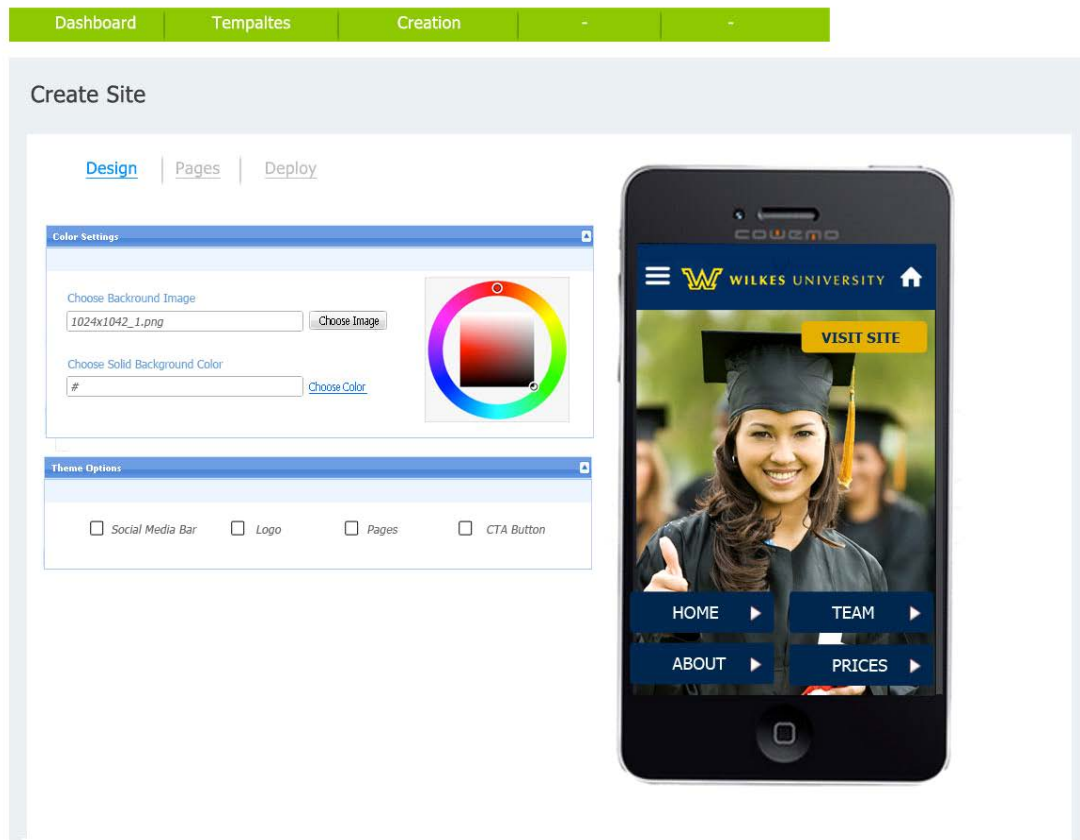
When you hover over each template there needs to be an icon that appears in the middle of the template, that also says "Choose This Template". When the users clicks that icon, they are then taken to the interface design for that specific template.

# Interface - Design

The design interface is where they see a overall view of the actual design thus far. If they have not chosen a template then they will start from a blank preview. Then then click the items below to start customizing their theme. If they have chosen a template then you will see that template in the preview.

Please see explanations below.

## Mobile Builder



## Color Settings

**Choose Background Image:** When thy click this button they will be able to choose a background image that is shown on their pages.

**Choose Background Color:** They have a few options available. They can type in the hex code for the background. Or f they choose the choose color link, the color wheel down below will open, allowing them to choose a color. I would also like to find a way to let them select a gradient. As they select a different color the preview that will reflect the new color



### **Theme Options**

**Social Media Bar:** When this is clicked it will place the Social Media bar on the screen. This bar contains links to Twitter, Facebook, Linked In. It can be edited from the Social Media – Element Builder

**Logo:** When thy check this box, then a file upload box needs to open in light box that allows the user to choose a logo from their local system which is then placed on the preview.

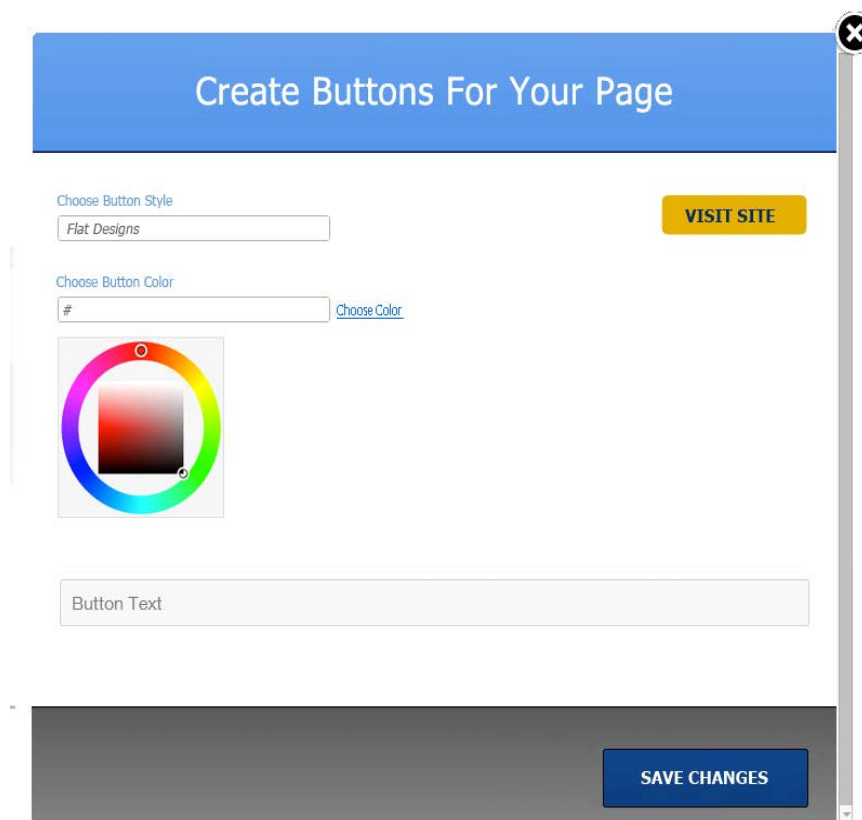
**Pages:** When they click this box, a button called “Home” is placed on the screen. They will then open up the element builder to add more buttons, which are then linked to pages.

**CTA Button:** When they click this box, a button is placed on the preview that allows them to open up the CTA Button Creator – Element.

## Element – Page Button Creator

When the element for Page Button Creator is selected from the design interface, this is what they will see down below. I will cover the Page Button Creator settings below this screen shot. Here the user can choose the style and color of the buttons for their page. Here they will also decide what they want each button to say whether it be home, about, price, team, etc.

There should be a live preview at the side of the page so the user will be able to see their progress. Each button will be made separately.

The screenshot shows a web interface titled "Create Buttons For Your Page" in a blue header bar. Below the header, there are two main sections. The first section, "Choose Button Style", has a dropdown menu currently showing "Flat Designs" and a yellow "VISIT SITE" button to its right. The second section, "Choose Button Color", features a text input field with a hash symbol, a "Choose Color" link, and a color wheel with a gradient square in the center. Below these is a "Button Text" input field. At the bottom right, there is a dark grey bar containing a blue "SAVE CHANGES" button. A close button (X icon) is located in the top right corner of the interface.

### Features For This Template:

**Choose Button Style:** When they choose an item in this menu, they will have different button styles to choose from. AS they choose that style the preview button(on the right, yellow) will change to reflect that style.

**Choose Background Color:** They have a few options available. They can type in the hex code for the background. Or f they choose the choose color link, the color wheel down below will open, allowing them to choose a color. I would also like to find a way to let them select a gradient. As they select a different color the preview (right hand corner button) will reflect the new text label.

**Button Text:** This is where they will type the text that will appear on the button. As they type the text, the preview (right hand corner button) will reflect the new text label. There needs to be a button that allows them to open up another “Button Text Field” Each button text, is a new button that is added to the template.

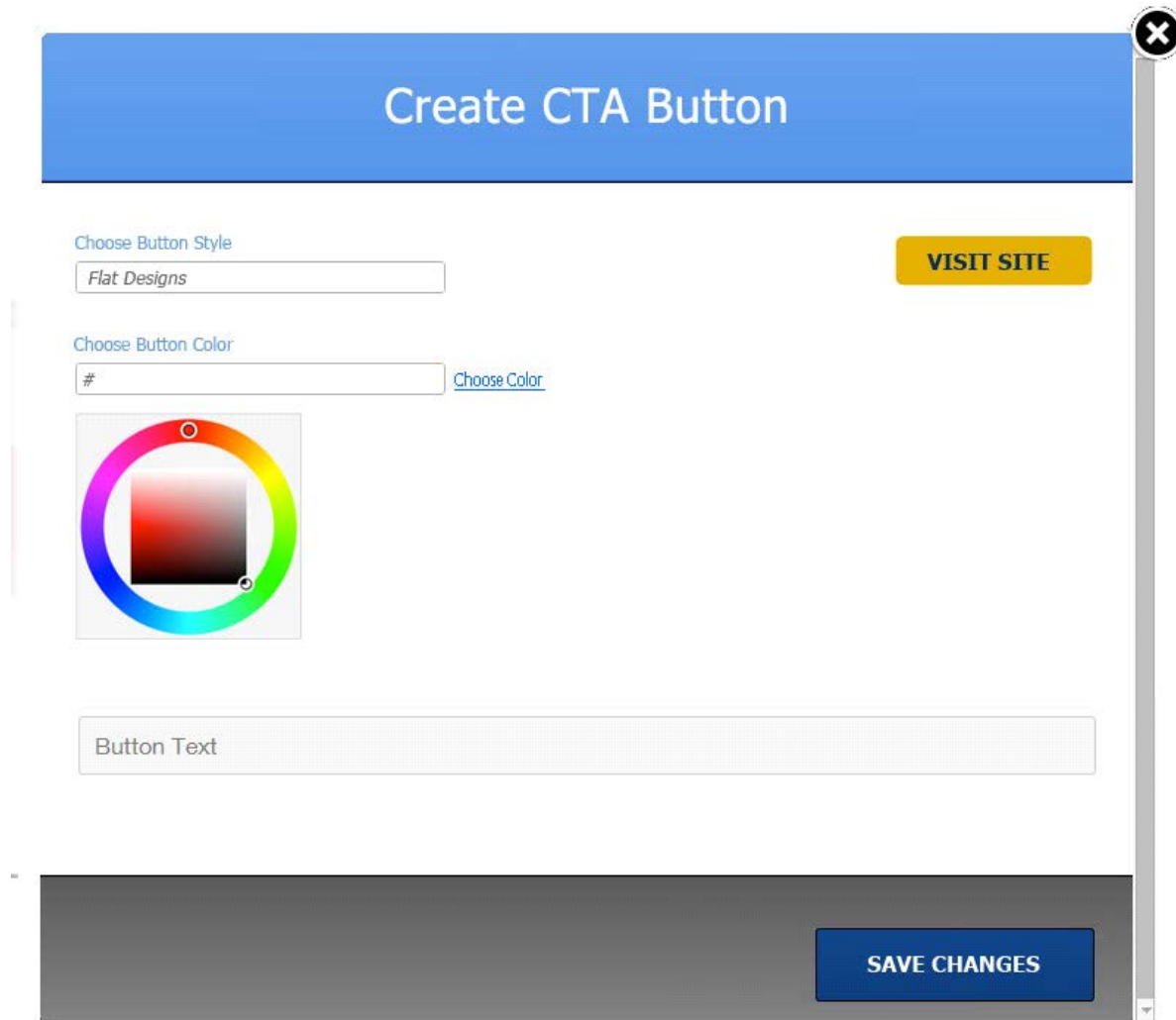
- For instance if I have “About Us” – I now have an ABOUT US button on the template
- If I have a “Services” button text – I now have a “SERVICES” button on the template

These buttons are now waiting to have pages created as you will see below in the “Create Pages – Element Builder”

**Button URL:** This is where the viewer will be redirected when they click that button on the home page.

## Element – Call To Action Button

This is the element screen that appears when they hover over the CTA button and choose to edit this element. The purpose of this window is to simply allow them to change the style and text of the button.



The screenshot shows a 'Create CTA Button' dialog box with a blue header bar containing the title 'Create CTA Button' and a close button (X) in the top right corner. Below the header, there are three main sections: 1. 'Choose Button Style' with a dropdown menu currently showing 'Flat Designs' and a yellow 'VISIT SITE' button to its right. 2. 'Choose Button Color' with a text input field containing a hash symbol '#', a 'Choose Color' link, and a color wheel/picker below it. 3. A large text input field labeled 'Button Text'. At the bottom of the dialog, there is a dark grey footer bar with a blue 'SAVE CHANGES' button on the right side.

### Features For This Template:

**Choose Button Style:** When they choose an item in this menu, they will have different button styles to choose from. AS they choose that style the preview button(on the right, yellow) will change to reflect that style.

**Choose Background Color:** They have a few options available. They can type in the hex code for the background. Or f they choose the choose color link, the color wheel down below will open, allowing

them to choose a color. I would also like to find a way to let them select a gradient. As they select a different color the preview (right hand corner button) will reflect the new text label.

**Button Text:** This is where they will type the text that will appear on the button. As they type the text, the preview (right hand corner button) will reflect the new text label.

**Button URL:** This is where the viewer will be redirected when they click that button on the home page.

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## Overall Element Capabilities

When the user is in design view. They will see a preview of the actual template on the right side. See the screen shot above (Interface Design.) When they hover over this preview, they will be able to hover over the element boxes.

Also they should be able to drag the element boxes to other positions. That will then be reflected on the preview.

When they hover, they will see icons for each element box. Those icons include... edit and delete.



**Edit Icon:** : When they click the edit icon, the specific element builder for the element box will open. For instance if they hover over the CTA button, and they click the edit button that shows on hover, then they will be taken to the element builder for CTA button.

**Delete:** When they click the delete button (X) on the hover, then it will delete that element box.

**Add Element** Somehow we need a way to add a new element as well to the template.

## Interface - Pages

Once the buttons have been defined inside the “Page Button Creator – Element” They then need to have pages added to them

These pages are sitting here waiting in this tab, to have pages added. They were automatically cued up in this section, when the button was created inside the “Page Button Creator” Then name of the page, can be overwritten here

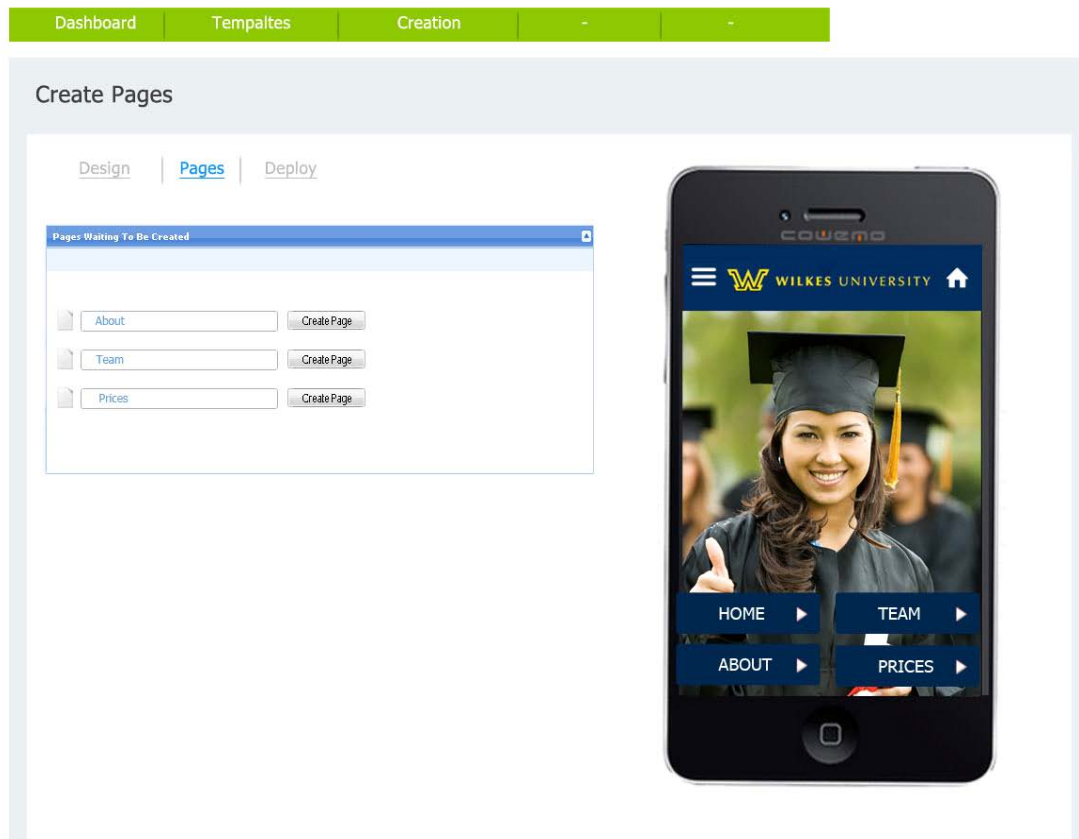
They need the ability to add more pages as well on this screen.

They can override the existing page name, if they chose to do so.

When they click the “Create Page” button the “ Create Pages – Element” will open.

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### Mobile Builder

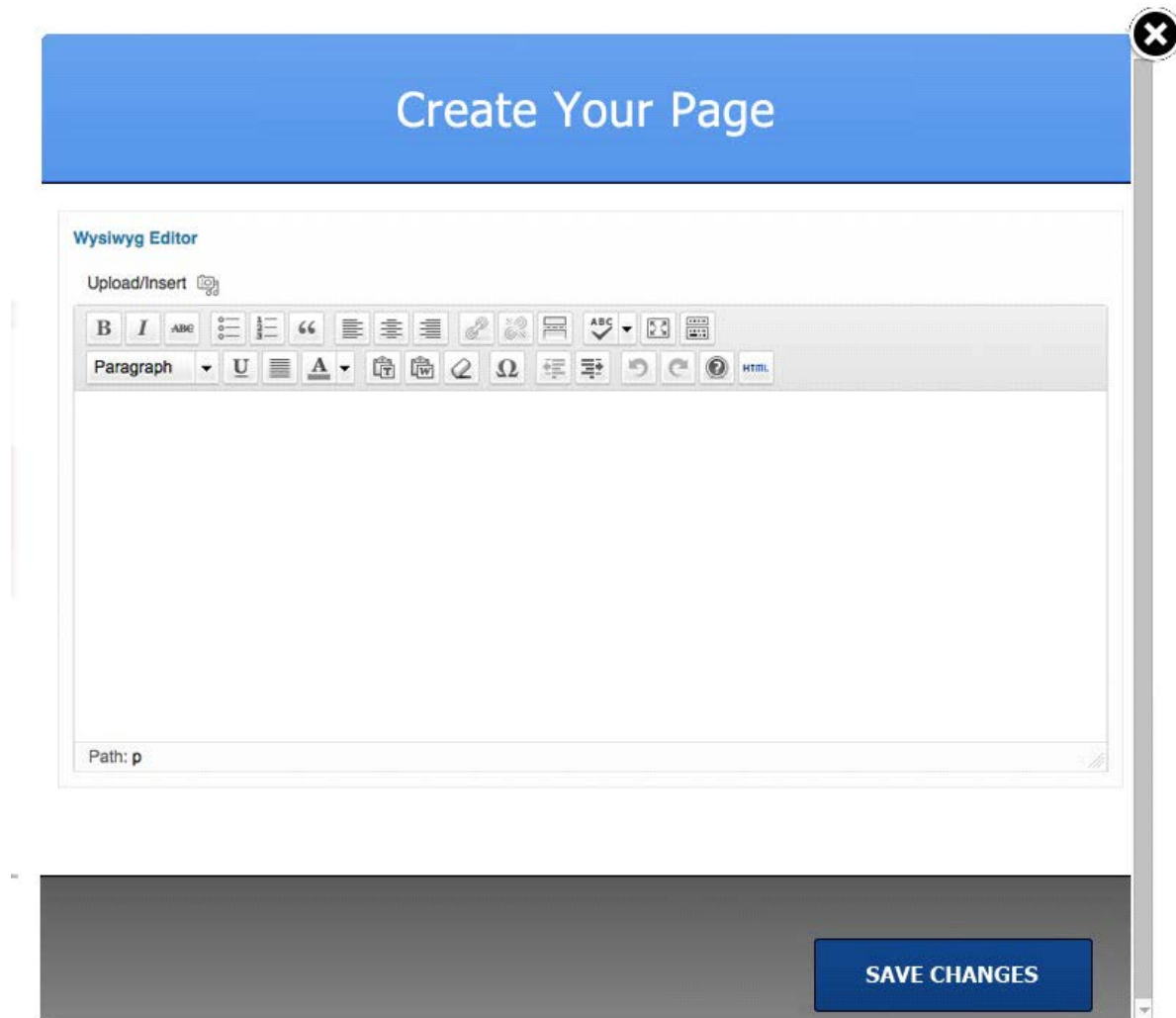




## Element – Create Pages

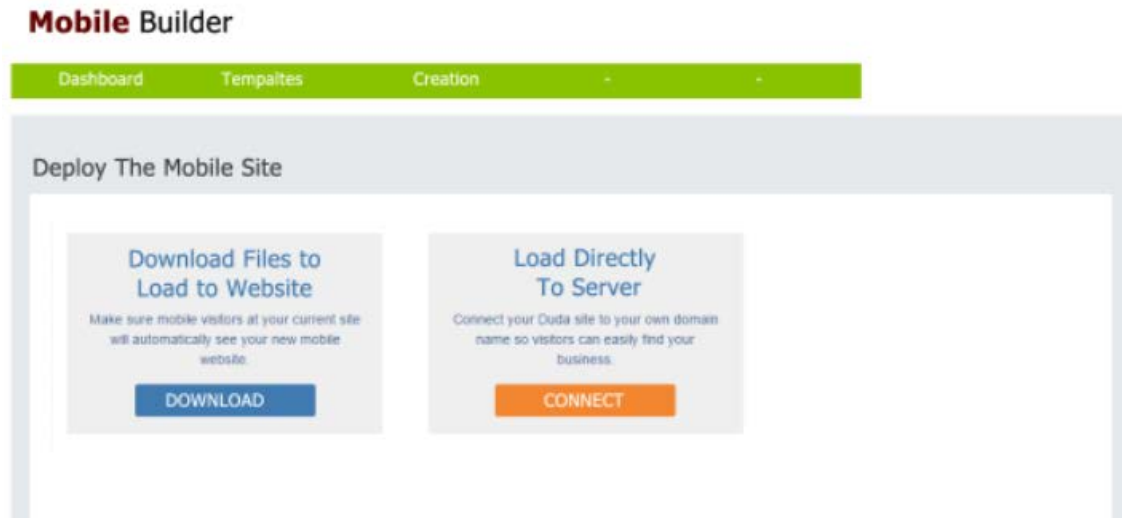
This is what will open when the “Create Page” button is clicked from the Interface Pages template. This is standard Wysiwig editor that gives them all functions most editors would have. This is then saved as the page. Once they save the changes that page is then created and is what will show on the phone itself.

These pages need to be mobile responsive.



# Interface Deploy

When the template has all been customized, and the pages are all created. The user is then ready to deploy the site to his server. We need two different options for this option.



**“Download Files To Website:** When they click this button, the user will be provided a zip file that they can then extract to their server.

**Load Directly To Server:** When they click this button they will then be asked for FTP details that will allow them to have the files automatically placed in that specific directory.

\*IT is important to note these files need to contain a piece of code, that will determine what site is placed based on whether the viewer is seeing through mobile vs desktop. We can provide that code