



4um.me

Project Plan

On behalf of 4um.me I would like to thank you for giving me the opportunity to be a part of this project. A few changes have been made to this document to include revisions we discussed at the recent meeting. I have added some research information, marketing strategy, and out-lined goals and expectations for a return on investment. I am very excited to get started bringing this idea to life, and publishing a truly unique and inspiring final product.

Thank you,

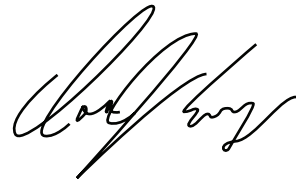
A handwritten signature in black ink, appearing to read "David Hays". The signature is fluid and cursive, with a large initial "D" and a stylized "H".

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Executive Summary

The goal of 4um.me is to create a site that allows users to create and view personal forums. Similar to Wordpress and Blogger, where with a single login users gain access to view, comment, and create topics on forums created and managed by other users. In addition to this feature users will be able to create and manage a forum of their own for free. They will be given full control over the content, and administration of their specific forum, with the ability to ban users who violate the 4um.me terms and conditions.

Using the existing open source framework created for Vanillaforums.org, users will be able to create and manage a personal forum in a few simple steps. The intention is to create a platform for users to interact, and share information outside of the traditional blog and forum platform, that will encourage and expand on the currently available peer to peer information sharing options.

Scope of Work

Home Page

- Login/logout
- Featured content slider
- User sign up
- Latest topics

About Page

- List of features/image example
- Developer summary

Contact Page

- Issue submission form
- Site/developer contact information

Browse Page

- Global search
- Popular topics/categories/forums

Admin Panels

User panel

- User Contact information
- User bio
- Change password

Forum panel

- Edit/create/delete topics
- Edit/create/delete categories
- Add/remove moderators
- Add/remove banned users

Forum Page

- Name/logo
- Forum search
- Categories
- Recent topics
- Post new topic
- View topic
- Reply to existing topic
- Google ads

Developer Profile

4um.me poses a unique challenge, by taking traditional forum concepts and making them available to the average user. As an avid forum enthusiast I have a solid background on the concepts as well as the problems users have with the traditional platforms. I have spent nearly two years learning about all aspects of web development at Full Sail University. Using what I have learned I can turn the Garden php framework into a truly unique and seamless platform for 4um.me.

Project Team



Ian Eicholtz - Director

As the project director I will be in charge of the entire project. I will be working on both the design and development, to make sure everyone fulfills their roles and stays on task to meet the deadlines.



Kenny Powers - Executive

Kenny is responsible for handling all the business aspects of the project. He will be in charge of managing the funds, and keeping the project on budget, as well as recruiting interested prospective investors.



Nucky Thompson - Legal

Nucky will be our main legal consultant for the entire project. He is responsible for drafting the site terms and conditions, as well as preventing any trademark or copyright infringement of site content.



Tommy Callahan - Marketing

Tommy is in charge of all the advertising for the project. He will be attending conferences, creating social network pages, and setting up an online ad campaign to encourage new users to the site.

Process

Phase 1 - Documentation & Design



In phase one the entire project will be clearly outlined, documented, and begin to take shape as the wire frames and design compositions are put together. The documentation includes project treatment, requirements, and a highly detailed project plan. These documents cover all the basic information and ideas for the entire project, and are used for reference in later phases. The site begins to take shape by creating a structure document to give a overview of the site content and data flow, as well as the wire frame outlines of the pages. The final step in phase 1 is creating the design compositions for each page to convey what the final product will look like.

Phase 2 - Development



Phase two covers all development for the site from front end to back end. Step one is putting together all the mark up for the site pages. Step two is styling the mark up with css and which establishes a working proto site for usability testing. Step three is adding jQuery to build any sliders, or animation. The final step in development is putting together the Garden php framework to handle all the dynamic content.

Phase 3 - Deployment



The final phase is putting together all the created assets to create a live functioning site. Step one is setting up a Rackspace server that is scalable and able to handle the site as it grows. Step two is building the proper databases on the server and filling in any necessary content. Step three is pushing the site to the server and fixing any server side issues. The final step is beta testing with users to find any issues before the site goes live to the public and advertisement begins.

Time Frame & Budget

Summary

The time frame & budget are separated by the three main phases. The time frame also features the key objectives for each phase listed out below the headings.

Time Frame

Doc & Design

Week 1-5

- Project Treatment
- Project Requirements
- Project Plan
- Structure Document
- Style Guide
- Wire Frames
- Design comps

Development

Week 6-9

- Proto Site
- Alpha
- Beta

Deployment

Week 10

- User Testing
- Live Site

Budget

Project Phase	Price
Documentation & Design	\$ 1200.00
Development	\$ 2500.00
Deployment	\$ 3700.00
Total	\$ 7400.00

Technology

HTML 5



All page markup will be standards compliant using the latest version of HTML.

CSS 3



The latest version of CSS will be used to handle all styling and visual aspects of the site.

jQuery



jQuery will be used to handle all animation, sliders and manage the ajax calls to update dynamic content without the need for a page refresh.

Garden PHP



This open source php framework was created specifically for Vanillaforums.org. By implementing some of the existing pieces it will eliminate redundancies when writing the code for 4um.me. The framework will handle all of server side functionality.

MySQL



The project will use relational databases to store all user and forum information. A new database will be established for every unique forum that is created, but the individual user data will all be stored in one main database.

Rackspace Servers



The project will be hosted on a Rackspace hybrid server. The main site and user database will be stored on a dedicated server. The individual forums will use the cloud servers to prevent expansion issues as the site grows and more users create forums.

Marketing & SEO

Social Networking



A Facebook fan page will be created for the site allowing users to share with their friends. A twitter feed will also be created to publish important site updates, as well as allowing users to include hash tags when discussing the site with friends.

Education



Using the simple forum creation educational institutions could create and moderate a simple peer to peer discussion on specific classes, experiences with the school, and extracurricular activities.

Web Conferences



Creating simple business cards and attending web conferences to help spread the word and encourage established and interested web professionals to use the service.

Bloggers



Contacting existing bloggers who could greatly benefit from the simplicity and peer to peer interaction unique to a forum platform

Return On Investment

Goals

Establishing a loyal and unique user base will be the most important aspect in the success of the site. Expanding content is the main focus since each new discussion topic has the potential to appeal to a wider variety of users and further expand the sites target audience.

- Successfully integrate the Vanillaforums.org platform
- 10 unique forums created
- 100 unique users signed up
- 50 unique discussion topics across all forums

Profit

Google Ads will be displayed on all user created forum pages. The more forums with diverse content that users create increases the number of unique users, page views, and clicks that generate revenue. Once the site becomes established allowing users the option to pay monthly for a premium membership that would grant them increased customization options, and the ability to remove or display their own ads.

Appendix

Case Study

Relevant Data

Below is some basic audience demographic data about sites with similar concepts and target audiences to 4um.me. This data was used as an important reference in the case study



Wordpress.com

- 18-44
- Female
- Some college
- Home



Vanillaforums.org

- 18-34
- Male
- College education
- Home & School



Tumblr.com

- 18-34
- Female
- College education
- School

Terms of Agreement

This proposal outlines the scope of the project requested by _____ as understood by 4um.me and serves as an estimate only. Actual time lines and costs are determined by actual scope of work completed.

Start of work for the project outlined in this proposal is contingent upon signing of a contractual agreement between _____ and 4um.me, to be provided as a separate document.

4um.me typically invoices for 25% total cost at four key points of project development: initial approval, design approval, beta approval, project completion.

Should a Phase II be required, it will include those elements defined as part of the scope of the initial project, that are not implemented as part of Phase 1 due to _____.

Any requirements not able to be implemented within this time frame or any additional requirements not documented in the business requirements document as part of the initial project scope - can be estimated and contracted at a later date.

Payment term for all invoices is Net 10 days - with initial invoice due upon receipt

Client Signature _____ Date _____

Disclaimer

Copyright © 2012 4um.me. Other trade names mentioned in this publication belong to their respective owners. The enclosed material is proprietary to 4um.me. This material is presented for the purpose of evaluating services and may not be disclosed in any manner to anyone other than the addressee and its employees or authorized representatives.

This proposal is subject to acceptance within 10 days. This statement of work describes the implementation of a complete set of services and related products. All assumptions inherent in this statement of work are based upon the integrated nature of the project described and 4um.me must acknowledge any modifications to this statement of work in writing.