A statistics "survey site" where visitors will vote for sport clubs, political parties, books, films etc...

1. Home page will be like in the attached pictures. It is just illustration, all colours, fonts and design can be improved upon your advice.

2. Country and language is detected according to IP address of country, or manually from "select country".

3. At the beginning there will be only Turkish, then, other countries will be added one by one (manually).

4. Main categories are same in overall world (left-side menu / categories are fixed for all countries). But sub-categories and surveys may be different. For example, under category of "Sports" there is Basketball. When a visitor from Turkey clicks on sub-category basketball, Turkish clubs are displayed, in England its own clubs. This category may not exist in Malta (if admins did not create)

5. On right side menu 3 areas will be displayed;
- Most voted surveys
- Newest surveys
- Special surveys

6. Right-side menu automatically listed according to the country. Newest category is limited by last 10 surveys. All menus will be dropdown (by click)

7. A member who stays in Turkey will see Turkish pages, but he can choose Germany from "select country" then he can vote for a German basketball team.

8. On the home page (according to IP address of country) the most voted category will be displayed. If members in Turkey voted mostly for football clubs, home page will display football graph; in Russia maybe books, or restaurants...

9. Definition of item (=material) / subject (=person): Elements that are voted.
For instance under category CARS will be several items: BMW, Mercedes etc...

10. BMW can also be a sub-category under CARS. If an administrator creates a sub-category of BMW, then its models become items; such as X6 etc...

11. Visitors can search for an item or subject. All surveys related to that item/subject will be displayed in new page.

12. A subject/item may appear in several sub-categories. Such as "Armani" under;
Apparel
Perfume
Best brands etc...

13. Every graph can be shared on facebook, twitter and other social media.

14. Main survey is bar-graph; visitors give mark from 1 to 5. So, a member can vote (different marks) for several candidates.

15. Formula of horizontal bar graph;
P: Point which is given by visitors (min-1 max-5)
N: Number of visitors who voted

Average = (P1 + P2 + P3......) / N

Net Score = A x $\sqrt{N / (N + \sqrt{N})}$

The purpose of this formula is to encourage number of votes. A candidate who has average "5" by the votes of 4 members gets only 3.3 (= 5 x (4 / (4+2))

16. Bar graph will display top 10, the rest (as many as) will be displayed upon a click "show all" (new page) as list by a horizontal bar showing "score" of each subject. Score is displayed as %. For instance, if the score is 3.3 bar-graph displays 66%. (Score x 20)

17. Member who wants to create a survey adds at least 3 items/subjects on bar-graph. Then, he/she gives mark (from 1 to 5) for each one. Result is displayed automatically on cake-graph. Theoretically, member adds as many item/subject as possible. However, cake-graph will display only top 5.

18. Assume that a new element is added to horizontal bar list, it started from 0, then its score increased and reached 5th place. As soon as it takes 5th place, old element drops to 6th place, cake-graph also changes automatically. New candidate is displayed instead of ex-element.

19. Cake-Graph is like super league. Any competitor who reaches at the 5th place in the league of horizontal bar, changes the place with the 5th of super league, and, old one drops the second league of horizontal bar list.

If several candidates have same score, they will be displayed according to alphabetical order.

20. A country's homepage will start with the first "special survey" or "categories" that will be created by administrator. However, at the beginning left-side menu will be empty. A

visitor from that country, when he clicks on left menu "Books" he will see a message: "Be first to create a survey on that category". When new page opens there will be "Do you want to create a sub-category?"

21. Member will be guided, by easy steps: 1-Add first book

While adding a new item/subject, there will always be 3 areas:
- Name of the item (if it is a person, name/surname) max. 100 characters
- Picture (standard size portrait 200x300px, or landscape 300x200px)
- A paragraph / information about item (max 500 characters)
Click OK to register

If one of the areas is not fulfilled, there will be "red" warning. Picture is not obligatory.

2-Add next book 3-Add next book (to create a graph he must enter min. 3 items) Then; "You successfully registered all data, your survey will be published after confirmation of administrator"

22. A visitor can vote one of them on cake menu (that means mark 5) and/or, can give a mark (below) to other items on horizontal bar list. A *premium member* is allowed to add a new book, or to propose new sub-category.

23. At the beginning (a few months) only SUPERadmin will approve all entries (In case, if someone abuses system by entering fake items, or illegal information, he will be banned by SUPERadmin.

24. In future, a hierarchical system of administrators will be necessary:
SUPERadmin – COUNTRYadmin – admin

There will be an authorization system on main dashboard of SUPERadmin. A member who is authorized as admin of a category will receive a password in order to access his dashboard.

25. Admin of a category will be responsible to approve all entries under his sub-categories. Any member is allowed to report an abuse. (There will be a button on each item/subject) This alert will be received by dashboard of admin, country-admin and super-admin.

26. Country-admin creates a "Special Survey". Once item is published, it will appear at the top of the home page. The purpose of this function is to survey actual news. For example: "Do you agree on government's law about minimum salary" YES – NO or NON-COMMITTAL

27. Special Surveys (on right side menu) will be archived and classified according to date (year-month-day) automatically.

28. On page of BOOKS all sub-categories (and their sub-categories, if there are any) will be displayed (dropdown - hover on)

BOOKS
  Business
  History
  Literature
  Mystery
  Science
    Physics
    Math
    Medicine
    Biology
    …

29. If visitor clicks on "BOOK" survey page will display the graph of most liked books of all categories. For instance Top 5:
- Alchemist, Paulo Coelho / Literature
- Harry Potter, J.J Rowling / Mystery
- A brief History of Time, Stephen Hawking / Science / Physics
- How to make money in stocks / William O'Neil / Business

…

If visitor clicks "Science" / Survey for top 5 scientific books
If visitor clicks "Physics" / Survey for top 5 physics books

30. A member registers "Alchemist" as an item on BOOKS category another member can also register in the sub-category "Literature". So, same book may be registered in the survey of several sub-categories. But every time it is considered as independent item, although it is the same book.

31. There will be 2 types of membership;
Ordinary User (e-mail address, name-surname, birth date, gender, city, education…)

Confirmation link to email address will be sent for verification. If a member wants to vote SMS code verification is required. If necessary, official identity and picture will be required (as in the case of freelancer.com and facebook) SUPERadmin can freeze or delete a profile.

Premium member is verified by official identity. For that purpose there will be 3 extra requirements: Identity number, clear picture of ID and photo of member.

32. A premium member proposes a new sub-category and/or registers new item/subject. Below of each cake-graph will be button: "follow"

33. Every member has a profile page. Surveys that are voted appear (chronologically) on personal page. She/he can cancel a vote. When he/she tries to vote second time on same item an alert appears "you already voted for that item" So, all members see one of the following words nearby each item/subject: "Vote" or "Cancel"

34. Voted surveys will be displayed on right-side, followed surveys on left-side of personal

profile. Center of page will be timeline (as in facebook) for text (400 characters are displayed, max. 10.000 characters) and uploading videos, pictures… There will be "comment" area below each post. Visitors can like/dislike. Upon a new activity on post an alert will be received on personal profile.

35. Below pop up window (600 x 600px) opens when visitor clicks on "Do you want to vote?" All candidates are listed according to %. Only one candidate can be selected. This selection means 5 points.

If visitor clicks on an item/subject, a new page opens (name – description – picture of restaurant). Below there will be comment/review area. Comments are ordered by "date" or "most liked". Visitors are allowed to write a new review or to respond on existing comments.

36. Premium member can add a new restaurant (name – description – picture) by accepting an agreement of rules. Member undertakes all responsibility for fraud and misuse of the system. After confirmation of admin this new item will appear at the bottom of the bar list.

37. All new entries are displayed on dashboards of admin, country-admin and super-admin.

Super-admin will assign some tasks to administrators. While creating an administrator there will be an authorization list:
Authorize to create category in a country
Authorize to approve a sub-category
Authorize to approve new item/subject
Authorize to change name, description and picture of entries
Authorize to delete (illegal) comments
Authorize to create a category
Authorize to restrict a member (for verification of official ID)
Authorize to freeze a member (because of abuse of system)
Authorize to filtrate data (for commercial statistics)
Authorize to send message to members
Authorize to determine advertisement price
…
All details of authorization will be determined later. Super-admin's dashboard will display

activities of all other admins.

38. Global surveys are created automatically from the highest scored candidates of each country. Top 5 candidates are extracted from the statistics of each country and a cake-graph is created automatically.

39. The rest of candidates are listed as horizontal bar (max. 100)

40. Visitors reach global surveys through a link on homepage. Global menus are in English, but contents come with original language. Country-admins will add translation (English) of name and description of item/subject.

41. System will follow behaviour of each member. For instance, the members who voted "5" points for the same book, same car, same films, same books… Common interest % is calculated between two members. This comparison list will be available for "Premium" members.

42. The calculation formula;
Member-A gave 5 points to 10 items and Member-B gave 5 points for the same items/subjects. Their common interest percentage is 100%. If there is one difference common interest drops to 90%. System matches each member with all other members and creates a list for every member.

43. Premium members see list of common interest (potential friends) on their personal profile page.

44. At the beginning (maybe a few months) official ID verification will be sufficient for premium membership. Then it will be paid service, by credit card.
Extra services;
- become "invisible" when online
- do not show when I was last time on the site
- option of seeing the page of the person that I blocked
- do not show if I have read an email message (for other members, sender receives an indication if other party has seen message)
- See list of people having common interest, by order of highest %

45. Premium members can create group for fans. Group name is the name of item/subject (a book, or author…)

46. Creator of the group sends invitation to friends. For each item/subject only 1 group can be created. The purpose of the group is to provide social environment in order to encourage more people to vote for their team, book, or brand...

47. From control panel, country-admin filtrate data for each survey, for example:

- According to age (from 21 to 43)
- From the cities (A, B, C)
- Female
(Cake-graph will be displayed according to criteria)

Such data is extracted as excel file/graph (for marketing purposes) For example: Report for a customer who is interested in the books that are voted-5 by teenagers in Istanbul.

48. Super-admin may send e-mail messages to ordinary users, premium users, administrators and group owners.
Select to send whom:
-Country Admins
-Admins
-Group Owners
-Premium Uses
-Ordinary Users
-Customers who publish advertisements
-Customers who order statistical data
Or, to the e-mails of specific people that are searched from data base according to the statistical criteria.

49. In every survey page, below each graph will be an area 600x200px for advertisement area to upload picture (sponsored link). Customer orders advertisement from below menu "sponsorship". Selects categories and sub-categories where he wants to publish.
Determines date FROM: 1st July (00:00) - TO: 12th July (23:59)

51. System calculates the cost automatically. He pays by credit card and this date is reserved. Next customer sees timetable by clicking on each sub-category, selects free time. Below total cost is calculated automatically.

52. Super-admin or country-admin indicates from dashboard $ price (24 hours) for each sub-category. USD is converted to local currency when customer orders. All advertisements appear in order. When duration expires next one appears automatically. Old advertisements stay in database classified according to customer.

53. For each advertisement and statistical data order invoice will be issued and kept in the folder of customer. All invoices are archived and accessible from dashboard.

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