



Rajesh Dhawan <rajesh.dhawan@gmail.com>

RiotVine info/updates

4 messages

Kabir Hemrajani <kabir@riotvine.com>

Thu, Jul 16, 2009 at 11:20 AM

To: Rajesh Dhawan <rajesh.dhawan@gmail.com>

Hey Rajesh,

So far, these are the event types that I'd like users to be able to add:

Sports - I haven't thought this through entirely so I'm not sure where we can get an event feed for sporting events, but I think this would be useful. The ability to filter by sport would be nice too, baseball/basketball/football/soccer, etc.

Volunteering - Organizing group volunteer activities is a great niche I'd love to fill.

Tweetups - Similar to Volunteering

Music - I've already laid out most of the functionality that this module needs.

Food - Food related events. I want restaurants to be able to use this for things like food/drink tastings.

Festivals - Multiple day events; it would be nice if we can turn these into landing pages, with sub-event pages. In other words, if you click on a music festival, you want to see a list of all the listed shows at the festival, and then be able to add individual shows to your calendar.

Conferences - Same as festivals.

These events aren't arranged by importance, they're just a sample of what I'd like users to be able to add with some of the features that would be useful when browsing through these types of events. We can launch with Music/Tweetups and then work on adding the rest.

Also, I've been thinking about interesting ways to generate ad revenue beyond banners. One option I would like to explore is turning certain words into links to sponsor's websites. Essentially, if a restaurant advertised with us, anytime someone mentions that restaurant's name, we would turn that into a link to their website, or to opentable.com to make a reservation. I'll add that to the spreadsheet and we can discuss it. Obviously, this is a post launch feature.

Not sure if I mentioned this already, but Joe from joe-art.com is doing the design. He provided me with a wireframe for the landing page. Once that page is done, I'll probably start an email conversation for the main city page.

Are you still comfortable with a 5 week dev cycle? I want to stay on top of the schedule so that we can launch in September, in line with a number of events locally. Before you answer, please check out the spreadsheet, which I've updated with a number of items. I've prioritized the ones that I believe we need prior to launch.

Thanks,
Kabir

Rajesh Dhawan <rajesh.dhawan@gmail.com>

Thu, Jul 16, 2009 at 4:48 PM

To: Kabir Hemrajani <kabir@riotvine.com>

Hi Kabir,

Are you around this Sunday afternoon for a call (any time after 12:15 is good for me)? That will give me enough time to go over everything and come up with my questions and concerns.

If you have any wireframes, mockups or designs that Joe has delivered so far, it would be great if I could take a look at them (it's not for any technical reason as much as for my understanding of the concepts being discussed between the two of you.)

-Rajesh

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Rajesh

Kabir Hemrajani <kabir@riotvine.com>
To: Rajesh Dhawan <rajesh.dhawan@gmail.com>

Thu, Jul 16, 2009 at 5:22 PM

Is Sunday evening okay? I'll be gone until 5ish. It's okay if you'd rather not do the call then, we can do it the following day if you'd prefer.

I'm attaching a first draft wireframe of the home page. I've requested a few minor things I'd like to see in the next design iteration but I think the only structural change will be moving the logo to the top. This wireframe focuses on three routes: to get the user to register, direct them to a city site or to add an event.

Hope that helps,
Kabir

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 **wireframe_home.pdf**
289K

Rajesh Dhawan <rajesh.dhawan@gmail.com>
To: Kabir Hemrajani <kabir@riotvine.com>

Thu, Jul 16, 2009 at 5:28 PM

Let's do Monday evening 6pm then. Thanks for the wireframe too.

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Rajesh
