



ProhbtD Scope

Overview

Our client, ProhbtD, wants a robust web platform geared towards the niche market of marijuana. This platform will provide three core functions to that community.

1. Content to educate subscribed users on specific marijuana related subjects. This content will be created with a sales funnel in mind.
2. Community - A forum based communication system to deliver realtime, highly accurate, personalized interaction and information.
3. **(ON HOLD)** An e-commerce/partner system to drive packaged solutions to consumers.

These three elements with additional features will be the full platform. They can however be built independently of each other and connected to the central user at any point.

Content Overview

Content is going to be the primary method with which our client will drive their targeted audience to the platform. It will also be one of the main ways in which they will generate revenue, develop their earned and owned audience, monetize their paid audience, grow via social channels, build user trust, develop their brand and drive their users into other funnels: Community & Commerce. The main type of content on our client's system will be closed source educational content that is only available to authorized users or subscribers. There will be limited open access (free) content that will include news, advertising and public relations related material that our users would also engage with. The content will range in a variety of formats; Video, Picture, Written, and Audio at a variety of annual or monthly subscriptions.

Community Overview

Community is going to be the primary method with which our client will communicate with their audience. The community center, essentially a forum, is going to be the main place where users will communicate with their content providers, engage with each other, ask questions, connect with service providers (lawyers, CPAs, etc.), and provide feedback about their other funnels. Open access articles will be the main driver to get user subscriptions and will be available to the public. The content publication and distribution costs will be shouldered by incoming ad revenue.

E-Commerce **(ON HOLD)**

Commerce will be the funnel that our client can build strong marketing and sales funnels around by focusing on CPC, CPA, CAC, Churn, Cohort, LTV, etc. Because ProhbtD will have a few niche products based around packages, the e-commerce portion can start as an online order form to quickly collect the data and revenue. With an online form based system, they can customize the information they need to collect per the distributing partner. All submitted data will be stored in their database minus critical Credit Card info, which will be collected by the



payment gateway.

Future iterations can utilize a more robust system like Magento with multiple integrated features to support a wide variety of products, inventory, and marketing needs.

Platform Parameters

User Definitions and Cases

General user: This user type creates replies, asks questions, views content, makes purchases and can update his or her user profile. Their main goal is to find information on marijuana topics and products from a trusted source.

Forum Moderator: A forum moderator will oversee the communication activity on the forum. They monitor the interchange of contributors and makes decisions regarding content and the direction of threads.

Their responsibilities include:

- Moving discussions from one section to another to keep topics organized.
- Has the discretion to lock the discussion to prevent heated, interchanges.
- Hide discussions they deem unworthy of further discussion.
- Determine topics they feel deserve further examination can be posted indefinitely by the moderator even if they garner no comments.

Service Provider: Professional service providers will be users with specific qualifications around marijuana. These come in two categories.

A) Those who require holding professional licenses such as doctors, lawyers, auditors, engineers etc. These specific providers will have to be vetted and approved to keep user trust and confidence as well as protect the company.

B) Those that who are characterized by a high knowledge intensity with no certification level. This knowledge can include; specific grow techniques, accounting advice, management advice, general practices, etc. These providers will need to be approved, but do not necessarily need to be vetted for authenticity.

Content Provider: This user is a specialist that is creating and distributing content in the form of videos, blogs, class wikis, or tutorials.

All of the content on our client's system will be closed source content that is only available to authorized users or subscribers. Open access articles are open to the public, with the publication and distribution costs shouldered by the institution publishing the content. This content includes advertising and public relations content, as well as other types of content produced for profit, including white papers and sponsored research. Advertising can even include auto-generated content, blocks of content generated



by programs or bots for search engine optimization

Affiliate Provider: An affiliate provider will have limited access to work in conjunction with Prohbtd to provide a certain level of benefit to general users. These users can be specific to the commerce portion if they are fulfilling products, or offering third party services on behalf of Prohbtd.

Site Admin: This user has complete control over all aspects of the site. There will be very few users that will be admins. Every other user should be able to fulfill their role outside of a master access.

Sitemap

The site needs to be very straightforward and easy to use. We want to invite all users to participate, while funneling them into a subscription. Mockup: <https://projects.invisionapp.com/share/A41X6J5TP-/screens>

1. Home Page
2. News
3. Shows
4. Learn
5. Speakeasy
6. Shop (**ON HOLD**)
7. Footer: About Us | What We Do | History | FAQ | Terms Of Service | Privacy Policy | Contact | Advertising

Feature Specification

The platform will be based on an easy to use custom CMS system for both admins and users. The general user will be the core of the system. Users will be able to seamlessly move between platform areas to prevent confusion, optimize conversion, and help retention.

Signup:

- One step social (Facebook, Twitter signup)
- Email signup and verification
- Password Remedy (forgotten password system)
- Agree to TOS

User Profile:

- Demographic information- editing and uploading
- Private messaging system- create and respond
- Subscription level and billing information - editing
- Product liked / purchased history (**ON HOLD**)
- Cart- saved items (**ON HOLD**)
- Content/User-liked Content
- Follow feeds and users



- Social integration
- Password /Username
- Email Marketing Settings

Community:

- Child system (different levels of nesting content) - Categories - Topics - Replies
- Moderated by admins
- Banned linking and other security functions to prevent competitors
- Providers section
- News / Wiki
- FAQ

Content:

- Subscription level access
- Catalogue Subtypes (Mainly for show and news categories. i.e: DIY show will go in DIY section)
- Rating/Liking system
- Viewer analytics: page, video, content views and shares (Google Analytics)
- Viewer commenting

E-commerce: (**ON HOLD**)

- Fundamental e-commerce functions
- Product grouping, bio and display
- Product reviews
- Product ratings

Pay gate:

- Simple sign up for subscription and carryover to e-commerce
- Major credit card support with paypal direct: using auth.net or like service
- Multiple levels of entry with monthly, annual, or onetime purchasing

Admin:

- Customizable to each user type
- Secure via email authentication and IP tracking

System General:

- Added features can include internal mail marketing system, loyalty programs, strong customization options, advanced SEO, etc.
- Ad inventory system that can be added to internally promote products or plug into an existing ad network.

Technology Stack



Due to the web application's complex requirements that include basic functions such as user signup, forums, content delivery and accessing multiple databases, Mantra Labs will utilize PHP as the main language. This will consist of the latest version of PHP, Mysql database, and on the Linux operating system. Rapid will handle the design, front-end web development, and backend development.

Hosting

The amount of users accessing the site will increase and decrease during marking events and subscriptions. We are going to utilize Amazons services. This will include: AWS Ec2, S3, Cloud Front, SES as well as third party scaling software. Original video content will also be hosted on AWS.

Schedule

Expectation for website launch is 4/20/15 without E-commerce portion.