**Divi Project**

Making digital money accessible, familiar, safe, and usable

# **Overview**

*Why should this product exist? What are the business reasons and objectives for putting out this product?*

Consumers still face difficulties when it comes to using and understanding cryptocurrency. This is particularly true for the general population as opposed to the tech-savvy. If no one in that person’s social circle uses or understands crypto, the consumer is less likely to use it.

This product will be free/open source, and as such, it will allow our brand to extend its reach and visibility in the market.

It is expected that the release of this product will make us a trusted authority in the market for both seasoned crypto users and new. Building trust with both types of users will ultimately lead to increased adoption of Divi.

# **Project Team**

*List the project team members and their roles*

* Michael Greenwood - App/web dev/UX Designer
* Dayton Mills - App/web dev
* Nick Saponaro - App/web dev
* Barry Blaha - App dev

# **Target Users**

*Who are you designing for? What will they do with the product? When will they use the product? How will they access the product?*

* **Who:** Generally, people 18–42 years of age who make over $45k+/year and are seeking alternative sources of passive income that they can spend on real-world goods.

* **What:** The masternode protocol will act as a passive income vehicle while the smart wallet will facilitate transactions while offering users a sense of familiarity and ease of use (app, OS integration, etc.).

* **When:** 2Q2018. Users are anxiously awaiting release already and will begin using the technology immediately.

* **How:** Online and via mobile and desktop applications.

# **Users Problems We Will Solve**

*What are the main user needs our product must address? How will the product address these issues?*

* **User Need 1:** User needs to see their crypto balance in a fiat currency they understand.

**Resolution:** We will make it so that the user can easily switch currencies in the UI. This will allow them to switch to any fiat and instantly convert the value. By default, both DIVI and Fiat currencies are always shown.

* **User Need 2:** User needs to be able to easily understand the ups and downs of the market in a value they can easily understand.

**Resolution:** We will show the market change in a currency they understand. The user will also be able to change this in their preferences.

* **User Need 3:** Users can’t easily identify who they are sending or receiving crypto from.

**Resolution:** We will make it so that there will be both names and pictures associated with the transactions.

* **User Need 4:** Users do not currently have the ability to request funds from other users easily.

**Resolution:** By using username masking technology, users can search for other users

to easily request funds without the need for long addresses.

* **User Need 5:** Users don’t have a way to split funds for paying or receiving.

**Resolution:** We will be able to set multiple recipients for incoming or outgoing funds. This is similar to tip sharing. This feature also allows for easy collection and payment of taxes.

* **User Need 6:** User doesn’t today have any easy way of canceling transactions.

**Resolution:** We will provide a way for the user to easily cancel a transaction. This will allow the user to stop a transaction that hasn’t gone through yet. Ethereum does this today, but it is very difficult for a common user to do. NOTE: Transactions should be nearly instantaneous with Dash or PIVX tech, so this feature may not be relevant.

* **User Need 7:** User has no way to schedule payments for bills, payroll, etc.

**Resolution:** By utilizing much of the same logic built out in the EthPay app, we can grant users access to a full ledger of transactions and a way to schedule payments based on dates/times they set.

* **User Need 8:** User worries he will lose his tokens if sent to the wrong address.

**Resolution:** We will implement a time-dependent PIN code system, so that the receiver must use a PIN code to unlock transactions, or else they are automatically returned to the sender.

* **User Need 9:** User worries his tokens can be taken by threat of violence.

**Resolution:** Coins can be “vaulted” on the blockchain until a specific date, so even the owner can’t access them.

# **Core Features**

*Describe the key functions that users will be able to perform. These core tasks must focus on functionality and should not hint at design elements. This section should include a link to the detailed user story backlog as a reference.*

**Blockchain**

* [Atomic Swap](https://docs.google.com/document/d/1MaJr4MqlE9gqgJUccBjxy36X0j-GqBN-3LDFTRNzIjQ/edit)
* [Blockchain Core](https://docs.google.com/document/d/1gMx_xZ-OzDzRpkKbdj4iy1TmQTMFRPQa-jNj7crpIpg/edit?usp=drive_web)
* [Governance System](https://docs.google.com/document/d/1SGrxwSgpwA-iyW-JugbfJTsTAwweRFfimOUrpI4abNw/edit?usp=drive_web)

**Masternode**

* [Six Tier Masternode](https://docs.google.com/document/d/1fYeWvob0tfmygXgezNL6NAo-qwDSP0g8WbpXY4fM0Vg/edit)
* [Lottery Blocks](https://docs.google.com/document/d/1cJH9qmnipcStXPgd5vqkVECDSGrrfDipjWq7Ign504E/edit)
* [Transaction Tracking](https://docs.google.com/document/d/12aAkdnhpCuHHN9mavO2mHz3GWmSDCDSsDeQD9k5Bdf8/edit)

**Security**

* [Google 2FA](https://docs.google.com/document/d/1QGLv319Q8r544o-UynLT131PC24KLKPFFE--1PXr6Jw/edit)
* [PIN Transaction](https://docs.google.com/document/d/1HaOsHYSumHzc9RzSkOTeI1VOVtGSv7kFiW271P6OwsY/edit)
* [Vaulting](https://docs.google.com/document/d/1vRUE98C0aniOs1eKU_Ij2HgxjSSY4PD22bcaEsT_Lfw/edit?usp=drive_web)

**Wallet - desktop**

* [DOCI - Desktop One Click Install](https://docs.google.com/document/d/12IbqKAhQo8EweoXvhjmm_FbGirWrhDh6rF-rcvn3SEY/edit)
* [Identity](https://docs.google.com/document/d/1tNbMjW1iw454QK2yjIq4hXUPjk1X4Xjb1gxFgiMR8BM/edit)
* [Request Money](https://docs.google.com/document/d/11oRr6eZ0dk92zE-z5aFskXgHu2E9kkuxHPnnlxXwRp4/edit?usp=drive_web)

**Wallet - mobile**

* [Android Wallet](https://docs.google.com/document/d/1lx5aX6hnnpnDbBJ7CIH58Gz54qFMyM0zEnB-LUQyC7s/edit)
* [iOS Wallet](https://docs.google.com/document/d/1SdKTHj-mEcPtd5fdEzDlFiUDLUcDNk7HtIbHKJc4ig4/edit?usp=drive_web)

See [insert link to our product backlog once available] for a complete list of features and their details.

# **Competitors**

*List your core competitors along with a short description of about how they position themselves in the market. State whether their product is available via web, an app or both.*

[**Competitive Analysis**](https://drive.google.com/file/d/1VbvYjUtnSzsO2HY8VMYXszGrtq7pMlgb/view?usp=sharing) [**Competition Tracking**](https://docs.google.com/spreadsheets/d/1SIDxopk2XLiS0kWdeMb4mVnpgpxx3ZVYGEaPzXKLFao/edit?usp=sharing)

# **Related Documentation**

*List and link to any existing documentation connected to the project. You can also include documents that are still pending creation.*

* [Whitepaper](https://diviproject.org/assets/files/wp-en.pdf)
* Technical Architecture (Not available)
* Links to prototypes (Not available)
* Terms of Use (Not available)
* Privacy Policy (Not available)

# **Pricing**

This product will be 100% free to all consumers. One product offering is available to everyone.

# **Dependencies**

*List any dependencies that might affect this project.*

*For example, are there sufficient development and UX design resources? Are there team members with a planned absence during the duration of the project (e.g. planned maternity leave)? Explain the contingency plan for accommodating the absence. Does the release of this product depend on hiring additional staff or on the release of another product?*

Note: I will find a scheduling solution that can keep track of employee time off (nick)

Development work on this project can only begin after we have completed scoping and requirements gathering. The anticipated availability date is W1 May 2018.

This project will run through the summer when many team members will be taking time off. The team members should block off their vacation dates no later than January 31, 2018, to ensure that we ensure appropriate backup/coverage during each person’s absence.

At this time, we have enough software engineers to handle any site and application development needs. However, we lack in development resources needed to build the blockchain, which in itself is a project dependency.

# **Product Release Dates**

*Indicate the expected release date for the product. If there are any business dependencies (e.g. must be ready in time for a big trade show) include that information here. Information in this section may have to be verified by or updated by the Product Officer or Product VP depending on organizational structure.*

The planned release date for this product is no later than end of Q2 2018.

This date is a hard cutoff because of community and investor expectations.

# **Product Launch Tactics**

*Provide a summary of the anticipated marketing plan for this product. If there isn’t enough visibility at the start of the project into the planned marketing tactics, leave this section empty and mark it as to be TO BE DEFINED. The Product Manager should update this section once more information is available or follow-up with Marketing and Brand team(s) to ensure that they update this section accordingly.*

*To be determined for now.*