Scenarios

Wishlist:

1. When booting the app originally, a connection is made to friend data (FB, Live, google, etc)
   1. The app allows you to pick the groups and the friends that you want to add, and this is based initially on the data in FB / G+ / etc
2. You can create a wishlist and share it with other SteadyListy users
3. You can post it to a FB group or list
   1. This can help the viral spread
4. You can manage the items on the list through any of our front-ends, including the FB plug-in
5. If someone gets something on my wishlist for me, I can send them a virtual gift

Birthday / anniversary list:

1. When booting the app originally, a connection is made to friend data (FB, Live, google, etc)
   1. The app allows you to pick the groups and the friends that you want to add, and this is based initially on the data in FB / G+ / etc
2. A birthday list is automatically created and info for the friends that you selected is added
3. When a birthday is near, a few actions are added:
   1. Post “happy birthday” to their FB wall
   2. Add to your calendar
   3. Look through their wishlist and “claim it”
   4. Order flowers (potentially act as an affiliate; get a 10% coupon if you buy a virtual gift first!)
   5. Send e-cards (potentially act as an affiliate)
   6. Set up dinner (for close / family)
   7. Send virtual gift
   8. Provide coupon from an affiliate as part of purchasing a virtual gift
   9. For some of these, the person that did them gets an achievement
   10. The person can then send me back a virtual gift

All these recommendations come from prior history and potentially FB datamining

1. Look at people’s wishlist to determine what gift to give

Household chores:

1. Set up user list as above
2. Add a chore (“clean the garage”) to the list
3. (Optionally) post a question to your network asking what they’ve done
4. The app will recommend 4 vendors in your area, sourced from
   1. scraped from search engines
   2. anonymized usage data from BuiltLists
   3. shared friend data
   4. explicit answers
   5. affiliates
5. Give preferential display to sponsored vendors and friends recommendations
6. Options:
   1. Easy contact with appropriate action: Phone number, Vendor website, email, map; the e-mail / website referral are tagged with BuiltSteady
   2. Clickthrough for affiliated vendor
   3. Present an offer/coupon for a sponsored vendor
   4. Get a quote from a sponsored vendor
7. Rate the vendor
   1. Post to FB the fact that you completed the task with a vendor (and what your rating was)
   2. People can comment on your post (and it goes back to our data store)
   3. Agree to share your data with friends that ever have the same task in the future
8. Get an achievement / SteadyPoints for actually polishing something off your list
   1. Others can vote up your task completion (if they are users)
   2. Build reputation
   3. Buy or send someone a virtual good (e.g. as a reward for helping you out or for getting something done)

Collaboration on planning an event (wedding, anniversary party, etc)

Partners and affiliates

1. Data partner (like bing, google, alexa, angie’s list, yelp, tripadvisor, etc). These act as a source of data for us (ideally free).
2. Sponsored businesses that pay us a referral fee (A1 Maids)
3. Affiliate of an existing service like RedBeacon

Value that we create:

1. Help people get their intent fulfilled through our recommendation service
2. Help people gain some social currency by getting things done
3. Aggregate and cross-correlate data about businesses
   1. General data sources – bing, google, alexa
   2. Refine results based on geo (may already be done by above)
   3. Refine results with general-purpose recommendation sources like Yelp (may already be done by bing)
   4. Refined with anonymized and localized user data
   5. Refined with user’s personal friend data