Goal: Sell fatkidwallet.com for > $1 million.

-functioning website

-network of participating restaurants

-revenue streams (ads, subscription fees, etc.)

-Android and iOS apps.

-users

-#fatkid, branding

-End user agreement

Growth and expansion of website offerings and network.

Store documents. –fatkidwallet.com ftp

Functioning Website

In this document we have the requirements for the website, and Balsamiq Mock up for the pretty pictures. We will first do a functionality proof of concept version of the site with extremely basic UI, and then go about implementing more features and fancier UI.

Home, My Wallet, Find Restaurants, Manage Account

What is viewable for every page? Logo/Mascott, Fatkidwallet.com, tabs for Home, Wallet, Restaurant, Account, a login (but that will become username, and log off button when you login). And a register button (which should take you to account page, where if you are not logged in you can register. Registering will be an active popup window (modal in bootstrap for instance).

Finding a restaurant should be open to not logged in users.

Home—fat kid cartoon mascot, what is the website, pertinent information

Wallet—List all fat kid cards (all the ones you have at least one point on, plus maybe at the end we could have top rewarding cards or suggested based on area or type of restaurant), allow selecting and viewing fat kid card, needs to show how many points you have, how many you need, what the reward is, the name of the restaurant (could link to restaurant page for more info), has to allow you to start a card for a restaurant and maybe even add points (you would need a special code or something, for the app I think we wanted to do a QR code [maybe not supported by javascript, so maybe code necessary or yeah]), basically at first this could just look like a straight table queried for the login’s cards. (restaurant, card id #, points have, points needed, all info above), add radial button to each row of card table then buttons at the bottom for add point, delete card, add card, total points ever at the restaurant (probably should be in restaurant table)

From the website if it’s ever the case that I have to swipe through cards but it runs really slowly and chugs and it’s shit, then that’s no good.

Restaurants—At first this could simply list restaurants, later we should be able to search for restaurants (by area, type, genre, name). (In the future, I should be able to pull up the app, find a restaurant around me, and tell my phone to direct me there.) In light of that, necessary info for a restaurant might include, name, photo, address, culinary style, fat kid cards (card id #), for each restaurant page you could immediately add a card to your wallet

Account

Need some kind of site that lets you click a button to add a restaurant (at first this will likely be hard coded by us).

IPhone App Mockup:

Home

Wallet—Here it would be nice to have all your cards in a row that you can swipe through. Maybe a search field to filter to a particular restaurant quickly. We could try filters (nearest), sort by nearest, most points, other peoples popular, for browsing cards at first we can do a simple scroll through (essentially) a table or cards.

Restaurants need to be browsable in a similar fashion to the cards. Have filter and sort options from the view. Filter: nearest, price, frequent, popular, favorites, personal fat kid spots,

Rebrand generic app terms (ex. Search = feed me, sort by nearest = fat kid can’t go far or something). Map view with fat kid population density higher near most popular restaurants.

Account

Filled out cards turn into gold cards. You can trade them with other users. You can get titles for collecting several. You can get stuff that doesn’t cost us money.

Home page of the app you can feed the mascot. He will get fatter, but he only eats gold cards.

We need a button (maybe “Feed me!”) that suggests a restaurant.

Network of Restaurant:

-Famous Dave’s