**Offr Portland - DRAFT**

**GOAL**

**Offr** is a tool that quickly and easily creates **direct** connections for people in a specific locality by providing a communication channel with enhanced options - it cuts out the middle-man and profit enhancing algorithms. The core value of **Offr** is to create **reliable connections**.

Offr is an App with the high level goal of being a one-stop-shop to **directly** connect a user with a person, service, task provider or event in their local area. **Offr** also provides a marketplace to advertise services, manage and grow business connections, start local community activities and to network by organizing joint activities with individuals or groups.

Ultimately **Offr** will recommend local services, events and activities to users based on user-profile and past activity.

**Brands**

* **Offr Meet** - Networking
* **Offr Serivces** - Single task or session
* **Offr Events** - Publicity, payment and ticketing
* **Offr Work** - Long term hiring

**Offr Starters**

If an **Offr** **Starter** is an individual who would like to arrange a joint activity, advertise a service or publicize an event. The **Offr Starter** can create an **Offr** using a template and entering specific details.

**Offr Makers**

**Offr Makers** are individuals who use the App and search for activities, services or events that interest them. They are connected with the **Offr Starter** to arrange an activity, purchase a service, sign up for an event and negotiate the price.

**Offr Meets**

An **Offr Meet** is when two or more users agree and get together. If a service is provided, a price can be negotiated through the communication channel. **Offr** promotes reliable participation and **Offr Starters** and **Offr Makers** can view past activity of others to ensure consistent connections.

**SUGGESTED PROJECT BREAKDOWN**

We suggest breaking up development of functionality into three distinct phases with specific functional areas and deliverables. The scope, actions and timelines listed below are just suggestions for discussion.

**Phase I: January 1st - March 31st 2020 (suggested)**

**Scope:**

* + Create profile / edit user profile
  + Search profiles
  + Offer negotiation - communication platform
  + Offr Expiration
  + Manual curation
  + Social log-in
  + UX for easily managing multiple offers
  + Payment per listing for services

**Actions:**

* + Break functionality into different phases
  + Set realistic timeline
  + Define scope for all phases
  + Document requirements - phase I:
    - One to one **Offr**
    - One to many **Offr**
    - Services
  + Implement Trello or other Kanban solution
  + Identify tech stack
  + Define markets for all phases
  + Create user stories for phase I
  + UX
  + Wireframes
  + Design
  + Define fields for templates:
    - Account profile
    - Social
    - Single service
  + Define requirements for back-end engineering
  + Create templates
  + Reach out to target markets

**Suggested Markets:**

* + **Offr Meet - Neworking Activities:** Yoga, Rock climbing, Tennis, Etc…
  + **Offr Services:** Chauffeur professional / Limo, Personal Trainer, Hair Stylist, Tutor, Therapist, Life coach, Photographer, Baby siting, Diaper pick-up, Writer, Model, Dog Walker, Dog Washer, Car Detail, Mobile Ding Repair, Seamstress, Handyman, Computer Assistant for elderly, Massage Therapist, Farmer’s CPA food club, Stripper/Dancer, Housekeeper, Energy Healing, Laundry service, Gardener.

**Success Criteria:**

Launch version 1.0 of Offr app to App Store and Google play with outlined functionality by 3/31/2020. Include message of what’s to come in next phase.

**Phase II: April 1st - June 30th 2020 (suggested)**

**Scope:**

* + Payment / escrow
  + Credits
  + Mediation
  + Collateral
  + Reviews / ratings
  + Events
  + Calendar: Time-based services
  + Implement advertising

**Actions:**

* + Define requirements / create user stories for phase II
  + Enhanced UX
  + Wireframes and design for new areas
  + Define fields for new templates:
    - Payments and credits
    - Events
    - Reviews / ratings
  + Calendar
  + Advertising
  + Create templates
  + Reach out to new target markets

**Suggested Markets:**

* + Expand previous markets
  + Event promoters
  + Local advertisers

**Success Criteria:**

User base of XX (TBD). Launch version 1.5 of Offr app to App Store and Google play with outlined functionality including advertising by 6/30/2020. Offr activity of ??. Revenue of $AA.

**Phase III: July 1st - September 30th 2020 (suggested)**

**Proposed Scope - will depend on activity and feedback:**

* + Review using tags
  + Service tagging / faceted search
  + Rideshare - would we be competing with Uber / Lyft - compliance and regulations?
  + Individual template design
  + Connection suggestions
  + Self rating / Offr rating - matching
  + QR codes for events
  + Offr Kids

**Actions:**

* + Define requirements / create user stories for phase III
  + Enhanced UX
  + Wireframes and design for new areas
  + Define fields for new templates:
    - Rideshare
    - Kids
    - Custom templates
    - Rating
  + Create templates
  + Reach out to new target markets

**Suggested Markets:**

* + Expand previous markets
  + Rideshare
  + Kids

**Success Criteria:**

User base of YY (TBD). Launch full 2.0 version of Offr app to App Store and Google play with outlined functionality including advertising by 9/30/2020. Offr activity of ??. Revenue of $BB.