HASHTAG **VIRAL**
Simple Influencer Marketing

BREAKDOWN OF 26 ON GRANT WEB-SITE

Defining the sitemap and layout

1. Web application activities

a. **Office Suite Rental**

- Serviced office suites available, catering for 1 to 6 individuals.
- Services include:
  ⇒ 24/7 On-premises security;
  ⇒ Sought after address in Johannesburg North;
  ⇒ Access to mailing address;
  ⇒ Lightening fibre internet connection for all devices;
  ⇒ Furnished including desktop PC;
  ⇒ Serviced with access to common areas, including 26-seater boardroom/lounge area, think-tank/training room, kitchen and bathrooms;
  ⇒ Secure parking available;
  ⇒ Access to unlimited tea and coffee; and
  ⇒ Access to front-desk call answering service and reception area.
- Additional services:
  ⇒ Printer, scanner and copier at an additional charge;
  ⇒ Unlimited calls on landline to South African numbers at R500 per month;
  ⇒ Social media business management at an additional charge;
  ⇒ Secretarial and personal assistant services available at an extra charge; and
  ⇒ Extra parking bays at an additional cost.

b. **Virtual Office**

The virtual office experience provides you with the comfort and cost effectiveness of working from home while having access to a corporate address at 26 on Grant. Other benefits include:

- Answering of business-line calls;
- Mail handling;
- Use of boardroom/lounge for 6 hours per week;
- Use of training room for 6 hours per week;

c. **Boardroom and think-tank/training room hire**

26 on Grant offers hourly, half daily as well as daily hiring of our 26-seater boardroom/lounge area as well as our training/think-tank room.

- Boardroom:
  - ⇒ Boardroom hire includes access to tea and coffee;
  - ⇒ The boardroom is fully equipped with your AV requirements;
  - ⇒ Additional services:
    - ♦ Specialised tea, coffee & confectionery at R80.00 per person; (menu required)
    - ♦ Finger foods at R120 per person; (menu required)
    - ♦ Lunch at R250 per person;
  - ⇒ Rates:
    - ♦ R300 per hour;
    - ♦ Full day (8am—5pm) at R2000; and
    - ♦ Half day (8am—12pm & 1pm—5pm) at R1020.
    - ♦ Evening meetings can be arranged until 9pm.
- Think-tank/training room hire:
  - ⇒ Venue hire includes access to tea and coffee;
  - ⇒ Rates:
    - ♦ R200 per hour;
    - ♦ Full day (8am—5pm) at R1350;
    - ♦ Half day (8am—12pm & 1pm—5pm) at R680.

d. **Functionality:**

- We need to create a video highlighting the area that builds into the office space with a complete tour of the offices.
- Each office and area should list all the amenities, equipment, etc. that it contains.
- We need to list menus which include the finger-foods, lunch menu (starters, mains, dessert), specialised tea & coffee and confectionary. From here we need individuals to be able to book and pay for their lunch
- All products need to be booked online and paid for. Contracts need to be signed online with a click (rental agreements, etc.). We don't need to meet any individual in order for them to purchase a product.

- We need to incorporate a seamless technology twist to every product that we have. Minimal human interaction.

e.   Web Application

- Login credentials for all clients to manage their accounts: rentals, additional monthly charges, etc.
- Ability to add and reduce subscription to certain products.

2.   Content, UI & UX

a.   Content

- Sitemap and Wireframe needs to be created.
- Thereafter we can fit written static content to the site.

b.   User interface & Experience:

- Decide on the web template that will be used.
- We need to ensure that the least number of clicks are employed to sign up to a service.
- Easy and clean interface to be employed.
- We need to create a 3D interactive video of the entire office.

3.   Design & Development

a.   Design

This entails transforming the information collected and collated in the planning stage into reality. The main deliverables are documented site structure and more importantly, visual representation. Completion of this phase will produce the mould of the website which has shape and form apart from the absence of the content and special features.

⇒   **Wireframe and design elements planning:** this is where the visual layout of the website begins to take shape. Utilising information gathered from the client, the layout will be designed using a wireframe.

⇒   **Mock-ups based on requirement analysis:** designing mock-ups in Photoshop etc. allows for easy modification as it keeps design elements organised in layers and allows for slicing or coding
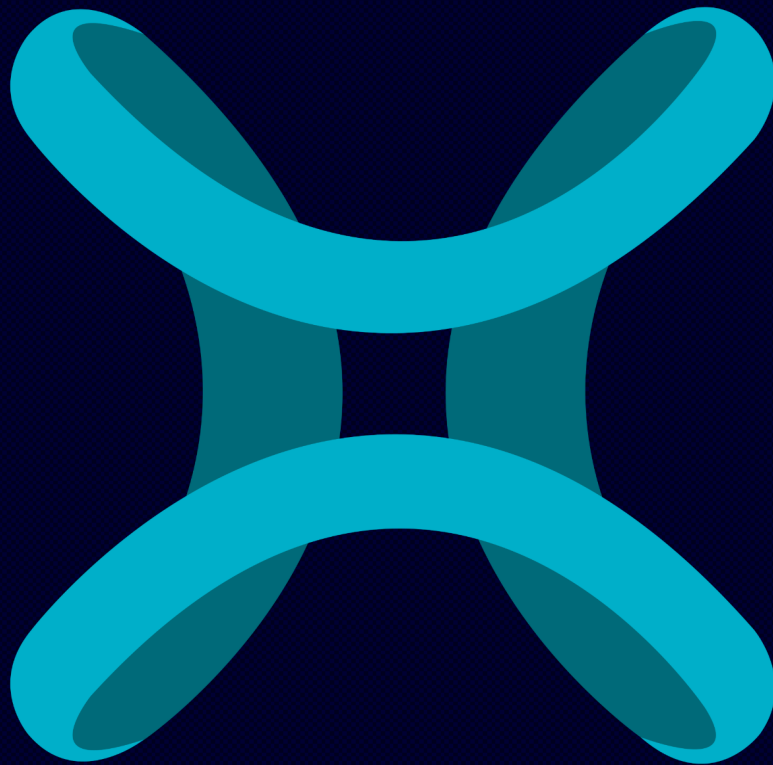
later on.

⇒ **Review and approval cycle:** this cycle of reviewing, tweaking and approving the designed mock-ups takes place until the client is satisfied with the design. This is the simplest time to make changes as opposed to when the design has been coded.

⇒ **Slice and code valid XHTML/CSS:** slicing the final Photoshop mock-up followed by writing of the HTML and CSS code for the basic design now takes place. All interactive elements and jQuery come later on. All that is required for now is getting the visuals on screen. At this point it is essential to validate all of the code before moving on.

- **Development**

Development involves the bulk of the programming work as well as the loading of content, at this point coding is required to be organised and commented. The backbone of the entire process is constant referral to the planning details as the full website takes on shape. Frequent testing during this phase avoids future difficulties that are harder and more time consuming to eradicate.

⇒ **Building of development framework:** the ASP framework or content management system being used needs to be implemented to get the basic engine up and running. This will ensure that the server can handle the installation and setup smoothly.

⇒ **Coding of templates for each page type:** websites generally consist of several pages (home, about us, etc.) that are based on templates. At this phase we will create our own templates.

⇒ **Development and testing of special features and interactivity:** this is where we will incorporate the fancy elements. This is better to address now prior to the addition of the static content because the website provides a relatively clean and uncluttered workspace. Forms and validation can be included here as well.

⇒ **Testing and verification of links and functionality:** a full website review can now be conducted. Using the file manager, every created page will be tested to verify that all is in working order and that there are no visual and functional omissions.

26 Grant Avenue

Norwood

Johannesburg

South Africa

2192

+27 11 661 0000

+27 11 661 0061

info@hashtagviral.com

www.hashtagviral.com