**Design SPEC**

**APPOLITICS**

Contents

[**Appolitics – World's leading online platform for candidates. “Turns the election process to be smarter….”** 3](#_Toc436116655)

[**Minimum viable product** 4](#_Toc436116656)

[**Campaign Management** 5](#_Toc436116657)

[**Content Management** 6](#_Toc436116658)

[**Connect to professionals and business** 7](#_Toc436116659)

[**Campaign Analytics** 8](#_Toc436116660)

[**Find Professionals & Business** 9](#_Toc436116661)

[**Appolitics Integration** 10](#_Toc436116662)

# **Appolitics – World's leading online platform for candidates. “Turns the election process to be smarter….”**

Appolitics provides solutions for all election aspects that candidates need during and after election campaigns.

* Campaign Management
* Content Management
* Events Management
* Manage volunteers and teams
* Connect to professionals and business
* Out of the box services
* Social Management
* Email Generator & Templating

# **Minimum viable product**

* Dashboard with Google analytics
* Manage site
* Content management
* Find prof
* Events management
* Pools with Survey Monkey
* Donation management
* Volunteer’s management
* Settings

# **Campaign Management**

* Manage and track campaign sites.
* Campaign Analytics
* Pool system - Integrated to Survey Monkey
  + Survey Monkey for Appolitics integrates the world’s leading online survey platform with Appolitics to give you a powerful tools to manage your campaign pools.
  + Learn more about your voters.

Improve ideas scoring, and quickly identify opportunities.

* + Run more focused campaigns.
* Site Alerts – Monitor your sites by define our metrics system and get notify 24/7 about the sites status.
* Real-time Dashboard – Gathering all the data from all sites and social sites to one dashboard.
* Site designer – DIY site designer above our sites templates.
* Integrated with WordPress – Create your site with WordPress and manage it on Appolitics.
* Donation System – Add to your site our donation service
* Volunteer’s managements – Manage campaign volunteers and their tasks during campaign from one place.
  + Automatic mail groups (DL)
* Project managements.
  + Plan, Coordinate and Communicate Everything.
  + Manage campaign budget

**Content Management**

From single point candidate can manage and control and analytics all the social content he publish during his campaign.

* Publish on Facebook, Twitter or in your site form our Content editor wizard.
* Track the social feedbacks back into content dashboard.
* Single assets repository
* Real time update content.
* A\B testing for new content.
* Content translation per audience.
* Content templating
* Content Analytics & BI

**Connect to professionals and business**

* Find the correct professionals that help you run yours campaign.
* Control all transaction between campaign experts and local business.
* Manage work orders from one place.

# **Campaign Analytics**

Automated all your campaign aspects from user’s statistics till social feedback. Centralized dashboard to help candidates make better and timelier decisions.

# **Find Professionals & Business**

Appolitics will give Professionals & Business entry to be searchable for candidates that look for products or services as part of their campaign.

Each prof that sign Appolitics will have a web site that can be design and custom to show his business. That include previous job, images or movies. Portfolio and reviews that other candidates already give him.

Also we should think about inner score for prof or business that work without problem and insert revenue.

Way

How Appolitics help your business (Professionals & Business)

* By click away from candidate’s campaigner.
* Simplify the process to order and deliver your business.
* Create a free custom website with Site Designer.

**Appolitics Integration**

Any integration with other software products are from inner to outside. So we need to build some API with face out public API’s.

For what peruse:

* Budget
* Project managements
* Events
* Pools