**Design SPEC**

**APPOLITICS**

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# **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
* Manager site
* Content management
* Find prof
* Events management
* Pools with Survey Monkey
* Donation management
* Volunteer’s management
* Settings

# **Campaign Management**

* Manage and track candidate site
* Campaign Analytics
* 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.
  + Learn more about your voters.

Improve ideas scoring, and quickly identify opportunities.

* + Run more focused campaigns.

**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.

# **How Appolitics help your business (Professionals & Business)**

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