

Vital Hint - Reference Document

Version 01
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Concerns to be Addressed

1. The most important item in this project is Time to Market (TTM). We should deliver this product's MVP with high quality by July 10th. This means that we should have constant communication with the client and get feedback regularly and especially very fast from the client regarding the design and documents and etc.
2. The client needs an astonishing design with a very great UX (User Experience). We should handle this project in a way that we can deliver a very great UI/UX design in this tight timeline.
3. Multilingual Support - The market that this project will be delivered to is in South East Asia so we should make sure that it will support those region's languages very well.
4. Cross-Chain - This NFT Marketplace should support Ethereum + Klaytn. We should make the infrastructures for this in the MVP phase. The reference product that you've sent is <https://sole-x.io/>
5. We should have a way to authorize the creators. Lately, platforms with this feature are getting popular. Two of these platforms are Foundation and Superrare.
6. We will want to add the Redeemable NFT feature in the next phases or maybe in phase 2.

MVP Features

- Home Page
 - a. Top Sellers and Buyers
 - b. Live Auctions
 - c. Explore
- Connect Wallet
 - a. Metamask
 - b. Wallet Connect
 - c. Portis (Can be Moved to Phase 2)
- My Items
 - a. Edit Profile
 - b. Verify Account as Verified Artist
 - c. Share
 - d. Report
 - e. On Sale

- f. Collectibles
 - g. Created
- Create Collectible
 - a. Single
 - i. Upload File
 - ii. Fixed Price
 - iii. English (Ebay Style) Auction
 - iv. VitalHint Collection (Token)
 - v. Title
 - vi. Description
 - vii. Royalties
 - viii. Properties
- Notifications
- NFT Single Page
 - a. Title
 - b. Description
 - c. Attributes
 - d. Creator Name
 - e. Collection Name
 - f. Place Bid
 - g. Bids
 - h. Details
 - i. History
 - j. View on Opensea
 - k. Share
- Cross-Chain Infrastructure
- Multilingual Support
- Add to the Klaytn Mainnet

Phase 2 Features

- Home Page
 - a. Top Sellers and Buyers
 - b. Live Auctions
 - c. Explore
- Browse Page (Explore Extended Page) (Something Similar to <https://opensea.io/assets> but with much better UX)
 - a. Search
 - b. Sort
 - c. Categorize
- My Items
 - a. Edit Profile
 - b. Verify Account as Verified Artist
 - c. Share
 - d. Report
 - e. On Sale
 - f. Collectibles
 - g. Created
 - h. Liked
 - i. Activity
 - j. Following
 - k. Followers
- Create Collectible
 - a. Single
 - i. Upload File
 - ii. Fixed Price
 - iii. Timed Auction
 - iv. Unlimited Auction
 - v. English (Ebay Style) Auction
 - vi. Dutch Auction
 - vii. Unlock once purchased
 - viii. Choose Collection
 - ix. Title
 - x. Description
 - xi. Royalties
 - xii. Properties
 - b. Multiple
 - i. Upload File

- ii. Fixed Price
 - iii. Unlimited Auction
 - iv. English (ebay Style) Auction
 - v. Dutch Auction
 - vi. Unlock once purchased
 - vii. Choose Collection
 - viii. Title
 - ix. Description
 - x. Royalties
 - xi. Properties
- Notifications
- NFT Single Page
 - a. Title
 - b. Description
 - c. Attributes
 - d. Creator Name
 - e. Collection Name
 - f. Place Bid
 - g. Bids
 - h. Details
 - i. History
 - j. View on Opensea
 - k. Share
- Voting
- Multilingual Support
- Redeemable NFT Function

Business Side Questions

1. How do you want to monetize using this platform? Is this only the service fee or you want to take any subscription too?
 - a. Take Transaction Fee - (Hope to Set via Admin Page - 5~ 10% per transaction)
2. What are your target audiences on the Buyers side?
 - a. Normal NFT Users
 - b. Crypto Beginner who have high interest in Limited Edition Good
3. What are your target audiences on the Creators' side?
 - a. Famous B2C Brand from Fashion, Lifestyle, Beauty and Food Industry
 - b. Creative Creator and Artist - Individual or Small groups who already got some attention from their Social Media
4. Am I correct that we are a platform between Buyers and Creators or any other parties involved too?
 - a. YES
5. What is the problem that you are trying to solve with making this platform?
 - a. Solve UX Huddle for the Crypto-Beginners and NFT-Beginners. - Make Easy to Use NFT Marketplace
 - b. Today's NFT Marketplace's are un-curated and messy. We want to be a curation based marketplace based on Product Quality
6. Tell us very roughly about some of your marketing plans? (This is a question to figure out the personas on both sides)
 - a. Buyer - Partnership marketing with Klaytn
 - b. Buyer - Introduce Killer-Brand NFT Goods from Famous B2C Brands
 - c. Creator - Introduce Top Notch Brands to the Buyers - and Utilize Their Marketing Channel.
 - d. Creator - Introduce Curated Creators to the Buyers - and Utilize their Social Media
 - e. Viral Marketing - Give Rewards to the Top Seller / Top Buyer
7. What is your target market? (Mainly I mean geographically)
 - a. South Korea
 - b. Asian Market (China, Japan, SE Asia)
 - c. US (Especially in K-Pop, K-Fashion fan)
8. What are your value propositions?
 - a. Get a Physical Product not only Tokens - Introduce World First redeemable NFT Marketplace (Token First, Deliver Later)
 - b. Non-stop Limited Edition Market - 24/7/365 Market for the Limited Edition Goods with NFT Technology
 - c. Introduce NFT only valuable - Introduce Familiar, Famous and Curated Quality Brands Goods to the NFT/Crypto Users -
9. What are your competitors?

10. What are your competitors in your region?
 - a. Sole-X <https://sole-x.io/home>
 - b. Define Art <https://www.de-fine.art/>
11. How you wanna outperform your international competitors?
 - a. Introduce Limited Edition Goods - (Unique and Competitive Edge)
 - b. Not Open Marketplace. Introduce Only Curated one with Verification of Creators
12. How you wanna outperform your region's competitors?
 - a. We already have a Strong Partnership
 - b. Leverage Social Media and Our Token - Others don't use their tokens.
13. Do you have in mind to create mobile applications for Android and iOS too in the future?
 - a. Of Course.

Product Side Questions

1. Please provide some UI/UX designs that you like the most. You can use these websites to get inspired by (Please specify which parts (or styles or elements styles) of the design you like the most)

<https://dribbble.com/BramVanhaeren/shots>

[https://dribbble.com/shots/15364140-Crypto-Currency-Bitcoin-NFT-Dashboard-UI-Explor\[...\]%20NFT\)%20Dashboard%20UI%20Exploration&utm_medium=Social_Share](https://dribbble.com/shots/15364140-Crypto-Currency-Bitcoin-NFT-Dashboard-UI-Explor[...]%20NFT)%20Dashboard%20UI%20Exploration&utm_medium=Social_Share)

2. Do you like illustrations? If yes, 2d or 3d? => **YES , Prefer 3D**



This is a 3d illustration for example



This is a 2d illustration

3. Please explain the scenario of selling the NFT in detail (and the parameters and options, the default values, and if it can be changed or not, also if they are optional or not).
 - Please refer [Rarible.com](https://rarible.com)
4. Please explain the scenario of buying the NFT in detail (and the parameters and options)
 - Please refer [Rarible.com](https://rarible.com)

Client Side Questions

1. Want to accept our token (Klaytn based token) as payment. Is it possible in MVP?
2. Our Requirement is Very similar to Rarible.com , Based on that. Could you please tell me what is the key difference between MVP Features and 2nd Phase Features?
3. After Development of MVP. Could your team help to install your product into our dedicated AWS Server?