

Promocast

Super Admin

- Multilocation, multiuser and multiadministrator ecommerce web app. This is a local coupon site
- Will be using BackendPro for the admin, Doctrine ORM for the data, and a templating library instead of plain views
- We use Fat Model, Skinny Controller approach to MVC
- Allow for mapping of domain names to a particular listing, category, directory or location
- There should be some kind of automated or unit tests where we can reproduce errors
- Requirement is code to be developed where functionality can be added as plugin code
- Databases must be fully normalized for maximum flexibility and use SQL joins to link the tables
- Use MySQL Administrator to design the database
- All code must strictly adhere to the CodeIgniter Coding Standards and PHP best practices
 - http://codeigniter.com/user_guide/general/styleguide.html
 - <http://net.tutsplus.com/tutorials/php/30-php- best-practices-for-beginners/>
 - <http://www.fluffycat.com/PHP-Design- Patterns/>
 - <http://trumpia.com/api/doc.php>
- Template information
 - Templates should allow for maximum flexibility with the minimum amount of php code
 - Templates can be selected for entire installation, directory, or location
 - Template structure: Uses child themes where that extend the functionality of the main theme
 - If file with same name as in the parent theme exists it will be used
 - All functions are in extendable classes
 - Contain `hook` areas where we can modify the program output or insert HTML or PHP.
Think WordPress `Filter` and `Action Hooks`

Miscellaneous

- Type of directory pre-selects the categories OR new site/directory for each type of directory (ie: MyMallCoupons.com, LocalBargains.mobi, ResortDiscounts.com)
- Buy premium placements by location, multiple locations, geo-targeted, run-of- network and be able to select geography, by area, city, state, run-of- network (be careful not to list the actual device location as this forms apart of the company intellectual property and you wouldn't want to make the network appear reproducible to a third party.)
- If the redemption rate is low, provide recommendations and a clickable link to our "optimization" department that could help them to better optimize their ad for a fee
- The object is to store the data in a useful way where each recordset is complete and makes sense where it can be pulled from the database as a complete record of the transaction/interaction. This facilitates retrieval with no other work required to the recordset: a recordset that is immediately understandable by an isolated third party; a recordset that can easily have other data reverse appended to it in order to increase its unique comprehensiveness and value
- The URL being preconfigured onto the devices (at this end) can be whatever you want, but remember the link in a text file is viewed by the recipient so it should be as short as possible but contain the information that allows the transaction to be recorded in a way so the information is registered.
 - Domain, zip, device number, advertiser, offer
 - Timestamp, IP address, Phone/device Mac address, Referring URL, Visited URL, search terms, etc
- We seem to be mentally locked on the URL being canonical and although somewhat expeditious, it will make life harder in the longer term because you will need to write a query for each city to parse out the data for that location. The way I'm suggesting to do it is to only use the zip code as a part of the source code to identify the location. All advertisers for that zip would then be populated dynamically from your database, based on the zip string match of the requesting URL. Of course within any zip you could have multiple device locations. This is the second string. You could add a +4 attribute to the zip if required and dispense with the device number. The way that I recommend is to write everything to the database. It's better to have the data and not use it, than not have it and then need it. Use the database to capture everything. The Apache log can be used for corroboration of data if a billing dispute arises with an advertiser. So on your server, I recommend keeping all log files for at least 6 months and preferably establishing a backup and archive routine where both database and log files are stored remotely from the online server in case of a catastrophic failure.
- I recommend against the URL format in 26.b. Position dependent variables are the worst way of doing it. While it keeps the string size down, it kills flexibility and handling upgrades they quit

working at that time. Using variable naming schemes like:

www.domain.com/?z=75240&dev=3&adv=22&ofr=13 means those names will always work in future versions but can easily add more parameters without having to reconfigure every device simultaneously. I'd also add a version number to the string so that down the road you can see what devices are running what version of the system and might need updating before or after a big upgrade on your central system.

- I think we should use a different database for the logs so our main database don't get too big (maybe capture it in a text file, like the log file and then process it every night using a cron program to then update the SQL database so it can all be easily reported on)

I. Pages

A. Home Page

1. White Label Headline

2. Parking Memo

a) Voice Memo Allowing Customer To Say Where They Parked

(1) Store For 90 Days

3. Premium Ads

a) Locations

(1) Top

(a) Will Show On All Pages

(2) Bottom

(a) Will Show On All Pages

(3) Right Sidebar

(a) Will Show On All Pages Except In The Advertiser Area

b) Function

- Administrator can check a box to determine which function to use AND how many ads to display

- (1) Static
- (2) Rotating
- (3) Slide Show

c) Ability To Set Limits

d) Ability To Set Weighted Value

e) Tracking Logs

- (1) Views
- (2) Clicks

4. Search

a) For Advertiser

b) For Promotion

c) For Featured Listing

5. Other Locations

a) Connect With Other Promocast Systems Within The Network

6. Categories

a) Unlimited

b) Alphabetical Order

- Unless overridden by drag and drop re-ordering

c) Drag And Drop

d) Optional Splash Image Instead Of Category List

7. New Tab

a) List Of Promotion Headlines

b) Latest Promotion First

c) Takes Them To Selected Promotion

8. Ends Soon Tab

a) List Of Promotion Headlines

b) Earliest Expiring Promotion First

(1) Inactivate Once Expires

c) Takes Them To Selected Promotion

9. Favs Tab

a) List Of Promotion Headlines

b) Most Popular Advertisers First

(1) Based On Cookie Tracking

(a) Category 1pt

(b) Subcategory 2pts

(c) Listing 4pts

(d) Promotion Redemption 8pts

c) If Clicked - Takes Them To Selected Advertiser

10. Footer

a) Home

b) Advertise

(1) Advertiser Registration

c) Advertiser Registration

(1) Advertiser Login

d) Advertiser Login

(1) My Account

e) Now Hiring

(1) Media Broker Registration

f) Privacy

g) Terms

h) Copyright

B. Category Page

C. Subcategory Page

1. Featured Listings

a) Alphabetical Order

2. Regular Listings

a) Alphabetical Order

II. Customer

A. Registration

Opt-In Process

- Opt-in process (Each device in the mall/center will have its own keyword)
- Consumer enters the store
- Device sends them opt-in message
- Consumer presses Yes
- Device sends them a message (with hidden href device keyword and shortcode information) where they fill in their email address
- Has a small terms of service link at the bottom which says that we can do whatever we want with your info
- If this is a Call-to-action then you won't have an opportunity to add a link. But if this driven to the web you could put the T&C link on the landing page where they complete the form submit. Many marketers will require to see the T&C on that page to ensure compliancy.

- Where you can't use a link the opt-in process is enough and you can always use an autoresponder to send the response that contains a double opt-in link.
- Consumer enters email address and presses Submit
- This goes to Trumpia which captures the device keyword, mobile phone number and email address (so we will know which device it is and all its information like, time, date, etc AND the consumers mobile number and email address so we can reverse append their information)
- Trumpia's autoresponder message sends them a message with a link (with hidden href) to download their directory which is actually a personalized URL using their mobile phone number as the extension (ie: LocalBargains.mobi/?id=2147287988) with cookies
- Consumers click link to download their directory and are given instructions on how to save it to their home screen
- Don't have to worry about wifi data plan since they download the directory using their data plan on their phone
- Cookies can capture every movement the consumer makes within the directory (page by page, link by link) Use session variables to capture and write to the MAC address recordset. Once you collect their phone numbers (even if that's down the road) you can append everything to the consumer's recordset.
- We can use this information to send custom messages/offers/etc since we'll know their shopping habits
- We can make their FAVs tab customized with their top interest
- Can send them messages to check out the updated offers and when they open the directory, we can have them pick up in the specific area they left off since this is where their interest most likely is
- Have advertisers update their offers by Thursday because we'll send these messages out Thursday at 12pm to stimulate shopping for the weekend

1. Phone Number & Email Address

a) Use Trumpia API To Collect Information

b) Can Send SMS Messages

2. Administrator Has Ability To Enable/Disable This Function

B. Skip Registration Until Promotion Redemption Phase

C. Login

1. Password Recovery

D. View Advertiser Listings

E. View Promotions

F. View Promotional Details

- Only if opt-ed in

G. Redeem Promotion

1. Promotion Is Inactivated On This Device Once Redeemed

H. Track Redeemed Promotions

1. Store Use Only Link

- Auto-populates a redemption form with the unique code and field for the employee to enter their identification and button to submit

2. Auto-populates Unique Code Using Phone Number

- a) 1st 7 Numbers = Locations*
- b) 2nd 3 Numbers = Store*
- c) 3rd 5 Numbers = Promotion*
- d) 4th 10 Number = Phone*

III. Advertiser

A. Registration

- Administrator can enable/disable a auto-approve feature

1. Username
2. Password
3. Confirm Password
4. First Name
5. Last Name
6. Address
7. City
8. State/Province
9. Zip/Postal Code
10. Country
11. Phone
12. Alternate Phone
13. Fax
14. Email

B. Login

1. Password Recovery

C. Advertising Plans

1. Ability To Choose Other Locations

a) Can Choose Run Of Network

2. Ability To Choose Category

a) Can Choose Run Of Network

3. Ability To Choose Sub-Category

a) Can Choose Run Of Network

4. Ability To Choose Featured Listing

a) Can Choose Run Of Network

5. Tap To Call Phone Number to Contact Us About Premium Advertising

6. Insertion Order Terms & Conditions

7. Shopping Cart

- a) Paypal*
- b) Authorize.net*
- c) Blue Pay*
- d) Promo Code*

D. My Account

1. View/Edit/Hide Advertiser Information

- a) Username*
- b) Password*
- c) Confirm Password*
- d) First Name*
- e) Last Name*
- f) Address*
- g) City*
- h) State/Province*
- i) Zip/Postal Code*
- j) Country*
- k) Phone*
- l) Alternate Phone*
- m) Fax*
- n) Email*
- o) Receive Updates*
 - (1) Yes
 - (2) No
- p) Newsletter Format*

(1) HTML

(2) Plain Text

2. Create/View/Edit/Hide Listing

a) Pre-selects Type Of Listing Based On Plan Purchased

b) Listing Includes

(1) Business Name

(2) Address

(3) Phone

(4) Map

(a) If Within A Mall - Show Store Locator Image

(b) Show Within Same Window - iFrame

(5) Website

(6) Share

(a) SMS

(i) Auto-Fills Shortcode

(b) Email

(c) Facebook

(d) Twitter

(7) Logo

(a) Auto-Formatting Image Uploader

- No Scripts, no java, no SQL injection, no active X, no remote calls, no tracking pixels

c) Ability To Preview/Edit Before Accepting

3. Create/View/Edit/Hide Promotion

a) Headline

b) Promotion Description

c) Disclaimer

d) Image

(1) Auto-Formatting Image Uploader

- No Scripts, no java, no SQL injection, no active X, no remote calls, no tracking pixels

(2) Ability To Have Up To 5 Images

e) Form

(1) Edit Form Fields

(2) Sends Confirmation Email To Customer

(3) Sends Customer Information To Advertiser

(a) Use API To Enter Into CRM

(4) Sends Customer Information To Us

(a) Use API To Enter Into CRM

f) Start Date

g) End Date

- This end date is used for the "Ends Soon" Tab

(1) Promotion Becomes Inactive, But Still Visible After Expiration

h) Share

(1) SMS

(a) Auto-Fills Shortcode

(2) Email

(3) Facebook

(4) Twitter

i) Check Box To Add Additional Promotion

- Administrator can set limits on number of promotions included in advertising plan. But advertiser will have the ability to purchase more

(1) Purchase Additional Promotions

j) Ability To Preview/Edit Before Accepting

k) Tracking

(1) Cookie Tracking

(2) Redemption Tracking

4. View Statistics

a) Total System Views

b) Their Category Views

c) Their Sub-Category Views

d) Their Promotions

(1) Promo ID

(2) Headline

(3) Description

(4) Disclaimer

(5) Image

(6) Start Date

(7) End Date

(8) # Viewed

(9) # Shared

(10) # Redeemed

(11) Redemption Rate %

(12) Employee/ID

(13) Loyalty

(a) Customer Phone #

IV. Media Broker

A. Registration

- Administrator can enable/disable a auto-approve feature

1. Non-Compete/Non-Disclosure Agreement

B. Login

1. Password Recovery

C. Get Promo Code

D. View Statistics

1. Clicks

2. Conversions

3. Commission Earned

V. White Label Administrator

A. Can Access All Settings That Apply To Their Promocast System

B. Can Create Locations

C. Can Set Categories

Mall Categories

Baby & Kids

Department Stores

Men _ s Apparel

Shoes & Handbags

Women _ s Apparel

Intimates

Computers & Software

Electronics

Office Supplies

Books & Magazine

Flowers & Gifts

Food & Wine

Home & Garden

Kitchen & Cooking

Music & Movies

Pets & Supplies

Toys

Sports & Recreation

Travel & Luggage

Jewelry & Watches

Tools & Automotive

Resorts Categories

New Hotels

Beach Hotels

Ski Resorts

Family Travel Hotels

Themed Hotels

Timeshare Vacations

Golf Packages

Spa Getaways

Resorts

Hotel Restaurants & Bars

Airport Hotels

D. Can Set Sub-Categories

E. Can Set Premium Ad Limits

F. Can Sell Listings To Advertisers

G. Can Set Promotion Limits

H. Can Set Pricing

- 1. Set Plan Prices**
- 2. Set Length Of Time Listing Is Shown**
- 3. Choose Location**
- 4. Choose Type Of Promocast System**
- 5. Add/Edit Plans**

I. Customer

- 1. Check Mark To Enable/Disable Customer Registration**
 - a) If Checked - Require Phone Number & Email Address*
- 2. Create/View/Edit/Hide Information**
- 3. Password Recovery**

J. Advertiser

- 1. Promotions**
 - a) Promotions Enabled/Disabled Without Exceeding Plan Limit*
 - b) Set Limits On The Number Of Promotions*
 - (1) Create Upsell To Purchase Additional Promotions
- 2. Check Mark To Enable/Disable Pending Status**
- 3. CSV Import**
 - a) Advertiser*
 - b) Advertiser Information*
 - c) Promotion Information*

4. Autoresponder

a) Can Send Up To 3 Messages Once An Advertiser Signs Up

5. Newsletter

a) Can Send A Plain Text Or HTML Newsletter To Advertisers

6. Create/View/Edit/Hide Information

7. Password Recovery

8. Statistics

(Have the ability to view on one page - Viewing all graphs on one page allows you to use your preferred Web-to-PDF tool to create a single PDF containing all your graphs - Perfect for printing out and archiving.) and print as a PDF (Not got a Web-to-PDF tool? Why not download CutePDF so you can output your graphs as a PDF? It's free and easy to set up. Simply click on the [CutePDF](#) logo below and follow the instructions.)

- Can print as a pdf report

a) Network

- (1) Device ID
- (2) Device Location
- (3) Device Sub-Location

b) Usage

- (1) Unique Mobile Users
- (2) System Downloads
- (3) Opt-In Rate
- (4) Views
- (5) Views/Visit
- (6) Category Views
- (7) Category Views/Visit
- (8) Sub-Category Views
- (9) Sub-Category Views/Visit
- (10) Listing Views
- (11) Listing Views/Visit
- (12) Promotion Views
- (13) Promotion Views/Visit
- (14) Average Time On System
- (15) Average Time On Listings
- (16) Average Time On Promotions

c) Promos

- (1) Promo ID
- (2) Headline
- (3) Description
- (4) Disclaimer

- (5) Image
- (6) Start Date
- (7) End Date
- (8) # Viewed
- (9) # Shared
- (10) # Redeemed
- (11) Redemption Rate %
- (12) Employee/ID
- (13) Loyalty
- (a) Customer Phone #*

K. Media Broker

1. Set Commissions

a) Percentage

b) Flat Rate

2. 2-Tier Affiliate Program

3. Create/View/Edit/Hide Information

4. Password Recovery

5. Check Mark To Enable/Disable Auto-Approve Status

6. Generate Payment Reports

a) Pay With PayPal

b) Send A Check

VI. Super Admin

A. Can Create New Promocast Systems And Access All Settings

B. Provides Hosted Promocast Systems To Sell To White Label Admins

C. Can Sell Premium Ads To Advertisers On All Promocast Systems

D. Can Sell Listings To Advertisers

E. Statistics

(Have the ability to view on one page - Viewing all graphs on one page allows you to use your preferred Web-to-PDF tool to create a single PDF containing all your graphs - Perfect for printing out and archiving.) and print as a PDF (Not got a Web-to-PDF tool? Why not download CutePDF so you can output your graphs as a PDF? It's free and easy to set up. Simply click on the [CutePDF](#) logo below and follow the instructions.)

- Can print as a pdf report

1. Company

- a) Name*
- b) Address*
- c) City*
- d) State*
- e) Zip*
- f) Phone*
- g) SIC Code*
- h) SIC Code - Others Within 500 Yards*

2. Network

- a) Device ID*
- b) Device Location*
- c) Device Sub-Location*

3. Usage

- a) Unique Mobile Users*
- b) System Downloads*
- c) Opt-In Rate*
- d) Views*
- e) Views/Visit*
- f) Category Views*
- g) Category Views/Visit*
- h) Sub-Category Views*
- i) Sub-Category Views/Visit*
- j) Listing Views*
- k) Listing Views/Visit*
- l) Promotion Views*

m) Promotion Views/Visit

n) Average Time On System

o) Average Time On Listings

p) Average Time On Promotions

4. Devices

a) Phone Type

(1) Alcatel

(2) Apple

(3) Blackberry

(4) LG

(5) Nokia

(6) Samsung

(7) Sony

(8) Unknown

b) Mac Address

5. Promos

a) Promo ID

b) Headline

c) Description

d) Disclaimer

e) Image

f) Start Date

g) End Date

h) # Viewed

i) # Shared

j) # Redeemed

k) Redemption Rate %

l) Employee/ID

m) Loyalty

(1) Customer Phone #

6. Behavior

a) Dwell Time

(1) Contact Only

(2) <2 Minutes

(3) < 5 Minutes

(4) < 10 Minutes

(5) < 20 Minutes

(6) < 30 Minutes

(7) < 45 Minutes

(8) < 1 Hour

(9) < 1.5 Hours

(10) < 2 Hours

(11) < 4 Hours

(12) < 8 Hours

(13) > 8 Hours

(14) Map Overlay

(15) Google Earth Overlay

b) Foot Traffic

(1) Hour

(2) Day

(3) Week

(4) Month

(5) Map Overlay

(6) Google Earth Overlay

c) Consumer Tracking

(1) Dwell Time With Foot Traffic

- Using MAC address within the meshed network. Just overlay dwell time with foot traffic.

(2) Choose Which Devices To Graph

(3) Movement Time

(4) Map Overlay

(5) Google Earth Overlay

VII. Other

A. Multi-Lingual

B. Ability To Capture Session Variables

C. Geo-Location Detection

D. Ability To Integrate With Trumpia Using API

1. Collect Customer Information

2. Upsell To Advertisers Using Their Account Information

E. Ability To Track Pixels Of Images For PPV Advertising

F. Social Media Integration

1. Facebook

2. Twitter

G. Reservation System Integration

H. iFrame To Purchase Tickets/Mercandise

I. Automatically Stored On The Mobile Phone Home Screen

1. Wrap entire file in a .JAD file so it will be bookmarked on a smart phones home screen