Website Project Plan

Version 1.3

REVISION CHANGES

Stilettos and hammers is a support group created in order to empower women all across Canada to reach

Version	Date	Changes
1.0	Sep 3	First copy
1.1	Sep 5	"Background & Overview" updated Chapter lead & Member compensation
1.2	Sep 8	Update Phase 1 information
1.3	Sep 14	Added details plugin info

BACKGROUND & OVERVIEW

Stilettos and hammers is a firm created in order to empower women all across Canada to reach their personal and financial goals as well as gain independence through the investment in Real Estate.

The goal of this firm is to provide solid, comprehensive, education as well as the tools and systems necessary for all women to make sound investment decisions, be it the purchase of your first home, a rental condo, or a multifamily property. Members of this group will be connected with local experts who will be able to guide them every step of the way, while ensuring they still have time to do the things they love.

The organization will reach its goal by providing the following servicers to its members:

1- Online
   a. Blog posts
   b. Forum discussion/ support (ask the expert)
   c. Files/ Presentation materials (pdf)
   d. Videos
   e. Online store (paper books, e-books, etc)
   f. Vendor discount list
2- Events
   a. Events (Monthly group meeting)
   b. Workshops

Currently the group is operating in one location with a plan to expand into 3 additional locations (Chapters) by end of year. To support this expansion, a solid system must be stablished.

To insure a successful expansion and that each location gets the support they need, a Chapter model will be implemented with a chapter lead for each location.

A Chapter lead will run and organize each event and will be compensated 25% on each new member sign up and 15% on renewal.

To promote the group, we will provide our members with one month membership credit for each new member referral.

To support the group activates and expansion, we will establish the following streams of income:

1- Membership fee (three levels)
   a. Online access only to all chapters
   b. Online & Event access for 1 chapter (location) only
   c. Online & Event access for all chapters
2- Event entrance fee (non-members/ online member)
3- Workshop fee (non-members/ online member)
4- Vendor ad fee (3 levels)
   a. Online only
   b. Event sponsor + 1 month online ad
   c. Event sponsor + 12 month online ad

FINAL WEBSITE GOAL

The final goal of the website is to have an updated "fresh modern look" website that appeal to our members, easy to use and provide all the features required to support our members. The completed website will also automate the administration, manage events and attendance to allow our chapter leads focus on providing our members with the best possible support.

THE PROJECT

The management team will follow the following steps:

1- Present our Project Plan to the contractor (this document)
2- Contractor to provide their feedback and suggest any changes/ improvements
3- Collect feedback and hire a qualified developer
4- Agree on a plan
5- Execute plan

To insure a successful and timely execution of this project, the team has split the project into small phases as follows:

1- Launch new website (final stage)
2- Add online store functionality (This bid)
3- Add membership functionality (This bid)
4- Add Chapter Lead functionality (This bid)
5- Add event management functionality (This bid)
6- Add Commissions & Affiliate functionality (This bid)

PHASE 1 – LAUNCH NEW WEBSITE -- CLOSED

1- Current Website

Current website is using OptimizePress theme which we found to have a lot of limitations and is not compatible with plugins that we are looking to use to reach our final goal. The website is built using the following:

- Wordpress CMS
- OptmizePress Theme (http://www.optimizepress.com/)
- Home Page
    a. Embedded YouTube video
    b. Mailchimp Signup
    c. Facebook like
- Our Events Page
    a. Meetup.com is used for events : http://www.meetup.com/StilettosandHammers/
    b. "Wordpress Meetup" plugin is used to pull the info out of Meetup.com and display it on this page
    c. Plugin : http://nuancedmedia.com/wordpress-meetup-plugin/
    d. Facebook comments
- Resources Page
    a. We use "Download Manager" plugin to share with our members files
    b. Plugin: http://www.wpdownloadmanager.com/
    c. Password is sent via Mailchimp
- The Book Page
    a. Paypal button
    b. Facebook comments
- Modern Thoughts Page
    a. This is a blog page
- The Modern Woman Page
    a. Content Page
- Contact Me
    a. Contact 7 form

2- New Website

By the end of this phase, the completed site will have the same functionality as the existing site but, using a new theme and have a modern look.

We have come up with 2 themes (http://theme-fusion.com/avada/) or (http://artbees.net/themes/jupiter-demo/) each uses HTML5, CSS, parallax, and floating menu features.

We like the following look and layout examples:

- http://artbees.net/themes/jupiter-demo/pages/product-launch/
    - We like how the Login/ subscriber/ shopping cart & contact are floating forms
    - We like the pricing tables
    - We like the use of custom posts to make it easy to add testimonials & employers
    - We like shopping pages and customer review/ rating feature
    - We are not sure if this is compatible with membership plugin
- http://theme-fusion.com/avada/header-below-slider/#
    - It does not use custom posts so it is harder for our team to add testimonials
    - Not as nice pricing tables
    - This looks to be compatible with a lot of plugins
    - We like the use of a header under slider for "home page"
- http://www.dollarphotoclub.com/
    - effective home page to get visitors to sign up to a membership
    - Use of full width pages
    - Flat button designs
- https://www.dropbox.com/
    - Simple page and easy to follow
    - Use of full width pages
    - Flat button designs

The base color for the website should be blacks/ grays/ white with accent colors (purple, yellow, red) taken from the book cover:
https://www.dropbox.com/s/lbrxe6lkssicjr8/S%26H_Notebook_Cover.pdf?dl=0

Notes:

- Home page should not show on the menu, you can get to it when you click on the logo
- Home page is a landing page, the goal is to have the visitor sign out to our mailing list or sign up to to attend an event. We should to put are looking to put testimonials
- Suggested idea to use as a guide but we do not want it that long, maybe 3 sections at the most: video with signup/ testimonials/ event sign up   http://www.optimizepress.com/

CURRENT BID

PHASE 2 – MEMBERSHIP FUNCTIONALITY

3 Membership levels

a. Level 1 – Yearly payment - Online (forum + documents) & Event access for 1 chapter only
b. Level 2 – Yearly payment - Online access only to all chapters
c. Level 3 – Yearly payment - Online & Event access for all chapters
d. Workshop – One-time payment with life time access to a page
e. PMexpress 1 – Yearly payment - Access to a single page
f. PMexpress 2 – Yearly payment - Access to a single page
g. PMexpress 3 – Yearly payment - Access to a single page

Member Function:

- Access to view Files/ Presentation materials (Suggesting : PDFjs Viewer Plugin)
- Access to view Videos
- Access to Forum (Suggesting: bbPress)
- Access to Vendor discount list
- Access to past purchases, upgrade/ downgrade membership
- Access to update their profile
- Access to their affiliate link and payout summary
-

Suggested Plugin:

- Paid Member Pro http://www.paidmembershipspro.com/
- Please suggest another based on your experience and our requirements

PHASE 3 – CHAPTER LEAD FUNCTIONALITY

Chapter Lead functions:

- Access to manage their chapter membership
  o Member registration, payment collection and Event check-in
- Access to upload files/ presentations to their own location only
- Access to upload videos to their own location only

PHASE 4 – COMMISSIONS & AFFILIATE FUNCTIONALITY

Member Commission Tracking:

- When a member registers an affiliate account is generated automatically
- Each Member has an affiliate link
- Member access to their own commissions & payouts on their profile page
- Commissions:
  - One month membership <u>credit</u> for each new member referral
  - Credit is given 30 days after a new member signed up

Chapter Lead commission Tracking:

- Each Chapter Lead has an affiliate link
- Access to their own commissions & payouts
- Compensation:
  - 25% on each new member sign up and 15% on renewal
  - Payment is made 30 days after a new member signed up and renewal

Suggested Plugin:

- http://www.tipsandtricks-hq.com/wordpress-affiliate/

PHASE 5 – EVENT FUNCTIONALITY

Function:

- Menu structure:
  a. "Our Events" - Shows all events in all locations (map & calendar views) same as we have now
     i. Location 1 - filter based on location, this would be a list view (Add-on: Custom Template Add-on)
     ii. Location 2
- On the "Our Events" page we like to keep map layout layout and show the locations on it, currently it is manual and we like to have it populated from the events venue
- Automatic email of upcoming event 10 days before event date (to all members)
- Automatic email reminder 3 days before event, same day of event (all members)
- Automatic email 1 day after event to tank people who attended
- Automatic email 1 day after event to people who registered but didn't show up
- Automatic email 1 day after event to members who didn't attend

Members:

- Level 1 – register online, present member card at door, mobile check-in, record attendance
- Level 2 – register online, pay online, present ticket at door, mobile check-in, record attendance
- Level 3 – present member card at door, mobile check-in, record attendance
- Can purchase products and Workshops at discounted price

Non-Members:

- Option 1 – register online, pay online, present ticket at door, mobile check-in, record attendance
- Option 2 – register and pay at the door, mobile check-in, record attendance
- Can purchase products and Workshops at regular price

Suggested Plugin :

- http://eventespresso.com/   Version EE3 (for mobile support)
- Please suggest another based on your experience and our requirements

Add ons:

- Custom Template Add-on
- WP User Integration
- Roles & Permissions
- Ticketing
- Events Calender
- JSON API
- Social Media

PHASE 6 – ONLINE STORE FUNCTIONALITY

- Customers review products
- Customer has access to purchase history/ invoices/ payments
- Customer must be singed in to purchase but they don't have to have membership

Suggested Plugin:

- Woocommerce
- Please suggest another based on your experience and our requirements

OUR RESEARCH

Memberships Plugins	WP eMember	Paid Member	S2 Member	Member Press
	https://www.ti	http://www.pa		http://www.me
Features				
Partial content Display	X	X	X	
Secure RSS Feed	X		X	
Timed Member Upgrade	X			
Drip-Feed	X	X		X
One Location login	X	X		
Members can Book mark posts for future view	X			
Manager Role		X		
Membership Card		X		
Gift Giver		X		
Social access. Like us and get access to		X		
Multi level membership access	X	REQUIRED		
Upgrade/ Downgrade		X		X
Coupons				X
Admin Reports		X		X
Manual Admin Approval	X			
Terms & Conditions my be accepted	X	REQUIRED		
Events Integration				
Event Espresso	?	?	X	?
WP Events Manager	?	?		
Events Planer			X	
eCommerce				
WooComm	X	X	X	
WP eStore	X			
Cart 66				
Fourm Integration				
bbPress	X	X	X	X
Simple Press	X			X
CM Answeres		?		
Other Integrations				
WP Affiliate	X	X	?	
Affiliate Royal			?	X
MailChimp	X	X		X
Paypal		X	X	X
Stripe		X	X	X
Price				
		$97	$69	$99

Affiliate Plugin			WP Affiliate	Affiliate WP	Affiliate Royale
			https://www.tips:	http://affiliatew	http://www.affilia
Features					
Two Tier Affiliate			X	X+	
Seft Managed			X	X	
Affiliate add code			X	X	
Auto link genertor			X	X	
Reocuring/ Lock customer to affiliate			X	X	X
Auto assign as affiliate				X	
Commission levels					X
Ecomm Integration					
WooComm			X	X	X
WP eStore			X		
WP-eCommerce			X		X
Cart66			X		X
Membership Integration					
Wishlist			X		X
WP eMember			X		
MemberPress					X
Cart66					X
Membership Pro			?		
S2Member			X		
Price					
			49	199	85