

Welcome to “Sales Near Buy”

The latest app for the iPhone 3Gs

The following scoping document roughly outlines what we think our iPhone app will look like. We have registered the domain name salesnearbuy.com and feel that this is also the right name to give the app as it says exactly what it is, while also being a little quirky with the word “Buy” instead of “By.”

Sales Near Buy is an iPhone app that will allow a user to locate retail sales that are closest to their current position. It will also allow them to search by brand or item or both as well as a suburb or postcode. A user will be able to search a location for a particular item and uncover where it is on sale. It is similar to the “around me,” app and its delivery of information is also similar. Other similar apps are the banking ones, i.e when searching the CBA app for the nearest branch or ATM.

Before uploading the app to the app store, we would want 150-200 customers in our data base to show potential clients that we already have some substantial customers onboard as launch customers. It is therefore critical that we are able to load our new app onto our own phones to go and pre-sell the app before going live. These initial customers would get 3-months free.

The Sales Near Buy business model is an off platform, off line business model. We intend to sell retail store owners a subscription to be part of our app for \$77 per month. We will be using a sales force that will be established near the time of completion of the app. The initial sales drive will come from within our company with 150-200 customers secured within the Sydney metro area within the first 2 weeks of the app being completed. Our sales force will comprise of 15-20 direct sales reps with 5-7 telemarketers. To begin with our focus will be the Sydney market with a view to cover the rest of Australia within a 6-12 month time frame. The business model is also applicable in any other country.

Our offering is quite different to other apps because we have an off platform model. This will be the difference between us and any competition that may pop up in the future. Speed to market will be key for us, not only in the development of this app but in the saturation with a sales force. Our offering to a store owner is this: This app puts the information that the consumer is seeking, at the time they are seeking it directly into their hands. This is very different to the shot gun marketing approach of most organisations.

The following slides outline the functionality of the app itself, in respect to what happens if the user clicks here this is what happens. The final 4 slides very briefly detail some basic functions of the website and what it should include. We feel that a more detailed website scoping needs to be done in person with a white board.

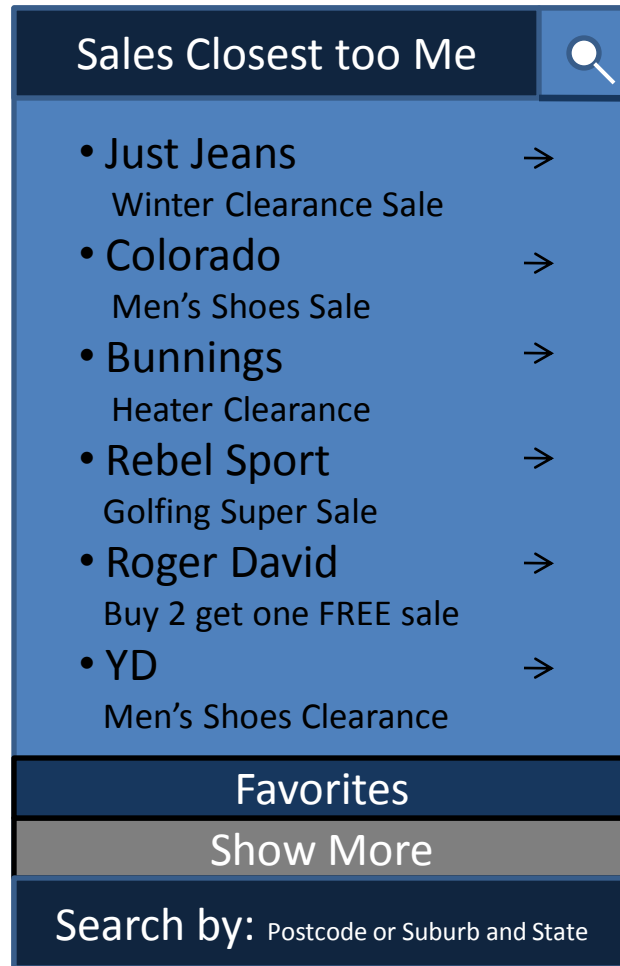
We are looking to the development company for all of our design elements and nothing contained within this document is representative of what we think the design of the app or website should look like. We expect that there would be different options available to us during the development process and would sign off on them as we progress.

Again, welcome to “Sales Near Buy” and we look forward to your feedback.

The app:

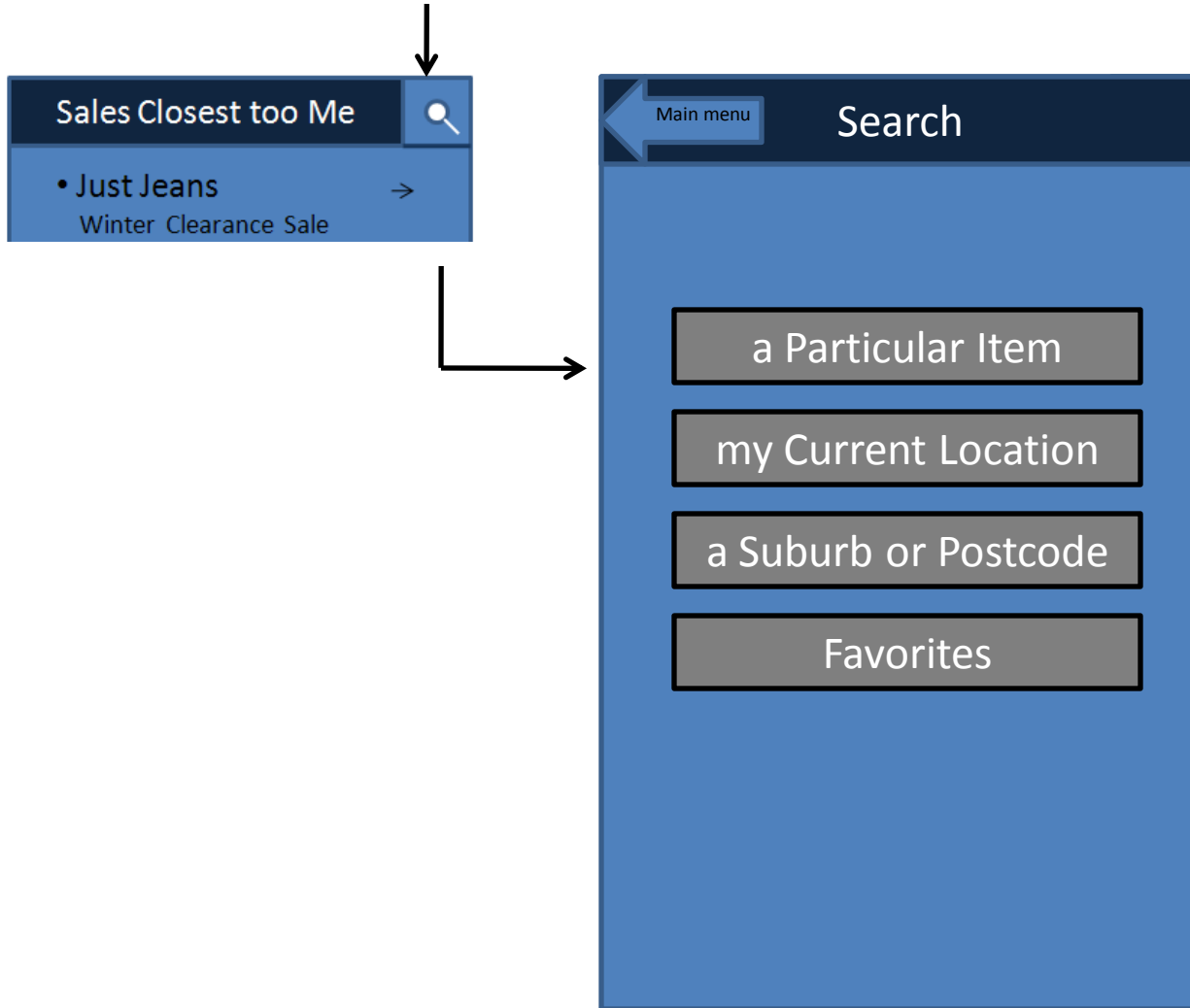
Log In Screen

- The “Log In” screen would display the closest 25 sales to the current position.
- Displaying the sales that are closest to the user at the time they log in eliminates the need for them to search or to interact with the app.
- When they open the app they already have what they are seeking, and that is the sales that are closest to them at the time that they are looking for them.



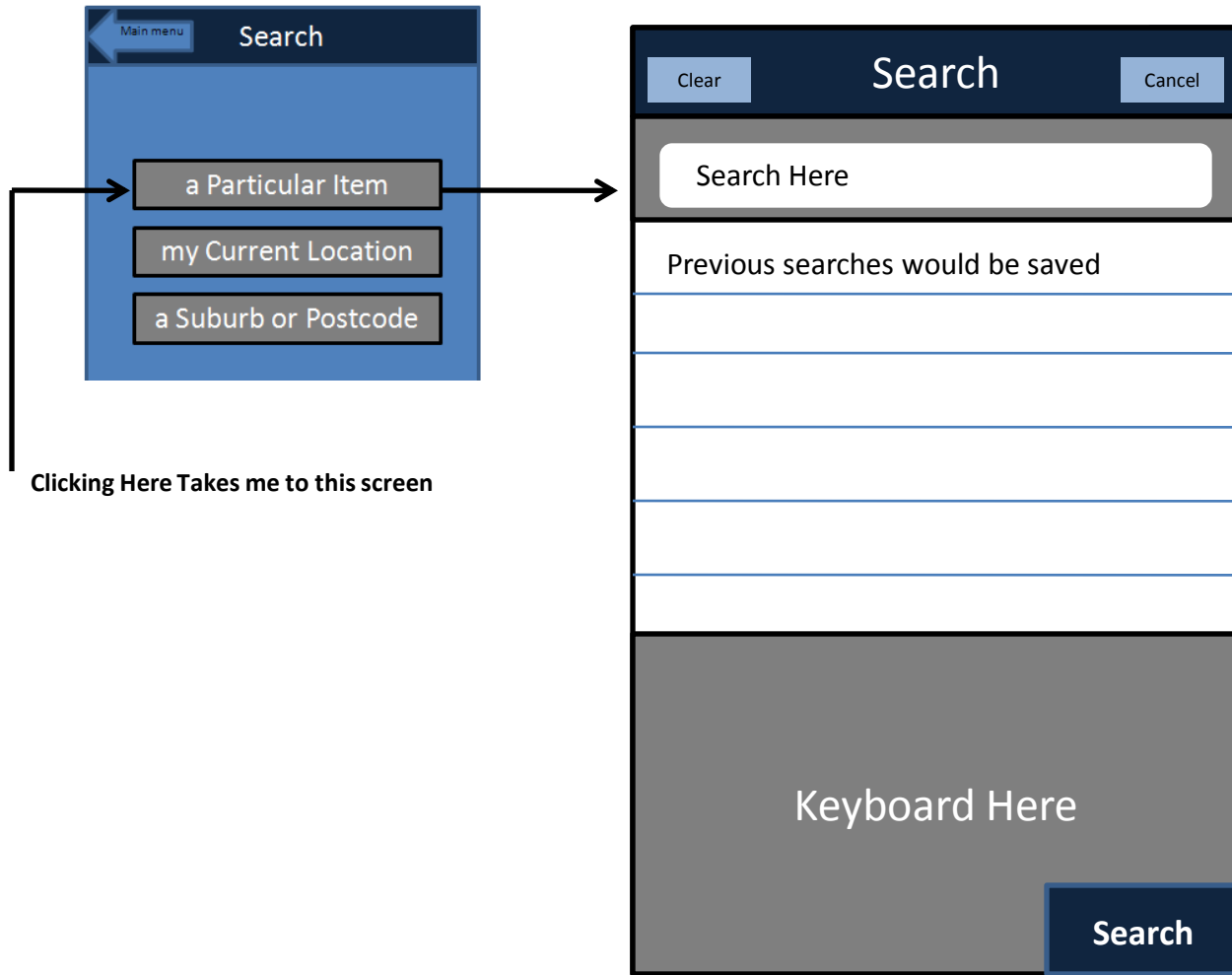
When Some one clicks on the “Search Icon”

Clicking Here Takes me to this screen



- This screen could be the home page / log in screen but it requires the user to interact with the app placing a slight barrier right at the start.

Searching “a Particular Item”



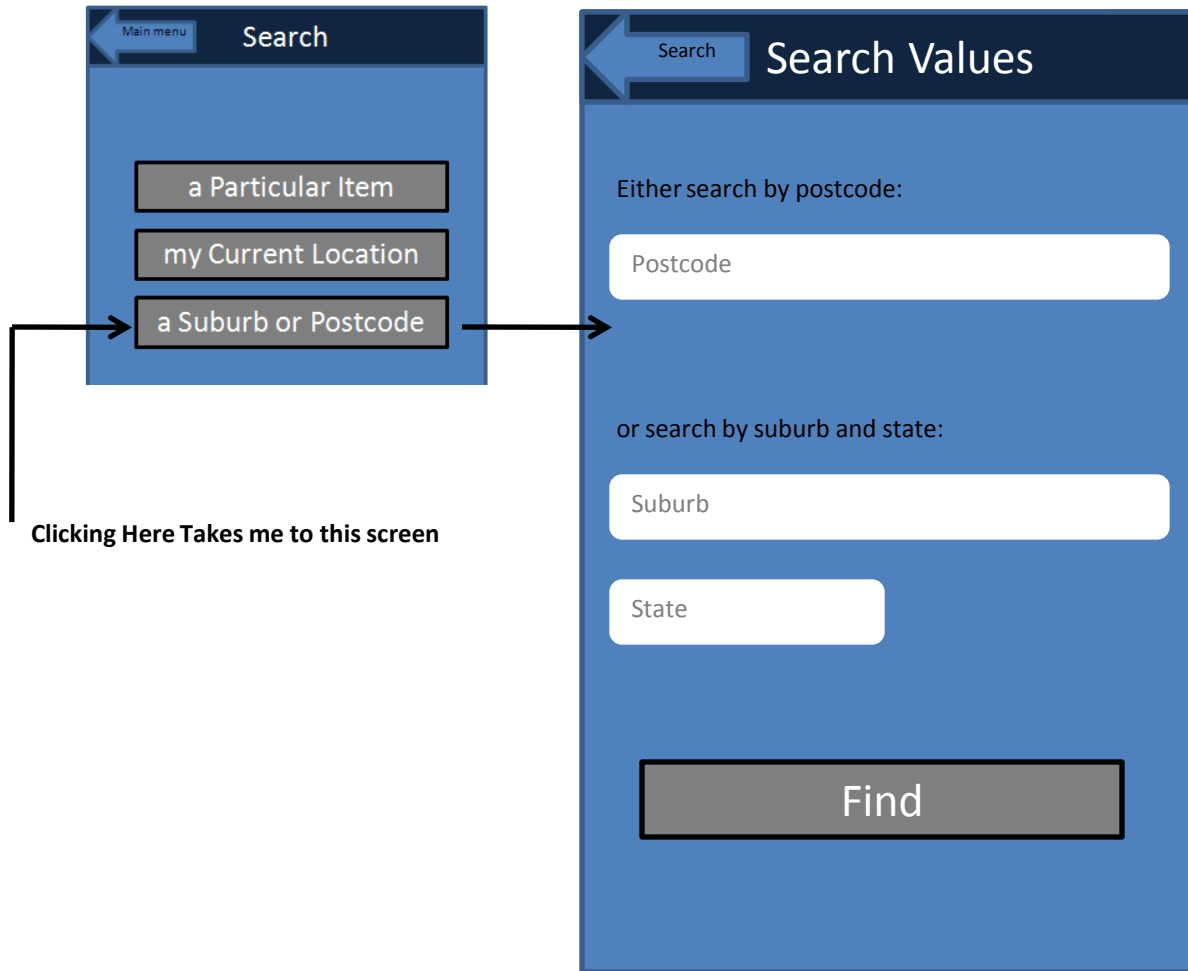
- Searching for a particular item would simply be done with keywords.
- The shop owner would enter a list of items that they had on clearance.
- Eg I want to search for a Rip Curl T-Shirt.
- If SDS had a T-Shirt sale and they stated the brand and the item upon upload of their sale data then this would show up in the users search.
- This type of search would show exactly where the item the user was seeking is on sale, providing the keywords matched.

Searching from “my Current Location”



- If some one clicks on “my Current Location” from the search screen the Log in screen will be displayed.

When Some one clicks on the “a Suburb or Postcode” Icon

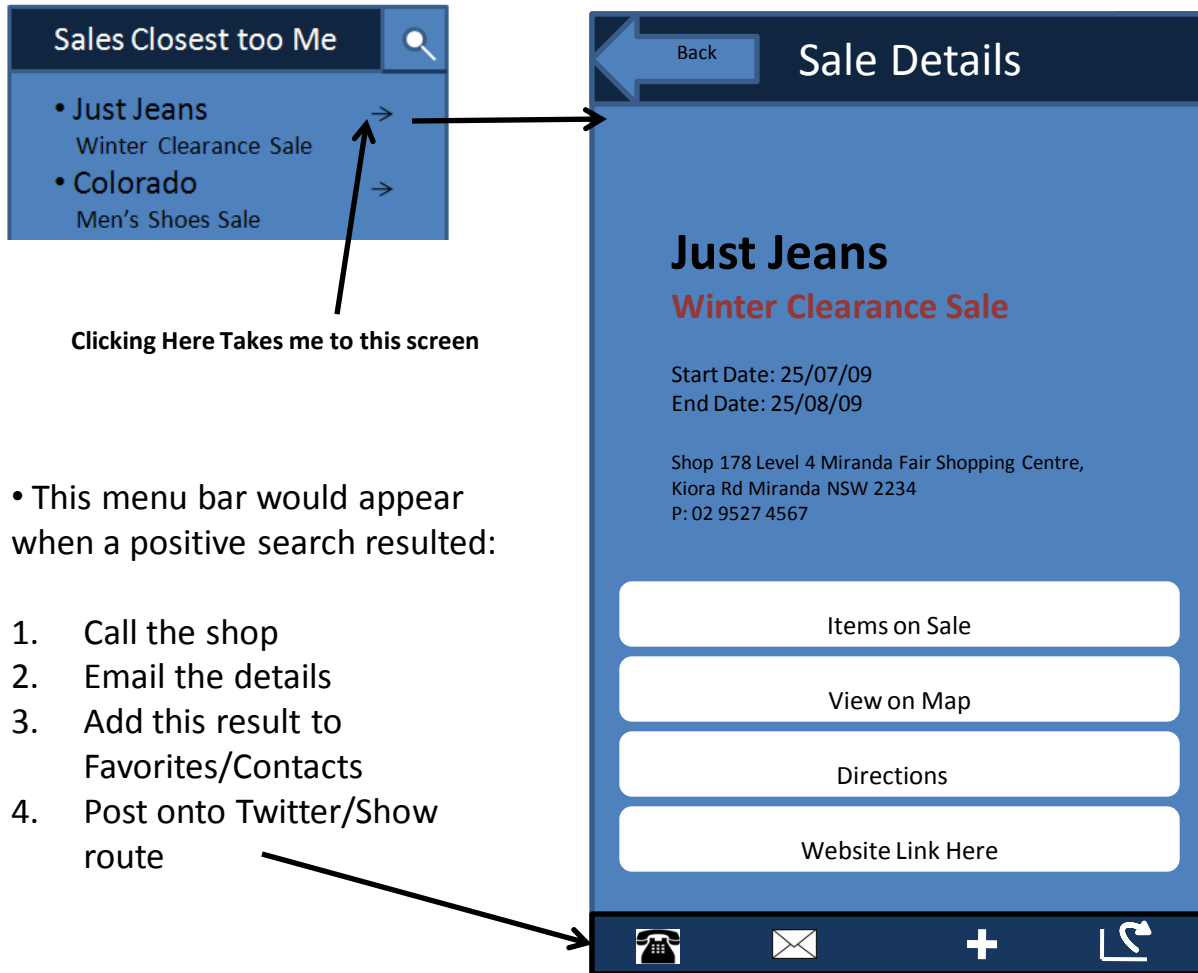


Favorites Screen



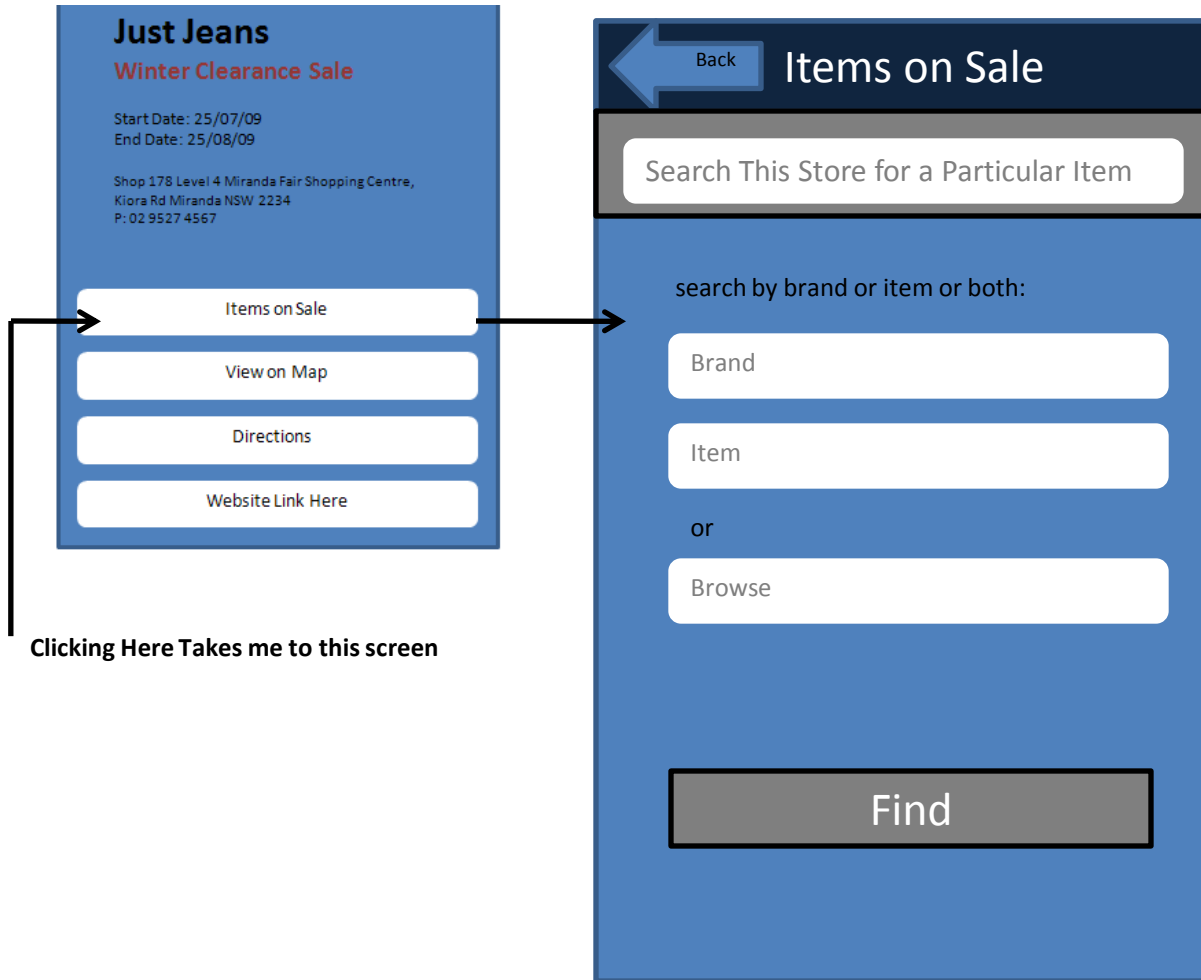
- This screen will show the favorites that have been saved by the user.
- The users favorites needs to contain a search in case they have saved lots and are searching for a particular item.
- It also needs to contain the logic to call, email ect directly from this screen
- Anything that is searched would be able to be saved as a favorite, i.e. An item, a brand or a brand and item search.

When Some one clicks on the arrow next to the company

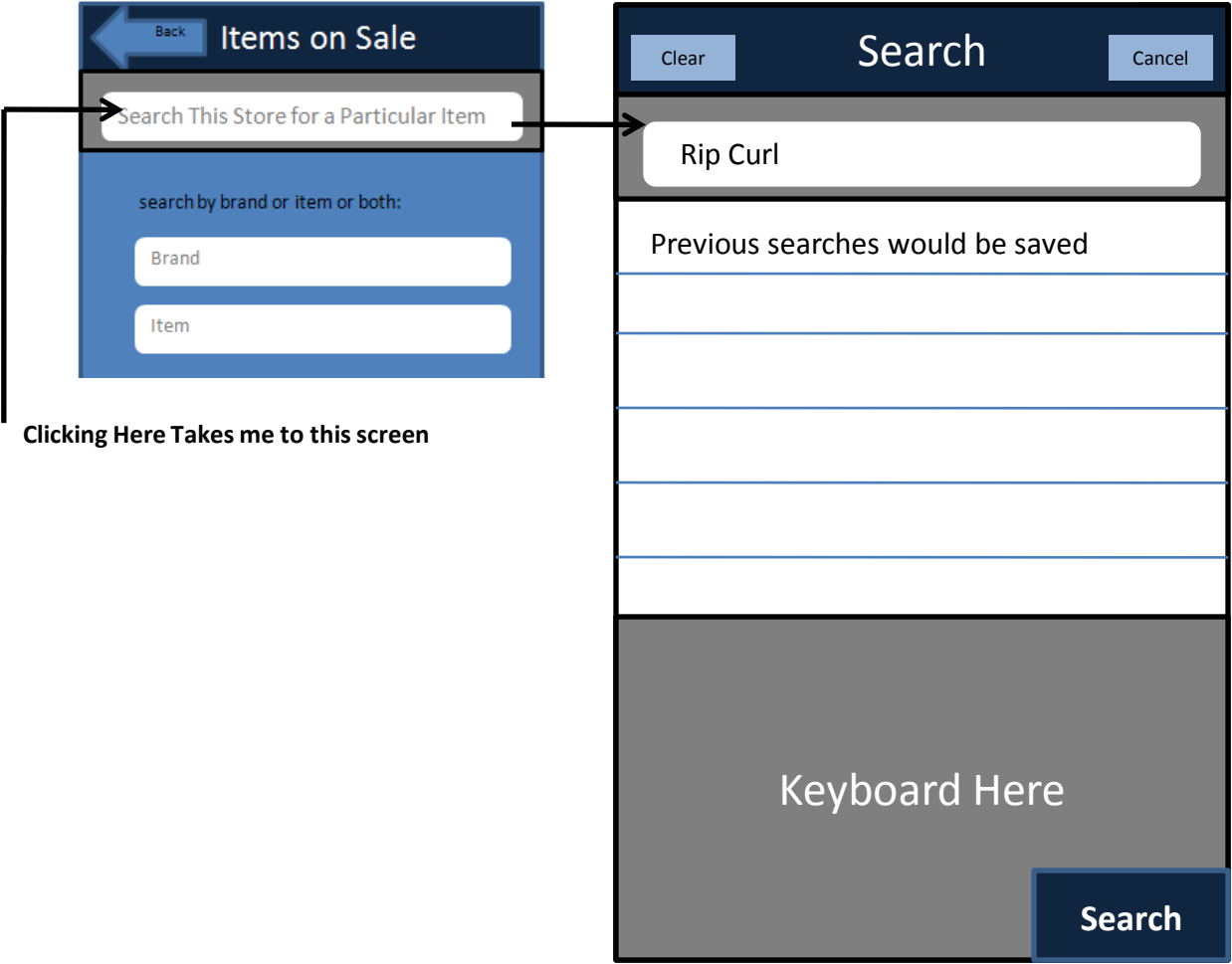


- The information contained on this screen is defined by the store owner when updating their profile.
- They would enter a start and end date for the sale.
- Once the end date has elapsed the sale would be automatically disabled so it wouldn't be shown to live users.
- i.e. once its ended its gone from the live app.

When Some one clicks on the “Items on Sale” Icon

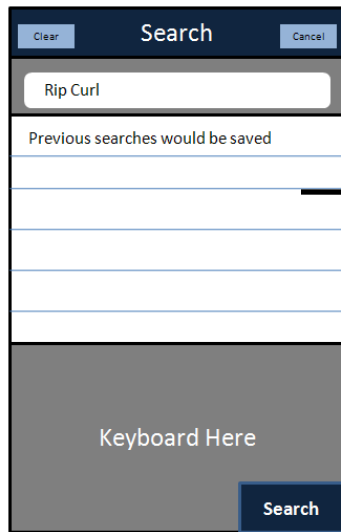


Searching “this store for a Particular Item”



- Searching for “Rip Curl” within this store.

This would be the result of some one searching for the key words Rip Curl in the “Search this store for a particular item”



Clicking Here Takes me to this screen



• This menu bar would appear when a positive search resulted:

1. Call the shop
2. Email the details
3. Add this result to Favorites/Contacts
4. Post onto Twitter/Show route

• It is Critical that the price of the item on sale be included

• If there are 2 identical shops on sale the user would want to know how much the price of a particular item is NOT that it is simply on sale.

• This info would be set by the store owner upon upload of their sale info in their profile, they would have 3 options:

1. State the discount %
2. State the price of the item
3. If the box is left empty it would auto fill with a default of “On Sale”

Searching for a Brand and an Item

- Now I am searching for a “Prada Hand bag”



Back Items on Sale

Search This Store for a Particular Item

search by brand or item or both:

Prada

Hand bag

or

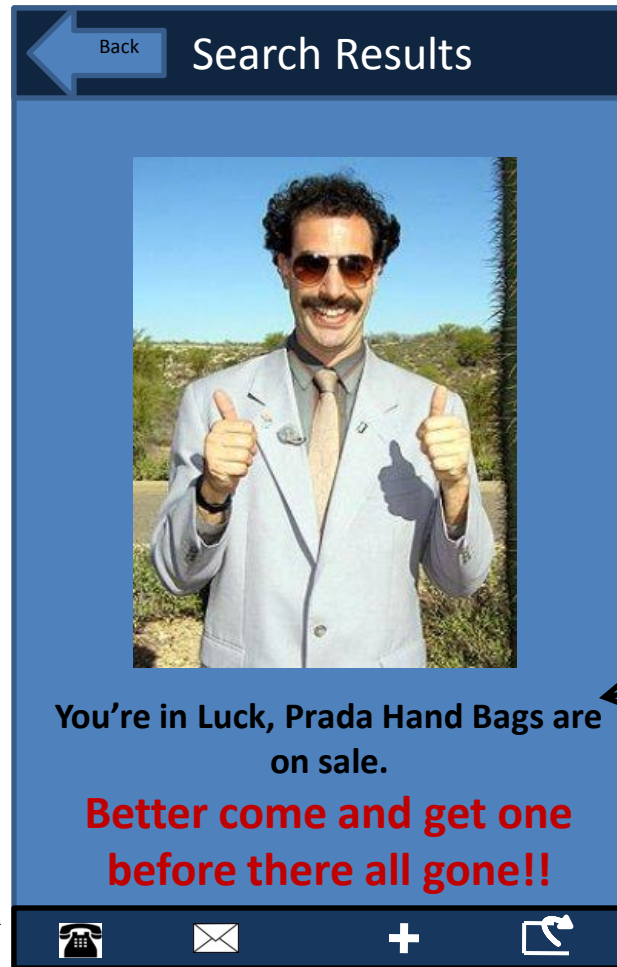
Browse

Find

This would be a positive result when Searching for a Brand and an Item

• This menu bar would appear when a positive search resulted:

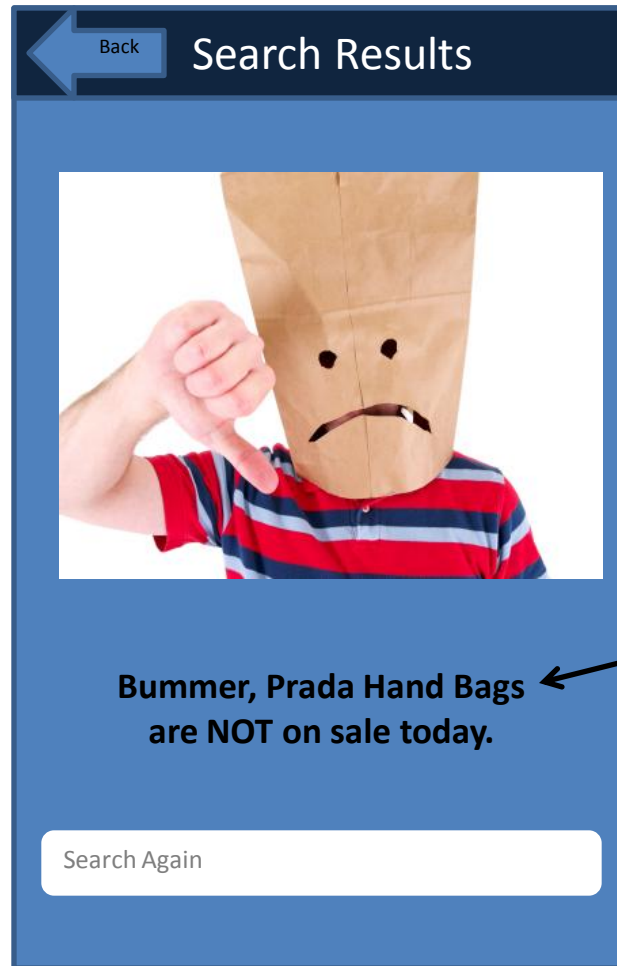
1. Call the shop
2. Email the details
3. Add this result to Favorites/Contacts
4. Post onto Twitter/Show route



• This would pick up the key words that the user typed in on the previous screen.

or

This would be a negative result when Searching for a Brand and an Item



- This would pick up the key words that the user typed in on the previous screen.

Searching for a Brand Only

The image shows a mobile application interface for searching items on sale. At the top, there is a dark blue header with a left-pointing arrow labeled 'Back' and the text 'Items on Sale'. Below the header is a grey search bar with the placeholder text 'Search This Store for a Particular Item'. The main content area has a blue background and contains the text 'search by brand or item or both:'. There are three white input fields: the first contains 'Prada', the second contains 'Item', and the third contains 'Browse items on sale in this shop'. Below these fields is a large grey button labeled 'Find'. An arrow from the text 'Searching for a Brand Name only' points to the 'Prada' input field.

- Searching for a Brand Name only

Results for a Searching for a Brand Only search

Back Items on Sale

Search This Store for a Particular Item

search by brand or item or both:

Prada

Item

or

Browse

Find

Clicking Here Takes me to this screen

Back Search Results

- Prada
Perfume
- Prada
Shoes
- Prada
Hand Bags
- Prada
Wallets
- Prada
Luggage
- Prada
Earrings

Show More

Phone, Email, +, Refresh icons

- All of the items listed by the store owner with the Prada brand included would be shown in this list.

- This menu bar would appear when a positive search resulted:

1. Call the shop
2. Email the details
3. Add this result to Favorites/Contacts
4. Post onto Twitter/Show route

Searching for an Item Only

A mobile application interface for searching items. At the top, a dark blue header contains a left-pointing arrow labeled 'Back' and the text 'Items on Sale'. Below the header is a search bar with the placeholder text 'Search This Store for a Particular Item'. The main content area has a blue background and contains the text 'search by brand or item or both:'. There are three input fields: the first is labeled 'Brand', the second contains the text 'Business shirt', and the third is labeled 'Browse items on sale in this shop'. The word 'or' is positioned between the second and third input fields. At the bottom of the screen is a large grey button labeled 'Find'.

• Searching for a Item only



Results for a Searching for a Item Only search



Clicking Here Takes me to this screen



- All of the items that contain the key words would be shown in this list.

- This menu bar would appear when a positive search resulted:

1. Call the shop
2. Email the details
3. Add this result to Favorites/Contacts
4. Post onto Twitter/Show route

Browsing

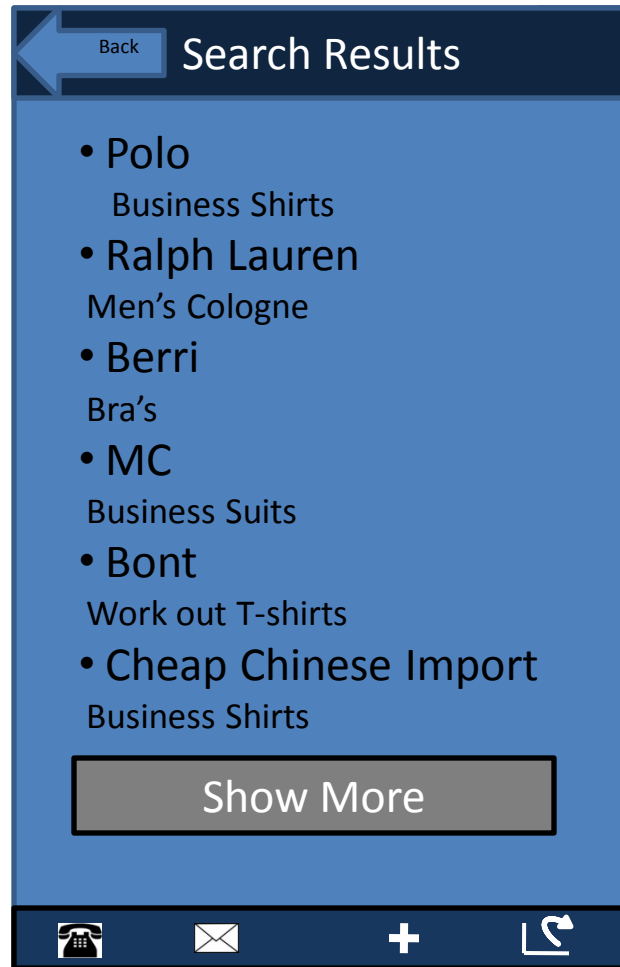
The image shows a mobile application interface for a section titled "Items on Sale". At the top, there is a dark blue header with a white left-pointing arrow labeled "Back" and the text "Items on Sale" in white. Below the header is a light gray search bar with the placeholder text "Search This Store for a Particular Item". The main content area has a blue background and contains the text "search by brand or item or both:". There are three white input fields: the first contains "Prada", the second contains "Item", and the third contains "Browse items on sale in this shop". Below these fields is a large gray button with the text "Find".

- When you click browse it would take you to the “Browse” screen without the need to press the “Find” button.

Results for Browsing items on sale in this shop



Clicking Here Takes me to this screen



- All of the items that the store owner uploads would be displayed in this screen.

- This menu bar would appear when a positive search resulted:

1. Call the shop
2. Email the details
3. Add this result to Favorites/Contacts
4. Post onto Twitter/Show route

Web Site

- The Domain Name www.salesnearbuy.com has been registered
- This is the domain that we want the site to be loaded onto
- We will be guided by your recommendations as to hosting
- We have a strong understanding of website development
- 2 of our sites include: whiteweddingphotographers.com and helidirectory.com
- We are seeking a clean funky look for the site that is simple to navigate
- The site needs to contain a blog
- We require a demo video of our app and to place it front and centre on the landing page
- We will supply the copy for the site

Landing Page

- The landing page needs to contain the following elements:
 1. A place for text explaining what the site/app is about
 2. A video explaining our iphone app
 3. A place that a store owner can sign up
 4. A place that a store owner can sign in
 5. A search function
 6. A place to download the app
 7. 2 x 3rd party advertising positions

User Dashboard

- Once a store owner logs in the following should be included in their dashboard:
 1. A profile of their store
 2. This profile will allow them to upload logo's and any images relating to their business
 3. Each profile will have their own public viewing page where they can download the app. This would allow them to add a link to their existing website saying "find us in this app." The link would take them to a public profile page that was customised to their business, with logos, names, contact info and a video and screen shots of our app
 4. The ability to enter keywords cannot limited
 5. Keyword entry needs to be simple, fast and easy to understand
 6. There must be a facility for the store owner to state the price of the item they have on sale, or the percentage of discount i.e 25-30% off. If neither of these fields is filled in the default auto fill would be "ON SALE"
 7. The Credit Card facility must have an automatic recurring payment facility
 8. There needs to be a facility for them to be able to cancel their subscription

Other Website Pages

- [Blog](#)
- [Privacy](#)
- [Terms of Use](#)
- [FAQ](#)
- [Member Guide Lines](#)
- [About Us](#)
- [About our iPhone app](#)
- [Why Sales Near Buy](#)
- [Live Chat Facility with providesupport.com](#)
- [Contact page](#)

Ok so that's it for now. If you have any further questions please call Robert Brus on:

0425 332 119 or

email: rbrus@iinet.net.au

We look forward to hearing from you.