

Some general guidelines

1. All copy and relevant design assets will be provided

2. Language porting

- We need this only for pages visible to our customers i.e.
 - Homepage (1.)
 - Proposal page (4. and 5.)
 - Create account (6.)
 - Login page (7.)
 - Waitlist signup (8.)
 - Account status page (10.)
- Labels/ texts in these pages need to be easily translated with a reference table (we will need a version in English and Italian)

3. Please feel free to suggest shortcuts/ changes which can make your work easier at every step

- Our core priority is to have our sales/payment process online ASAP
- ...and we are flexible on the technology you want to use in order to implement it

1. Page: «Homepage»

Update 05/01/17

- This homepage will have a design somewhat similar to <http://lifecycle.io/>
- All graphic assets will be provided

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LOGIN

SIGNUP

- Go to the *Login page (7.)*

- Go to the *Waitlist signup page (8.)*

A messaging app that allows your business to

Go wherever your customers are.

JOIN THE WAITLIST

- Go to the *Waitlist signup page (8.)*



2. Page: «Account manager»

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- The purpose of this page is to allow our sales team to create customised sales proposals for our customers
- ...and manage some billing aspects once they buy
- This page will be accessible privately by our internal team with a dedicated link (e.g. www.botcompany.it/proposalmanager) accessible with login

Account manager

Client details

Offer details – Package A

Offer details – Package B

- These data will be collected into the *Account database page* (3.)
- ...and they will feed a *Proposal page* (4. and 5.), customised for each client

- By clicking on Save:
 1. Data are saved in the db page (3.)
 2. A new link with the *Proposal* (page 4. and 5.) is generated, so that it can be emailed to the client
 3. The link is recorded in column D of db page (3.)

Current delivery phase: 1. Order received

Payment this month: € Fee II

Save

- This will feed column D of the database page (3.) and in turn, the *Account status page* (10.)

- This will inform how much to effectively charge as payment this month (page 9.)

4. Page: «Proposal (I/II)»

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Spett.

[Company]

[Referent name]

- This page is generated each time a new proposal is created via the «Account Manager» tool at page (2.)
- The proposal will be customised for each client with the info collected at page (2.) e.g. for pricing, etc
- Each new proposal will be saved as a new webpage and will have its own link
- This link will be communicated by our sales team to each client
- Detailed copy/ design assets for this page will be provided

- Info to be replaced with what collected at page (2.)

Torino, Dicembre 2016

Oggetto: Proposta di sviluppo Bot Messenger per nome_cliente

Nella versione base, il bot sarà integrato con il vostro sito web così da poter accedere agli articoli/contenuti pubblicati online e proporli agli utenti. In particolare il bot avrà le seguenti funzionalità:

- Ultime news
- Ricerca tra gli articoli per argomenti o parole chiave
- Ricerca per categoria (definita in base all'alberatura del sito)
- Newsletter, con invio periodico (e.g. quotidiano o settimanale) degli ultimi contenuti agli utenti

Il bot sarà utilizzabile attraverso.....

5. Page: «Proposal (II/II)»

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• This is just the continuation of page (4.)

• Info to be replaced with the name of package A collected at page (2.)

Package Name A

- Xx
- Xx
- Xx

Setup fee

€ **700**

• Info to be replaced with the Setup fee field collected at page (2.)

Monthly fee

Up to 10k messages/m.	45 €/month
Up to 20k messages/m.	80 €/month
Up to 50k messages/m.	120 €/month

Buy now

• Go to the «Create account» page (6.)

• Info to be replaced with the name of package A collected at page (2.)

Package Name B

- Xx
- Xx
- Xx

Setup fee

€ **99**

Monthly fee

Up to 10k messages/m.	40 €/month
Up to 20k messages/m.	70 €/month
Up to 50k messages/m.	100 €/month

Buy now

• Go to the «Create account» page (6.)

6. Page: «Create account»

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- This page is to allow a new customer (to which we have sent a proposal) to register and make a purchase

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Create account

Register

Already signed up? [Login](#) instead

- Go to the Stripe payment page (9.)

- Go to page (7.)

7. Page: «Login»

Update 05/01/17

- This page is to allow existing customers who have purchased our services to access the «*Account status page*» (10.)
- This page is accessed from the *Homepage* (1.)

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Login

Login

Not registered? [Join our waitlist](#)
and will be back to you

- Go to the Account status page (10.)

- Go to page (8.)

8. Page: «Waitlist Signup»

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- This page allow new users of our website to leave their details for future contacts
- This page is accessed from the *Homepage* (1.)

Join the beta list

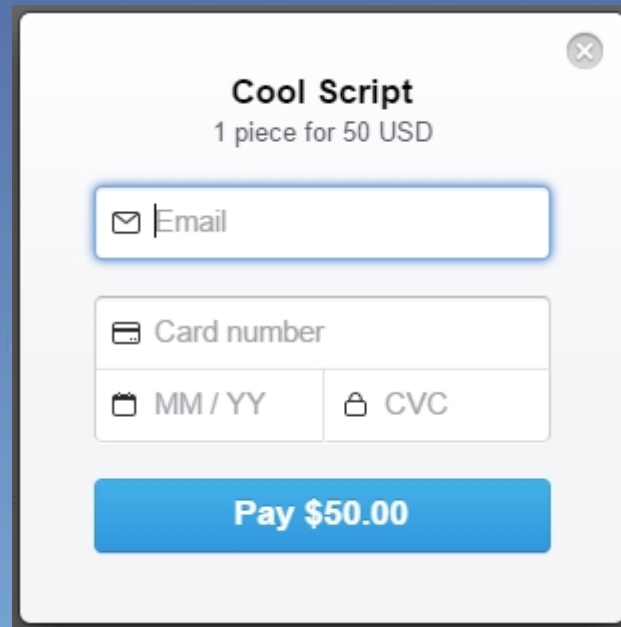
Join the Waitlist

- This will just send an email to us with the details left by the user

9. Page: «Stripe payment»

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The screenshot shows a payment modal for 'Cool Script' with the following elements:

- Title: Cool Script
- Item description: 1 piece for 50 USD
- Input fields: Email, Card number, MM / YY, and CVC.
- Payment button: Pay \$50.00

- Here we need to process the payment
- More specifically, for the chosen offer (either Package A or B):
 - Pay the Setup fee
 - Get the approval for the subsequent monthly payments
- **Notes about the monthly payments**
 - Payments will be charged on the last day of each month
 - For each customer, the sum charged will be the one specified in the Account Manager page (3.), field «Payment this month» at the time when the payment occurs
- **Notes about the payment gateway**
 - We propose Stripe (for which we do have an account)
 - ...but we are open to consider other alternatives (e.g. Paypal) based on your input
 - Please consider that the vast majority of our customers are in EU

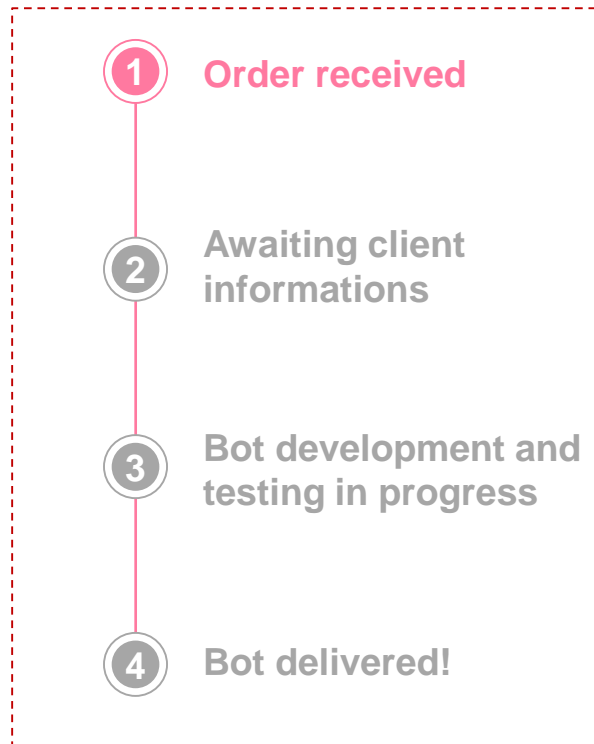
10. Page: «Account Status page»

Update 05/01/17

- This page allow clients who purchased our services to check the progress of their chatbot deployment
 - The deployment process can take up to 2/3 weeks, so we want our customers to know where we stand

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Your Bot development status



- This graphic displays the «*Delivery phase*» info contained in column D of the db page (3.)
- ...which in turn comes from the «*Delivery phase*» field in page (2.)

For urgent queries
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