



## Pages

### Landing Page

- Simple, Bright and colourful Hextopia branded page. Clean and fun. (This game is suitable for 7 year olds and adults.)
- Links to next tier

### Sales Order form

- This should be a data capture form, name, mailing address, phone number, email address, reseller name (pull down menu)(this should reorganize so that all resellers are shown, but the list is organized based on the buyer's city, then the buyer's province, then alphabetically), I'm interested in becoming a reseller check box. (If checked a pop up screen opens leading to the **Reseller Log In** page) (I should be able to add, remove and change whether fields are mandatory from my **Admin Dashboard**)
- Sales data and status are sent to **Admin Dashboard** and **Reseller Dashboard** Status is either P for pending (this occurs when payment has been made successfully and the product is not backordered) or B for backordered. (no payment has been received). In the event the order is B (backordered) the cash or banked totals for the reseller are held in a Backordered account and are unavailable until the status is changed to P in the **Admin Dashboard**

### Sales Terms and Conditions

- Single page of text. Terms and conditions

### **Sales Shipping Calculator**

- Automatically pulls up shipping costs from the Canada post shipping module (and possibly fedex, dfh, purolator depending what is available) Displaying estimated shipping times and costs. Clients select the shipping option they want via check box and click submit

### **Paypal**

- Taken to paypal page for payment.

### **Backorder message**

- Simple branded page indicating the product is back order, the expected availability date is \_\_\_\_ (This I should be able to enter in the **Admin Dashboard**)
- Depending whether status is set to In Stock or Backordered in the **Admin Dashboard** submitting the **Sales Order Form** will take the user to either the **Sales Shipping Calculator** or the **Backorder Message**
- The status and web page redirect automatically flips to Backorder when inventory hits 5 or less.

### **Testimonials**

- Existing testimonials should be displayed and users should be able to submit testimonials which get held in the **Admin Dashboard** for approval.

### **Reseller Log In**

- Log in page for resellers. User name and password
- Or New Reseller registration

### **New Reseller Registration**

- Information on the Reseller program
- Registration form with name, mailing address, email address, phone number, SIN, date of birth, facebook user ID, twitter handle, (if possible the facebook user ID and twitter handle should be added to a facebook and twitter group. password chooser (should be challenging), how did you hear about the game pull down list.
- Once submitted it takes you to the Reseller dash board.

### **Reseller Terms and Conditions.**

- Single page of text.

### **Reseller Dash Board**

- Shows total earnings, earnings this pay period, total sub-reseller earnings, total sub-reseller earnings this pay period, allows reseller to toggle revenues between banked and cash. \$10 cash

= \$15 banked. Once \$195 banked has been accumulated they can submit for purchase and a wholesale order is sent to [admin@hextopia.com](mailto:admin@hextopia.com) with the reseller's name, mailing address, and email address. The order is also sent to the **Admin Dashboard** with status pending.

- Shows each order placed by a client using the reseller, first initial and last name, how much they ordered, the date of the order, the shipping date and how much the reseller made off the sale (\$10 per game for cash or \$15 banked depending on the reseller's preferences)
- Reseller should be able to allocate each transaction to cash or banked as they see fit. They should have 2 accounts, and can have money in each.
- There are 4 financial accounts possible Cash P, Banked P, Cash B and Banked B. P means pending and is allocated for sales made and paid for. B means backordered and is allocated for sales that have been entered but the status is set to Backordered in the **Admin Dashboard**
- How to boost sales tips and tricks
- Reseller should be able to change their mailing address, and password. This must be a secure area with minimum password requirements as the possibility exists for someone to go in, change preferences, and have the cheques sent elsewhere. Possible fraud.
- Reseller Bio. Allow for a brief (100 word max) description, 1 photo upload, and email. All Bios and changes to bios including photos to be approved through the **Admin Dashboard**
- Link to **Reseller Terms and Conditions** and a notification in the **Reseller Dashboard** if they are updated,

### Where to Buy

- This is a list of resellers both individual and corporate. Backlinks to corporate stores, and links to reseller profiles, (built in the **Reseller Dashboard**) Pull down or linked Country, Province, City.
- Can't find a reseller in your area? Consider becoming one yourself. (Link to **Reseller Log in**) Or give us the name of your favorite board game store or café and we'll send a request on your behalf that they carry Hextopia. (short form, name of interested party, city and province, name of their favorite toy store. This info gets sent to **Admin Dashboard**

### How to play

- Single page with rules, enabled for youtube video imbedding

### Contact Form

- Form with verification for contact. No email address provided. Name, email address, phone number. question or comments. Only first and last name and email address and question or comments are mandatory. Submits to [admin@hextopia.com](mailto:admin@hextopia.com)

### Admin Dashboard – Features

- Ability to add, remove fields and change whether they are mandatory or not from all forms
- Ability to toggle status from In Stock to Backordered

- When a testimonial is submitted it is displayed for approval here. I can approve, or edit and once approved it is automatically posted on the **Testimonials** page.
- Requests for resellers submitted from the **Where to Buy** page are sent here to be added to a form letter and mailed out.
- Reseller Bio approval. All Bios and updates including photos.
- Sales data and reports with customizable data. For instance reports of sales by resellers, wholesalers, by dates, Revenues, reports of payables out to resellers
- Inventory tracking. Ability to add or remove inventory.
- Tax collected reports calculated. Ability to select by date range, by province, by tax type.
- All email addresses integrated with a program like mailchimp so contacts are added automatically. Should be categorized as well, buyer, reseller, wholesaler. Can be multiple categories.
- Reorder message sent to [admin@hextopis.com](mailto:admin@hextopis.com) when inventory levels hit a certain level, These levels are set by us in **Admin Dashboard**

## Requirements

- Device detection and instant mobile optimization. (This should be very good as purchases may take place at gaming parties and game board cafes).
- A high level of secure encryption
- Ability to change languages in the future for all aspects (excluding **Admin Dashboard**)
- There should be the ability to add discount codes to the purchase. These codes should be programmable in the **Admin Dashboard** and include discount percentages, and expiry dates)
- Social media integration. Facebook, twitter. Testimonials once approved in the **Admin Dashboard** area should also automatically be posted to twitter and facebook page.
- This does not have to be a wordpress environment if you think there is something better or there is something you can work with more efficiently. The existing system can be scrapped, or improved upon.
- For future consideration the ability for IP recognition so clients can, in the future, be sent to country specific versions of the site (for instance fr.hextopia.com) for regional sales. This isn't necessary at this time but would like the ability in the future
- A reseller who does no sales in 6 months goes dormant. They no longer appear in the reseller's list. They can still log in and reactivate their status with the click of a button. When a reseller goes dormant they are automatically sent an email and so is admin@hextopia.com

Please quote your hourly rate, and your estimated time for completion both in number of hours, and your timeframe.

You have received this because you have made my short list. There have been about 20 proposals so far and I have narrowed it down to 6 that are all receiving this more detailed tender.

The job may not necessarily go to the cheapest or quickest quote but to the best combination of time, cost and quality based on the portfolio you have provided and based on your recommendations for a platform to use.

I provide fair and accurate feedback. If you underestimate the time required to try to get the job, and the timeframe and costs over run it will be reflected in the feedback no matter how good the final product is. I do also recognize any changes, additions or delays caused or created by me will affect the time and cost. Those variables are outside your control and won't be reflected in your feedback.