Meeting with Alan, Aspen, and I – overarching general plan

6/19/23

* MVP for the plan – business plan, what technology, creative docs
* We will keep cycling around and can add more and more as needed.
* Jelly fish model (structure of adilas as a whole)
* Value add-on core – layers above an beyond the core
* Alan – talking about the technical docs – in general we want to be able to do \_\_\_\_\_ (fill in the blank).
* Break functionality and features into different sections. We may have functionality (overarching options – apply to everyone or everything) and features are specific to certain areas.
* Presentation gallery and outline of the business functions
* Fracture concepts
* Recipes – ingredients – what are you looking for as the output – general starting point and then you could build from there. Recipes or templates – good starting point and then you could pick and choose from there. Basically a preset or series of presets.
* Vertical scaling – small fish to big whale – also horizontal scaling – how deep – just for fun… what about 3D levels – explore this
* On news and updates – being able to configure this back to the users
* Define the levels – put it on our list
* Tiers – naming conventions – metals (gold, silver, bronze, etc.) or good, better, best, or something fun – beginner, intermediate, advanced, etc.
* Different price levels for the different tiers
* Options – charge for access, usage, traffic, storage, etc. – We need some reporting matrix – from the get go.
* Alan – talking about being overcharged – currently charged for their expected usage – super general – I just want the $20 version vs the $80 version. They all have the same access currently – it can create a perceptions of being overcharged. We have some clients who feel like they are paying for way more than what they really use.
* Ranges and usage tiers – what are these break points? How hard/soft are those ranges and break points? Are there overage fees, if yes, what are they? Think about a phone plan or a hosting plan.
* Usage (counts), values (amounts in dollars), ranges, etc.
* Alan’s vision – fracture or adilas lite – how can I get the most power with the least amount of drag? Weight and functionality – what is the balance? Efficiency levels. How can we make this experience easier and get things done without the clutter? Usually, they have a goal, how quickly can we get them there?
* We don’t want to see and deal with anything that we don’t want and we want it to be even easier.
* Every section slimmed down – to the minimal
* Smoke and mirrors on the backend
* Market research on what business verticals we could hit
* Free trials – up to x number of such and such before you have to pay – could be total number or certain number per month
* Ice bergs, mountains – beach – getting feet wet, wading, swimming, snorkeling, scuba
* Let them get in there and play with it. They setup their own account for free and then they get to play with it to a certain level.
* Make it all automated so that they could sell themselves
* We get to choose the priorities of this thing – what do we want to build out and when?
* Tomorrow we will try to go through the different features. Go over 12 main players – beginner, intermediate, advanced, custom – we could also go over the business functions.
* Aspen – not having a code background can really bring a good perspective to the table.
* Alan’s idea – let’s put the tier info into a database so that they could look at what they want and we could pull data back for them. Simple display with drill-downs – almost the presentation gallery for sales, marketing, pricing, and features. Flag the data and just query it as needed. Self-building templates, features, and tiers and levels.
* Showing future plans – up and coming