PRESENTATION GALLERY PLANNING - Notes and Needs

We are not on the fast track or the fast train in any way. We are going to just start and keep chipping away at the pieces a bit at a time.

Goals:

* Make this a sales tool
  + Not trying to do education here (or especially not heavy education, obviously they will get some), we are trying to show and tell here - we can skip some of the navigation and hit points here - don’t have to detail out all of the in-between pieces

History:

Needs and Notes:

General Notes:

* Make the graphics a tiny bit smaller so that you don’t have to scroll - suck it up a little bit so that it can fit nicer on one page
  + Make the Adi pictures smaller on all the pages so you don’t have to scroll
  + We want people to get in and be in - see the whole page
* Any pictures we need to change? Or really don’t like in the particular themes??
* Put the most important pieces where you see them first

Videos:

* Discussing that we may want to have a video link on every page - just small with an icon or something - same place on every page. That when clicked will pop open it’s own box and could even have a side menu that matches the sub categories on the page, along with an overview option, next to a video player window. Anyhow, just thinking of options and how we might be able to make that work. Lots of potential ideas to consider but we thought this was a great idea Brandon had.
* Currently we want quick place holders that get the job done. We may want to refine and make them much nicer later.
* Almost like a mini player where you can navigate the videos you want
* We could even make some of the videos screenshot videos with a little bit of verbiage on the bottom
* Work to KEEP IT SIMPLE
* Could make this into a gallery in and of itself - could have a video and some images
  + Possibly with some Lite (Light) Boxes
  + Could get a lot of traction without having to make tons of videos - show pics of what’s being discussed

**HOME - Main Landing Page**

Main landing page - <https://news.adilas.biz/sales-gallery/adilas-advert-index.html>

* Want a small intro such as: Introducing Adilas - where All Data Is Live And Searchable.
  + Put the rest of the info into a modal
* Put Adi’s comments below/down by the dog
* Make the 4 main topics more like a button??
* Business Functions
  + ERP??? That claim makes Brandon a little nervous but we really do have those pieces… Maybe we should keep this there - call ourselves what we really are
* Switch the order of main topics/categories - this may be needed on lots of pages
  + Put the most important pieces where you see them first
  + Change the main features order in all the navigation to this order
    - 1 - Business Functions
    - 2 - Application Players
    - 3 - Attributes
    - 4 - Core Concepts
    - Add 5 - Future Plans
      * Part of Future Plans are investment options or opportunities for investors???
      * Tied in and integrated with all the other pieces of the puzzle and navigation pieces
  + Cascade this change through all of the different menu systems
    - Sub menus, side menus, navigation menus, etc.
* Intro video to Adilas - who/what we are
* Video for how to navigate and use this site - invite them to explore and experiment
  + Thanks for coming to see - here is how you use the site (kind of flavor)
* We are thinking that we possibly want to kill the subtext on this main page as well - we are making this an interactive table of contents - not setting up pre-conceived notions on any of the pieces for good or bad

**BUSINESS FUNCTIONS**

Business functions home - <https://news.adilas.biz/sales-gallery/bf-index.html>

* Bring the content up just a titch
  + Make it good and easier to see
* Fix the sort order and cascade that into the other menus throughout the entire site - our proposed order:
  + 1. Sales/Inventory Tracking - POS Point of Sales
  + 2. CRM - Customer Relationship Management
  + 3. Calendaring & Scheduling
  + 4. eCommerce
  + 5. Accounting and Backend Office
  + 6. Online Expense Tracking
  + 7. Payroll and Timecards
  + 8. Histories and Reports
  + 9. BI - Business Intelligence
  + 10. Data Relationships
  + 11. CMS - Content Management System
  + 12. Big Data
  + Both Brandon and I tend to read down the lists - so we may want to order them that way
  + The navigation menus to match
  + Also the “next” buttons to match the new/correct order, bottom navigation
* Accounting, BI, and Big Data might need some different verbiage such as
  + Accounting - Financials and backend office
  + BI - Analyzing, interpreting, and understanding your data
  + Big Data - Interconnected systems and databases
  + Maybe we want to come up with different verbiage - but we think we want them to say something different than they currently say
* Glossary note\* - May also need to add some definitions for a few of these pieces into our glossary as well
* Kill the sub text - we want to keep it simple on these top level navigation pages - may end up keeping them on this page???? Not sure, may want to kill it like the other pages - we might have changed our minds here - we just didn’t like the verbiage on the players so we want that subtext to go - we may want to keep this one???

Business functions - sales home - https://news.adilas.biz/sales-gallery/bf-sales.html

* Kill the sentences under the title
* Check folding - when we tried to expand accounting solutions and had other pieces expanded it wouldn’t work
* Put powerful statements in here for the different pieces - THEN take it to the next level - SHOW something
  + What is really important for the next level
  + What pieces do we want to show
* SEE the pieces for the next step
* Do we want an overview???? Then go into the underlying pieces???
* May want a little more space at the bottom, it is kind of encroaching into bottom bar space

**APPLICATION PLAYERS**

Application players home - sales-gallery/ap-index.html

* Switch the layout and make it more like the BF layout
  + Two lists/columns of 6 a piece, dog on the left hand side
* Propose to order the list like this:
  + 1. Customers
  + 2. Invoices
  + 3. Quotes
  + 4. Vendors
  + 5. PO’s - Purchase Orders
  + 6. Items - General Inventory Items/Parts
  + 7. Stock/Units - Serialized Inventory
  + 8. Deposits
  + 9. Expense/Receipts
  + 10. Employee/Users
  + 11. User-Maintained Balance Sheet Items
  + 12. Time - Calendaring and Scheduling
* May want to kill the underlying text on each of these pieces and let them go deeper if they want to explore
  + Treat it like fishing Brandon said
  + Keeping it simple and able to use fast, quickly, efficiently
* Current tag line on Adi says - “What do you need to play?”. We may want to change that to, “What tools are you going to use?” - like it is on the Adilas Formula graphic or something that is more like our flavor?

**ATTRIBUTES**

Attribute Homepage - <https://news.adilas.biz/sales-gallery/attrib-index.html>

* Look at punctuation - some of them have periods, some of them have commas, make it consistent
* We may want to look at this other page to see if we have hit all of the big points we want cover in this section
  + Older file with some attributes - <https://data0.adilas.biz/what_is_adilas.pdf>
  + We haven’t checked underneath or the next level deep on these so they may have covered it better
  + We liked the subtexts better here - want to keep these

Attributes - One system home - <https://news.adilas.biz/sales-gallery/attrib-one-system.html>

* We like the crumb trails!! Good stuff!
* Reorder some of the pieces this page
* Focus it heavier on functions
  + POS
  + CRM
  + Higher level pieces

Attributes - Cloud based home - <https://news.adilas.biz/sales-gallery/attrib-cloud.html>

* Scratch the middle secure storage verbiage
* Over 99% uptime

**CORE CONCEPTS**

Core concepts home - sales-gallery/cc-index.html

* Maybe add a Cause and Effects point
  + Combining decisions and choices as well as consequences together
* Make Data into:
  + Objects and Data Over Time
* Keep looking here - what content did we create here??? Is there something we want to further explore here???

\*\*\* Look at the document we created for making content for Chuck and Marissa on this. Maybe that will have something we want to look at.

Also look at Tools and Features - another doc that was created that might be helpful for figuring out what we want to include …. :

Old list of features and tools - <https://data0.adilas.biz/actual_adilas_features.cfm>

Other great info on the Just Imagine fliers - may want to browse there as well….

adilas\_core\_concepts.docx - <https://www.adilascontent.biz/top_secret/images/corp748_EA81FBBDE6/pdf/doc_171234_ADE0186656.docx>

adilas\_core\_concepts\_origins.pdf - <https://data0.adilas.biz/adilas_core_concepts_origins.pdf>

adilas\_presentation\_gallery.pdf - big outline - <https://data0.adilas.biz/adilas_presentation_gallery.pdf>

what\_is\_adilas.pdf - old what is adilas flyer - <https://data0.adilas.biz/what_is_adilas.pdf>

players\_object\_lesson.pdf - how we grab and hold data - <https://data0.adilas.biz/players_object_lesson.pdf>

old list of adilas tools and features - <https://data0.adilas.biz/actual_adilas_features.cfm>

small history doc - where we started - 2011 ish - <https://data0.adilas.biz/adilas_history_bio.pdf>

* Do we want to leave some easter eggs/treasure troves around where people that want to dig deeper can look in deeper? Create links or access for them as we organize things to allow them to dig deep if wanted - but nothing forced or that overwhelms people with content.
* Concepts we wanted to grab from this doc - this doc really shows the history and how these different concepts and pieces came in to play for the Adilas application
  + Centralize the data
  + Enter once, use many
  + Empower the users at the point of action
  + When you have good operations you can have good accounting - take care of it at the entry point, where it happens - operations, then feed accounting with all the good info
  + See a need, fill a need
  + Zip the gap between operations and accounting
  + Permissions and settings - allow access where needed, direct processes, require specific processes/needs, make the system set the rules/assignments, causes people to have to play the particular way you design/limit/create, etc., allow permissions/access per user - at the user level
  + Cause and effect, natural consequences
  + The horse leading the cart - operations feeds accounting
  + World building - we didn’t realize that this is what we were doing but when we learned about it later we discovered that this is exactly what happens in business as well as stories/movies, other things that build/create worlds
  + Build and break - this is how we have grown and keep growing - keep having additional needs that need to be met, shows how we keep needing to take things to the next level - this is not our first rodeo, we have done this over and over again
  + Objects and data moving over time - being tracked, being flagged, recorded - the objects and data hold their own data, histories, and relationships,
  + One to many relationships
  + Roll call accounting - being able to see the state of any item at any given time, re-play or see where/how things changed at any point in time (working toward a virtual rewind and forward ability with your data) - this is huge for helping you see your trends, patterns, make better decisions
  + 3D model for accounting - x - time, y - monies/resources, z - space (layering relationships)
  + System based approach/operating/thinking - everything working together in one integrated system
  + Have to build with growth and expansion in mind - we have to do this for our next level of building
  + ADILAS - All Data Is Live And Searchable
  + Idea farming - we listen and incorporate feedback from our users, harvesting people’s ideas and needs, and more
  + Community model and approach, creating stone soup - we are trying to create a community around Adilas and the concepts and pieces we have developed and created
  + As we keep building we keep being able to see the vision farther and farther - we keep seeing the potential and options for future growth - the next steps become visible and we can see things we couldn’t have envisioned or thought of before