

Update (February 2013) - The Best Day



Description: *make plans happen - calculate the best day for your plan*

Website:

thebestday.com

Summary:

Good

- Product roadmap and timeline in place.
- New designs are awesome.
- New version development well underway.
- Partners excited about update to support custom polls.
- Hired new Rails developer and UX designer.

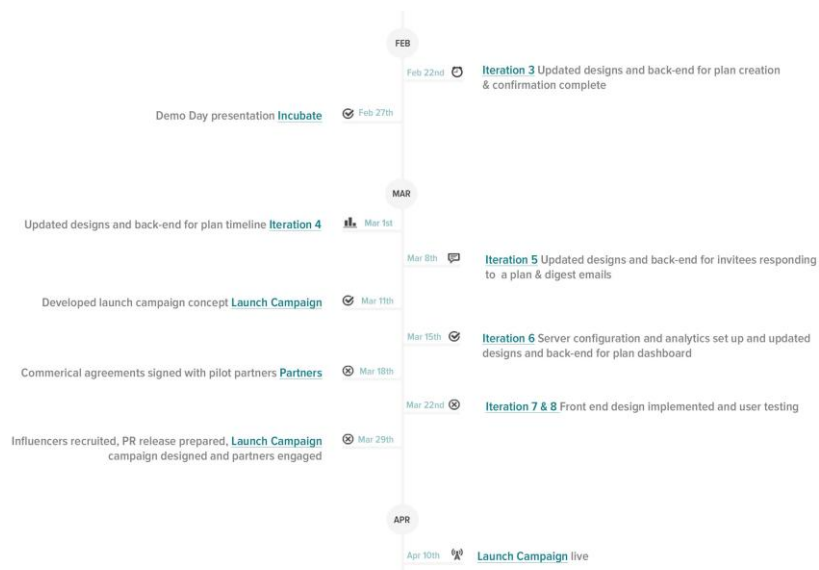
Bad

- Delayed launch to update user product.
- Further partner discussions paused while building new version.

Ugly

- Need to spend \$6K on government audit to qualify for OV and Sidecar Fund investments.
- Have not yet assembled TBD's board, new target is end of March.

TBD Timeline



Overview:

After signing our Shareholders Agreement just two days before the team left for Christmas vacation, Tate, Dane, Jayphen and I returned to work mid January well rested and with a refreshed passion for TBD. As part of Sydney University's Incubate program we spent our first week huddled together around a whiteboard reviewing every component of the current user product. It was clear to us that while we had built a technically sound application the user experience of creating and responding to a plan had several key issues which needed to be solved for TBD to be the first social planning tool to genuinely make organising with a group easier. Everything hinges on building an amazing user product; our partner integrations, group payment functionality and data monetization all rely on users being able to successfully make plans. So we have spent the past month reimagining and rebuilding TBD.

Achievements:

- Product roadmap: we have broken down our new product plan into weekly iterations and are committed to our internal deadlines.
- Team: we welcome James Hill, a Ruby on Rails programmer from UNSW and Jayphen Simpson, our design contractor who now joins us as a part time employee.
- Mobile web architecture: we have shifted all the mobile web code onto the desktop architecture so that all changes to desktop are instantly replicated in mobile. This not only makes development time significantly faster but also ensures that mobile web works on all devices. Some of you may notice the improvements if you use TBD on your Android phone.
- Funding: we have completed the conditions to close and have called for the first tranche of capital from OV and Sydney Angels to be transferred to TBD.

Product Evolution:

- Creating & confirming polls: the redesign focuses on the insight that each plan has a different set of details that need to be decided on and in a unique order.
 - To make TBD more natural, we are opening up custom polls for users to add whatever question they want to their plan.
 - Each poll can then be confirmed separately so that a plan can evolve in steps. For example, a group may confirm when they want to have dinner but leave deciding the venue till closer to the time.
- Plan flow: the most significant structural change is to give each poll its own page for plan creators and responders to easily move between.
 - We want to reduce the number of actions a user needs to take on any given page to minimize any chance of confusion.
 - Also, we will eventually need space to display plan suggestions for individual polls (ex. promoted restaurants for a Location poll) and a dedicated poll page will make this much simpler.
- Sign up: we've removed the barrier of signing up for plan responders and simplified the process for plan creators by introducing Facebook connect and email verification.

Product Design and Development:

We have made a clear product roadmap for the new version of TBD and are committed to completing all design and development within 5 weeks. Our product goals for March are:

- New desktop/mobile designs for plan creation, plan invitees and user dashboard.
- Complete all back-end development work for desktop/mobile web.
- Implement all new front-end designs for desktop/mobile web.
- Update the branding and copy in all communication materials.

Launch Prep:

We are very excited about the new version of TBD and can't wait to get it into the market. We believe in our product roadmap and timeline so will be working towards an official user launch in mid April. Our launch preparation goals for March are:

- Launch campaign: create a launch campaign around 'Good Times'
 - Finalise the concept and design the campaign web page.

- Recruit 3-5 partner businesses to sponsor the launch campaign in return for cross-promotion. Ex. Merivale as 'Suggested Venue'.
 - Develop the campaign page with plan suggestions integrated with launch partners.
- PR: create multiple press releases and organise at least 5 interviews for April.
- Influencers: engage a group of 20-50 influencers in the target market to act as ambassadors for TBD's launch.

Partners and Revenue:

Once we have built the new version of TBD we will resume our focus on developing partnerships with major Australian businesses and integrating the PLAN widget. While our initial goal with these partners will be to use their existing customer networks to introduce TBD to target users we are ultimately working towards monetizing the integration and generating revenue from plan transactions. In order to integrate with pilot partner sites as quickly as possible after completion of the new version we need to achieve the following goals in March:

- Pilot partners: decide internally which 2 or 3 interested partners we will focus on first.
- Commercial agreements: prepare and execute commercial agreements with the targeted pilot partners to secure official commitment to trialling the PLAN widget.
- Integration plan: produce a detailed development roadmap for integrating with the pilot partners in order to commit to a timeline for April & May.

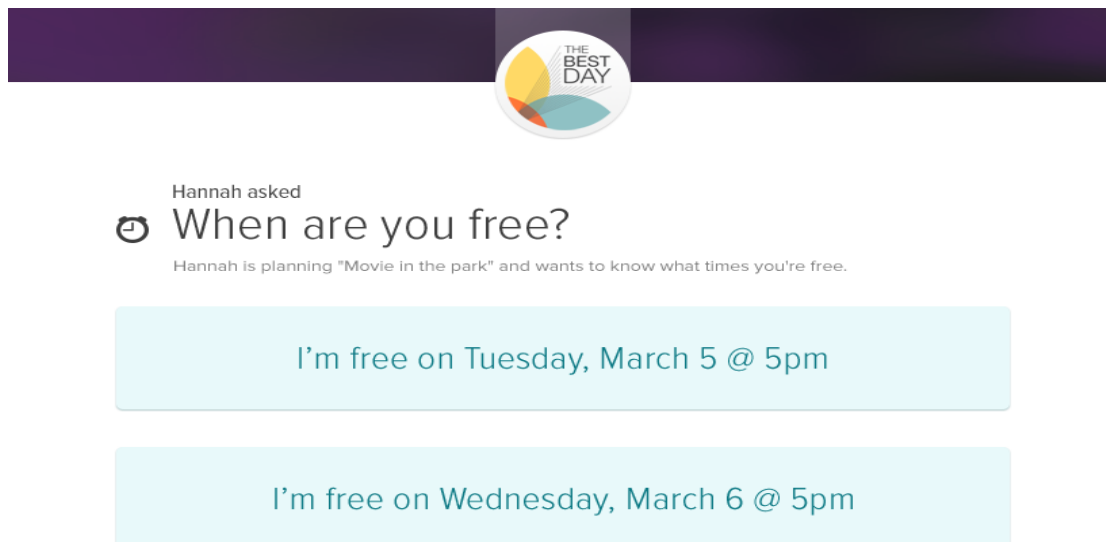
Designs Principles:

Our new designs are driven by our commitment to achieving:


- Simplicity: minimizing the number of actions to be taken on every page.
- Clarity: obvious calls to action.
- Value: collecting and displaying the most useful information for confirming a plan.


Samples

Email Invitation



Voting on a Poll:





Movie in the park

Hey Amy!

Hannah invited you Catherine Ruff, Patrick Griffin, and Owen Abrams.

Hannah asked
🕒 Which times are you available?

filter: Only show times that TYPE A NAME voted for

- ☒ Tuesday, March 5 @ 5pm 👤 3 people voted for this [who?](#)
- ☒ Wednesday, March 6 @ 5pm 👤 3 people voted for this [who?](#)
- ☐ I can't make any of these times

Leave a comment...

Submit your vote
and your comment!

You will receive updates at amy.hawk@gmail.com [\(change\)](#)

Comments

Patrick Griffin a few seconds ago

Thanks for the invite Hannah! I have football training on Wednesday, so Tuesday is better for me

Patrick voted for Tuesday, March 5 @ 5pm


Catherine Ruff yesterday

Tuesday sounds good!

Catherine voted on Tuesday, March 5 @ 5pm

[View more comments](#)


Confirming on a Poll:



Movie in the park


If you like, you can finalise this poll now. The option you select below will be emailed to all of your guests, and voting will be over.

You asked


 Which times are you available?

6 of the 20 people you invited have responded to the poll [who?](#)


filter: Only show times that can make it to [Change poll options](#)




Tuesday, March 5 @ 5pm


 Patrick Griffin a few seconds ago

"Thanks for the invite! I have football training on Wednesday, so Tuesday is better for me"

 Owen Abrams 2 hours ago

 Catherine Ruff yesterday


"Tuesday sounds good!"



Wednesday, March 6 @ 5pm

3 people voted for this [who?](#)

Close this poll
and notify your guests

 Comments

Patrick Griffin a few seconds ago

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[View more comments](#)

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General Update:

- Tate and Whitney presented at Sydney University's Incubate Demo Day on February 27th.

Sydney Angel Sidecar Fund Investment

- Cost of Investment \$131,488 (1st round) and \$131,488 (2nd tranche if hurdles achieved)
- Book Value \$131,488