

# Zefram app

## What is the background?

This application writes text for a B2B sales professional. It has predefined templates and is able to preload all of the interesting data to come up with a text that will fix a negotiation problem. In this user interface (UI), the user is entering into a new negotiation.

The style of the UI, including colours should be dark mode. The current colors, fonts and style of the brand can be found at [zefram.com](https://zefram.com).

The UI should have one single screen (including basic functionalities like the application name and navigations). The UI pictures should look like they are designed for iOS. All UI pictures should look like screenshots from an actual, functioning application. This means, there can for instance be no empty selections. The pictures should be still.

## The idea of the application

When the user desires to have a new negotiation, they will fill in three variables, that have separate parameters to them.

First, they choose to have a new negotiation with (1) a company, (2) an individual OR (3) a group of individuals. Both, the companies and individuals can be searched by using the UI, as it has a database for this data. Thus, in this case, the company Acme Inc. will be searched and selected as the desired counterparty for the future negotiation.

In this case, as the desired counterparty is a company - and it is not possible to talk with a company but with an actual human within the organisation - the UI has an option to also define the desired person as the negotiation counterparty. In this example, it will be the CEO of Acme Inc. The user does not need the name at this point, the title is enough.

Secondly, the user selects the agenda, i.e., what is the desired negotiation outcome. This selection opens a list of potential agendas with more parameters to them, such as (1) book a meeting, with parameters like: (1) Desired meeting duration, e.g., input in minutes (2) When the meeting would take place, this could be a date-picker for instance (3) Online or On-site (4) Selling points, i.e., why should the CEO of Acme Inc. book the meeting. In the UI design, this could be five randomized ideas, like "we can make you more money", "we can save your time" and so on.

These points will automatically be populated in the actual, final software application by the backend application. To make the UI look realistic right now, each menu needs to have something filled in.

Thirdly, the UI has a selection for the contact method. This will be a new selection within the UI, that has options such as (1) Email, (2) LinkedIn message, (3) Phone call. Only the email-path will be further designed in this case, and thus, it will be selected in this UI presentation. As the email is selected, a text box appears into the UI, starting with the greeting to the message recipient - in this case the name of Acme Inc's CEO. The body text of the email would be "Hi John, I am reaching out to you as I have a solution to save your money and time. I am kindly proposing a meeting for week 8, for instance on Monday 17 February. Best regards, Tuomas"

The last option in the UI is a selection popping out after the message drafting, where there are options for (1) Send now, and (2) Schedule.