

Proposal Draft

Nouns Bidder/Settler POAP

[this is a draft - please share your feedback]

tl;dr

As more and more people find out about Nouns and make their way to the main auction page, we wanted to propose a way to not only invite people to bid on Nouns, but to reward them for bidding as well. Our proposal, in order to bring about this excitement for bidding/settling, is to create a microsite/landing page where people who have previously bid on, or settled, a Noun will have the ability to claim a free POAP, marking, on-chain, their involvement in and excitement for the Nouns community.

Microsite/Landing Page Details

Below you will find key details on the thought and tech behind how our team plans to tackle this project.

POAP (Proof Of Attendance Protocol) | *What even is it?*

- In the simplest of terms, POAP is a system that event organizers can use to distribute unique badges/NFTs (ERC-721 tokens) to people that show up to their event (whether physical or digital). It also provides an open standard for developers to build on.
- Our team will be building out a microsite with the ability to claim a POAP for digitally attending (bidding on or settling) a Nouns Auction.
- You will be able to have this badge, this NFT, in your wallet, showing publicly your involvement in the Nouns Auction process and your belief in the proliferation of the Nouns ecosystem.
- We will be using etherscan.io data from the [Nouns DAO: Nouns Auction House Proxy](#) to pull all addresses with bid and settle functions from each auction in order to verify your involvement and allow you to claim your POAP through the site.
- We will be leveraging the [poap.xyz](#) platform and API in order to create the cleanest experience for the claimer.

AMENDMENT BEGINS

POAP Claiming Threshold

Through community feedback and concern, we have amended this proposal by adding a claiming threshold. The threshold is based on a runners-up bidding function.

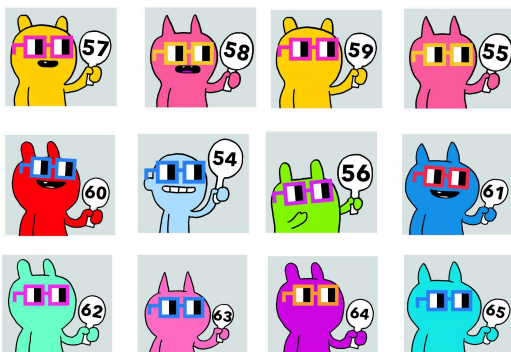
- A POAP will be rewarded/be able to be claimed by the five (5) runners-up for every auction (unique wallets only, back-and-forth bidding will not be rewarded with multiple POAPs)
- There will also be one (1) POAP reserved for anyone who settles an auction.
- The reasoning behind this amendment is for two key reasons.
 - First: Having unlimited POAPs available with the only requirement being a bid, would open the door to countless spam bidders, resulting in the arbitrary burning of gas.
 - Second: By restricting the POAPs to only be claimed by the 5 runners-up allows for the value of the POAP to stay in-line with that of Nouns, while still being attainable by a broader audience. If there is an auction that receives exceptionally high offers, the POAP reserved for a Settler, still allows for anyone, no matter the wallet size, to have the chance at receiving a Noun Bidders POAP.

AMENDMENT ENDS

Technical Considerations + Source Code

- The tech stack will be Typescript, React, Next.js, and TailwindCSS
- High emphasis on mobile-first usability and functional programming
- Site will be deployed to Vercel and will use their CI/CD pipeline
- Code will be open-sourced on Github so others can fork it and create their own POAP claim landing pages in the future
- We will have both a staging and production site for testing & bug-prevention
- Leverage the POAP API where possible (through poap.xyz)

Design



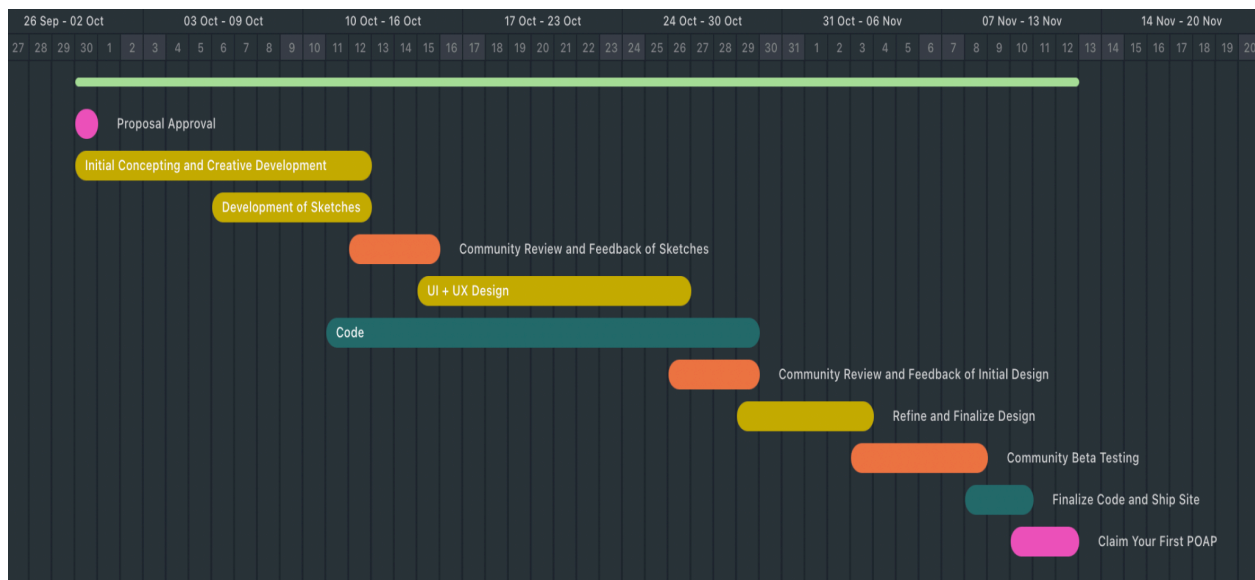
- *Design of the POAP*
 - Nounish beings by Sun-Min + David
 - Each Nounish being holds a numbered auction bid paddle marking in history the specific Noun that your bid was counted for

- **Design of the Microsite**
 - Create wireframes in Figma and generate a low-fidelity interactive prototype (mobile and web)
 - Upload prototype into maze.design and test with the nouns community/discord to ensure that key tasks can be completed
 - Iterate on prototype to resolve any usability issues based on feedback
 - Once wireframes are validated, we'll conduct two rounds of visual design to and share back with community
 - Leverage tailwind design components for easy and efficient build
 - Comments will be enabled to review feedback asynchronously and directly in the design
 - The website will be branded similarly to nouns.wtf (Londrina Solid font for headlines, Segoe UI for body text, grays and whites)

Project Timeline

Our team anticipates this project taking approximately 6-8 weeks. You can view our proposed schedule below. *(subject to change based on reviews and approvals by the NounsDAO)*

Community co-creation, as many of the other proposals have stated, is our goal. As you can see below, we will have three dedicated times where we will gather community input through Discord and other channels from the NounsDAO community in order to ship this product with the community's highest standard in mind.



Team

We are a small, but nimble team, comprised of a top-tier product designer, developer, and project manager with decades of combined experience. Also, gracing the team with his impeccable talent is David Horvath. If you don't know David Horvath, look him up.

Introducing the team:

[Brkfstsndwch](#) | A project and program manager with close to a decade of experience managing and building design teams and shipping products alongside those teams. With a wide range of experience in project categories from web development to brand creation for companies big and small. Okta, Elastic, Palo Alto Networks, and Microsoft to name a few.

[David Horvath](#) | Co-creator of the Uglydoll plush toy based licensing brand, NFT artist, and creator of Bossy Bear, the Disney book series turned pre-school animated show headed to Nick Jr with Ron Howard and the Imagine Kids and Family team. Maker of Sofubi toys self-produced in Japan.

[Bored UX](#) | A digital product designer with a decade of experience working with companies ranging from seed stage startups to big tech like Facebook and Google. Bored UX has designed and helped launch over 50 digital products via founding a globally ranked UX agency.

[Christian](#) | Frontend engineer working with both SharkDAO & NounsDAO on various projects to further the Nouns Extended Universe™. He's a self-taught dev with a background in design and product management. Christian is currently working for a startup, but is hoping to pivot to the web3 space full-time. Also, he's currently getting his Master's in Computer Science from Georgia Tech and has worked as a professional photographer for 10 years.

Compensation

We are asking for the funding of the design and development of this project from NounsDAO. We anticipate occasional maintenance and updates to be made to the site, and ask for a small percentage of funding from NounsDAO to help cover the team's time over the course of the first 6 months following shipment of the site.

- **30ETH** for Design, Development, and Deployment of the Nouns Bidder POAP Site
- **10ETH** for the 6 months of maintenance and updates as needed
- Proposed Payment Schedule
 - 50% due upon proposal approval (15ETH)
 - 50% due upon project completion (15ETH)
 - Maintenance payment due upon project completion (10ETH)