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## PayWithZ.cash #6



ezvaughn opened this issue about 2 months ago • edited 8 days ago

🏷️ invited-full online-service outreach

# PayWithZ.cash

## Motivation and overview

When introducing someone to any cryptocurrency, a question they invariably ask is - "Where can I spend it?" The objective of PayWithZ.cash is to answer that question. I expect the site to serve as a critical resource for the community and to help accelerate usage of Zcash.

## Technical approach

I built PayWithZ.cash on a free, ad-supported hosting service, Hostinger. Using this service is a good way to get the info on the internet at low cost, but there are factors that could be improved, such as eliminating advertisements, improving the design, and reducing off-line time. Paying for professional hosting and professional web design will elevate the user experience.

Risk factors include merchants on the site not actually accepting Zcash, or failing to continue to accept it over time. Connecting with the community via my @paywithzcashtwitter page will help identify merchants who accept Zcash. Verifying acceptance with actual purchases as well as follow up on acceptance will be critical. Identify, verify, and re-verify.

## Team background and qualifications

Eric Vaughn. I've been following Zcash since the inception in October 2016; I've been mining

and running a node since 2017; and I built PayWithZ.cash in February 2018.

## Evaluation plan

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As Zcash grows in usage and acceptance, PayWithZ.cash will grow with it.

- Number of merchants accepting Zcash will increase. There are currently 29 merchants listed on PayWithZ.cash.
- @paywithzcash twitter followers will increase. There are now 26 twitter followers.

## Security considerations

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The site is for information purposes only. A disclaimer about not endorsing or evaluating listed merchants is at the bottom of the main page. Also, there are no plans of monetization with advertisements or paywalls.

## Schedule

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Initially, and what this grant request is for, is a site design on par with <https://www.dash.org/merchants/>. With the current amount of merchants, they can be plainly organized under category headers such as clothing or restaurants. I anticipate it would take 30-40 hours to complete a professional website design. Merchants will be added to the site continually as they are discovered.

In the future, as more merchants accept Zcash, and as resources allow, I'd like to add a merchant locator map, a general search box for quick references, and possibly individual merchant pages with user reviews.

## Budget and justification

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\$1k to \$3k

*Ad-free hosting service. \$125-360 (0.5-1 ZEC).*

- Option A: HostGator is \$8/month for a standard plan, so \$288 will pay for 3 years of ad-free hosting. HostGator hosts over 600,000 websites.
- Option B: A2 hosting is \$9.99/month for a swift plan, so \$360 will pay for 3 years of ad-free hosting. A2 hosts over 200,000 websites and is ranked highest in load time speed.

- Option C: Eliminating the advertisements on the current host, Hostinger would be \$3.49/month for a 3 year plan, so \$125 will pay for 3 years.

*Re-skin site on professionally hosted service. \$700 (2-3 ZEC)*

I will re-skin the current website myself with WordPress. I estimate this would take 30-40 hours of my own work with consultations from web designers as needed.

*Professional web design. \$0-3,000 (0-12 ZEC)*

Hire a web designer, complete the initial re-design, and make necessary iterations.

- Option A: AIO Group is my preferred designer. I know them from past work and am confident they can help make a beautiful, uncluttered, and professional design. AIO Group services are between \$85-100 per hour. They do have a backlog of a few months before they could start on a new project.
- Option B: Jack Leonard (<http://jackleonard.me/>) is a designer/developer from Ireland and is passionate about privacy and encryption. He has worked on a number of Dash projects and has been designing for blockchain companies for 4 years. His work has been featured in WIRED, Forbes Magazine, Mattermark & The Irish Times. After looking over this project, he estimated it would take approximately 40 hours for a total fee of 10.5 ZEC or 0.33 BTC (\$2,500).
- Option C: Creatable (<https://creatable.co.nz/>) is a boutique graphic design agency in New Zealand. They are listed on the dash.org/merchants site as a web designer. I spoke with Sarah Narayan at Creatable, and she would like to work on the project. She is familiar with cryptocurrencies and what we are trying to do. She prefers to use the Devi Wordpress theme, although is open to making it as simple or as complicated as we wish.

## Email address for direct contact

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mineZcash

commented about 2 months ago

What are your future plans for the website? Are you planning on monetization with advertising?