

# SITE ARCHITECTURE

## QUALIFEYE

- About
- Statements on Terms of Use
- Copyright Obligations
- Disclaimers
- High level Security and Privacy Policy and Statements
- Context-specific Contact Details

### ■ CLIENT ACCOUNT SECTION & FORMS

- Personal details.
- Details of qualification, type, year awarded, and institute specific details.
- Option of acquiring and uploading authentication of award only / or (award and results) achieved.
- Link to T&C's as per description below.
- This aspect of the process attracts an establishment fee \$. The fee will only be drawn once the first qualification is authenticated. Each subsequent qualification authentication will attract an additional fee \$.
- E-commerce; Fee payment facilitation, timing and conditions.

### ■ PERSONALISED ACCOUNT HOLDER URL GENERATION

- Upon and account holders first qualification being authorised, a personalised secure URL is generated allowing account holders to copy and paste to their Resume, linked in, business or personal profile platforms.

### ■ INSTITUTE ACCOUNT SECTION & FORMS

- Notification of pending authentication requests.
- Using no breach security, the ability to securely and electronically time, date, sign authentication similar to banking transactions.
- Log of historical transactions.
- Link to T&C's of engagement.
- Annual electronic - collaborative audits of historical authentications.
- E-commerce; partner payment transferred to Institutes as a % of each authenticated qualification to compensate administration, timing and conditions.

### ■ THIRD PARTY ACCESS VIA URL

- Account holders will maintain a personal password to access their account features, with the option to nominate (tick) 'open' access for read only, or 'locked', where Third parties will be issued a one-time generated viewing only code upon their details being provided and logged.



# QUALIFEYE

## CRM DATABASE

- Database of institute contact details enabling automated form/fill requests for the purpose of authenticating qualifications.
- Form must allow a form of electronic time, date, person details, position of authority and signature.
- Once authentication received, \$ charge per qualification/ certificate.

## TERMS AND CONDITIONS

- Authorising qualifeye to pursue authenticity of qualifications on the account holder's behalf and the freedom to use and/ or disseminate personal information in appropriate circumstances.
- Authenticating parties process authority and legal obligations.

## PARTNERSHIPS:

- A layout configuration conducive to advertising and promotion of third-party partnerships.
- E-commerce; advertising fee payment facilitation, timing and conditions.

## SEO

- Keywords and meta description tags to improve Qualifeye search ranking.

## ANALYTICAL DATA TOOLS

- The ability to search and rationalise groups, skills, geographical and demographical data.

## APP FOR APPLE AND ANDROID

- A reflective and augmentative app for account holders which seamlessly mirrors and interfaces with the Qualifeye.com.au web portal.

## STATISTICS

% of population

<b>Australian Population</b>	<b>24,600,000</b>	<b>%</b>
Bachelor Degrees	5,904,000	24%
Advanced Diplomas	590,400	10%
Certificate Level Qualification	123,984	21%
<b>Total:</b>	<b>6,618,384</b>	<b>27%</b>

<b>Annual Education Graduation</b>	<b>1,600,000</b>	<b>%</b>
<b>Total</b>	<b>1,600,000</b>	<b>7%</b>

<b>Job positions annually (average)</b>	<b>2,100,000</b>
Applicants - existing qualifications	564,984
Applicants - recent qualifications	136,585

## CONTACT

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