

## Local Lens Overview

Our Local Lens MVP will be a web application that empowers users to discover and review local businesses. It will feature a robust user experience, seamless authentication, and OpenStreet maps as the interface. The application will focus on:

- **User Engagement:** Enabling users to create accounts, follow creators, and post community ratings and photos.
- **Creator Empowerment:** Allowing creators to share their expertise, post detailed reviews, and collaborate with other creators.
- **Business Discovery:** Helping users find the best local businesses based on their needs and preferences.

## Key Features

### User Features

- **Account Creation:** Users can easily create accounts using Google or email.
- **Following Creators:** Users can follow creators whose content they enjoy.
- **Community Ratings:** Users can post short text reviews and star ratings for businesses.
- **Photo Sharing:** Users can share photos of businesses, which will be reviewed by the application to ensure quality.

### Creator Features

- **Account Creation:** Creators can create accounts using Google or email.
- **Following Creators:** Creators can follow other creators to stay updated on the latest trends.
- **Detailed Reviews:** Creators can post in-depth reviews with star ratings, pricing information, and other relevant details.
- **Photo Sharing:** Creators can share photos of businesses.

### Map Features

- **Nearest Place Search:** Users can find the nearest businesses based on their current location and search criteria.
- **Venue Information:** The map will display detailed information about each venue, including address, phone number, and user ratings.

## Technical Implementation

- **Authentication:** Implement authentication using Google and email to provide a seamless user experience.
- **User Profiles:** Create user profiles that store information such as name, email, and followed creators.

- **Content Creation and Sharing:** Implement features for users and creators to post reviews, photos, and videos.
- **Content Moderation:** Implement a moderation system to review and filter user-generated content.
- **Map Integration:** Integrate Gebeta's mapping API to display businesses on a map and allow users to search for nearby locations.
- **Email Notifications:** Use an SMTP service to send email notifications to business owners when they receive reviews.

### **Future Considerations**

- **Video Reviews:** Allow creators to post short video reviews.
- **Real-time Updates:** Implement real-time updates for reviews and ratings.
- **Social Features:** Add social features like messaging and commenting.
- **Advanced Search Filters:** Expand search filters to include more specific criteria.
- **Personalized Recommendations:** Use AI to provide personalized recommendations based on user preferences.

### **Our Contribution to Gebeta**

- When you decide to create your own maps we will provide the necessary data like location of business and reviews of businesses.
- Improve your geocoding by providing up to date locations of businesses.
- Provide up to date images of businesses & locations.
- Add a review system to your maps.