

## Project understanding Citawell Startup

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### Number of users 3x

1. **Consumer App** (Bride Groom Birthday Boy, Corporate Organizer, Private Party Celebration, App)

In general, consumers are people who want to plan an event and need various services such as location, staff, food, and so on.

2. **Provider App**

3. **Administration**

### Consumer App: -

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- Social registration and login

This section contains the login and credentials that allow the consumer to complete their account creation through their contact number and other required social information.

-Consumers can use the app without registering. Registration is not necessarily successful, but anyone can.

-After downloading the app, features of our app must be shown through graphic images.

-Payment to vendors can be made in cash or through PayPal, bank card, credit card. We can use PayPal Stripe or Klarna as a payment service provider.

-Consumer searches for their desired service and they can see profiles of each and choose one. He can see all the information such as customer reviews, description of the service provider, pictures, relevant information for example at wedding location size of the place, number of tables, availability and prices and relevant information. Up to 1 contact with service providers is free of charge. If one wants to contact more than 2 service providers, he must register at this point and create an account. After registering and confirming his number, e-mail address, he must accept our General Terms and Conditions and Privacy Policy. After that he has to top up his account. 2x further requests to the service provider cost €9.90 and 6x costs €19.90 and unlimited requests to the service provider cost €29.90. He can then communicate with the provider via chat function or telephone.

Contacting up to 1 provider is free for consumers on our platform.

There must be the ability to change the number of contacts and service fee limit at any time via admin panel or add discounts for specific months.

The service fee is paid without cash.

- Advertisements from promoters/providers

This section provides Event Organizers/Providers view where users can decide their suitable providers according to their needs and requirements by viewing their details.

- Filter organizers/vendors/service providers by location/price

Within the app, users can search wedding planners and wedding service providers by maintaining a filter by price and location according to their needs.

- Improve search based on the service you need (DJ, Location, Dancer, Photographer and more)

Here the user can ask or select their favorite service within the app search function for the required services like DJ, Location, Dancer, Photographer and more

- View vendor profile, ratings, reviews and portfolio

The app allows users to view the provider's profile, which consists of their details, ratings, and past work.

- Call and chat with providers

The app allows users to request a call and chat with their chosen providers and can simplify the communication process.

- Approval of provider profiles

The consumer can share the provider's profile with their friends and family to take a look and ask for feedback.

- Search wedding venues based on location

The user is allowed to search the venues according to his suitable location and choose according to his choice.

A radius must also be defined here. For example photographer near Berlin and radius of 50KM

- Filter through wedding styles

Here users can select wedding theme or wedding style if they want themed or any wedding style.

- Create a wedding checklist

Users are allowed to create their wedding checklist to review the activities or tasks that they need to track.

- Create/manage guest list

Users can create and manage their guest list or add and manage their guests based on their preferences.

- Multiple payment options

There are multiple payment options for ease of use.

- Write reviews and ratings

Users can review or rate the service of providers/wedding planners to encourage them and share their wedding experience on the app.

- Add budget and calculate how much was spent on what and how much is left.

- There must be a function for comparing services, so that you can choose a provider between, for example, 3x providers. He can compare the information of the profile.

- It must be the function that the consumer contacts our company and leaves the organization of his event to us for a fee. We will discuss the fee with consumers by telephone or chat function.

## **Panel for Wedding Event Managers/Vendores/Suppliers**

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- Social login/login

The wedding app allows providers to quickly log in using their existing social accounts and other specific details.

- Create/manage company profile

The app allows vendors to create and manage their business profile by creating and adding details like work experience and others.

- Manage inquiries and bookings

The app allows wedding planners to manage and query the bookings made by consumers within the app.

- Manage catalog

The app allows vendors to manage catalogs to showcase their varieties and specialties with a portfolio of everything like venues and other services.

-Add video and pictures. The address must be shown on the map.

-Each service provider gets a sign, for example (best rated provider, best price, loyal provider)

This character must be automatically calculated and displayed on the service provider's profile.

- Set and manage availability preferences

The app allows event planners to set and manage their availability status.

- Accept online payments

The app allows providers to manage payment transactions and accept payment within the app.

- Request for reviews

The wedding planning app allows vendors to request ratings and feedback from their customers.

- Call and chat with users

The wedding planning app allows providers to flexibly chat and communicate with their users.

- Track present guests

Wedding planning app allows managers to keep track of guest list and manage attendance tracking of their guests.

- Manage employees

The app allows providers to manage their employees within the app by controlling their employees and assigning and monitoring tasks in the app.

- Create/export reports

The app offers providers the ability to create and export reports on their tasks and management that they have done at the wedding.

-The providers have to pay a fee of €9.90 for each request received and accepted by the consumer. The providers always get a request from the consumer with precise data about what needs to be done and where and providers can accept the request in order to be able to chat with the consumer, make phone calls. Once the request is accepted, provider account becomes -9.90€. At the end of the month, the provider receives an invoice from us and has to pay the invoice. Everything must be visible in the admin panel. How many requests were sent to which provider and when. Whether the request was accepted or declined. With date, time, consumer ID and provider data.

-Providers can see on your dashboard how many requests have received in the last weeks, days, months. How many requests were accepted and how many requests were rejected.

How much has earned so far.

-It must be the function that the providers can move up in the list.

When vendors pay a fee, the profile is flagged to attract attention. This feature is just like Ebay Classifieds. Please visit the Ebay Classifieds website. Ebay Classifieds push-up features must be available for vendors to be able to use this feature for a period of time by paying a fee.

-For both sides: consumer and provider, the push message function must be available.

**Administration menu: -**

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1. Login

2. Manage customers

3. Manage vendors/suppliers

4. Manage service category/subcategory
5. Manage checklist
6. Manage customer reviews and ratings
7. Management of Subscription Plan
8. Reporting and Analysis
9. Manage wedding styles
10. Google Map Integration
11. Manage Locations
12. Push Notification
13. Manage Reports
14. Manage earnings
15. Attitude
17. Voucher Generation
18. Add discount for specific months
19. Send a message to everything (any service provider or consumer)
20. Dashboard List of all sent, received, accepted, rejected requests
21. Dashboard to show earnings
22. Dashboard number of registered providers, consumers with exact date and time
23. Dashboard requests received from consumers who want to entrust the organization of the event to our company.
24. Main admin can create accounts with limited access. For example an admin only manages payments and an admin manages profiles from each provider and so on.
25. Dashboard to see which city the users are from so we can see which cities we have weaknesses in.
26. Opting out