

BOOK MY ENTERTAINMENT

1. Roadmap

The roadmap is designed to build the product in 4 stages.

- The initial launch, an MVP (Minimum Viable Product) will be a website to validate the business idea and understand if we are able to drive customers to our product with our value proposition.
- The mobile app for both Android and IOS will be launched in Release 2 with the same features as the website.
- Payments and Booking process within the website and App will be introduced in Release 3.
- Adding Outdoor events and experiences to the platform will be done in Release 4.

The roadmap is consciously designed without timelines. No full-time developer will be working on product development (at least initially) apart from founders, and associates. More information on the features in each release are provided in the “Product Features” section below.

MVP - Initial Launch - Website

- > 🔄 Develop Signup feature for Customers
- > 🔄 Develop Product features for Customers
- > 🔄 Develop Signup and Dashboard features for Entertainers
- > 🔄 Develop the frontend of the website
- > 🔄 Testing
- > 🔄 Launch

Release 2 - Cross Platform Application

- > 🔄 Develop the mobile application
- > 🔄 Testing
- > 🔄 Initial release in Android Google play store
- > 🔄 Submit the App for App store review and launch

Release 3 - Booking and Payment Features

- > 🔄 Develop Booking and Payment Process
- > 🔄 Develop a Thank you page and Email confirmation for Booking confirmation
- > 🔄 Enhance Entertainer dashboard
- > 🔄 Enhance Feedback (Customer Experience) process
- > 🔄 Testing
- > 🔄 Launch

Release 4 - Add Outdoor events

- > 🔄 Develop dashboard for businesses to list their events
- > 🔄 Develop product features for the customers
- > 🔄 Develop the frontend
- > 🔄 Testing
- > 🔄 Launch

2. Product Features

The product features are categorized based on the objectives defined in the roadmap. To get a better understanding, go through the product features in line with the product wireframe using <https://www.figma.com/file/OYWhG3TPfVRaAX2ofaWkVw/Customer-Website?node-id=0%3A1>

2.1. MVP – Initial Launch - Website:

2.1.1. Sign up Feature for Customers:

- The header of the website landing page for a new customer consists of 'Search,' 'Location,' 'Log In' and 'Sign Up' options.
- The header is followed by a Menu with options – 'Photographers, Chefs, Dancers, Singers, DJs, Event Hosts, and Clowns.'
- The page also displays the Thumbnails of freelancer and entertainer profiles who falls into 'Trending Searches' Category (Most viewed by other customers).
- The 'Search' option allows the customers to search for freelancers and entertainers by their name or category. The search results are displayed in the place of 'Trending Searches.'
- The system recognizes the customers' location by default and displays the Location name. The customers can click on the option and change it if required. When clicked on 'Location,' a pop-up shows up that lets customers choose their location by searching for it. Once the location is chosen, all the results are tailored to the location.
- When clicked on 'Sign Up,' a pop-up shows up asking the customers to choose if they are 'A Customer' or 'An Entertainer.' When clicked on 'A Customer,' the system gives the customers an option to Sign up using Facebook or Google or by entering Individual details. When details are used to Sign Up, customers will receive an email with a verification link.
- When clicked on any options from the 'Menu' or Thumbnails in 'Trending Searches,' customers are navigated to the respective pages (More information on these pages are provided in the below sections).

2.1.2. Product Features for Customers:

- Once customers Sign up or log in to their accounts after Email verification, they are navigated to the Home page that is similar to the website landing page mentioned in the above sections. On this page, instead of 'Sign Up' and 'Log In' options, 'My Account' option is displayed, and instead of 'Trending Searches,' 'Recently Viewed' profiles are displayed. If the customers didn't have any previous/recent viewed profiles, the page goes back to show 'Trending Searches.'
- When clicked on any of the options from the Menu ('Photographers, Chefs, Dancers, Singers, DJs, Event Hosts, and Clowns'), the customers are navigated to the respective page where initially all the Thumbnails of entertainer profiles of that category gets displayed.
- Customers can filter the results based on the sub-categories from the panel on the left and other filters such as Distance (Range), Price (Range), and Ratings (Ascending and Descending).
- The Thumbnails of the entertainer profiles (on any page) consist of Name, Category, Sub-category, Ratings, and Price Range.
- When clicked on the profile thumbnails (on any page), customers are navigated to the particular entertainer's profile. In addition to the details in the thumbnails, this page consists of Entertainer picture, Cover picture, Description of the entertainer, Address, Contact Details, Price details, Facebook, Instagram, and Pinterest links, Sample photos or videos, User reviews and an option to rate the entertainer.
- Customers can save the Entertainer profiles to their Favourites or share them with others through WhatsApp or other applications.
- The page also provides a list of 'Similar Profiles' in the left panel.
- When clicked on "My Account" in the header, the dropdown displays 'My Favourites,' 'Help & Support,' 'Settings,' and 'Sign Out' options. 'My Favourites' provides a list of all the entertainer profiles saved by the customers. 'Help & Support' consists of a knowledge base with FAQs and a search option to search for FAQs. Additionally, customers can raise a ticket if they have any complaints about the platform. Customers can edit their profile using 'Settings.'

2.1.3. Sign up and Dashboard features for Entertainers:

- Freelancers and Entertainers navigate to the same landing page as Customers with the same set of options.
- When clicked on 'Sign Up,' a pop-up shows up asking the customers to choose if they are 'A Customer' or 'An Entertainer.' When clicked on 'An Entertainer,' the system gives the Entertainers an option to Sign up using Facebook or Google or by entering Individual details. When details are used to Sign Up, Entertainers will receive an email with a verification link.
- Once the Sign Up process is completed, Entertainers are navigated to their dashboard.
- Entertainers can upload their pictures, cover photos, descriptions, Contact Details, Address, Prices, sample photos, and videos in their dashboard.
- When clicked on 'My Account,' instead of 'My Favourites,' an option of 'My Dashboard' is displayed for Entertainers. By clicking on it, Entertainers can edit their dashboard and save the new changes. The rest of the options remains the same.
- Entertainers can also navigate through the website similar to customers, i.e., they can view other Entertainers' profiles.

2.2. **Release 2 – Cross Platform Application:**

- The features of the mobile application remain the same as the website. The mobile app will be designed to be compatible with Android and IOS.
- It is advised for the Entertainers to make any changes to the dashboard through the website to make sure photos and videos are uploaded and displayed correctly.

2.3. **Release 3 – Booking and Payment Features**

2.3.1. Booking and Payment Process:

- In addition to searching for Entertainer profiles, Customers can now make payment and book the entertainer based on Availability.
- A new filter is added to the existing set of filters – Availability, where customers can set a specific date or date range and search for the Entertainers' Availability for those dates.
- More pricing options will be included in the Entertainers' profiles, such as different prices for different events.
- Once customers finalize the Entertainers that they want to book, the 'Book' option on the Entertainers' profile takes customers to provide further information such as Date of the event, Venue Details, Number of Attendees, selected pricing option, etc.
- Customers are then taken to the payment page to finish the transaction.

2.3.2. 'Thank you' Page and Email confirmation:

- Once the transaction is completed, Thank you page is displayed confirming the booking.
- An email is sent to the customer and entertainer confirming the booking.
- Note that the contact details of the Entertainers' profiles will be hidden from the customer, and these details will be displayed to customers on the Thank you page and confirmation email once the booking is made. This is to make sure customers do transactions on our websites.
- Entertainers and customers can manage their booking using the 'My Bookings' option in the 'My Account' dropdown.

2.3.3. Enhance Entertainer dashboard:

- Entertainers' dashboards will be enhanced to provide multiple pricing options and availability details.
- Entertainers can either manually update their availability using their dashboard, or the platform can be integrated with their email's calendar if they use the same for scheduling purposes.

2.3.4. Enhance Feedback (Customer Experience) process:

- Once the booked event is completed, an email asking for feedback on their experience is triggered to Customers and Entertainers with a different set of questions.
- The ratings and feedback on Entertainers will be tied to the User ratings in their profiles.
- A new ticket is raised if the customers or Entertainers are extremely dissatisfied. A stakeholder from the company will reach out to the customer or Entertainers to understand the experience in detail.

2.4. **Release 4 – Add Outdoor events and experiences**

The feature by feature strategy for the 4th release is yet to be defined.