MVP Business Interface Features Objective

1. Business Profile Management

* Create and Edit Profiles: Businesses can create and update their profiles with detailed information such as contact details, opening times, services/products/menus, location on map, and images.
* Sector Categorisation: Businesses can categorise themselves into appropriate sectors for better visibility and searchability. The sectors we plan in lude in our MVP our: Hospitality and restaurants, home-based food businesses, barbers, beauty and personal care, retail businesses, entertainment and leisure services, seasonal and pop-up businesses, niche hobby-based businesses and informal (Instagram) style businesses.

1. Customer Interaction Tools

* Messaging System: Businesses can send and receive messages and call customers via the app.
* Contact Options: Enable phone call links and email buttons on their other media profiles.

1. Bookings, Reservations, Online queue an Ordering

* Manage Bookings: Businesses can set up and manage appointments and reservations, including accepting or declining booking requests.
* Online Queue: Business who choose not to do bookings will be able to set up an online queue function.
* Ordering: Other businesses that offer products will be able to set up an online ordering function. This includes for pick-up and ordering online in store.
* Calendar Integration: Sync bookings with their calendars for better organisation.

1. Review and Rating Mangement

* View and Respond to Reviews: Businesses can see customer reviews and ratings and respond to them to manage their online reputation.
* Moderate Reviews: Flag inappropriate or fake reviews for platform review.

1. Special Offers, Promotions, Loyalty Programs and Subscriptions

* Create Promotions: Businesses can create and manage special offers and discounts to attract customers.
* Notify Customers: Send notifications to customers about new offers and discounts.
* Loyalty Programs: Allow business to set-up loyalty programs, such as a points system.
* Subscriptions: Allowing business to offer subscription on their services.

1. Analytics and Insights

* Basic Analytics: Access basic analytics such as profile views, booking rates, and customer interactions.
* Customer Feedback: Gather insights from reviews and feedback to improve services.

1. Business Verification

* Business verification: Allow businesses to become verified by us for a small fee. They would then have access to more features.

1. Multi-Location Management

* Central Dashboard: Businesses with multiple locations can manage all their profiles from a single dashboard.
* Location-Specific Promotions: Create promotions specific to each location.

1. Employee Access

* Employee Access: Allow employees to access and control the app, however they would have access to less features.

1. Notifications and Alerts

* Booking Reminders: Receive reminders for upcoming bookings and reservations.