MVP Customer Interface Features Objectives

Here is a simple mock-up of how the home page on the app could look:

1. User Account Mangement

* Create and Manage Accounts: Customers can create and manage their personal accounts. Should have an option for customers to access certain features as a guest.
* Payment features: Allow customers to view their payment options and vouchers they have.
* Saved Favourites: Save favourite businesses for quick access.

1. Advanced Search and Discovery

* AI-Powered Search: Use an AI-driven search engine to find businesses based on user preferences and behaviour.
* Smart Filters: Filter search results by location, rating, price range, and service type.

1. Business Interaction

* Contact Businesses: Send messages, make phone calls directly from the app. There will also be the opportunity to contact businesses outside the app.
* View Business Profiles: Access detailed business profiles with information on services/products, opening times, and contact details.

1. Bookings, Reservations, Online queue an Ordering

* Book Appointments and Reservations: Schedule appointments and reserve tables with businesses.
* Manage Bookings: View and manage upcoming and past bookings.
* Online Queue: Customers can see queue size anywhere and can join a business's queue online and get notifications when they should arrive for their service.
* Ordering: Allow customers to order from businesses that offer products. This includes pick-up and ordering online in store.

1. Review and Rating System

* Leave Reviews and Ratings: Customers can leave reviews and rate businesses based on their experiences.
* Verified Reviews: Only verified customers can leave reviews to ensure authenticity.

1. Personalised Recommendations

* AI-Driven Suggestions: Receive personalised business recommendations based on past interactions and preferences.
* Special Offers Notifications: Get notified about special offers and discounts from favorite businesses.

1. Interactive Maps

* View Locations: See business locations on interactive maps.
* Get Directions: Receive directions to businesses from the user's current location.

1. Notifications and Alerts

* Booking Reminders: Receive reminders for upcoming bookings and reservations.
* Offer Notifications: Get alerts about special offers, discounts, and promotions from saved or nearby businesses.

1. Loyalty Programs and Subscriptions

* Loyalty Programs: Allow customers to take part in loyalty programs.
* Subscriptions: Allow customers to sign up to subscriptions.

1. Enhanced Booking Options

* Group Bookings: Allow customers to make group bookings for events, dinners, and services.
* Booking Customisation: Enable customers to add special requests or customize their bookings.

1. Event Activity Calendars

* Business Events: Businesses can list upcoming events, workshops, or special activities.
* User Events: Allow users to see all their upcoming booked events and activities in a calendar view.

1. Push Notifications and SMS Alerts

* Real-Time Notifications: Send real-time push notifications and SMS alerts for booking confirmations, reminders, and special offers.
* Customised Alerts: Allow users to customize which notifications they receive.