

1. TاراKazan Project Workflow Documentation

1.1 Project Overview

- Project Name: TاراKazan
- Goal: Develop a QR-based customer loyalty system for local businesses (restaurants, cafes, etc.) to foster customer interactions, reviews, and targeted offers.
- Domain: www.tarakazan.com
- Business Model: Business owners subscribe to packages with a set number of SMS messages to inform customers about offers.

1.2 System Architecture

- "CEO Dashboard"**: The central administration dashboard where all registered business owners, their packages, customer interactions, and system performance can be monitored and adjusted.
- "Business Owner Dashboard"**: Individual dashboard for each business owner, providing an overview of customers, SMS management, reviews, campaigns, and reports.
- "Chatbot Landing Page"**: A unique page where customers are directed after scanning a QR code, allowing them to interact with a chatbot, enter their details, and leave a review.
- "QR Code Generation"**: Each business owner receives a personalized QR code link (e.g., www.tarakazan.com/BUSINESS_OWNER_LINK).

1.3 CEO Dashboard Features

- 1.3.1 Overview and Control
 - "Business Data"**
 - "Total Active Businesses"**: Displays the number of active business owners.
 - "Total Customer Interactions"**: Sum of interactions (QR scans, data entries) to analyze system usage.
 - "Financial Overview"**
 - Monthly and yearly comparison of revenue.
 - Breakdown of payment defaults or cancellations.
 - "Performance Analysis per Business"**
 - Key metrics such as active and inactive businesses.
 - Identification of top-performing businesses (e.g., based on customer interactions, reviews).
 - "Notification System"**: Automatic updates or alerts for inactive business owners or payment defaults.
 - "Geographical Distribution of Businesses"**: A map view of all business locations to analyze regional growth.
 - "Top-Performing Businesses"**: A list of top businesses based on interactions, reviews, or redeemed discount codes.
- 1.3.2 Package Management
 - "Per-Business Overview"**
 - Total SMS booked, remaining SMS, and package price.
 - The CEO can manually edit these parameters (SMS quantity, price).
- 1.3.3 Activity Log and Tracking
 - "Activity Log"**
 - Records each business owner's actions (e.g., planned campaigns, edits in the dashboard).
 - Filter options for sorting by time period and type of activity.
- 1.3.4 Export Function
 - "Export Button"**
 - Each business owner has a dedicated button to export the customer list as a CSV or Excel file.
 - This feature is only visible on the CEO Dashboard; business owners do not have access.

1.4 Business Owner Dashboard Features

- 1.4.1 Dashboard Overview
 - "SMS Management"**: Displays the number of sent and remaining SMS to monitor the reach of marketing activities.
 - "Customer Count"**: Shows the total number of customers in the list.
- 1.4.2 Customer Detail View
 - "Customer Information"**: Displays each customer with their name, number of SMS received, and Google review status.
- 1.4.3 Campaigns & Messaging
 - "SMS Statistics"**: Insight into the effectiveness of SMS campaigns (e.g., open rate and coupon redemption rate).
 - "Quick SMS Feature"**: Instant sending of SMS to all customers with one click.
 - "Message Scheduling"**: Ability to edit or delete scheduled SMS messages.
 - "Message History"**: Overview of past SMS campaigns, including the number of recipients and the time sent.
- 1.4.4 Social Media Insights
 - "Social Media Click Statistics"**: Displays the click count on social media buttons on the chatbot landing page, measuring online marketing success.
- 1.4.5 Gift Management
 - "One-Time Gifts"**: Tracks the issuance of a one-time gift or coupon per customer to prevent abuse.
- 1.4.6 Automatic Reminders
 - "Reminders for Inactive Customers"**: Automatic notification for customers who have not received an SMS for an extended period to maintain contact.

1.7 Technical Requirements and Special Features

- 1.7.1 Data Processing and Security
 - "Data Encryption"**: All customer data (especially phone numbers) should be securely stored and encrypted.
 - "GDPR Compliance"** (if in Europe): Ensure that customer consent (e.g., for SMS marketing) is logged and that data is handled in compliance with data protection regulations.
- 1.7.2 Managing Multiple Business Owners
 - "Independent Data Handling"**: Each business owner has their own customer list and QR code link, preventing data overlap or confusion.
 - "Action Logging"**: CEO dashboard should track and log all adjustments or actions taken by business owners.
- 1.7.3 Custom Package System
 - "Adjustable Package Settings"**: The CEO can adjust the SMS allowance and package price per business owner as needed.
 - "Internal Log"**: Records changes and customizations for each business owner to maintain accurate tracking.
- 1.7.4 Reports and Exports
 - "File Format"**: Exports should be available in CSV, Excel, or PDF format as required.
 - "Report Filters"**: Provide filtering options for exports (e.g., by date range, customer name, or specific campaigns).
- 1.7.5 QR Code Generation
 - "Dynamic QR Codes"**: Ensure QR codes are dynamically generated and link directly to the unique URL created for each business owner.
 - "QR Code Library"**: Utilize a reliable library for QR code generation (e.g., 'qrcode' in Node.js or an alternative solution).
- 1.7.6 OTP and SMS Provider
 - "SMS Provider Integration"**: If using a specific SMS provider (e.g., Twilio), ensure integration for both OTP verification and marketing messages.
 - "Automated Reminders"**: Set up SMS reminders for customers who have not interacted recently, using the chosen SMS provider.
- 1.7.7 UI/UX and Design Guidelines
 - "Responsive Design"**: Dashboards and landing pages should be mobile-friendly and responsive.
 - "UI Design Preferences"**: If specific colors, themes, or styles are required, provide details or a reference for consistency.
- 1.7.8 Support and Maintenance
 - "Ongoing Support"**: Define if ongoing support is needed for updates, maintenance, or adjustments post-launch.
 - "Contractual Support"**: Clarify if support will be part of a separate contract or included in the development agreement.

1.6 Monthly and Trend Analysis

- 1.6.1 CEO Dashboard Analysis
 - "Monthly and Yearly Comparison"**: Revenue overview with monthly and yearly comparisons.
 - "Customer Loyalty Statistics"**: Analysis of customer interactions to identify usage patterns.
- 1.6.2 Business Owner Dashboard Analysis
 - "Monthly Overview"**: Frequency of QR code usage across multiple businesses to understand customer network behavior.
 - "Campaign History"**: Current month's overview of QR scans, OTP verifications, Google reviews, and redeemed coupons.
 - "Campaign History"**: Overview of past SMS campaigns to plan future actions and identify the best times for message sending.

1.5 Chatbot Landing Page for Customers

- 1.5.1 Interaction Flow
 - "QR Code Scan"**: The customer scans the QR code and is directed to the unique page for the business (e.g., www.tarakazan.com/LocalBusiness1).
 - "Chatbot Steps"**
 - "Personalized Greeting"**: The chatbot greets the customer with "Welcome to [Business Name]! Thank you for visiting."
 - "Data Collection"**
 - Asks for the customer's name and phone number.
 - Requests consent to receive SMS offers via a checkbox.
 - "OTP Verification"**: After consent is given, the phone number is verified with an OTP (One-Time Password).
 - "Google Review"**: The chatbot asks if the customer would like to leave a Google review. After leaving a review, the customer receives a one-time discount code.
- 1.5.2 Social Media Buttons
 - "Fixed Buttons"**: Social media buttons (e.g., Instagram, Facebook) are displayed on the landing page. Buttons are only visible if the business owner has added links in the dashboard.
 - "Click Statistics"**: Click count data for social media buttons is shown in the business owner's dashboard as social media insights.