

BeautyCort – Product Brief

Tagline: “Book beauty in a blink.”

1. Problem Statement

Booking beauty and aesthetic services in the MENA region is still largely manual. Clients spend hours calling multiple salons.

2. Solution & Unique Value Proposition

BeautyCort is a mobile marketplace dedicated solely to beauty, spa, and aesthetic-medical services (salons, spas, dermatologists).

| Core Promise | How We Deliver It |
|-----------------------------|--|
| Instant, reliable booking | Real-time calendar sync; confirmation in < 10 seconds. |
| Trust & transparency | Verified Practitioner Badges for licensed clinics and surgeons. |
| Stronger provider economics | Cash-on-arrival deposit flow + automated attendance follow-up cuts no-shows by 40 % (pilot). |
| Always-on communication | WhatsApp-style in-app chat (text, images, voice notes). |
| Last-minute revenue | Hot Slots flash deals for appointments < 4 hours away. |

3. Primary User Personas

| Persona | Needs | Pain Points Today |
|----------------------------|--------------------------------|--|
| Sara (28) – Marketing exec | Speed, evening slots, deals | Long hold times, no price transparency |
| Leen (42) – Clinic manager | Fill calendar, reduce no-shows | Phone chaos, 20 % late cancellations |

4. MVP Feature Set (Q4 2025)

- Email / Google sign-up & OTP verification
- Country → City → Category search, price & rating filters
- Provider profile: services, photos, ratings, available slots
- One-tap booking with cash-on-arrival deposit (optional Stripe card pay)
- In-app chat + voice notes
- Self-serve cancel / reschedule, automated reminders & attendance check
- Provider mini-dashboard (slot management, booking list, chat)

5. Business & Revenue Model

| Stream | Detail |
|--------------------|---|
| Core commission | 8 % fee on every attended booking (rate subject to final market validation). |
| Premium visibility | Paid “Spotlight” carousel & push-blast credits sold in credit packs. |
| CSR | 10 % of annual net profit (post-cost) donated to regional women’s wellness charities—targeting 100 % by 2027. |

6. Success Metrics

| Metric | 12-Month Target |
|---|-------------------------------|
| Booking-to-Install Conversion (30 days) | ≥ 15 % |
| Attendance rate | ≥ 85 % |
| Monthly completed bookings | 5 000+ by month 12 |
| GMV (gross booking value) | ≥ JOD 25 k / month by month 6 |

7. Launch & Expansion Roadmap

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