

Product Requirements Document (PRD)

Project Name: River Breeze Domestic Detailing Scheduling & Lead Gen Platform

Document Owner: Gregorio **Status:** Active Development

1. Executive Summary & Objective

Business Goal: To modernize Katherine's local business, River Breeze Domestic Detailing, by digitizing the client booking process and giving her complete control over her availability. A key strategy is to capture the seasonal market by differentiating from generic competitors like Luxury Island Cleaners through specialized detailing and seasonal property turnarounds. **Developer Goal:** To architect a comprehensive, full-stack MERN application that demonstrates the ability to solve real-world operational problems for small businesses, serving as a primary portfolio piece to attract future B2B clients.

2. Target Personas

- **The Seasonal Resident:** Needs specialized "Opening" and "Closing" packages for their Wellesley Island properties, ensuring their homes are meticulously prepared for the season or secured for the winter.
- **The Standard Client (Homeowner/Renter):** Wants a frictionless way to find out how much a standard or deep cleaning costs and book it immediately.
- **The Business Owner (Katherine):** Needs a centralized dashboard to dictate exactly when she is available, review upcoming appointments, and manage incoming leads and deposits.

3. Core Features: Client-Facing App (Front-End)

- **High-Conversion Landing Page:**
 - Hero section leaning into the "Breeze" and "Detailing" branding to stand out in the local market.
 - Interactive "Before & After" image sliders to showcase work quality.
- **Dynamic Quote Calculator (Lead Magnet):**
 - Form capturing: Square footage, beds/baths, pets, and cleaning type.
 - Cleaning types include: Express, Standard and "The Spring Breeze Reset".

- Outputs an estimated price range and prompts the user to book an available slot.
- **Intelligent Booking & Deposit Flow:**
 - Calendar interface displaying *only* the specific hourly windows Katherine has marked as available.
 - **Client Verification Step:** User identifies as a "New" or "Returning" client.
 - **Conditional Checkout:** * *Returning Clients*: Proceed directly to booking confirmation with "Pay in Person (Cash)" as the default.
 - *New Clients*: Routed to a secure checkout UI requiring a \$20 non-refundable deposit via credit card before the booking is confirmed and added to the calendar.

4. Core Features: Owner Dashboard (Back-End Admin)

- **Secure Authentication:**
 - Secure login exclusively for the business owner.
- **Availability Manager:**
 - Interface to define shift hours.
 - Ability to block off specific days or specific hourly windows on the fly.
- **Client & Financial Management:**
 - A CRM-lite view identifying "New" vs. "Returning" clients.
 - The ability to manually tag a new client as "Returning" after their first successful cleaning.
 - A dashboard metric tracking collected deposits (via Stripe) versus pending cash payments for upcoming jobs.
- **Appointment Management & Notifications:**
 - Kanban or List view of appointments: Pending, Confirmed, Completed, Cancelled.
 - System triggers email/SMS to the client upon booking confirmation and sends a 24-hour reminder.

5. Technical Stack & Architecture

- **Front-End:** React.js, styled with Tailwind CSS or CSS Modules, using Zustand for global state management.
- **Back-End:** Node.js with Express.
- **Database:** MongoDB to handle flexible schemas for user profiles, appointments, and variable schedule blocks.
- **Authentication:** JWT (JSON Web Tokens) for securing the Admin dashboard routes.
- **Third-Party Integrations:**
 - **Google Maps:** Autocomplete component bound to 30miles around Clayton, NY
 - **Stripe API:** To securely handle the \$20 credit card deposits without storing sensitive financial data.
 - **SendGrid or Nodemailer:** For automated email confirmations and reminders.

6. Out of Scope for MVP (Future Iterations)

- Full prepayments for returning clients (keeping it simple: deposits for new, cash for returning).
- Multi-employee management (building for a solo cleaner first).
- Native mobile applications (iOS/Android).