**Home Page Video**

The first thing you see when you enter <https://www.zwaby.com> is an amazing company video focused on millennial moms, their hopes, dreams, and home cleaning needs. Video culminates with emotional connection and overwhelming value proposition about the Zwaby app.

Consider specialized services, like Promoshin, using raised funds.

**Cleaning company manager/owner registration process**

1. Go to <https://www.zwaby.com>
2. Click “Cleaning Company Sign Up”
3. Fill out registration form and sign contracts & agreements.

🡪 Registration form

* Cleaning company name + number of years in business
* Contact name, phone number, and email address
* Owner or general manager?
* Number of cleaning professionals in cleaning company
* Employees or independent contractors?
* Upload company logo (optional)
* Are you in reviews websites? (Angie’s List, Yelp, Google, HomeAdvisor)
* Checkbox legal agreements (link to documents)

🡪 Finish registration

Upon completing registration, send confirmation email. We will reach out personally to obtain additional information, such as bank account information for direct deposits, etc.

**Cleaning company manager/owner administrator dashboard**

* Ability to receive and approve cleaning professional registrations.
* Ability to set desired flat rates, based on number of bedrooms and bathrooms (open to other criteria, based on cleaning company owner feedback). Clicking “Save Changes” updates the expected $ quote output in the custom formula.
* Ability to edit profile/company information.
* Ability to see their company’s basic performance metrics, such as bookings per day/week/month, average and total generated revenue, etc.
* Ability to manually fill cleaning professional slots in their calendar. “Confirm” sends a notification to the cleaning professional app.

\* Dashboard design should be simple, functional, and delightful.

**Carlos Lara master administrator dashboard**

* Ability to see individual performance metrics for each cleaning company (consider cheap software automation alternatives…)
* Ability to see Zwaby’s performance metrics as a whole, especially actionable metrics (also consider analytics software, Google, Kissmetrics?). Monthly revenue, total number of bookings, detailed customer data, repeat purchase rate, click-through-rate, attrition rate, registration rate, and more.
* Ability to review and approve cleaning company registrations.
* Ability to manage users.

\* Should customers have the ability to book through the website for the first iteration(s)? No. Just amazing video compelling app download at the end.