Party Booker Mobile Application - MVP

**Product Description**:

The mobile application for party booking with advanced filtering and recommendation features based on the Agoda concept. This is the app for all things party! The solution encompasses a collection of technology platforms which will work in tandem to deliver the outcome (like the Uber ecosystem).

1. **The cross-platform mobile app for consumers** – for end-users organizing events to search and book party and event venues, services, products and entertainers.
2. **The vendor web portal** – for event and party vendors to manage their profiles, bookings and customers
3. **Admin web portal** – for the staff and management of PartyBooker (the organization) to manage both vendors and end-users.
4. **The public sales website** – the digital marketplace to drive audience/visitors and the core feature of the sales funnel which will bring in users and installs of the app

**Users and Main Features for the MVP Mobile & Web App**

This list below is a summary of the main functions and not an exhaustive description of all features. These will be finalized during the Design Sprint process at the start of the project. Any additional features and functions resulting from Design Sprints will be added to the finalized scope prior to start of development.

* + - 1. **The Mobile App**

1. User Registration and Authentication – The MVP will have single login account per user. Users will be operating independently and will have a single profile attached to their account. Suggested Phase 2 upgrades include family accounts, multiple profiles per account and parental controls.
2. Registration and Login: Sign up and sign in with email and password OR social media
   1. Social Media Login – Facebook or Google (In Phase 1 – This is only a account creation and login function for the MVP. A Phase 2 suggestion is to allow linking of social media platforms to PartyBooker profile)
3. Map - This starts the main flow for the search and filtering. Venue, products, services, and experts are then suggested after location and type of event is placed. Address is saved and can be used as default geolocation by the user.
4. Advance Search and Filtering - a variety of options and parameters that can be used by the system to recommend party items. The following are examples:
   1. Date of party
   2. Party category or type\*\* (party categories included in the MVP in NOTES below)
   3. Reviews and ratings (basic functionality)
   4. Related products (based on location, vendor classification and party category types enabled by the vendor on their profile)
5. Payment Gateway and booking process - setup payment gateway for all parties (providers and customers). Payments will sit in an “escrow-like” location till the service obligations are completed by the vendor unless advance payment is required.
6. Notifications – will give the mobile application more user engagement through push notifications. This will be the space for alerts and new item recommendations.
7. Onboarding - a quick tour of the application at first open to guide users on app benefits, functions, and processes.

***Advanced Features for the Mobile App*** *(additional weeks/effort needed)*

1. High Profile Booking - list of celebrities, artists, speakers that can be booked for a premium. (First stage of introduction: provide a list and allow “contact agent” for price)
2. Loyalty reward system or gamification – to incentivize end-customers to book within the system and not take transactions off the system – vouchers/credits/discounts etc., reward badges, access to mini-games
3. Blockchain and MetaVerse – virtual events, pay with crypto/digital currency, transfer tokens to games etc.
4. Community – following providers to see alerts on their latest promotions, claim vouchers/tickets etc, badges for follower hierarchy – eg follower/fan/top fan etc.

These features are not included in the MVP scope of works covered within this proposal and agreement. They are suggested for future phases of development.

**2. Supporting Web Portals**

**A) Admin Web Portal -**

Browser-based super admin level interface for the company. Features are:

* + Admin Authentication - The MVP will have a single login account for admin. Multiple logins are recommended for Phase 2 as this will require a fourth hierarchy of login classed as “Super-Admin” for admin access level management.
  + User Management - Updates and alerts via email in the MVP. Live updates and alert within the portal is recommended for Phase 2 as it requires advanced real time technology to be applied.
  + Vendor Management - Updates and alerts via email in the MVP. Live updates and alert within the portal is recommended for Phase 2 as it requires advanced real time technology to be applied.

**B) Vendor Web Portal -**

Browser-based interface for vendors, performers, speakers, venue, etc. Features are:

* + Vendor Authentication\* - The MVP will allow for an unlimited number of vendors to have a unique login managed via the main admin portal described above. However, each vendor will only have a single login account and profile. Multiple accounts and profiles per vendor with different authority levels is a recommended upgrade for Phase 2.
* Vendor Profile - One profile per vendor in the MVP. Multiple profiles per vendor is a recommended addition for Phase 2. Tick-box for vendor classifications and party-categories\*\* they provide for.
  + Shop and service management – basic functions, text descriptions, up to 7x images and 1x video for the MVP. In Phase 2, we can allow increased multimedia upload and profile management features for higher vendor subscription premiums.
  + Customer management – basic functions – no access to contact details so that all transactions are compulsorily completed within PartyBooker. Add a T’s &C’s regarding policies for transactions outside PartyBooker.

Suggested Phase 2 addition – Ability for vendors to create vouchers, reward badges and discount codes within the system.

NOTES on included classifications and categories for filters and profiles:

**\*Vendor Classifications Included in MVP:**

* Venues
* DJ’s & Entertainers
* Florist
* Speakers
* Baker/Cake-maker
* Décor
* Caterers (licensed for alcohol/unlicensed)
* Party Planning & Production
* Equipment & Furniture Hire
* Party Vans and Bus

**\*\*Party Categories included in MVP:**

* Kids party (under 12 years)
* Teens party (13-18 years)
* Adults General Party (18+ year)
* Adult-Themed Parties
* Weddings
* Corporate Networking Event
* Conferences and Expos
* Religious Parties and Events
* School parties and events
* Festivals and concerts
* Engagement Parties
* Awards and graduation ceremonies

**Proposed Technology and Framework**

* **Mobile App - Primary Mobile Framework:** Cross-platform mobile application development method through ReactNative or Flutter for iOS and Android
* **Web Portals - Primary Web Framework:** HTML, CSS, React, Vue, Laravel, JQuery
* **Sales Site – Primary Web Framework:** WordPress with Elementor
* Backend: MySQL, MongoDB
* Code Repository: Github
* Code Base Tech Stack: NodeJS, ReactJS
* Project Management and Ticketing: Jira (may be subject to change)
* Document and Information Management: Confluence (may be subject to change)
* Design, Wireframes: Figma, Miro etc.
* Code Security: JWT Tokens on Framework, Bruteforce etc
* Notifications: Google Firebase and One Signal
* Location Services: Google Maps API
* Streaming Multimedia: Content Delivery Network
* Content and Security: AWS S3 Bucket
* Hosting and Security during build: AWS Recommended for mobile app and web portals, Site Ground via LemonApp recommended for sales site
* Mobile App Testing: TestFlight (iOS) and Google Play Console (Android)