

Website Brief: Meshwar

Overview:

The Meshwar website is designed to help users plan and book personalized outings through a simple, guided process. After completing a quick survey, users will receive tailored suggestions for paid activity packages, combining outdoor or indoor experiences with dining or dessert options. The website partners with local service providers to offer competitive pricing, encouraging users to book directly through the platform. An admin dashboard will allow for partner management and site moderation.

Key Features:

1. User Journey:

- Quick Survey: Users begin by answering a short, interactive questionnaire that assesses their mood and preferences:
 - ❖ Are they interested in an outdoor activity (e.g., camping, hiking)?
 - ❖ Do they prefer an indoor experience (e.g., cinema, bowling)?
 - ❖ Are they looking to enjoy food, drinks, or dessert as part of their outing?
- Package Recommendations: Based on their preferences, the website provides personalized packages that combine activities with food or drink options from partnered businesses.
- Competitive Pricing: All suggested packages come with competitive prices exclusive to the platform, ensuring that users feel they are getting a great deal. Users can pay for and book their chosen package directly through the website.

2. Paid Packages:

- Each suggested package will include a clear breakdown of what's included (e.g., hiking + lunch at a specific restaurant), along with fixed pricing.
- Users can choose to purchase the package immediately, with the ability to pay online and receive a confirmation and booking details on the website.

3. Community Page:

- A Community Page will allow users to share their experiences, leave reviews of activities, and suggest new outing ideas. This page fosters a sense of community and encourages interaction between users.
- Users can also discuss the packages they've purchased, helping potential customers decide on their next adventure.

4. Admin Dashboard:

- Partner Management: The admin dashboard will allow website administrators to accept or reject partner applications from local businesses (restaurants, outdoor activity providers, etc.).
- Content Moderation: Admins can moderate user-generated content on the community page, ensuring that reviews and suggestions align with site guidelines.
- Analytics: The dashboard will provide insights into user behavior, booking trends, and package performance to help optimize offerings and improve user engagement.

5. Partner Integration:

- The site will partner with local businesses to provide users with exclusive packages. Partners can offer their services at competitive rates, benefiting from increased exposure and a steady stream of customers.
- Revenue Model: Meshwar will earn a commission from each booking made through the platform, ensuring sustainable revenue.

Target Audience:

- Young professionals, couples, families, and groups of friends who want to easily plan and book outings without the hassle of searching for individual activities and meals.
- Individuals seeking affordable yet memorable experiences.

Goals:

- Provide a seamless, personalized, and affordable way for users to plan and book outings.

- Support local businesses by offering them an easy-to-use platform for attracting new customers and filling up bookings.
- Foster a community of adventure-seekers who share their experiences and recommendations.

Monetization:

- Paid packages purchased through the site with competitive pricing.
- Commissions on bookings from partner businesses.
- Potential for premium user subscriptions, offering special discounts and exclusive deals.