

Application Name: Who Does That?
Designed By: Corry Westinghouse
James Garner
Specification modified By: Anne Ngu

General Business/Motivation for the project.

The Who Does That App will be a marketing tool for small businesses. It will allow businesses to easily advertise/promote their products and services by connecting with their local market in a real time interactive environment using any mobile device. Users/customers will be able to search for businesses and refine those searches based on selected categories, specialties, reviews, the users' location, and an internal rating system. These two type of users both when signing up to Who Goes That will have three **membership** levels to choose from with each level giving more accessibility and features than the previous. You can research internet websites such as Angie's List and Yelp to gain some background knowledge on this line of business.

For **businesses** the three levels, Basic, Standard, and Premium, are currently defined as:

B-MLB – Basic

Cost: \$9.99 per month or \$99.00 per year (savings of \$19.98)
Features: Business name and contact information available to all users
Links to business website and Facebook page made available to all users
Access to 5 most recent reviews (with reviewer information)

B-MLS – Standard

Cost: \$19.99 per month or \$199.99 per year (savings of \$39.89)
Features: All features of the BASIC plan
25% discount on banner/promotional style advertisements
FREE access to CONNECT limited to 25 connections (\$1.00 each additional)
FREE access to CONNECT-PAY (in-app payment processing)
0.5% per transaction for first 25 transactions
1.5% per transaction for each additional transaction
Access to 10 most recent reviews (with reviewer information)

B-MLP - Premium

Cost: \$34.99 per month or \$349.99 per year (savings of \$69.89)
Features: All features of the STANDARD plan
2 FREE banner/promotional style advertisements (additional
banner/promotional style advertisements at a 35% discount)
FREE access to CONNECT with unlimited connections
FREE access to CONNECT-PAY (in-app payment processing)
0.25% per transaction, unlimited transactions
FREE monthly database 'DUMPS' containing all connection and Click information
FREE access to all PUBLIC user information to be used for direct marketing
FREE social media blasts with business information (using a provided template)
Real-time correspondence with current/potential users
Access to ALL reviews (with reviewer information)

For **users/customers** the three membership levels, Basic, Standard, and Premium, are currently defined as:

U-MLB – Basic

Cost:	FREE
Features:	Full access to search Who Does That? database of businesses, phone numbers, and real-time reviews.
<u>U-MLS – Standard</u>	
Cost:	\$4.99 per month
Features:	All features of the BASIC plan Ability to set additional user preferences. For example, only show services with a set rating Constant contact with business on all pending (and in progress) services. Ability to link social media accounts Free access to CONNECT
<u>U-MLP – Premium</u>	
Cost:	\$9.99 per month
Features:	All features of the STANDARD plan Real-time interaction with other users. Ability to clarify reviews, etc. Ability to schedule services and appointments Free access to CONNECT-PAY (in-app payment processing) Free membership to “WDT – Winners” (Loyalty program) with points earned by <ul style="list-style-type: none"> - Making connections and scheduling appointments with member businesses - Writing meaningful, honest reviews - Referrals to the Who Does That? community - Loyalty Points can be redeemed for services and products provided by member businesses

Both businesses and users must first sign up in order to use Who Does That? A staff, who is a super user of Who Does That App, will vet both Business and User accounts. This will help to protect both businesses and users against any fraudulent activity. As a result, Users’ no longer need to worry about those “Fly-By-Night’ companies, and the Business’ will be able to perform the requested tasks without having to worry about whether they will receive payment. Each time a new account is created, the application will notify a member of the Who Does That? team, who will then start the reviewing process. Once the user/business account has been approved, a push notification (and a “Welcome” email) will be sent to the user/business informing them that they can start using the system. If a user/business is rejected, a push notification (and an email) will be sent out informing them as to why they were rejected and what steps/actions can be taken to qualify for approval.

The user account details and associated membership Information must be kept in the database so that existing membership can be modified, new membership added, and outdated membership removed. Each membership will contain, at minimum, the following information:

- Name
- Description
- Cost
- Duration
- List of features available (refer to features described above)

Features are ever-changing and must be able to have features added to or removed from the membership. The minimum associated information is:

- unique-id
- Name

- Description

Members (business and user) must be able to pay for their selected membership, therefore on sign up, they will need to provide their payment information (i.e. credit card information). Other payment options will be available to the entities, so it is important to ensure secured storage of all payment related information.

Functionalities available to Businesses

A Business user can create an account if it does not exist. The creation of a business user account (aka admin user) entails supplying all the details of a business as discussed under “Information panel”.

Businesses will be able to interact with potential customers by responding in real-time to any questions that might be asked. When current or potential customer submits a question, a push notification is sent to the business user account, which has been linked to the business. Tapping on the notification on mobile phone will take the business user directly to the message response screen.

The information needed to set up the business details in Who Does That is described below:

Information Panel for business

- An image of the storefront. This image will be uploaded, by the business user, to the server and will be displayed as part of the Businesses information panel (thumbnail).
- One or more categories of services that the business provides,
- A detailed description of what the business is/does, how long it has been in business, etc. This is the business’s chance to sell itself to potential customers. Because the primary target demographic will be handheld devices, it is necessary to limit the number of characters in the description to 500.
- The business’s hours of operation, although not required will be available to assign. To do so, the admin user will select the day (either individually or by a range) along with the opening and closing times.
- The business’s contact information; phone numbers, email addresses, etc.
- The business’s URL

Membership Information

- The membership that was selected for the Business (can be changed)
- All payment information necessary to maintain membership

Business categories:

- One or more categories to which the business belongs. This is similar to a tag and will allow users to find the business using a general category rather than the business name. The category will be selected from a list of pre-defined categories. For example, Bob’s Automotive would select the “Automotive” category from the list. All predefined categories must reside in the database as more can be added at any point and must not require a code change.
- One or more specialties within the selected category. This is a more detailed description of what the business does within its’ selected category. For example, Bob’s Automotive has defined itself as an “Automotive” business which results in the specialty list being populated with different types of automotive care, i.e. Air Conditioning, Brakes, General Repair, Tire/Wheel, etc. All predefined specialties must reside in the database as more can be added at any point and must not require a code change.

- One or more locations to which the business provides services. Each of these will be a general location – this can be as specific as a physical address or as general as a zip-code or county

Requests/messages

- Questions from the application's user base that are specifically addressed to the business.

For example:

- o Do you have item X in stock?
- o Can I set up an appointment for Friday at 3:00 PM?

The business will be able to directly respond to the users' questions/requests. Once a response has been submitted, a push notification will be sent to the user where they will be able to view the response in its' entirety.

Reviews

- A listing of all reviews received by the business from current and former patrons. This will allow the business to monitor its' status within the application and make any necessary changes to help increase its' positive standing.
- The business will also be able to respond [privately] to the user so that any unsatisfactory service can be remedied.
- The Basic membership will allow for a maximum of 5 reviews, Standard allows for up to 10 reviews, and the Premium allows for unlimited reviews updated daily.

Jobs

- A listing of all jobs that are currently underway and the employee who is handling that.

Functionalities available to Users

Users /customers will use the application to find businesses who specialize in the job being done by simply performing a search that match their search criteria. All matches will be pinned/populated onto a map allowing the user to see the location of the business relative to their current location.

Tapping on a business's "pin" will populate the details panel, containing the business's storefront/logo (image), name, address, phone number, and rating. Tapping on this panel will take the user to the business's information screen. This screen displays all the business's information (completed by the business and which the business has rendered as public) to the requesting user.

The user can also opt to view a list of all results. Tapping on any of the businesses will take you to that business's information screen.

It is important to note that regardless of the results being displayed on the map or the list tabs, the search results will need to be returned in configurable orders, i.e. "nearest to me", "by rating", "alphabetically", etc. In addition, this list will need to be filterable based upon the search criteria that is passed to the application.

Businesses in which the user prefers can be added to the "Favorites" list. This will allow users the ability to find businesses they prefer quickly, without the need of a search.

Once logged in, the user will be viewing the Main/Home screen. This screen is broken into the following sections/tabs

Map/Search

- Similar in how Google Maps looks, the user will be presented with a search box as well as a map, their current location being centered. Search criteria can be entered directly into the search box, using the following parameters/directives:
 - c: or C: - Category
 - s: or S: - Specialty within Category (if Category is omitted, the Specialty is ignored)
 - l: or L: - Location (can be as complex as a physical address or a generic as a county or zip code)
 - d: or D: - Distance (number of miles from the user's current location)
- Note: The search criteria can also be input separately using the Search Criteria screen (launched by clicking a button directly to the right of the default search criteria input box). Depending on the search criteria entered, a list of businesses is returned from the database. Businesses will be populated within the map, giving the user a visual indicator of where the business is located.
- Once a business is clicked on, the business picture, name, address, phone number, and rating are shown in a panel just below the map. Future releases will allow businesses to have their available employees plotted on the map as well.
- Clicking on the Business Information panel will take the user to the Business's Information screen which will show additional information
- Long-Clicking on the Business Information panel will prompt the user to add the Business to their list of Favorite Businesses

Results List

- A listing of all businesses returned by the search performed on the Map/Search screen
- Businesses can be listed in various orders: alphabetically, by rating, closest first, etc. with Premium-Level businesses being listed first.
- Clicking on the Business's list entry will take the user to the Business's Information screen which will show additional information
- Long-Clicking on the Business's list entry will prompt the user to add the Business to their list of Favorite Businesses

Favorites List

- A listing of all Businesses marked by the user to be a Favorite
- Clicking on the Business's list entry will take the user to the Business's Information screen which will show additional information
- Long-Clicking on the Business's list entry will prompt the user to remove the Business from the user's Favorites List

Account Information

- All information that is required by the application to create the User's account
 - o User Id/Email Address
 - o Password
 - o Name (First and Last)
 - o Address (including City/State/Zip Code)

- Phone Number
- Membership Plan information
- All Payment Information

Account Types:

- Business Admin - Has access to make changes to the Business account profile, membership level, etc.
- Business User - Has the ability to Connect with end users, respond to reviews, schedule services, etc. for this exercise, assume the Admin and Business User is the same
- End Users - The User will have full control of their account and will be able to make changes to their account, make a connection with a business, make a payment, search for businesses, make a review, and connect with other users of the service to ask real time questions. (Privacy)