

SocialTend

Summary

SocialTend is a platform that connects event organizers with skilled hospitality professionals (bartenders, hostesses, ushers) through detailed profiles, reviews, and streamlined booking processes. The app addresses the challenge of finding reliable event staff by providing transparency, quality assurance, and efficient matchmaking between hosts and service providers.

Problem Statement

How can we develop an intuitive platform that streamlines the process of finding and hiring skilled hospitality professionals for events, providing detailed profiles and reviews to ensure the reliability and quality of service?

Key Challenges / Pain Points:

For Event Organizers:

- **Time-consuming search process** - Finding qualified bartenders and hostesses takes significant effort
- **Quality uncertainty** - No reliable way to verify skills and reliability of service providers
- **Limited availability** - Difficulty finding staff in specific regions or for specific event types
- **Work-life balance** - Balancing demanding jobs while planning events
- **Inconsistent service quality** - Risk of hiring unreliable or unskilled staff

For Hospitality Professionals:

- **Limited job opportunities** - Few platforms dedicated to event staffing
- **Networking challenges** - Difficulty building professional networks and client base
- **Showcase limitations** - No practical way to display skills, experience, and creativity
- **Inconsistent work** - Irregular income and job availability

User Stories

User Type: Event Organizer/ host/user

- *As an event organizer, I want to browse detailed profiles of hospitality professionals so that I can make informed hiring decisions based on experience and reviews.*

- ***As a busy professional***, I want to quickly book reliable bartenders and hostesses so that I can save time while ensuring quality service for my events.
- ***As an event planner***, I want to filter service providers by location, price, and specialty so that I can find the perfect match for my specific event needs.
- ***As a platform user***, I want an intuitive and user-friendly interface that allows me to navigate easily without confusion.
- ***As a mobile user***, I want seamless booking processes so that I can hire staff or find work efficiently on the go.

User Type: Hospitality Professional

- ***As a freelance hospitality worker***, I want to connect with event organizers in my area so that I can find consistent part-time work opportunities.
- ***As a professional***, I want flexible scheduling options so that I can balance event work with other commitments.

Functional Components

- **User authentication & profile system**
 - Simple registration/login for both user types (organizers vs. professionals)
 - Basic profile creation with essential fields:
 - For professionals: name, location, services offered, hourly rate, brief bio
 - For organizers: name, location, and event types they typically host
 - Profile photo upload capability
- **Professional directory & search**
 - Browse/search hospitality professionals by:
 - Location (city/region)
 - Service type (bartender, hostess, usher)
 - Basic price range filter
 - Simple list view with key details (name, service, rate, location)
 - Professional profile detail pages
- **Basic booking request system**
 - Simple request form for organizers:
 - Event date/time
 - Location
 - Service needed
 - Budget
 - Brief event description
 - Request status tracking (pending, accepted, declined)
 - Basic messaging between the organizer and the professional
- **Review system (Nice to have)**
 - Post-event rating (1-5 stars)
 - Optional written review
 - Display average rating in professional profiles

Core MVP Components (Must Work)

1. Professional Profile Display

- View a professional's basic info (name, services, rate, location)
- See their availability status
- Contact information or basic contact method ***If this fails, organizers can't find or evaluate professionals.***

2. Basic Search/Browse Professionals

- List all available professionals
- Simple filter by service type (bartender/hostess/usher)
- Filter by location. ***If this fails, organizers can't discover professionals***

3. Direct Contact/Request Method

- Simple way for organizers to reach professionals (email, phone, or basic message)
- A professional can respond with a yes or no to requests. ***If this fails, no bookings can happen***