

Persona	Description
Customer / Client	People or businesses who request cleaning services.
Admin / Staff / Cleaning crew	The cleaning staff and business admin who manage jobs.
Guest / Prospect	People browsing the website without an account.
Referral / Recommender	Customers who refer others.

Major features & user flows

Below are feature sets with user flows (how the user interacts from start to finish):

1. Service browsing & quoting

Features:

- Guests or logged-in customers can **view a list of services** (e.g. residential cleaning, office cleaning, deep cleaning, recurring cleaning, special cleaning, etc.).
- Show **locations covered** (geographic areas).
- Show pricing or quote request form.
- Show service categories, extra add-ons, packages.
- Cart functionality: customers can add multiple services or add-ons to a “cart” to get a quote or checkout.

Workflow:

1. Guest / customer lands on the website → sees services page with categories.
2. They select service(s) + add-ons + location → add to cart.
3. They fill quote details (address, date/time, special instructions).
4. They can submit quote requests or proceed to booking / deposit payment.

2. Account creation / login

Features:

- Customer registration / login (email/password, maybe phone, social login).
- Profile page (contact info, saved addresses, payment wallet, order history).
- Option to store payment methods or deposit wallet.

Workflow:

1. Customer signs up / logs in.
2. They add addresses, choose service areas.

3. They top up wallets or store payment methods.
4. They view past bookings, upcoming jobs, and wallet balance.

3. Booking & payment (wallet / deposit)

Features:

- Wallet / deposit: customers deposit money in wallet, which gets deducted when booking is confirmed.
- Option to pay upfront or partially deposit.
- Payment gateway integration (credit card, debit, maybe local payment).
- Checkout with cart: customer confirms booking, chooses date/time, uses wallet or direct payment.
- Order / booking confirmation, invoices, receipts.

Workflow:

1. Customer chooses services (in cart) + date/time + address.
2. The system calculates cost, shows deposit or full payment.
3. Customers can top up their wallets if needed or pay directly.
4. Booking is created and status changes to "scheduled".

4. Job workflow & progress tracking

Features:

- Admin / cleaning crew can see booked jobs, mark stages.
- Stages could be e.g.: *Preparation* → *Arrival* → *Cleaning in progress* → *Photo upload of before* → *Photo upload during* → *Photo upload after* → *Inspection* → *Completed*.
- The crew can upload pictures at each stage (before/during/after).
- Customers can view real-time progress in their account / booking details.
- Notifications / updates (e.g. via email, SMS, push).

Workflow:

1. Admin or crew sees a job assigned.
2. Crew travels, arrives, marks "arrived" or "in progress".
3. The crew takes and uploads pictures (before, during, after).
4. Crew ticks off each stage (checkbox or status).
5. Once status is Completed and approved, job is marked done.

5. Review / feedback

Features:

- After job completion, customers can leave a review (rating + text + optional photo).
- Admin can respond to reviews.
- Reviews are displayed publicly (maybe on the service page or review section).
- Customers can leave reviews only after the job is completed.

Workflow:

1. Job status becomes “completed” and verified.
2. The customer gets a prompt (email or app) to leave a review.
3. Customer writes rating + comment + optional photos.
4. Review is stored & shown on site or in account history.

6. Referral / recommend to others

Features:

- The customer gets a referral link or code.
- They can send to others; new customers sign up via referral.
- Reward or discount for the referrer (e.g. wallet credit or discount).
- Track referrals in user accounts.

Workflow:

1. Customer goes to referral page → gets unique referral link/code.
2. They share it with friends.
3. Friend signs up and books a service → system credits referrer's wallet or gives discount.
4. Dashboard shows number of referrals and rewards.

7. Admin / backend management

Features:

- Admin dashboard to manage services, locations, pricing, staff / crew, bookings, wallet transactions, referrals, reviews.
- Reports (revenue, bookings by date / location, crew performance).
- Manage service categories, add or remove services.
- Manage schedule (crew availability, job assignment).
- Approve or reject jobs, stage tracking, review moderation.

Workflow:

1. Admin logs into the dashboard.
2. Manage services/locations (update pricing, availability).
3. View bookings, assign crew.
4. Monitor job progress (see uploaded photos, stage statuses).
5. Handle wallet / payment management, generate reports.

8. Notifications & communication

Features:

- Email / SMS / push notifications to customers & crew for status updates.
- Reminders before appointment, arrival notifications, job completion, payment receipts, review requests.

Workflow:

1. On booking confirmation → send confirmation to customer and crew.
2. On job stage updates → send progress updates to customers.
3. On job completion → send invoice/receipt + review prompt.
4. On referral success → send reward notification.

9. Extra suggested features

Here are some additional ideas you might like:

Suggestion	Benefit / Description
Subscription / recurring cleaning schedule	Customers can set recurring bookings (weekly, monthly) automatically charged from wallet or card.
Service packages or bundles	Discounted bundles or packaged services.
Promo codes / discounts	Provide promotional codes for first-time customers or referrals.
Gallery / before-after portfolio	Show sample work photos to build trust.
FAQ / knowledge base	Common questions, cleaning tips.
Chatbot or live chat	Instant communication with potential customers.
Mobile app or PWA (progress tracking, push notifications)	Make it more accessible.
Customer dashboard analytics	Show summary of spend, number of jobs, savings with subscriptions.