

1: Overview

DoHuub is a **multi-service lifestyle marketplace** that connects customers to a wide range of everyday services in one simple app. Users can browse, book, and pay for services through secure in-app payments powered by **Stripe Merchant**, allowing them to order food or book services for themselves — or even for family members living in other countries.

Core Service Categories

1. **Cleaning Services** – deep cleaning, laundry, office cleaning
2. **Handyman Services** – repairs, installations, home fixes
3. **Groceries & Food** – browse local menus or grocery stock and order to doorstep
4. **Beauty on DE Run** – makeup, hair, nails, wellness, and personal-care bookings
5. **Rental Properties** – short-term and long-term stays with images, pricing, and amenities
6. **Caregiving Services** • *Ride Assistance* • – doctor visits, pharmacy pickups, senior transport *Companionship Support* – wellness visits, basic help, and personal assistance

DoHuub also includes an **AI Chat Assistant** that acts as a digital concierge — users can chat naturally, ask questions, and get instant product or service recommendations inside the app.

Michelle's own services, when active, are always **prioritized** in search results and tagged "**Powered by DoHuub.**" This ensures her brands appear first while still allowing other vendors to grow within the marketplace.

2: Platform Interfaces Overview

DoHuub operates through three core interfaces that work together to create a seamless experience for customers, businesses, and administrators.

The customer-facing mobile app:

Available for both iOS and Android, allows users to browse services, make bookings, and complete payments securely through Stripe. Customers can track their orders in real time and interact with the built-in **AI Chat Assistant**, which helps them discover services, products, and recommendations across the platform.

The business web portal

Enables service providers and business owners to register their businesses, manage their profiles, subscribe to monthly plans, and handle their listings or inventory. They can update availability, view bookings, and receive payments directly through the system.

The admin panel

Is a secure web dashboard used by Michelle's operations team to manage users, vendors, and services on the platform. It allows the admin to oversee bookings, monitor payments, and maintain the marketplace.

3 : Marketplace Structure & Core Mechanics

DoHuub operates as a **smart, location-aware marketplace** that connects people who need everyday services with trusted local businesses that provide them. The platform streamlines discovery, booking, and payment — creating a one-stop solution for home and lifestyle needs.

How the Marketplace Works

Who Uses It	What They Do
Customers (Mobile App)	Open the app → allow location → browse six service categories → select a provider → customize and pay for the service securely via Stripe.
Business Owners (Web App)	Register → build business profile → list category-specific services → set operating areas → manage bookings and subscription payments.
Admin (Michelle / Team)	Oversees the platform → manages Michelle’s own listings → monitors vendor subscriptions → reviews reports → keeps marketplace content compliant and accurate.

Michelle’s Special Role in the Marketplace

Michelle serves as both **the platform owner (Admin)** and a **verified service provider** in selected categories. To reflect this dual role:

- In every region where Michelle’s company offers a service, her listings **always appear first**.
- These listings carry a **“Powered by DoHuub”** badge to highlight authenticity and platform ownership.

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- All other vendor listings follow in order of quality — first by rating, then by review count, and finally by recency of activity.

How Third-Party Vendors Fit In

Other businesses can join the platform through the **Business Owner Web Portal**, where they can:

- Create an account and business profile.
- Use **category-specific listing forms** (different for Cleaning, Beauty, Rentals, etc.).
- Define areas they serve.
- Set their schedules and toggle availability ON/OFF.
- Begin with a **1-month free trial**, then subscribe monthly to stay listed and receive bookings.

Service Ranking & Display Logic

When a user searches for a service in their area, results appear in this order:

1. **Michelle's listings** (if available) — always first, labeled *"Powered by DoHuub."*
2. **Top-rated vendors** — ranked by highest rating → number of reviews → recent activity.
3. **Other vendors** — shown in descending order of ratings and reviews.

Location-Based Experience

- Upon launch, users allow location access to see **only nearby services**.
- Vendors can operate in **multiple areas**, and their listings appear wherever they are active.

- Users can manually change their location to browse services for friends or family in another region.

4: How the Application Works (Step-by-Step Flows)

This section explains how each type of user — **Customer, Business Owner, and Admin (Michelle and her team)** — interacts with DoHuub through their respective interfaces. The goal is to show the complete flow of how services are listed, discovered, booked, and managed across the platform.

Customer Mobile App Flow (User Side)

Step 1: App Launch & Location Access

- The user opens the app for the first time and allows location access.
- This enables the app to automatically detect nearby services and display accurate options within the user's region.
- Users can also manually change their address to browse services for friends or family in other areas (including internationally).

Step 2: Onboarding Tutorial (Carousel) A short tutorial helps new users understand what DoHuub offers and how it simplifies daily living. The screens introduce:

- The vision of *DoHuub as a lifestyle super-app*.
- The six available service categories: **Cleaning Services, Handyman Services, Groceries & Food, Beauty on DE Run, Rental Properties, and Caregiving Services** (*Ride Assistance and Companionship Support*).
- The simple steps for booking, tracking, and paying securely through Stripe.

After viewing the tutorial images, the user taps **"Get Started."**

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Step 3: Account Registration / Login Users can:

- Register with their **email** and verify via **OTP**, or
- **Log in with Google**. Once logged in, users complete their profile (name, phone, saved addresses such as *Home, Work, Doctor, or Pharmacy*).

Step 4: Home Dashboard – View by Location The home screen displays all six categories in a simple, scrollable grid. Only the categories available in the user's current location appear active.

If Michelle or her company provides a service in that region, her listing always appears **first**, highlighted with the “**Powered by DoHuub**” badge. This ensures her verified services remain trusted and visible above other vendors.

Step 5: Browse & Select a Service When the user selects a category, the app shows all available providers for that service nearby. Each listing displays the provider's name, rating, distance, and starting price.

Example user flows:

- **Cleaning** → Select Deep Cleaning, Laundry, or Office Cleaning.
- **Beauty on DE Run** → Choose Makeup, Nails, Hair, or Wellness.
- **Caregiving** → Pick *Ride Assistance* or *Companionship Support*.
- **Rentals** → Filter by bedrooms, amenities, dates, and pricing.
- **Groceries & Food** → Browse menus or product lists and add to cart.

Step 6: Customize and Confirm Booking Users can adjust details before checkout:

- Preferred date & time
- Selected address
- Notes or special instructions (“Please bring eco-friendly products” or “Elderly customer requires assistance”).

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Step 7: Secure Payment via Stripe After confirming details, users pay securely through **Stripe**, DoHuub's integrated payment gateway. Stripe supports international transactions, allowing users to order food or book services for relatives in other countries.

Once the payment is processed, the app displays a booking confirmation summary.

Step 8: Track Order or Service Status All bookings appear under **My Bookings**, showing:

- **Accepted** → confirmed by provider
- **In Progress** → currently being handled
- **Completed** → finished service

Push notifications update users automatically whenever the status changes.

Step 9: Interact with the AI Chat Assistant Instead of manual chat or customer support, users can interact with the **AI Chat Assistant** built directly into the app.

They can ask questions like:

"Find me a nearby handyman for tomorrow morning."

"Show healthy food options in my area."

"How can I book a ride for my grandmother to her doctor's appointment."

The AI understands natural language and recommends suitable listings. It works 24/7 and continuously improves through user interactions.

Step 10: Completion & Review After service completion:

- The order is marked **Completed**.
- Users can rate and review the provider and upload optional photos.

- Reviews directly affect listing rankings in the marketplace.

This closes the user journey while feeding valuable data back into the ranking system.

Business Owner Web App Flow (Vendor Side)

Step 1 – Sign Up & Verification Vendors register through the web portal via email + OTP or Google login. They agree to the DoHuub vendor terms.

Step 2 – Profile Setup They add business name, description, logo, and contact information.

Step 3 – Service Area Selection Vendors choose the cities or regions where they operate. Each area can be toggled active/inactive anytime.

Step 4 – Availability Setup Vendors define working hours or unavailable days for each category they provide.

Step 5 – Category-Specific Listing Forms Each service category has its own tailored listing form:

- **Cleaning** → Service type, pricing, duration.
- **Handyman** → Type of repair, service rate, photos.
- **Beauty on DE Run** → Packages or appointment slots.
- **Groceries & Food** → Menu or product list with prices and stock.
- **Rentals** → Property details, amenities, availability calendar.
- **Caregiving** → Companion type, availability schedule, pricing.

Step 6 – Publish Listing & Trial Period Listings go live immediately for a **1-month trial**. After that, vendors must subscribe monthly via Stripe to remain visible.

Step 7 – Manage Bookings Vendors can:

- View incoming requests
- Change status (Accepted, In Progress, Completed)
- See their subscription status and renew as needed

Step 8 – Grow Reputation Ratings and reviews improve visibility in search rankings.

Admin Panel Flow (Michelle / Team)

Step 1: Login & Access Dashboard Secure login gives Michelle and her team full visibility of the marketplace.

Step 2: Manage Michelle's Listings They define which categories Michelle's own businesses cover and in which regions. These listings automatically display first and are tagged **"Powered by DoHuub."**

Step 3: Vendor Management The admin can view all active, trial, or expired vendors. Suspensions or restorations can be applied manually.

Step 4: Subscription Monitoring System tracks which vendors are current on payments. If a subscription lapses, the vendor's listing becomes inactive automatically.

Step 5: Marketplace Health & Reports Dashboard displays key counts (total users, active bookings, top categories, completion ratios).

Step 6: Review Reported Listings When a user flags a listing:

- It is hidden pending review.
- Admin decides to approve (republish) or remove permanently.

AI Chat Assistant

The **AI Chat Assistant** is DoHuub's built-in virtual concierge, designed to simplify discovery and reduce friction for both new and returning users.

Core Capabilities

- **Natural Conversation:** Users type or speak naturally; the AI understands context, category, and location.
- **Smart Recommendations:** The system suggests services, products, or rentals based on chat intent.
- **24/7 Availability:** Unlike manual support, the assistant is always online, ensuring users get help instantly.

5: Feature List – Customer App

(All actions an end-user can perform inside the mobile application.)

This section lists every function available to a normal DoHuub customer using the mobile app on Android or iOS.

App Access & Getting Started

- Open the app for the first time.
- Allow or deny location access (if denied, user can manually select a region).
- View onboarding/tutorial carousel with *Next*, *Previous*, and *Skip* controls.
- Proceed to login or registration screen.

User Registration & Login

Registration Options

- Register using email • Enter email. • Receive OTP. • Enter OTP to confirm account.
- Register using Gmail (Google Sign-In).

Login Options

- Login with email + OTP verification.
- Login using Gmail.

Other Access Features

- Resend OTP.
- Logout of the application.

Location Detection & Selection

- Automatic GPS detection of user location.
- Manual location selection (city or region) if GPS is denied or unavailable.
- Option to change location later for ordering services in another area (e.g., family abroad).

Home Dashboard

- View the main dashboard showing available categories based on current location.
- Inactive categories for that region are greyed out.
- **Categories include:**
 - i. Cleaning Services
 - ii. Handyman Services

- iii. Groceries & Food
 - iv. Beauty on DE Run (Makeup, Hair, Nails, Wellness)
 - v. Rental Properties (Short/Long-term stays)
 - vi. Caregiving Services • Ride Assistance (doctor visits, prescription pickups) • Companionship Support (wellness visits and basic help)
- Tap any category to explore available providers or listings in that area.

Viewing Service Listings

Within a selected category:

- See all available providers in that location.
- **Michelle's own listing** appears first if active there (tagged "*Powered by DoHuub*").
- Other listings follow, ranked by: • Highest average rating • Number of reviews • Recent activity (if ratings are similar)
- Open listing details page to view: • Business name and service description • Pricing or base rates • Availability window • Ratings and reviews • Photos or menu images (if applicable)

Service-Specific Actions

A) Cleaning Services

- Choose sub-category (Deep Cleaning, Laundry, Office Cleaning).
- View service details and pricing.
- Add special notes (e.g., "We have pets").
- Select date and time.
- Submit booking request and pay securely through Stripe.

B) Handyman Services

- Select repair type (electrical, plumbing, installation).
- Enter problem description or upload reference photo (optional).
- Choose preferred schedule.
- Confirm booking and payment via Stripe.

C) Groceries & Food

- Browse grocery and meal categories.
- Add products or dishes to cart.
- Adjust quantities (add/remove).
- Checkout and complete secure payment through Stripe.
- Users may order for friends or family in another region/country.

D) Beauty on DE Run (Makeup, Hair, Nails, Wellness)

- Choose desired service (type, style, or package).
- View portfolio photos (if available).
- Select date & time, add special requests.
- Confirm booking and complete payment.

E) Rental Properties

- View listings with photos and descriptions (bedrooms, bathrooms, amenities).
- Check availability on calendar.
- Select stay duration (min 1 day – max 6+ months).
- Confirm rental and submit payment securely.

F) Caregiving Services

- Choose between *Ride Assistance* or *Companionship Support*.
- For rides: add pickup & multiple stops (e.g., pharmacy, grocery), with round-trip option.
- For companionship: select duration and availability.
- Confirm and submit payment via Stripe.

Order / Booking Tracking

- Access “My Bookings” to see all active and past orders.
- Tap any order to view status progression: • Accepted → In Progress → Completed.
- Receive automatic status notifications.
- Option to re-order a past service or re-book a vendor.

AI Chat Assistant

- Engage AI assistant anytime from the home screen or menu.
- Ask questions in natural language (“Find a nail tech near me,” “Book a ride for mom”).
- Receive instant service suggestions and smart category links.
- Available 24/7 for quick help and recommendations without manual support chat.

Rating & Review

After service completion:

- Leave a star rating (1 to 5).
- Write a short review.

- Upload photos (optional).
- Submit review to improve vendor ranking and user trust.

Reporting Listings

- Tap “Report Listing” if a listing seems fraudulent or misleading.
- Choose a reason or write a short comment.
- Submit the report for admin review (the listing is hidden until verified).

Account & Profile Settings

- View and edit personal profile (name, email, photo).
- Manage saved addresses (Home, Work, etc.).
- Access order history and re-book services.
- View Terms of Service and Privacy Policy.
- Manage notifications (enable/disable).
- Change region or logout from account.
- **Delete Account** (option to permanently remove user data).

Security & Compliance

- All payments processed through **Stripe** for PCI-compliant transactions.
- OTP verification for secure login.
- No direct messaging between customers and vendors (ensuring privacy).
- AI Assistant handles all non-critical inquiries through conversation.

6: Feature List – Business Owner Web App

(Everything a business owner or service provider can do using the DoHuub web-based vendor portal.)

This section outlines all the tools and actions available to businesses that list and manage their services on DoHuub.

Registration & Login

- Sign up using email + OTP verification or Gmail login.
- Accept Terms & Conditions before activation.
- Secure login with email + OTP or Gmail.
- Safe logout anytime.
- Reset access via OTP if credentials are lost.

Business Onboarding (Setup Wizard)

After first login, vendors complete a guided setup:

1. Enter Business Name.
2. Upload Logo and optional Cover Image.
3. Write Business Description / About Section.
4. Add Contact Details (for internal records).
5. Select service categories offered:
 - Cleaning Services
 - Handyman Services
 - Groceries & Food
 - Beauty on DE Run (Makeup, Hair, Nails, Wellness)

- Rental Properties (Short / Long Term Stays)
- Caregiving Services (Ride Assistance / Companionship Support)

6. Define the service areas they cover.

Service Areas (Multi-Location Support)

- Add one or multiple regions (ZIP codes).
- Edit or remove areas later.
- Toggle any area ON/OFF without deleting.
- Support for multi-region operation under one account.

Availability Settings

- Configure working days and hours.
- Set availability per category or region.
- Pause services temporarily (Toggle ON/OFF without deleting).

Subscription & Free Trial

- Begin with a 1-month free trial.
- View subscription status (*Trial Active, Trial Ending Soon, Active, Expired*).
- Countdown timer for trial days remaining.
- Pause or cancel subscription anytime and reactivate later.
- Access billing history.

Service Listing Creation (Category-Specific Forms)

Each service type has a dedicated form tailored to that category.

Category	Form Includes (Examples)
Cleaning Services	Choose service type (deep clean, laundry, office clean), add description, rate, images, availability schedule.
Handyman Services	Select repair type (plumbing, electrical, installation), add description, base rate (hourly/fixed), upload photos, set schedule.
Groceries & Food	Add product or dish name, description, category, price, stock availability, and image.
Beauty on DE Run	Choose service type (makeup, hair, nails, wellness), set duration and pricing, add photos and availability slots.
Rental Properties	Upload property photos, enter address, bedrooms, bathrooms, amenities, nightly/weekly/monthly rates, availability calendar (1 day – 6+ months).
Caregiving Services	Choose Ride Assistance or Companionship Support, add description, pricing, availability window, and service area.

Listing Management

- View all active listings.
- Edit titles, descriptions, images, or pricing.
- Toggle listings ON/OFF instantly.
- Delete listings no longer offered.

- Real-time updates ensure customers see the latest information.

Order / Request Management

- View all incoming customer orders and booking requests.
- Click any order to view details.
- Manage status using: *Accept, Decline, In Progress, Completed, or Cancel*.
- Once marked Completed, the system invites the user to leave a review.

Performance & Feedback

- View total completed orders and bookings.
- Track average rating and read reviews.
- Use customer feedback to improve ranking and visibility.

Account Management

- Update profile and branding images.
- Modify service areas or availability.
- Manage subscriptions and billing through Stripe.
- Download receipts or invoices.
- Delete account if no longer active on the platform.

Compliance & Moderation

- Receive notifications if a listing is reported or suspended.
- Edit and resubmit a listing for review.
- Restore approved listings after admin validation.
- Maintain active subscription to stay visible in the marketplace.

AI Chat Assistant Integration

- Vendors benefit automatically as the AI Assistant recommends their listings to users based on category, rating, and location.
- No manual setup is required—the AI uses vendor data and availability to drive smart suggestions.

7: Feature List – Admin Panel (Michelle's Control Panel)

(Everything Michelle and her team can do from the web-based Admin Panel to manage the DoHuub marketplace.)

Admin Login & Security

- Secure login for Michelle and authorized admin team members.
- Password or OTP-based access (depending on final implementation).
- Automatic session timeout for security.
- Option to log out manually at any time.

Dashboard Overview (Admin Home Screen)

The Admin Dashboard provides Michelle with a high-level overview of platform performance and activities, including:

- Total registered customers.
- Total registered business owners.
- Number of active and expired vendor subscriptions.
- Number of listings currently live in the marketplace.
- Number of reported listings awaiting review.

Manage Michelle's Own Services (Platform-Owned Listings)

Since Michelle is both the **platform owner and a service provider**, she can directly manage her own services through the Admin Panel.

- Add or edit services personally offered by her company.
- Assign geographic regions where these services will be active.
- Michelle's listings always appear first in those regions, marked as **"Powered by DoHuub."**
- Update service descriptions, pricing, and availability.
- Temporarily enable or disable listings when needed.

Vendor (Business Owner) Management

- View all registered vendors with complete profile information.
- Check vendor subscription status (*Trial Active, Active, Expired*).
- Suspend or deactivate vendor accounts in case of violations.
- Reactivate vendor accounts after issue resolution.
- Access vendor listings, areas served, and activity logs.
- Filter vendors by service category or subscription tier.

Listing Oversight & Moderation

- View all listings published by vendors across every service category.
- Search or filter listings by category, vendor, or geographic area.
- Temporarily disable or hide listings that violate content or quality standards.
- Restore listings after vendor corrections or admin approval.

23 Development Proposal - Michelle Williams

- Automatically prioritize Michelle's listings in visibility order for end-users.

Reported Listing Management

- View all listings reported by customers.
- Review the reason and comments provided by the user.
- Mark listing as:
 - *Approved and Restored* — if no violation found.
 - *Removed Permanently* — if policy violation confirmed.
- Optional: send automated notification to vendor regarding admin decision.
- Maintain a log of all moderation actions for internal auditing.

Subscription Monitoring

- Monitor all vendor subscription statuses.
- Track vendors in *Trial*, *Active*, *Expired*, or *Paused* states.
- Generate simple analytics on total active subscriptions and revenue.

Customer Account Oversight

- View all registered customer accounts.
- Deactivate or block users involved in spam.
- Restore accounts after review if appropriate.
- Review customer order histories and booking.

Admin Account Settings

- Update password.
- Single admin account setup.

8: Development Plan & Timelines

Milestone	Title	Description	Duration (Working Days)
1	Wireframes	Create low-fidelity wireframes for all customer, business, and admin panels. Define navigation flow and overall user journey across all categories.	20 Days
2	UI Design	Design high-fidelity mockups for mobile and web interfaces with finalized branding, layout, and visual hierarchy. Includes clickable prototype for approval.	20 Days
3	Front-End Development	Develop responsive interfaces for customer mobile app (iOS & Android), business web app, and admin panel using approved UI. Implement navigation, forms, and layout logic.	45 Days
4	Back-End Development & Integration	Build APIs and database structure. Integrate Stripe payment gateway, vendor subscriptions, booking system, AI Chat Assistant, and real-time updates. Conduct full testing and linking of all panels.	45 Days
5	Launch & Post-Deployment Support	Deploy the system on live servers, perform App Store and Play Store submission, conduct QA testing, fix issues, and provide initial monitoring support.	15–20 Days

Total Estimated Duration: 135 – 155 Working Days