



# Mohammed Alnaemi –

## Web App, Android App, and iOS App Similar as Yelp

(FUNCTIONAL SCOPE DOCUMENT- VERSION 1.0)

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## DOCUMENT HISTORY

DOCUMENT VERSION	DATE OF REVISION	CHANGES
Version 1.0	18 <sup>th</sup> December 2018	Initial document
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# 1.INTRODUCTION

## 1.1 BACKGROUND

- The purpose of this document is to define the features of “**Web App, Android App, and iOS App**” project.
- This platform will allow general users the convenience to find Business Listing through a single medium. And Business Owners can get more leads from this website.
- This project will also include a manageable interface using which the main admin will be able to control all the activities that will occur on the website.

## 1.2 GOALS

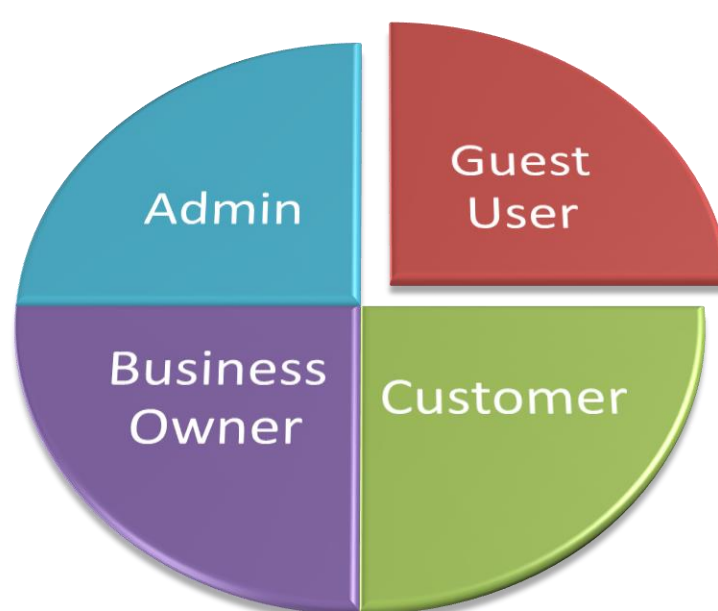
- The main purpose of the project is to provide a user friendly and appealing interface for its users providing them a great user experience while visiting the website and both Apps.
- Providing a list of Businesses to front-end users who want to search their nearby shops, restaurants, saloons etc.
- The website will be optimized in terms of speed and performance.
- This document contains the functional implementation of a Business listing website which allows users to search for the best places in the selected town. **The website will be having three main users i.e. one as a Customer, Business Owner and Admin, Customer will be searching and Business Owner will list their business on the website.**

## 1.3 TYPES OF USERS

This website contains the 4 users i.e. Admin, Business Owner, Customer and Guest users.

**Business Owner:** Retailer, Wholesaler, and Manufacturer

1. Guest User
2. Customer
3. Business Owner
4. Admin



## 2. FUNCTIONAL SPECIFICATIONS

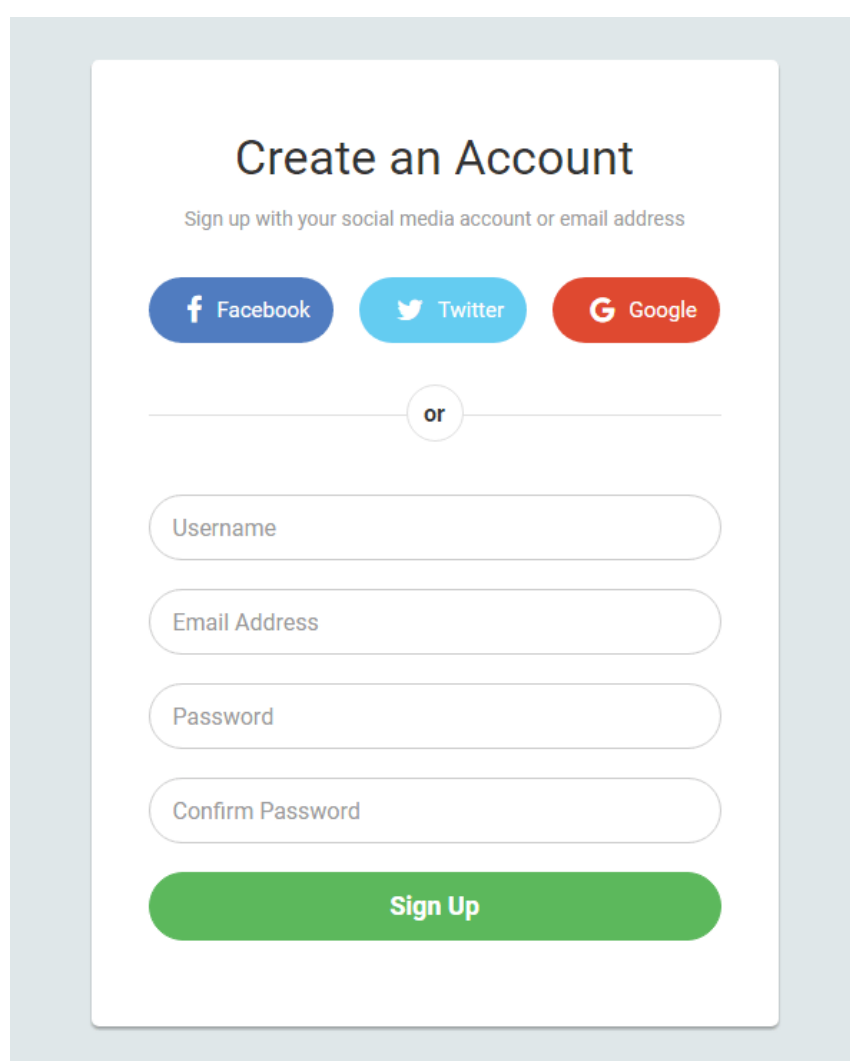
*Note: - The images shown below are just for reference and do not indicate the exact functionality or the design of the website.*

### 2.1 USER/CUSTOMER REGISTRATION & LOGIN

*NOTE: This registration will be used to give a feedback/rating to the business listings, add friends, invite friends and send messages etc.*

- In order to avail the services offered by the website, the Customer will be able to register on the system using their Email address and password.
- For the same they will require to fill and submit the basic following details:-
  - First Name
  - Last Name
  - Email id
  - Password
  - Re enter password
- Registration will be verified using an email verification link. Customer will receive an email to verify his/her email.
- Similar to registration, customers will be able to login on the website using their email id and password.
- Also customers will be able to edit their account details any time, after logging in to the website.
- Admin will be able to add/edit/remove customers from the website.

*(Note: In Customer registration admin approval is not needed.).*



The image shows a 'Create an Account' registration form. At the top, it says 'Create an Account' and 'Sign up with your social media account or email address'. Below this are three buttons for social media login: Facebook, Twitter, and Google. A horizontal line with the word 'or' in the center separates these from the email/password registration fields. The email/password fields include: Username, Email Address, Password, and Confirm Password. At the bottom is a large green 'Sign Up' button.

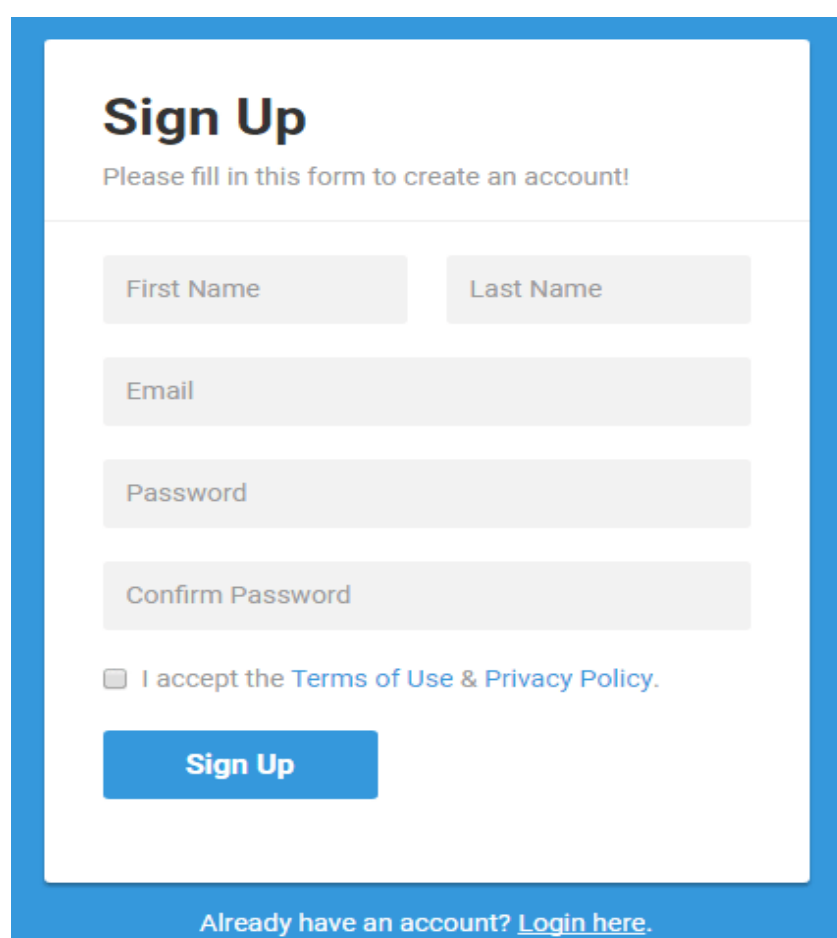
## 2.2 SOCIAL MEDIA REGISTRATION AND LOGIN

- Only for Customers: User will also have an option to register on the website via social media accounts.
- They can login/register via Facebook, Google+ and Twitter accounts.
- Please refer the above screenshot for the same.

## 2.3 BUSINESS OWNER REGISTRATION & LOGIN

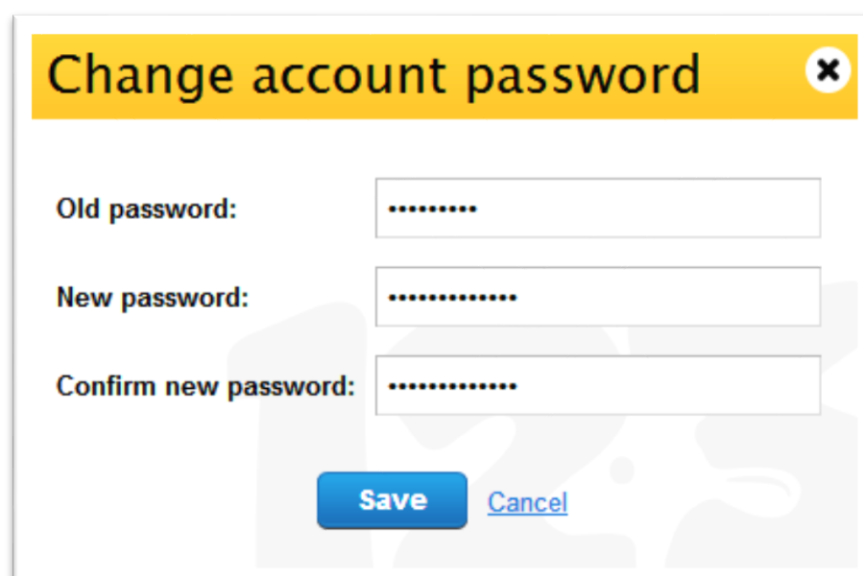
- In order to use the services offered by the website, Business Owner will be able to register on the website using their email addresses.
- For the same they will require to fill and submit the basic following details:-
  - o Business Name
  - o Full Name
  - o Email id
  - o Country Selection (Dropdown)
  - o Password
  - o Re enter password
- Registration will be verified using an email verification link. Customer will receive an email to verify his/her email.
- After email verification, Admin will receive a notification for account approval.
- Similar to registration, Business Owner will be able to login on the website using their email id and password.
- Also, Business Owner will be able to edit their account details any time, after logging in to the website.
- Admin will be able to add/edit/remove customers from the website.

*(Note: In Business Owner registration admin approval is important, it will go to admin for approval, only after admin approval Business Owner will be able to access the website and App.).*



## 2.4 CHANGE PASSWORD

- Users (Customers/Business Owner) through their email will be able to change their password any time after logging in to their account.
- For this they will require to add previous password and the password they wish to add.



A dialog box titled "Change account password" with a close button (X) in the top right corner. It contains three input fields: "Old password:" with a masked password (seven dots), "New password:" with a masked password (ten dots), and "Confirm new password:" with a masked password (ten dots). At the bottom, there are two buttons: a blue "Save" button and a blue "Cancel" button.

## 2.5 CUSTOMER ACCOUNT SETUP

- Customers (Registered users) will be able to setup their account by adding following details into their account:-
  - First Name
  - Last Name
  - Nickname
  - Gender – *Male/Female*
  - Your Headline – *Taco Tuesday Aficionado, The Globetrotting Reviewer*
  - I Love... – *Comma separated phrases (e.g. sushi, Radiohead, puppies)*
  - My Hometown – *Schenectady, NY*
  - Why You Should Read My Reviews – *They're useful, funny, and cool; I tell it like it is; I eat out all the time*
  - My Last Meal On Earth – *My mom's meatloaf, a vat of fried chicken, anything with avocados*
  - Primary Language – *English, Arabic, etc.*
  - Profile Photo – *Browse and upload photo.*
  - Phone Number *(Optional)*
  - Address – City, **Zone**, State, Country
- Users will be able to edit the above information any time they want, after logging in to the website.
- Admin will be able to view any user's account details and will be able to edit/remove the same.



## 2.6 MANAGE THE VISIBILITY OF YOUR PROFILE

### - Find Friends

☒ Let others find my profile using my name or email address, phone number.

### - Bookmarks

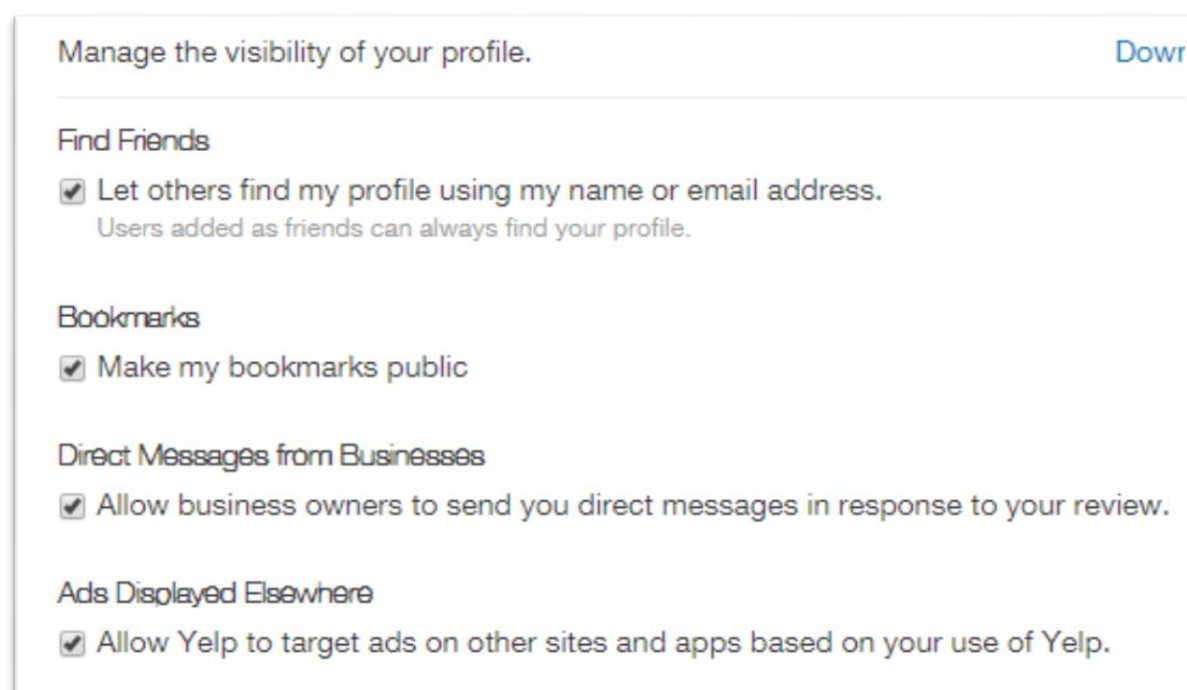
☒ Make my bookmarks public

### - Direct Messages from Businesses

☒ Allow business owners to send you direct messages in response to your review.

### - Make Profile Public/Private/Hide

☒ Public ☒ Private ☒ Hide



## 2.7 SOCIAL MEDIA FEATURES – USERS INTERACTION WITH EACH OTHER

- This module will allow users to perform social media features just like Facebook.
- Can Search Friends/Users on the website and App.
- Users can send/accept friend request to other users who are registered on the website/App.
- Can exchange messages with their friends(from their friend list)
- Can follow users who(if they like their reviews and comments)
- If a user is not on the website/app, they can invite them to sign-up in our system by entering his/her email address.

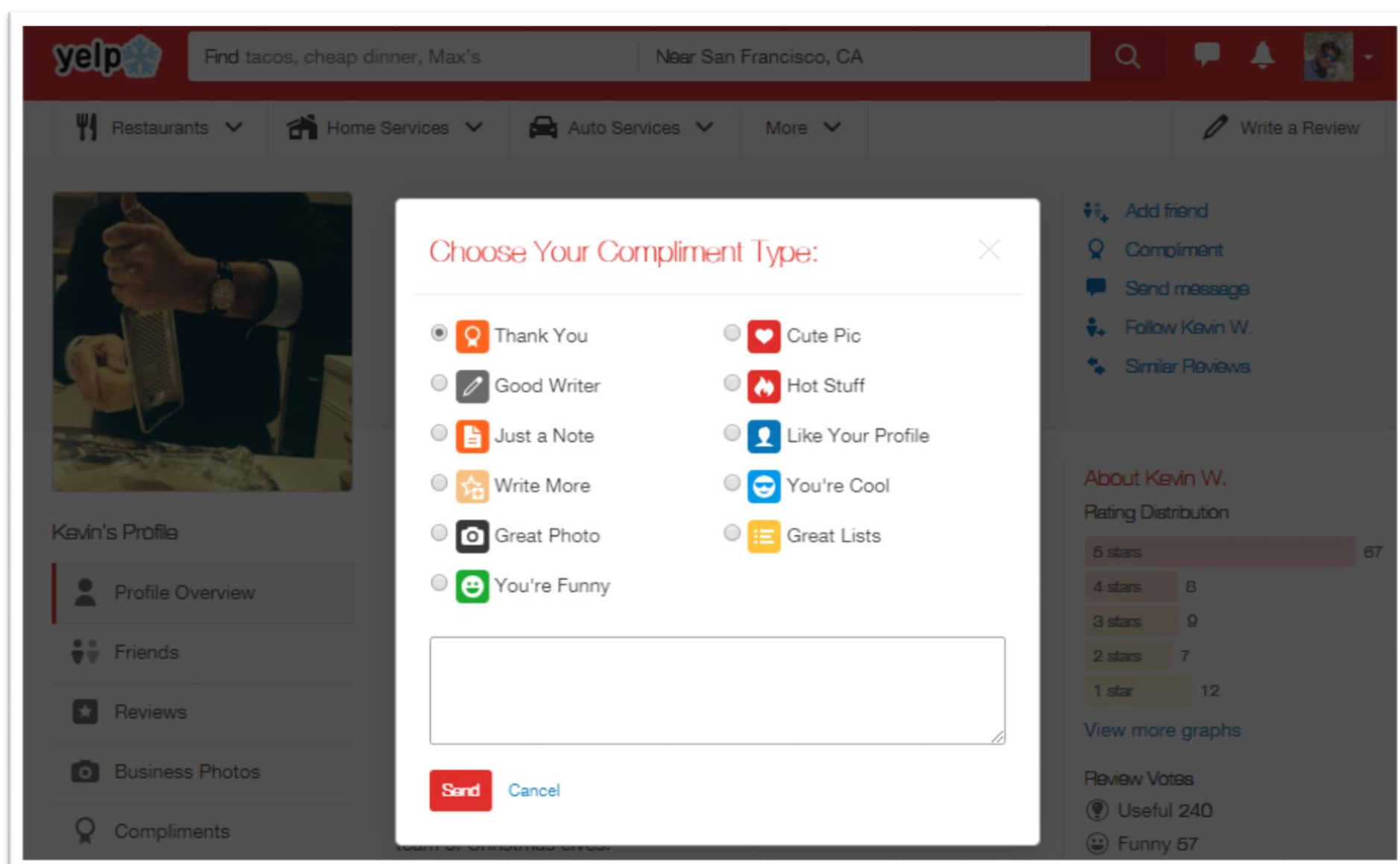
*NOTE: That person will receive an email of signup request and link. In this way we can increase the user's traffic on the website.*

- A registered user can give a compliment to other users. It will be any one from the below:
  - o Thank You
  - o Cute Pic
  - o Good Writer
  - o Hot Stuff
  - o Just a Note



- Like Your Profile
- Write More
- You're Cool
- Great Photo
- Great Lists
- You're Funny
- Users can Bookmark any profile which they like.

*NOTE: These Compliments will display on user's profile page (compliments given by other users. Similarly Following and Followers will also display on user's profile page.)*



## 2.8 MESSAGING SYSTEM

- Business owner or Customer can communicate with each other via Messaging system on the website.
- On Business listing there will be a contact seller/owner button to send a message. Customer can send a message via that button.
- And a new message room will start between customer and business owner.
- In messaging Customers can also communicate with each other.
- Can initiate the messaging with their friends (from their friend list).

## 2.9 SOCIAL MEDIA SHARING

- The Business Listing will be a public listing so user will have the options to share that listing on social media accounts:
  - Facebook
  - Twitter

- Google+
- LinkedIn
- Instagram (in mobile)
- WhatsApp (in mobile)
- Email

## 2.10 WISHLIST/FAVORITE

- If Customer likes a Business and want to use in future so he can save it in his list.
- The customers can Add/Edit/Delete their favorite Businesses on to this list.
- So in future they do not need to search again that Business on the website, they can view it directly in their wish list.
- This will be their personal list which they can check in future via signing in on to the website.

## 2.11 BUSINESS OWNER ACCOUNT SETUP

- Business Owner will be able to setup their account by adding following details into their account:-

### Submit the following details:-

- Business Owner's Full Name \*
- Email address \*
- Phone Number \*

*NOTE: There will be a phone number verification with a 4 digit TEXT on his given mobile number. Once he verified the mobile number then he will be able to add his business listing on the website (after membership purchase).*

## 2.12 PURCHASE A MEMBERSHIP (FOR BUSINESS OWNER)

- After successfully registration and phone number verification, now the business owner will have to purchase a membership to list his business on the website/app.
- There will be 4 membership plan listed below:
  - Bronze – a FREE (for 1 month)
  - Silver – \$5/month
  - Gold – \$10/month
  - Platinum – \$20/month

Access Levels	Bronze	Silver	Gold	Platinum
		RECOMMENDED		
	FREE (for 1 month)	\$5/month	\$10/month	\$20/month
Business Listing	1	5	10	25
Can post Title Description	✓	✓	✓	✓
Enter Location(Google Map)	✓	✓	✓	✓
Logo Upload	✗	✓		✓
Upload Photos	✗	✓	✓	✓
Get Directions	✗	✓	✓	✓

Show Email Address	X	✓	✓	✓
Show Phone Number	X	✓	✓	✓
Show Website	X	✓	✓	✓
Show Availability	X	✓	✓	✓
Services Offered	X	✓	✓	✓
Display in suggestion/related	X	✓	✓	✓
More business info	X	✓	✓	✓
Request Quotes	X	X	X	✓
	BUY NOW	BUY NOW	BUY NOW	BUY NOW

**NOTE:** There will be a special button to request unlimited listing. That will open a form to request admin for unlimited listing, then admin will charge the business owner outside of the website and will provide him an access of unlimited posting from admin panel. We can add this membership plan in later phase.

- Business Owner will select the plan and make the payment via PayPal or Credit Card.
- After a successful payment the Business Owner will get access of listing/posting on the website and his submitted posting detail will go to the admin for Approval/Decline.

**NOTE:** Admin verification/approval is must for every listing. Only after admin approval a Business owner's listing will publish on the website (front-end).

- If Approve from the admin side, an email notification will be sent to Admin and Business Owner for the successfully publishing.
- Also, Business Owner will be able to edit these details any time, after logging in to the website.
- Admin will be able to add/edit/remove all the listings from the website.

## 2.13 CATEGORY MANAGEMENT

- Admin will be able to manage (add/edit/remove) the Business Listing categories on the website.
- Apart from general search feature, customers will be able to search products through categories also, so that they can view specific Business Listings belonging to Business category.

**(Note: Only admin will have the access to change categories.)**

- **Currently we are considering the following categories:**

- **Restaurants**

- Burgers
- Chinese
- Italian
- Japanese
- Mexican
- Thai

- **Home Services**

- Contractors
- Electricians
- Home Cleaners
- HVAC
- Landscaping
- Locksmiths
- Movers
- Plumbers
- **Auto Services**
  - Auto Repair
  - Auto Detailing
  - Body Shops
  - Car Wash
  - Car Dealers
  - Oil Change
  - Parking
  - Towing

- **Dry Cleaning**
- **Phone Repair**
- **Bars**
- **Nightlife**
- **Hair Salons**
- **Gyms**
- **Massage**
- **Shopping**

*(Note: Admin will have the option to add more categories from admin panel.)*

## **2.14 BUSINESS LISTING MANAGEMENT SYSTEM (for Business Owners)**

- Business Owner will be able to manage the Business Listings that will be available on the website.
- For the same, Business Owner would be able to:-
  - Add Listing
  - Edit Listing
  - Delete Listing (request to admin)

*NOTE: Business owner cannot remove a paid posting by himself; he needs to send a special request (via form) to the admin, then admin will decide to delete the listing (or not). Only Admin can remove a listing.*

### **Business posting from front-end:**

- Owner will be able to post/add their Listings and its associated details that will be available on the website:
  - **Choose Category \***
    - Restaurants *(sub-categories: Burgers, Chinese, Italian, Japanese, Mexican, Thai)*

- Home Services (*sub-categories: Contractors, Electricians, Home Cleaners, HVAC, Landscaping, Locksmiths, Movers, Plumbers*)
- Auto Services (*sub-categories: Auto Repair, Auto Detailing, Body Shops, Car Wash, Car Dealers, Oil Change, Parking, Towing*)
- Dry Cleaning
- Phone Repair
- Bars
- Nightlife
- Hair Salons
- Gyms
- Massage
- Shopping
- Business Name \*
- Business Description \*
- Business Address (Street address, city, Zone) \*
- Business Logo Image
- Upload Photos/Images (max unlimited)
- Business Email \*
- Business Website URL
- Business Social media links (Facebook, Twitter, Google+, LinkedIn, instagram)
- Hours (working hours) – *Availability of Opening and closing hours*

**Example:**

- Mon - 5:00 pm - 10:30 pm
- Tue - 5:00 pm - 10:30 pm
- Wed - 5:00 pm - 10:30 pm
- Thu - 5:00 pm - 10:30 pm
- Fri - 5:00 pm - 11:00 pm
- Sat - 5:00 pm - 11:00 pm
- Sun - Closed
- Hour

- Edit/Remove Listing: - Business Owner will be any time able to edit the details of his listed Businesses and will also be able to remove the same from the website.

**NOTE:** On front-end, user can view the Business details and can use website link to contact Business owner directly. There will be also an option to “Contact Owner” and “get a quote”.

**IMPORTANT NOTE:** FREE user can use only 4 fields.

1. shop name

2. location (zone)

3. contact

4. opening hours

## Add Your Business

It may take a couple days for your business to show up in search results, but you can start adding business information to your page right away.

Country

United States ▼

Business Name

TechBizTalk

Address 1

Address 2

City

seattle

State

wa

Zip

Phone

Web Address

Hours

Mon ▼ 9:00 am ▼ 5:00 pm ▼ [Add Hours](#)

Categories

▼ [Remove](#)

[Add another category](#)

Your Email Address

To help ensure only valid businesses are added to Yelp we need to verify your email address.

[Add](#)

## 2.15 MORE BUSINESS INFO

- Business Owner can set additional detail for his business, It will depend upon the category selection, fields will vary on the basis of category selection:
  - Accepts Credit Cards - Yes/No
  - Accepts Apple Pay - Yes/No
  - Accepts Google Pay - Yes/No
  - Accepts Crypto currency - Yes/No
  - Parking Street - Yes/No
  - Bike Parking - Yes/No
  - Wheelchair Accessible - Yes/No
  - Good for Kids - Yes/No
  - Wi-Fi Free - Yes/No
  - By Appointment Only - Yes/No
  - Drive through - Yes/No
  - Take Away - Yes/No
  - Reservation - Yes/No
  - Delivery - Yes/No
  - Walk-in - Yes/No



## 2.16 FEATURED LISTING (Promote your Business)

- This will be a paid system for Business Owners
- If Owner wants to show his listing as featured so he has to pay an amount to make the listing featured.
- The featured listing will be with respect to category.
- If a user selects a Business from "Restaurant -> Thai" category, so it will display on the top of "Thai" category page (as featured/highlighted).
- This will be for 1 month, after completing the 1 month it will automatically remove from the featured listing.
- There are 2 options to make the Business listing featured.

### 1. Top 5 Listings – (between 2nd and 5th place)

User will have to pay \$99 USD to make his listing featured for 1 month.

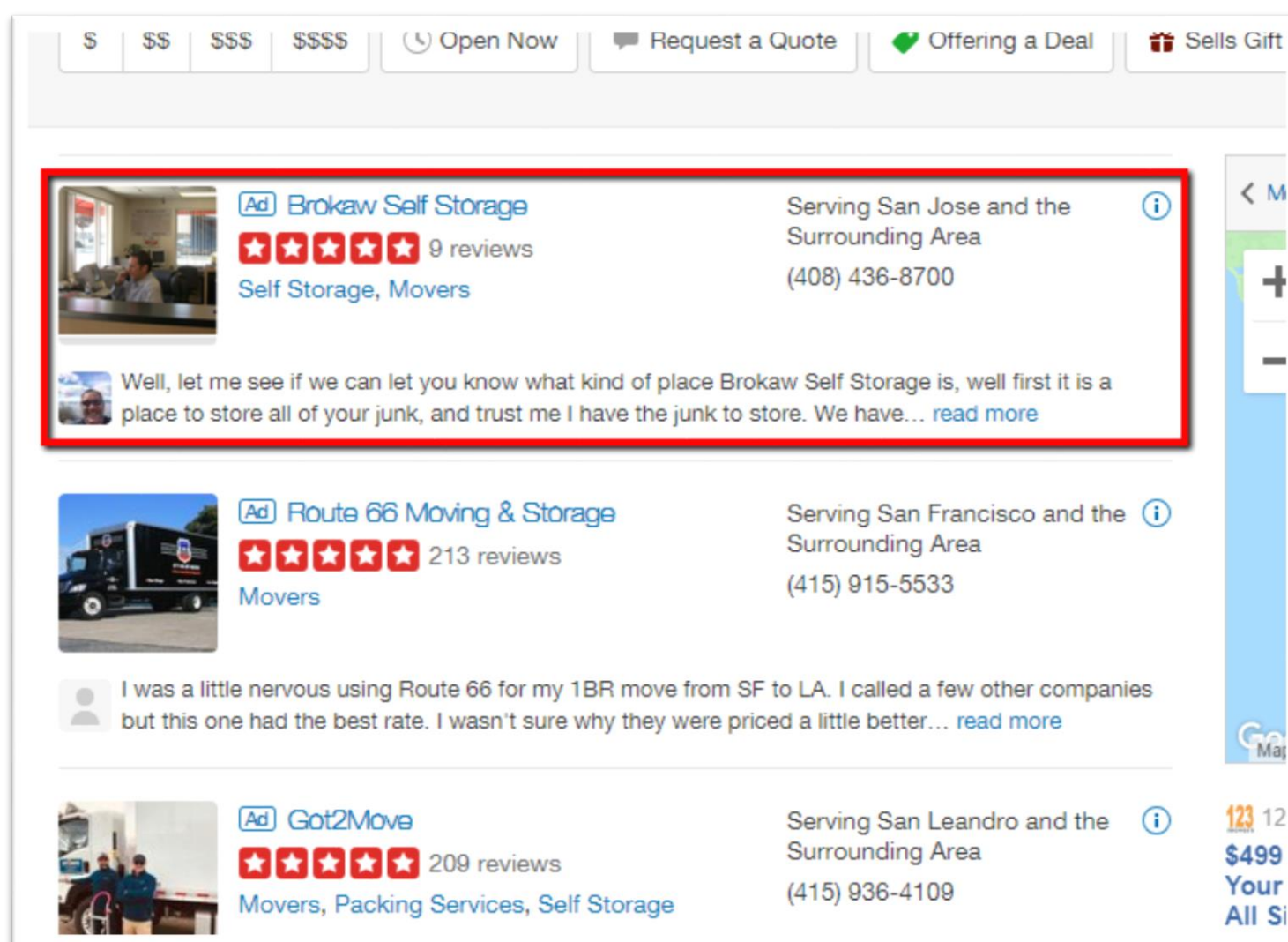
### 2. Top 1 (1<sup>st</sup> listing) –

Owner will have to pay \$199 USD to make his listing featured for 1 month.

The process will be:

1. Select Country (where the Business is)
  2. Select a category
  3. Registration detail (**only for not registered, if already registered then this step will skip**)
  4. Select options (top 5 or 1<sup>st</sup>)
  5. Make Payment (Via PayPal or Credit Card)
- DONE** – The listing is marked as featured.

*(Note: If there is no available space for featured listing, it means 5 users already taken that top 5 spaces. In this case user will get link for "Send me a message when this option becomes available". Once he clicks on this button then he will receive an email when the option becomes available.)*



## 2.17 ADVERTISE WITH US

- Business Owner of any other user will have the option to advertise via our system (for their business).
- User will have to fill the below form to advertise with the website:
  - First Name \*
  - Last Name \*
  - Email Address \*
  - Select Ads Position \*
    - Right Sidebar-1 (Size 250 X 250 px)
    - Right Sidebar-2 (Size 250 X 250 px)
    - Top Banner (Size 600 X 90 px)
  - Upload Image/Banner (size will be accordingly to above selection) \*
  - Duration (to display ads on the website) \*
    - For 1 month (\$20)
    - For 2 months (\$40)
    - For 3 months (\$55)
    - For 6 months (\$100)
    - For 12 months (\$180)
  - Complete Payment detail (via PayPal or Credit Card) \*
  - Submit
- This form request will be received by Admin and Admin will be responsible to place the add on his requested place (for requested duration)

*NOTE: We will provide a manageable system for this advertisement module.*

## 2.18 SUGGESTION/RECOMMEND A BUSINESS

- Users (registered and non-registered) can send/submit recommend Businesses that might not be on the website listing.
- To do the same user will have to fill the below form:
  - Business Name \*
  - Business Website Link \*
  - Business Address (Address, Zip, **Zone**, City, State, Country) \*
  - Business Email \*
  - Business Logo \*
- Admin will receive the detail (in email) of suggested Business and will add the same from admin panel.

## 2.19 RATING AND REVIEW SYSTEM

- Only registered customer will have the ability to rate and review the Business.
- The ratings will be star ratings and the reviews will be text based reviews.
  - 1 Star - Bad
  - 2 Star - Average

- 3 Star - Good
  - 4 Star - Very Good
  - 5 Star - Excellent
- The rating and reviews will be seen by the users on the Business page. That will be the total & average rating with all reviews.

## 2.20 CLAIM A LISTING

- Initially, Admin will add all of the listings.
- So, if a real owner of that listing has come and wanted to be the owner of that listing so there will be an option to Claim the listing.
- User will submit a short form to Claim the listing:
  - First Name \*
  - Last Name \*
  - Email Address \*
  - Phone Number \*
  - About Business (Description)
  - Language Selection – *Select language which you prefer to talk.*
  - Time & Date Selection – *Select your availability for call.*
  - Phone Number
- Admin will receive these details in email and will contact the owner personally to verify all of his details.
- If the owner is genuine, then admin will assign that listing to that owner (from admin panel).
- Now the listing will display under that owner (instead of admin).

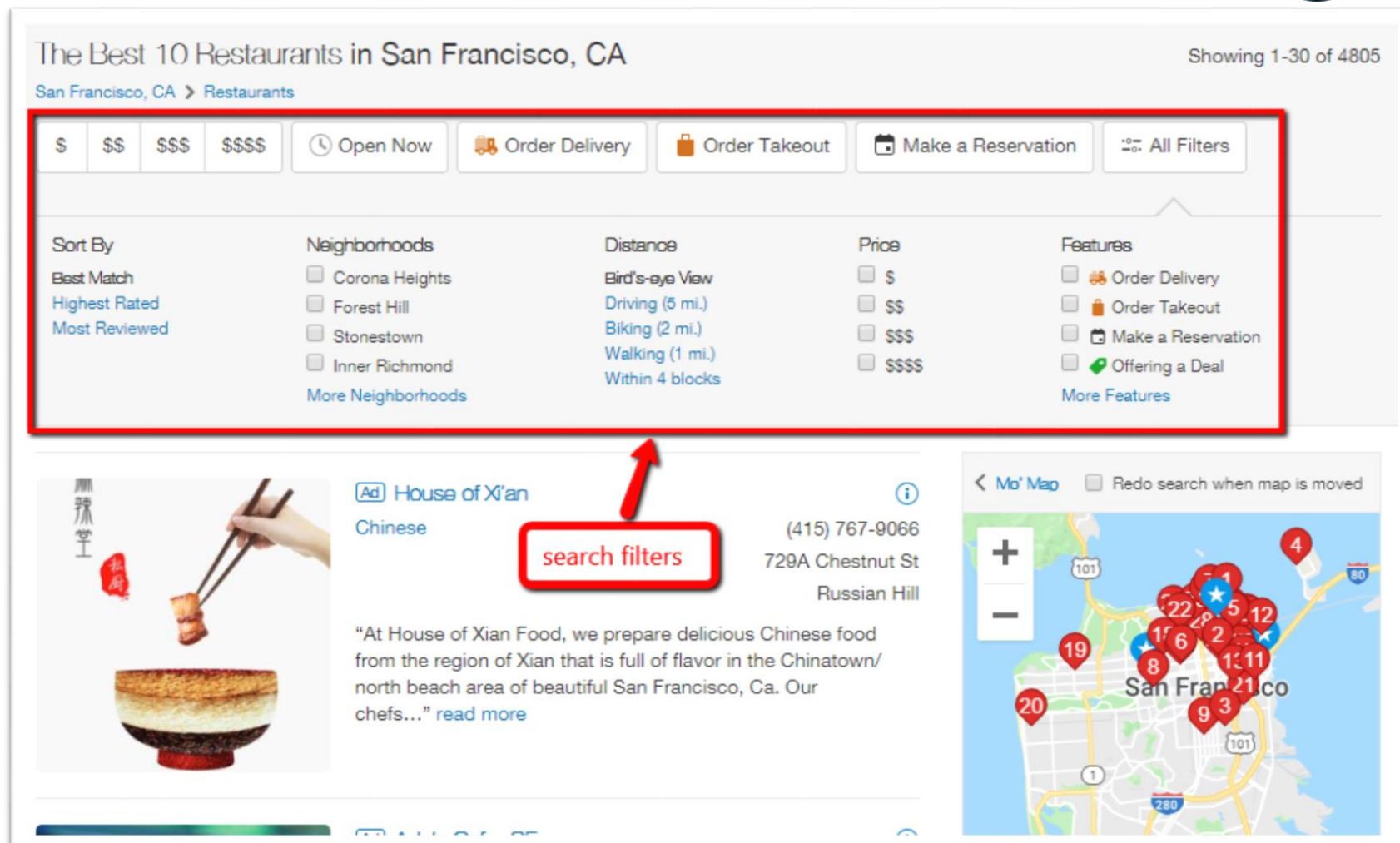
## 2.21 SEARCH & ADVANCED SEARCH FILTER

- There will be a simple keyword base search in the header. It will display the search result for respective keyword.
- On the search result page, we will show the advanced search filter. (Advanced search will be on home page as well).
- Any user will have the ability to find Business they wish to view, using an advanced search.
- Website will also include advanced search filters which will allow customers to search the Business they wish to find.
- Users can filter listing by(Advanced Search):
  - Category – *This is an attribute to do advanced search*
  - Location – *Address of Google map pin point*
  - Distance – *1 km radius, 5 km radius, 10 km radius, 25 km radius.*
  - Price Range – *A Price bar will be there for select price range*
  - Alcohol
    - Full Bar
    - Beer & Wine Only

- Good For Happy Hour
- Meals Served
  - Breakfast
  - Brunch
  - Lunch
  - Dinner
  - Dessert
  - Late Night
- Parking
  - Street
  - Garage
  - Valet
  - Private Lot
  - Validated
- Wi-Fi
  - Free
  - Paid
- Sort By
  - Highest Rated
  - Most Reviewed
- Open timing (working hours)
- Etc.

*NOTE: Top 5 listing (FEATURED) will always display on the top of the search result page.*

- List/grid view will display the selected filter results with ability to deselect any filter to view the updated result need to click on search/filter.
- Listing Sorting: Users can sort the listing as well, they will have the following attributes for sorting.
  - A to Z
  - Z to A
  - Highest Rated
  - Most Reviewed



## 2.22 MULTI-LINGUAL

- In this initial phase the website and app will be Multi-Lingual:
  - o Arabic
  - o English

*NOTE: In later phase of the project we have to cover more languages.*

## 2.23 WRITE A REVIEW

- This will be a separate link on all pages (top right corner).
- Once user will click on this link it will show the list of businesses.
- User can click on any business to provide a review and rating (**please refer 2.16**)

*NOTE: Business Owner will have an option to reply on reviews on his business.*

## 2.24 INAPPROPRIATE REVIEW

- There are chances for fake reviews so other users can mark them as inappropriate.
- This request will submit to the admin and admin will take an appropriate action to remove that review/rating.

## 2.25 EVENT MANAGEMENT



- Only Business Owner can post the event on the website, as event will have more fields so we suggest to provide is feature for website users (only). Not for mobile app users.
- To post an event user will have to fill the following form:
  - Select Category \*
  - Music
  - Visual Arts
  - Performing Arts
  - Film
  - Lectures & Books
  - Fashion
  - Food & Drink
  - Festivals & Fairs
  - Charities
  - Sports & Active Life
  - Nightlife
  - Kids & Family
  - Other
  - Event Title \*
  - Event Description \*
  - Event Date/Time (from/to) \*
  - Event Venue/Location (Google Map) \*
  - Event Web Link/Website
  - Ticket Price Range (Ex: \$10.00 - \$22.00)
  - Book/Get tickets (It will take to Events website/external link)
  - Photo of Event
- After successfully submission, the event will display to the front-end users and they perform the following activities:
  - Can comment(discussion) on that particular event
  - Can react (I am attending / not attending / not sure)
  - Can click on event website to purchase the tickets
- The events will categories on the basis of following:
  - Upcoming events,
  - Past Events
  - Active Events
- Event owner will receive a notification for user reaction (I am attending / not attending / not sure) and commenting/discussion.

*NOTE: We don't have event booking or ticket purchasing on our website.*

*Please refer the below screenshot/image as an example of event posting fields.*



### Submit an Event

Event Name

When

12:00 am
Add end time

Where

☒ Public Venue
☐ Private Address

Business Name
Near

What & Why

Official Website URL:

Tickets URL:

Price: \$  to  or ☐ Free Event

Category

## 2.26 NOTIFICATION SYSTEM

- Customers will receive email notifications for:-
  - Successful Registration
  - Password Reset
  - Friend Request
  - New Message
  - Compliment
  - Reply on his review
  - Email notification setting
- Owner will receive email notifications for:-
  - Successful Registration
  - Password Reset
  - Listing Featured(successfully)
  - After 1 month(when listing time will get expired)
  - Every month (for membership renewal)

- New rating and review
  - Email notification setting
- Admin will receive email notifications for:-
  - Admin will receive all of the notifications.
  - New owner/customer registration
  - Listing Featured(successfully)
  - On advertisement expiring
  - New rating and review
  - Contact form submission
  - New Listing
  - New Event

## 2.27 USER AND CONTENT MANAGEMENT (for Admin)

- Admin will be able to view and manage the users, their roles and many more on the website such as:-
  - Manage (view/add/edit/remove) Customers
  - Approve/Decline Business Owner's registration
  - Manage (view/add/edit/remove) Owners account
  - Approve/Decline Business Listing submitted by Owners
  - Manage (add/edit/remove) all Businesses and it's categories
  - Delete/View ratings and reviews

*NOTE: Edit rating is important for Admin (in case there is abuse, Admin needs to delete certain ratings).*

- Manage all contents on the website
- Receive email notifications for all related activity.
- Website administrator will have an intuitive dashboard through which he/she will be able to manage all the activities occurring on the website.
- Admin will also be able to manage the general content of static pages (about us, how it works, FAQs, terms and conditions, etc) available on the website like:-
  - Text/Content
  - Images
  - Banners
  - Etc.

## 2.28 OTHER WEBSITE FEATURES

- Full Responsive – Compatible with PC/Laptop, Tablet/iPad, Smartphone (Android and iOS)
- SEO Friendly – SEF Url with on page SEO.
- No Flash - as Flash is not SEO friendly.
- HTML5 and CSS3 – Full code with an standard of W3 School.
- W3C checked – code will be validated from W3C.
- Div based – To make website fast loading and improve the readability of SEO crawlers.
- Sitemap – To ease the website navigation for end users.
- XML Sitemap – To provide the Link's sitemap for Google and other web masters

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### Important Notes:

1. Initially, admin will add all of the listing, users can claim for the listings and after verification admin will assign the listing to that particular owner.
2. For this owner will have to purchase a membership plan Bronze, Silver, Gold or Platinum.
3. The web app will be bilingual (Arabic and English)
4. Ad Listing form: fields will vary on the basis of category selection (during posting process)
5. Business model of the project is, Client's earning is from Business Owners (for membership plan and Featured Listing) and Advertisements.
6. For this phase we have not considered the Forum and Reservations Modules.
7. Search for Nearby will be a module on the basis of radius search for 1km, 5km, 10km, 25km, 50km.
8. PayPal will be the payment gateway with Credit Card option(to make a payment)
9. Because of Privacy, will not display the Email Address of listing. There will be Phone Number and Full address of the business.

1. **For Mobile App:** There is Remind Me Notifications for all the places which you select to remind when you are in the vicinity of the place.
2. **For Mobile App:** In Mobile App there will be a voice search. Voice Commands for searching places.
3. **For Mobile App:** Get directions with Map with estimated time and distance.
4. **For Mobile App:** Locates your phone with GPS and then provides you with the top local searches nearby so you can find where you need to go.

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### 2.29 GUEST/ANONYMOUS USER FEATURES:

- Can view the home page, Business listing pages, individual Business page.
- Can click on Business's website link (to jump on his website)
- Can share the business on social media(Facebook, Twitter, Email, instagram)
- Can sign-up as a Customer
- Can view Events listing and individual Event page
- Can view the reviews and ratings
- Can search listing and can filter the same

*(Note: To leave a review/rating, user must need a login.)*

### **2.30 REGISTERED USER FEATURES**

- Can perform all the activities of guest/anonymous users
- Can add/remove Business to the wish-list
- Can rate a Business and can submit a review
- Can add/edit/delete profile information
- Can add images for any listing(it will go for admin/owner approval)
- Can react on Events
- Can send/accept friend request
- Can send messages (Can contact listing owner)

### **2.31 BUSINESS OWNER USER FEATURES**

- Can perform all the activities of guest/anonymous users
- Can perform all the activities of registered users
- Can add/edit Business listing (accordingly to membership plan)

*NOTE: Business owner cannot delete the listing; the Business owner would have to contact admin for a special request to delete his listing.*

- Can purchase a membership plan (recurring/monthly renewal)
- Can add/edit/delete profile information
- Can response on reviews/feedback (only 1 reply)
- Can claim a listing
- Can mention inappropriate comment

### **2.32 ADMIN FEATURES**

- Can perform all the activities of guest/anonymous users
- Can perform all the activities of registered users
- Can perform all the activities of Business owners
- Can manage all registered users (edit/add/delete)
- Can manage all owners (edit/add/delete)
- Can manage website contents(like about, terms, privacy pages)
- Can manage all listing(any Business of any user)
- Can view the transactions/payment or premium users
- Can generate the click reports (website & email clicks)
- Can upload Business listing via CSV
- Can send Promotional Email via Mailchimp (Will integrate the newsletter)

*NOTE: We will provide a sample of CSV, admin need to follow that format to upload the listing.*

## 5. PROJECT ROLES AND RESPONSIBILITIES

Role	Responsibilities	Participant(s)
Project Sponsor	<ul style="list-style-type: none"> <li>✧ Ultimate decision-maker and tie-breaker</li> <li>✧ Provide project oversight and guidance</li> <li>✧ Review/approve some project elements</li> </ul>	<b>Mohammed Alnaemi</b>
Project Manager and Business Analyst	<ul style="list-style-type: none"> <li>✧ Manages project in accordance to the project Plan. Receive guidance from Project Sponsor</li> <li>✧ Supervise Developer</li> <li>✧ Provide Overall Project Direction</li> <li>✧ Direct/Lead Team Member toward Project Objectives</li> <li>✧ Handle Problem Resolution</li> <li>✧ Manages the Project Budget</li> </ul>	Mohammad Afzaal- BA Lavina Tolani – PM
Project Participants	<ul style="list-style-type: none"> <li>✧ Understand the user needs and business processes of their area</li> <li>✧ Communicate project goals, status and progress throughout the project to personnel in their area</li> <li>✧ Helps identify and remove project barriers</li> <li>✧ Assure quality of products that will meet the project goals and objectives</li> <li>✧ Identify risks and issues and help in resolutions</li> </ul>	To be identified by the project manager

## **6. TECHNICAL OVERVIEW**

### **Production Environment**

The final tested version of the application will be deployed in the production environment and will be available to the end users. This will also serve as the staging/QA environment before the first release/Beta of the application.

### **Development (Staging) Environment**

The development environment will be used for developing and testing future releases of the application. The version of the application deployed in the development environment will not be available to the end users and will be accessible only to the developers.

The development environment will also serve as the staging/QA environment for subsequent releases of the application but will not be used for any performance related testing since the server configurations in the development environment are not intended to replicate the production environment and thus will not give an accurate measure of how the application would perform in the production environment.



## **7. GENERAL TERMS AND CONDITIONS**

Any change in scope during the project execution of the project will be handled through the Change Management process.

### **Change Management Process**

Changes with the project scope and request of additional requirement will only be entertained after reviewing the details. A time estimate will be shared for the requested functionality and will resume working only after the approval of Client.

### **Professional services Agreement**

Alkurn will be performing the tasks and project implementation on their development server. Client will be provided with access credentials so as to check with the task progress and share suggestions.

Under the development process, Alkurn will keep the staging URL hidden from the Google searches.

Once the development is tested and complete, Alkurn will transfer and deploy the modified version to live server which will continued with final testing