# Thameia Beauty — Final Updated MVP Specification

## 1. Core Clinic OS Plug-in Requirements

* - Patient Profile: Basic information (Name, DOB, Phone/LINE ID, Consent status)
* - Treatment Timeline: Record treatments performed, date, doctor, clinic branch
* - Before–After Photo Vault: Upload and organize Before–After images with treatment metadata
* - Outcome Feedback Form: Simple survey from doctor or patient after treatment
* - Consent Management: Digital consent capture and logging (PDPA-compliant)

## 2. Omnichannel Integration (Lean but Effective)

* - LINE OA: Webhook or LINE Notify for reminders and simple broadcasts
* - Facebook Lead Ads: Import via Zapier/CSV directly into Thameia
* - Instagram/TikTok Bio: Mini landing page form for lead registration
* - In-Clinic QR Codes: Printable QR codes for check-in, feedback, promotions

## 3. Activity-Driven Segmentation (New Addition)

* - Booking Activity: Appointment made, rescheduled, or canceled
* - Treatment Activity: New treatment performed and logged
* - Feedback Activity: Submitted feedback post-treatment
* - Skin Health Check: Before–After photo uploads or AI scan attempts
* - LINE/Email Interaction: Open or click on follow-up messages
* - QR Code Scan: Clinic visit confirmations
* - Automatic Lead Status: Hot (0–30d), Warm (31–90d), Cold (>90d)

## 4. Marketing Automation (Lightweight but Powerful)

* - Reminder Campaigns: Auto-send reminders post-treatment
* - Milestone Campaigns: Triggers based on treatment cycle (e.g., 6 months after Botox)
* - Basic Segmentation Tags: E.g., 'Botox Patient', 'Laser Patient', 'VIP'
* - Reactivation Campaigns: For Cold Leads

## 5. Basic Clinical Dashboard

* - Treatments per Month: Line graph
* - Top Treatments: Bar chart of most popular services
* - Revisit Rate: % of patients returning within 90 days
* - (Optional) Revenue Estimate

## 6. Skin & Treatment Timeline (Patient Journey View)

* - Visual Timeline: Scrollable patient journey with treatments, Before–After photo points
* - Simple Skin Health Scoring (Lite)

## 7. AI Preparation (for Future Scaling)

* - Image Quality Control: Validate basic photo clarity
* - Face Zone Detection: Forehead, cheeks, chin zones
* - Before–After Auto Alignment
* - Annotation Portal Framework for Phase 2