## Information Architecture

Description

Venu is an online and mobile marketplace for venues, event spaces, and room reservations with amenities and costs listed upfront by the property owner. The company receives any percentage of the fees it has. There will be over \_\_ of venues in \_\_ cities and \_\_ countries. The company does not own any lodging and only serves as a matching system between venue and potential customers

Features of App

**Home/User Welcome**

Book

Profile

Messages

Help feature – general web/app

Meet the Team

**Booking Details**

Filter locations (city, state, type of location- includes outdoor)

Map

Features (capacity, stage, restrooms, etc)

View Owner Profile

Direct Message Owner/Agent

**Accessories**

Valet Parking Service

Catering Options

Deco Agents

Clean-Up Services

Social Media Advertisement

**Location Service Availability** – on Calendar

**Help feature** – General/Booking details

**Purchase Product**

Help feature – General/Purchasing details

**Confirmation screen**

**User Profile**

City

Event types

Type of Profession?

**Recommended Venues**

**Past Bookings**

**Help Feature** – General

**Settings**

Authenticated details (password, username, email, pictures, etc.)

**Messages** - Live Feed

**View Owner Profile**

**Help Feature** – General

## Technical Scope

To reduce the cost of building the initial MVP we will be using the following service to provide service for the platform:

<https://demositefl.wixsite.com/venuspace> (Website - Viewing Prototype)

<https://firebase.google.com/> (database API – for testing, hosting, authentication, and more)

<https://twotap.com/integrating-twotap/> (Shopping cart API – for placing orders)

App

**UI – User Interface**

Developing application tools (IntelliJ IDEA, Eclipse IDE, JUnit, and Android Studio)

IntelliJ IDEA - for developing computer software, integrated development environment

Eclipse IDE -

**Backend**

**Web application languages (Java, JS, PHP, SQLite, etc.)**

**API (PayPal Developer, Stripe, Firebase)**

**Firebase** – a mobile platform for the user base and earn money. Backed up by Google Cloud Platform, allowing scalability for the app

Features: Real-time Database, authentication, cloud messaging, storage, hosting, test lab, crash reporting, notifications, invites (other social media), dynamic links (to the website version, other vendors, or other websites)

Deliver cross-platform apps with APIs packaged into SDKs for iOS, Android, JavaScript, C++, and Unity

**Stripe** – API for purchases; Pay as you go

Features: Smarter saved cards, Simple PCI compliance, Integrated fraud tools, full data portability, accounting integration, team security controls, Apple Pay, Android Pay, IOS Dashboard, Webbooks

Currency conversion: Automatic

No additional fees for Android Pay, Apple Pay, or Amex Express Checkout

Refunds are either partial or full refunds from the dashboard or via the API automatic

**Competitors**

[EVENTup](eventup.com) – Chicago

Website – Yes

App – No

Blog: advertises the best venue

VenueLook – India

App & Website

Vacant Spaces – UK

3Space – UK

Budget

Overall: $84,700

**What type of app? Android & IOS**

**$**16,000

**Do people have to login? YES – Email**

$20,000

**Do people create personal profiles? YES**

$26,000

**How will you make money from your app? In-app Purchases**

$32,000

**Braintree:**

Features: Globally available, seamless checkout, data security, fraud protection, white-glove support, reporting, 3d security, recurring billing, account updater, third-party integration

For Customers – one integration give you access to any way your customer want to pay: PayPal, Apple Pay, Android Pay, master pass, Visa Checkout, venom, AmEx express checkout, bitcoin, Credit and debit cards

Charges a percentage based fee each time you accept a transaction: 2.9% + $.30

**Stripe:**

Pay as you go

Charges a percentage based fee each time you accept a credit or debit card payment: 2.9% + 30 cent

Accept: Visa, MasterCard, American Express, Discover, JCB

**Do people rate or review things? No**

$32,000

**Does your app need to connect with your website? YES**

$42,000

Mean you need APIs

**How does the app need to look? Beautiful**

$72,000

**Do you need an app icon? YES**

Designing a quality app icon typically ranges from $500-$2000