BookOrGetBooked

Business Case

# Executive Summary

The **BookOrGetBooked** app will provide a platform where users can book services from various providers (e.g., fitness trainers, consultants) and service providers can manage their bookings. The project will start with the development of a **Minimum Viable Product (MVP)** that includes basic booking functionality and service listings. The goal is to validate the concept, gather feedback, and build a user-friendly system that can scale with additional features.

Once the MVP is validated, key features to add will include **Google Maps integration** for route planning, allowing mobile service providers and bookers to easily find service locations. Additional features will include a **user page** with account management, **user roles** for business accounts that can be managed by multiple users, and functionality for service providers to control whether bookings can be modified or cancelled by bookers. It will also be necessary to introduce user types to distinguish between **service providers**, **bookers**, and users who can be both.

# Reasons

Many small business owners and independent professionals—such as fitness trainers, consultants, and mobile service providers—struggle to manage bookings and schedules efficiently. Existing solutions are often expensive or too complicated for smaller providers, who need something simple yet functional. The **BookOrGetBooked** app will provide a cost-effective, easy-to-use platform that empowers service providers to manage bookings and for users to easily book services.  
The inspiration for the project came from my friend's girlfriend, a mobile hairdresser, who highlighted how difficult it is to manage appointments on the go. The goal is to integrate Google Maps for route planning in future phases to optimize mobile services.

# Business Objectives

* To develop a functioning MVP of the BookOrGetBooked app by TBD.
* To validate the app concept with potential users by gathering feedback after the MVP release, aiming for at least 20 active users in the first month and positive feedback from 80% of users.
* To offer a user-friendly, scalable platform for booking services and managing schedules.
* To refine the MVP based on user feedback and add advanced features like user authentication, Google Maps integration, and notifications.

# Benefits

* **Short-Term Benefits:** Develop a proof-of-concept for service providers and customers. Validate the idea by getting initial feedback from users.
* **Long-Term Benefits:** Build a scalable platform that can grow to support more service providers and users, potentially becoming a revenue-generating app through subscription models or a marketplace model for service providers.

# Scope

* **In Scope**: The MVP will include basic functionality for listing services, booking services, and managing bookings through a simple interface. Performance optimizations and security measures will be implemented in a basic form to ensure smooth operation but will be expanded in later phases if necessary.
* **Out of Scope**: Advanced features like user authentication, push notifications, payment gateways, Google Maps integration, and analytics will not be included in the MVP but may be added in later phases.

# Risks

* **Time Constraints:** As the sole developer, there is a risk of delays due to workload, disease and time management.
* **Technical Complexity:** Certain features (like scaling for many users) may present technical challenges, especially when integrating advanced functionality like payment systems or user authentication.
* **Market Uncertainty:** Since the app is based on assumptions about user needs, there’s a risk that the target market may not respond as expected. However, early user feedback and iterations will help validate the concept and guide future development if adjustments are needed.

# Costs and Timeline

* **Known Costs**:
  + **Domain Registration:** DKK 159.38/year
  + **Web Hosting:** DKK 65.62/month
  + **App Store Fees:** $99/year (Apple Developer Program), $25 one-time fee (Google Play Store)
* **Potential Costs (Estimates or TBD):**
  + **Hosting upgrade:** If more resources become necessary, an upgrade of the host product will become inevitable. The upgraded products at our host are priced: DKK 103.12/month, DKK 140.62/month, DKK 234.38/month depending on how many CPU-cores and memory are needed.
  + **Marketing and Promotion:** TBD (budget for ads, social media marketing, etc.).
  + **Third-Party Services:** TBD (Google Maps and any other external services that might be needed).
  + **Push Notifications Service:** TBD (depending on whether a free tier or paid option is chosen)
* **Time Investment:** Approximately 2 months for the MVP, with time set aside for feedback collection and iteration after launch. The exact timelines for feedback and iterations will depend on the speed of MVP development and initial user responses.
* **Milestones:**
  + **MVP Completion:** Expected by **December 11, 2024**
  + **Feedback collection and review**: Expected 2-3 weeks after MVP launch (January 2025)
  + **Iteration and feature expansion:** Starting immediately after feedback analysis (February-March 2025).
  + **Full Launch:** TBD

# Investment Appraisal

The investment of time and resources into developing the **BookOrGetBooked** app is justified because it addresses a clear market need for simplified service booking. The MVP will validate this concept, and the project has the potential to grow into a profitable platform through revenue models such as **subscriptions, service provider premium features,** or **advertising.**

Additionally, the project offers significant learning and personal development opportunities. By working on this project, I will deepen my understanding of full-stack development, improve my skills in API integration, and gain experience in building scalable, user-friendly apps. The knowledge and experience acquired will be invaluable for future projects or career opportunities, making this project a worthwhile investment in both time and learning.

# Conclusion

The BookOrGetBooked project presents an excellent opportunity to address a significant market need by providing a streamlined booking platform for small service providers. By starting with an MVP, the project will minimize initial costs and allow for early validation through user feedback and iteration. The financial investment for the project is minimal, and if the desired growth is not achieved, the potential losses will be limited.

However, the learning and development that I will gain from working on this project - such as deepening my understanding of API integration, full-stack development, and scalable architecture is invaluable. These skills will not only benefit this project but will also have long-term value for future endeavours. Therefore, the overall investment in both time and resources is justified, regardless of the project's ultimate market success.