

# **MeinHaus General Plan**

**2022-09-02**

## **Key Components:**

1. Front End – Web
2. Back End (Admin) - Web
3. User – Web
4. Pro – Web
5. Apps
  - Android
  - IOS
6. Media (Marketing, Videos)

## **Front End – Web**

- Triage Page: Simple page processing customer through to most appropriate landing page.
- Landing Page
- Pro/User

**Triage Page:** Simple page processing customer through to most appropriate landing page.

## USER SIDE:

**User Landing Page/Journey:** Takes place in 2 phases; 1: Basic User Data collection. (Name, Address, Email) 2: Job Specific Information; (Description, photos, title, timing)(IMAGE 1) \*For Basic Plumbing, Gas or Electrical Service call – Click here!\*

- User Landing Data Saved & Used to populate Admin Estimate for quick response.

Once form submission complete, User should be re-directed to page which explains their journey. “How it works”

- Basic explanation, Create Login, Download our App
- Email/Text goes out with estimate details

Booking Complete; Email goes out, view project in dashboard.

## User Dashboard:

- Request a Project!
- Profile
- Current Projects
- Updates
- Future Projects
- Payments
- History
- Pro Feedback
- Message Pro

IMAGE 1.1 USER LANDING2 [www.meinhaus.ca/User-Landing2](http://www.meinhaus.ca/User-Landing2)

**MEINHAUS** Online General Contractor

**We just need to know a couple of details**

-Shortly we'll send an Email to your registered address. It will contain a detailed & itemized Project Estimate!

You can book your project right away inside the email & Well walk you through the whole process!

Image of Contractor looking man with headset.

Homestars Badge + Others (Provided)

Total Project Support from an Experienced team.

Award winning Customer Service.

Give your project a Name! (i.e Bathroom reno)

Describe your Project

When would you like to have this done?

Dropdown Menu

ASAP!  
Less than 1 week  
Less than 1 Month

Where is the project?  
Please provide exact project address details.

Condo Building?

Street Address

City/Municipality

Upload Clear Photos of Project Area!

Upload

Submit

These 4 Boxes will be thumbnails of the already uploaded photos. by user

2:10 PM  
2022-09-06

IMAGE 1.2 USER LANDING3 [www.meinhaus.ca/User-Landing3](http://www.meinhaus.ca/User-Landing3)

**MEINHAUS** Online General Contractor

**You'll be receiving an E-Mail (and Text Message!)**  
From us shortly! Please Click the link, and read the details of your estimate carefully.

You can book your project by following the link inside the email, and following the next few simple steps. We can get almost any project done, right away!

**Things to know:**

Our estimates include labor, and supplying the construction material. We ask clients to have their homes ready for work, and have the finishings readily available.

**Complete your Account Now!**

This will help us serve you quicker and better.

Click **HERE** for our guide on the best way to get home improvement goods in your area!

**Account Setup**

## **PRO SIDE:**

**Pro Landing Page/Journey:** Begins with data collection and storage of Tradesman/Professional data. Name, Trade, Location, Email.

Tradesman Outbound Link: Where no trade is currently available to handle our project, outbound emails/texts are sent with links where the Trade Pro can subscribe and receive our project.

- Trades not eligible for existing job OR attempted to subscribe and assigned otherwise; Redirected to promotion made available. **“Sign up now and beat the line for \$199 Plus hst” -> Redirect to “Subscription made”**

- **Subscription made:** Trade will be redirected to complete data submission. Known data should be pre-populated. License Information, Insurance, Set Password, Complete Profile.

## **Pro Dashboard:**

- Dashboard
- Profile (Info, Documents, Availability, Photo)
- Opportunities (Direct Request, Bids, Hourly)
- History
  - Project History (What, when, where, how much, photos)
  - Bid History – All jobs bid on, not received.

- Reviews
- Terms and Conditions
- Subscription Information

**APPS:**

- Basically dashboards with smaller convenience based differences.
- **\*\*Design Changes\*\***