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

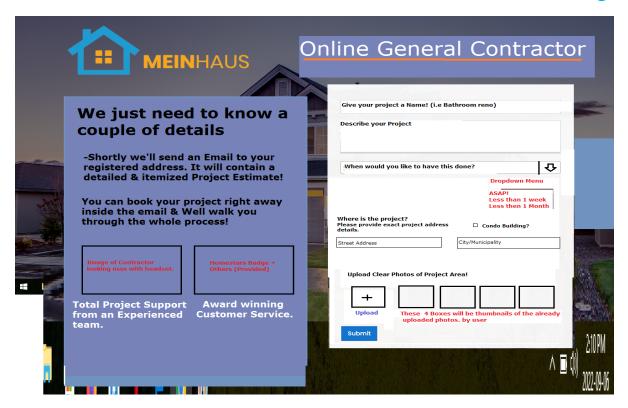


IMAGE 1.2 USER LANDING3 www.meinhaus.ca/User-Landing3



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**