

Vibeventz Specification Questionnaire - Questions

Project basics

- What is your app called?

Vibeventz

- Which company is it for?

Howzit Eventz (Pty) Ltd

- Where will you launch first (cities/regions)?

Phase 1: South Africa nationally

Phase 2: UAE, India, Pakistan, Singapore, Nigeria, Egypt, Morocco, Turkey

Thereafter global i.e Rest of Africa, Asia, US, Europe, Australia, Canada

never Israehell

Your users

- Who will use the app at launch? (Attendee, Vendor, Admin)

*Subscribers & free plan users

*Browsers

*Administrators & authorised employees of Howzit Eventz

Sign in

- How should people sign in? (Email/Password, Phone OTP, Google, Apple)

Email/Password (send email verification link)

Facebook

Google

Apple

Browsing

- Should results include a map toggle?

Yes

- Which filters should be available? (Category, Location, Date, Price)

*Category and Sub Categories

e.g. 1) Search / Catering / Confectionery & Desserts

e.g. 2) Search / Entertainment / Belly Dancers

*Location – Province, town and radius

Willing to travel

*Halaal, Kosher, Vegetarian, Vegan, All

*Venue, Vendor, Service provider

*Capacity to cater/accommodate for: 0-150 ; 150-500 ; 500-1000; 1000+

*Type of Event – Wedding, Reunion, Party, Expo, Product Launch, Market, Fun Fair, Funeral etc (Can you believe, funerals are very extravagant events these days 🤪)

- Which sorting options should be available? (Relevance, Rating, Price, Distance)

Relevance, Ratings, Distance, Alphabetically, Availability

Vendor pages

- Which sections should each vendor page have? (About, Services, Catalog, Map, Calendar, Request Quote)

		Limit to 5 items if on free plan	Limit to 5 items if on free plan				Not available on free plan
PAGE TABS 🏠 🏠 🏠	Services/Amenities	Photos & Videos	Catalogue	Bookings Calendar	Map	Reviews	Request quote
About:							
PHOTOS (Limit to 5 pictures on free plan)	Inyata venue is located on a Game Farm. Modern architecture and all modern amenities to go with itblah blah blah						
👉👉👉 We could apply word limit to 150 words on free plan. 500 Words paid plans							
Address:							
Contact:							
Whatsapp chat now		Low light if on free plan					
Social media links		Low light if on free plan					
# all the filter hashtags for this profile							

Booking flow

- How should bookings work at launch? (Request Quote, Instant Booking)

Whatsapp chat

Request quote via app

Amend quote requests

Accept quote via app

Instant booking

Deposit payments via app

Payments

- Which payment providers do you prefer? (PayFast, PayGate, Peach Payments, Ozow EFT, Yoco Online, SnapScan)

Payfast, Yoco, Ozow EFT (for now these seem most common; I'm not sure which others are most financially feasible.)

- Payment type at checkout? (Quote-only, Full Payment, Deposit + Balance)

All the above

The default option should be 'full payment' for subscriptions and advertising

For 3rd party payments I need to look into legalities when getting involved with financial transactions between clients and users.

Monetization

- How should Vibeventz earn money? (Commission, Listing fees, Subscription, Ads)

Commission, listing fees, subscriptions, Ads, Profile Boosts.

- What commission percentage would you like to charge vendors (e.g., 10%)?

I think 1.75% and increase over time

(How will I know if the agreement between client and user has been concluded and at what price? **Should we have an 'accept quote' feature?**).

I'm going to have to get advice on this because I think vendors and uands can very easily take the transaction off the platform and conclude outside of app to avoid paying commissions – they are after all going to use whatsapp chat feature....) (Also, won't charging commissions be a turnoff when trying to gain potential subscribers?)

- When should vendors be paid out? (After event, After payment, Weekly batch)

****If I go this route then initially weekly batch....it will soon change to after payment****

- Who issues invoices/receipts? (Vibeventz, Vendor, Both)

Both

Invoices?

Not registered for VAT yet – but will have to once I meet SARS threshold inshaAllah.

Vendor onboarding

- Do vendors need to submit documents before going live? (ID, CIPC, Proof of address, Bank letter)

*Bank letter

*Vibeventz signed terms and conditions, *Proof of Address

*Id

*Logo

*Catalogue – but this will be based on a magazine type template built into the app

- Should vendor profiles be approved by an admin before going live?

Yes absolutely

- Any media quality rules for vendor photos/videos? (e.g., minimum resolution)

*Yes...app developer to determine best size/resolution please – the user must be able to access full screen view of pics as well. **Catalogue & album will differ***

*Videos should be limited between 30 to 60 seconds long.

*Admin must approve all uploads.

*Client can delete at will.

Quote SLAs

- Within how many hours should vendors respond to quote requests?

24 Hours & 48 Hours if requested on weekends.

- Should we send reminders if vendors don't respond in time?

Yes via the app notification, whatsapp and email. - ****Vendors can choose best communication method when they sign up****

- Minimum lead-time rules for bookings? (e.g., no bookings within X days)

None – onus is on vendor to maintain and update their calendars on app because it varies from vendor to venues etc - a lot of them do accommodate last minute functions so we don't restrict but in the 'About' section they must mention lead time if any for users ease of reference.

Cancellations

- What is the default cancellation/refund policy? (Flexible, Moderate, Strict)

Strict unless otherwise specified by vendors according to their terms.

- How should disputes be handled?

*They must reference Vibeventz Terms & Conditions on sign up

*Dispute submissions must be logged by customer via app direct with vendor.

*Vibeventz only oversees response times and outcome verdict. Intervention only if vendor was found to be doing anything illegal, immoral.

*The rest is between them to settle outside of app.

Search & location

- Should users be able to search by distance/radius from their location?

Yes – but from location of their venue/function – if my function is in Pretoria at XYZ Conference Hall, I need service providers etc from around that location...not where I'm located.

- Any region limits or priorities? (e.g., South Africa only at launch)

Phase 1: South Africa

Reviews & ratings

- Should customers be able to rate and review vendors?

*Yes by stars

*Rating out of 10 on service questionnaire

*Brief comments

*Post a pic or 2 of their event.

- Should reviews require admin approval before they appear?

Star ratings – No

Rating on questions - No

Comments & Pictures - Yes

Communications

- Do you want in-app messages between customer and vendor?

Yes

- Should we send SMS notifications?

No

- Should we send WhatsApp notifications?

Yes

AND email

***Also – Auto emails from Vibeventz to subscribers and users with link to app blog page

Calendar sync

- Do you want real calendar sync (Google/Outlook) or just an in-app calendar? (Sync, In-app only)

In app only

- Should customers see the next available date on vendor pages?

Yes

Moderation

- Should admins review new listings and media before they appear?

Yes

- Should users be able to report abuse?

Yes – Abuse & Violations & Fraud

Analytics

- Which analytics tool should we use? (GA4, PostHog)

Developer discretion, I am clueless

- Which key metrics matter most? (Leads, Conversion, Revenue)

Revenue, Subscriber growth, Quote requests, Conversions, app user traffic

- Should we enable crash/error monitoring? (e.g., Sentry)

Yes

Legal & compliance

- Should POPIA/GDPR consent be shown at signup/checkout?

Yes

- How long should we retain user data? (months)

Are you referring to their actual profiles, favourites, search history or something else?

*Profiles – delete if dormant 3 years

*Favourites – Until cleared

*Search History 3 months

Operations

- What support channels should we offer? (Email, WhatsApp, Phone)

Email, WhatsApp, Phone and FAQ's / Troubleshooting search page in app.

- What are your business hours?

8am to 10pm

- What is your target support SLA (response time in hours)?

24 Hours

Go-live & accounts

- Do you have an Apple Developer Account?

No

- Do you have a Google Play Developer Account?

No

- What is your target go-live date?

Within 2 to 3 months – if that's realistic

Notifications

- Should email notifications be sent for key events?

Yes

- Which events should trigger notifications? (New quote request, Payment received, etc.)

New subscription registrations, New users, Quote requests, Payments, Advertising application, Profile boost application, Disputes, Complaints

Branding

- Do you have a color palette to use?

Blues, turquoise and beiges

- What brand tone of voice should we reflect?

Vibes with exclusivity...not too casual not too stiff...balanced.

- Is your logo ready?

Not yet – working on it – give me a few days

MVP scope

- List your must-have features for the first version.

*There's 2 parts to the app. Vendors and users. Their profiles will differ.

Vendors will have:

*Login

*Create Profile

*Profile Questionnaire with drop downs, select box ticks, typed answers.

*Uploads documents and albums

*T's & C's

*Hashtag options link to filters feature

*Ability to edit profile, delete and add pics/videos

*Update calendar entries,

*Message clients

Users will have:

*Login

*Profile creation

*T's & C's

*Favourites folder

*Tabs at bottom of screen:

Blog page

'My Profile'

'My Event Planner'

'My notes & reminders'

'My Budget'







App functionality/screens

*Landing page with search and filter on top

*Show paid ads and paid profile boosts on landing page

*Navigate 'back' to previous screen

*Everything as illustrated previously (see below) – Videos not a priority yet but photos are.

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- List your nice-to-have features for later versions.

*User tools – Planning event where user is able to share ideas, to do lists, task calendar, checklists, favourites folder and enquiry history with friends.

*Search suggestions eg. Other users searching this event type, also searched for.....

*AI integrations – menu suggestions, event itineraries AI has complex things to offer.

*Pricing in different currencies

*Language selection

*Teal time quotes and bookings

*Invoicing integration so vendors do all their business via the app

*More payment portals

*Additional categories like: themed Event, Type of cuisine,i can't think of all right now

*Group profiles with team user access to coordinate one event

*Accepted quotes are auto populated in 'My Budget'

*Vendor analytics – industry trends, opportunities, leads, conversions, profile views & engagement duration

Budget

-What is your budget for phase 1 of the project?

-What is your budget for the entire project?

Supply quote and we will negotiate from there

Is there any more information regarding the specifications of this project that you would like to include?

The following must be mandatory to read, complete and sign – I am designing questions and details:

User registration form

Vendor registration form

User agreements

Subscription packages

Terms and conditions

I will send a detailed list of the type of vendors and service providers that will register with this app inshaAllah. It's anything and everything to do with events. From venue to food to entertainment to audio visual to makeup artists to décor specialists to florists to chair hire to cleanup crews....

The question is do we cater for everything from the get go or do we do it in phases?
You tell me.