**What is Beautify?**

Beautify is a crowdsourcing mobile platform that will connect suppliers/providers in the beauty industry with customers. The platform will allow users to find the appropriate supplier based off of a user’s budget, type of beauty service, reviews and proximately to themselves. This application will be available for IOS and Android.

**VALUE PROP FOR USERS + SUPPLIERS:**

The Vision Empowerment Suppliers: empower beauty visionaries to be true entrepreneurs. We don’t want girls to be bound as slaves to the salon (make low income and bound to rules of the salon, NO FREEDOM) THIS IS A BEAUTY NETWORK/COMMUNITY Meet new friends, share your reviews, share your inspirations, share your passions, share your artwork, connect with people in your industry Customers: Empowering the consumer by giving them access to the beauty network and allowing them to make their decisions with easy access to wealth of knowledge. .

**Workflow 1: Customers choosing suppliers (complete workflow)**

**Menu bar will follow every page (menu, and back button)**

1. landing page
   1. menu
   2. 4 categories to select: Face, Hair, Nails, Hair Removal (able to select multiple)
   3. Time and Date or Book Now
2. Search results (by supplier)
   1. Additional filters on top of the screen and sort criteria
      1. subcategories on service (ex, gel manicure, blowdry…)
      2. Sort criteria based on search results
   2. Profile pic (name)
   3. Supplier rating
   4. Distance
   5. Certify Badges
   6. Can travel?
   7. Favourite
3. Supplier profile
   1. Top of page, portfolio swipe
   2. middle bar tab (pricing list$, review, about)
   3. bottom tab “book now”
4. User Service selection
   1. pricing list$ tap for selection
   2. Checkout confirmation
      1. time and date
      2. services selected
         1. details
      3. total $$$
      4. option for giftcard/coupon
      5. address of service (autopopulate supplier’s and customer address)
      6. terms and conditions
      7. payment (paypal? saved cc, googlewallet, applepay)
      8. “send request” button
5. Supplier confirmation page:
   1. Once request is sent to supplier: “Mary jane has requested service” able to click name to link to profile (ratings)
   2. Supplier has 3 options: Accept, Deny, or New Time/Day
   3. The selected option will populate a message to the client and they can converse over message log
   4. Confirmation: confirm time/day and payment processed

* Payment will be held by Beautify until the supplier notifies them that the service has been completed.

1. Post-Service
   1. Supplier has a list of bookings that they have, check off serviced bookings
      1. alerts us to send payment through to them
   2. Feedback exchange
      1. Simultaneous prompt to both supplier and customer to rating and comment.
         1. Customer (SMS) Supplier (app as they are checking off serviced bookings)
         2. Once both are submitted it will be autopopulated to profiles

**Workflow 2: Book Now**

1. Customer taps “book now”
2. Prompt customer to select subcategories for services, price, distance, see above for generic filters
3. push notification goes out to suppliers within X distance
   1. Suppliers who have “available now” toggle on
   2. Supplies will confirm Yes or swipe to delete notification
4. customer will receive a real time list of suppliers who confirm Yes
5. customer selects supplier -> link to supplier profile to go through workflow 1 #3
6. Request will be deleted after:
   1. customer makes a booking with one of the respondents
   2. 24 hrs has elapsed, customer is prompted for repost option

**Workflow 3 - Bid**

1. same landing page (category selection > Time/Day > Bid)
2. prompt customer to select subcategories for services, price, distance, see above for generic filters
3. push notifications optional otherwise all open bids will be available to view on suppliers landing page when they tap “open bids”
4. Supplies will confirm Yes or swipe to delete notification
5. customer will receive a real time list of suppliers who confirm Yes
6. customer selects supplier -> link to supplier profile to go through workflow 1 #3
7. Request will be deleted after:
   1. customer makes a booking with one of the respondents
   2. 24 hrs has elapsed, customer is prompted for repost option

Things to revisit

1. Under 48 hr cancellation (refund or rebook or credit?)
2. web app

Ideas

1. Supplier incentive to increase bookings: preferred status and search “features”
   1. Goal: have suppliers fully engaged and be promoters
   2. Tracking messages for contact info given out (email and phone #) to penalize supplier

Target market

* suppliers: recent graduates or individuals who already work from home (zero business knowledge and marketing resources)
* customer: busy stay at home moms, NOT high end clientele, 16-45, anyone that buys from groupon, students, busy working women/men, last minute goers,

Vision

connect service providers to clientele

**Suggested ways to minimize development costs:**

* Split features into 2 or 3 different iterations
  + First iteration can be used to beta test the product with a test amount of suppliers and users
  + Second and third iteration could be made when Beautify makes some money or lands investors to finance it
* Need to talk to Priscilla about which features are **KEY** for the first iteration.
* Use the lean start up methodology for Beautify.
* First iteration product will be for testing for the users and suppliers
  + Feedback loop on first product
* Second iteration will have other features that Priscilla wants plus potentially have features that are suggested from Suppliers + Users
* Could potential do only web + IOS to start with for first iteration
  + Could add android afterward
* Phone gap\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*
  + Proper coding standards
  + Source code needs to be documented by the developers