

Mez App - Product Document

1. Customer Profile

- Login/Signup via email, phone, Google, or Apple.
 - Profile info: name, contact, preferred store, dietary preferences.
- Account management: edit profile, change password, delete account.

2. Social Media Integration

- Links to Facebook, Instagram, TikTok pages → “Follow Us” buttons inside the app linked to customer profiles.

3. Location & Stores

- Detect location to suggest nearest cafe.
- Manual store selection if location disabled.
- Show store info: hours, open/closed status, contact details.

4. Menu & Ordering

- Browse the menu by categories with pictures, prices, and item descriptions.
- Modifiers & add-ons (e.g., size, milk type, flavors).
- Cart with real-time pricing, notes, and tip options.
- Order types: Pickup or Dine-in.
- QR code scanning: auto-opens app with store + dine-in table context.
- Order tracking: show order status (queued, preparing, ready).

5. Payment

- Apple Pay / Google Pay + saved cards.
- Secure checkout with digital receipts.

6. Offers & Promotions

- Generic offers (happy hour, seasonal).
- Targeted offers for new users, lapsed users, or based on past orders.
- Promo codes and auto-applied discounts.

7. Rewards & Loyalty

- Points system: earn points on spend, redeem for free drinks or merchandise.
- Milestone reward: every 10th order in a month is free.
- Wallet view: track points, rewards, and redemption history.
- Subscription passes (e.g., monthly coffee pass).
- Merch store with loyalty redemption.

8. Notifications

- Order updates (order placed).
- Promotional notifications for offers, new menu items, or loyalty reminders.
- Geofencing: Notification when near a store.

9. Support & Help

- Order history & receipts.
- Help center & contact form (Whatsapp Chat).

10. Admin Features (Back Office)

- Menu management: update items, prices, availability.
- Offer management: create/edit targeted or generic offers.
- Rewards setup: configure point rules and free-order milestones.
- Order board: view incoming orders in real time.
- Integrate with each store's POS software for order placement / whatsapp chat for queries on orders.

