

Scruffy

a page by page breakdown



Customer-Facing Pages

Account Creation/Login Page:

Regular login

- Phone number with OTP
- Email (phone number still required)

Social Login

- Google (phone number still required)
- Apple (phone number still required)
- Facebook (phone number still required)

Homepage/Search Results

- Dedicated mini search bar to enable customers to find "their" groomer.
 - Groomers to be assigned a 4-digit number for easy lookup
- List of groomers with profile picture, name, rating, brief description/specialties, and a "see openings and book" button
- Booking Flow Integrated into Homepage
 - Fuck a "book now" button

Groomer Profile Page

1. Groomer's first name and last initial and important info such as hours of operation
2. profile pic and unique image gallery/portfolio
3. years experience (or measure experience by dogs groomed last month??)
4. Specialties (these are like tags, especially w regards to matching algorithm)
5. A short bio that allows groomers to build personal connection
6. A section that shows any posts that the groomer/user made in the community section (customer asks a question and groomer answers it, that answer will be highlighted in his profile showing the groomer helps his community)
7. "Buy me a coffee" button that serves as a tip button
8. List of services offered with current prices
9. Book now- day/date selector that shows all openings
10. Reviews - "Add Review" button - "See all reviews" button

Booking Flow multi-step process with back buttons

1. day/date selector that shows all openings and price cuts for same day bookings
2. Select dog profile (or create a new dog profile) (button to optionally login to account so access dog profiles)
Name, breed, size, birthday, coat condition, behavior (this goes back to tags that are referenced in groomer profile)
3. mobile/drop off service
4. Choose services
 - Wash (soap, water, elbow grease)
 - Grooming (wash, cut some fur, etc)
 - Nail trimming (recommended every x months)
5. If grooming is selected, customer will be prompted to use a slider to select exact length of fur to be removed (should be able to select different lengths for different parts of dog's body, prob at least 4 locations)
6. Ability to add notes to groomer, reference images, etc
7. Prompted to add on nail trimming service if not already added
8. Review booking, payment, promo code and final confirmation
 - This is where customers are required to login if not already

Booking Confirmation Page

- Confirmation message with booking details
- Countdown timer until mobile groomer's arrival with map
- view like postmates maybe??
- Domino's pizza tracker style feature once groomer has dog
- Chat interface appears 15 min before scheduled drop off/mobile appointment
- Small area reserved for reciprocal advertising local pet small businesses
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Booking History Page

- List of past and upcoming bookings with filtering and sorting
- Options to reschedule or cancel bookings

Accounts & Payments

- User's basic information and security settings
- Change password for login

- Payment Details: Manage saved cards and other payment methods
- Payment History: View past transactions
- Payment Confirmation: Review and confirm payment, with suggestions for additional services

- Dog profiles with details and option to add a new dog

Feedback & Favorites

- List of favorite groomers with quick booking options

- Leave a review for recent services
- Review history
- View reviews about a specific groomer

Scruffy Support page

- FAQ
- Message us
- Chat interface for customer support

Community page

- Community discussions on various dog-related topics
- Option to ask questions and view answers from groomers and other users
- Popular topics and recent tips from groomers

Groomer-Facing Pages

Groomer dashboard

- Current earnings, performance rating, etc
- Quick action button for
 - "Pause Availability" - When clicked, opens a modal to confirm and set duration and updates availability calendar and notifies Scruffy's system
 - "Add Walk-in" - same idea as above but likely for longer duration
- Next appointment details, upcoming bookings, real-time availability calendar
- Earnings history, performance metrics, payout update option
- Real-time Availability Calendar
 - Interactive calendar showing booked slots and available times
 - Option to block out times or mark as unavailable
- Notifications center (for new bookings, client messages, Scruffy updates)
- Quick client lookup
- List of services- groomers will be able to set/change their own prices for each service offered. There will be 2 inputs for each service: standard rate and minimum rate willing to accept. Rates easy to update using a slider, with a dollar amount displayed. A reminder reads something like "Keep in mind, these prices represent your earnings, not the final price. Setting prices too high often will mean less bookings and less revenue"
- Maximum % markup: groomers can only set their standard rate a certain percentage above their minimum rate

Groomer Profile Page

- Groomer's basic info
- Bio
- Services
- Specialties
- Badges
- Certifications
- Service area and radius
- location visibility settings
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1. Payouts Pages:

- Payout Details: Manage payout methods
- Payout History: View past payouts, download spreadsheet
- Integration with accounting software: Quickbooks at least... but if you are able to download as excel files they can be imported into any accounting software

1. **Availability & Booking Pages:**

- **Availability Management:** Set available days/times, manage breaks/vacations, pre-booking settings
- **Booking Confirmation:** View and manage upcoming bookings, send reminders
- **Booking History:** View past bookings
- SYNC WITH GOOGLE CALENDAR!!!!
- **Scheduling Flexibility:** option to set buffer times between appointments offering recurring appointments could further optimize scheduling.
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Controls for “domino’s pizza tracker” feature

- Stage Duration Adjustment
 - Sliders or input fields to set estimated time for each stage
 - Option to set default durations for different dog sizes or breeds
- Real-time Stage Update:
 - Buttons to manually progress through stages
 - Option for automatic progression based on set durations
- Notify customer of
 - Button to notify customers of delays with Input field for explaining reason
 - button/Input that to allow for additional time if required
 - Button to mark the service as complete, triggering a notification to the customer
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Feedback page

- View and reply to customer feedback
- Chat with currently booked clients
- Change notification settings
- rating distribution
- Import Google reviews
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Chat page

1. Chat interface for communicating with clients
2. QR code for accessing booking details
- 3.**

1. **Tracking Page mobile groomers**

- Real-time tracking of groomer's location and ETA
- Next client's address and traffic information
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1. Resources Page:

- Articles and resources for groomers
- Community Forum or Chat: A dedicated space for groomers to connect, share experiences, ask questions, and support each other could foster a sense of community and provide valuable networking opportunities.
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Error/Success Messages

Sign in/sign up - become a partner!

Regular login

- Phone number with OTP
- Email (phone number still required)
- Face ID if available?? (phone number still required)

Social Login

- Google (phone number still required)
- Apple (phone number still required)
- Facebook (phone number still required)

- First name and last name
 - Basic measures to help prevent disintermediation
 - Most of our partners will be dog groomers that own a small business. However, on the online marketplace platform, groomers should only be listed with their "First Name" and "Last Name Initial."
 - Their business name, phone number, website, and other contact details should not be included. This is a basic measure to help prevent disintermediation
- Birthday
- Address (lives)
- Business address, or address where customers will drop off dogs
 - (if groomers have completed dog grooming training, they may operate from their homes!!)
- Service method offered (both is technically an option)
 - Drop-off
 - Mobile
- Inquire about any specific K9 vaccine requirements they may have.
- Collect details about their specialties (i call them tags) that will be visible on their groomer profile and be a factor in matching with customers
- For instance, groomers skilled in handling anxious dogs should highlight this expertise on their profile.
 - This helps the algorithm accurately match anxious dogs with groomers experienced in managing such situations.
- Ask them to upload their business licenses and other required documentation.
- Consent for a background check (criminal record only, no drug test) and upload a front/back image of the driver's license
- W9 independent contractor form request

Admin portal

full control full access no limit

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<https://docs.google.com/presentation/d/1ILXS5OyYL2SS0hTkR8GfSJ-Cz4HtKqe0divObDnzR1k/edit?usp=sharing>

Admin dashboard

- Active users: Monitor daily, weekly, and monthly active users to gauge overall platform activity.
- Session duration: Track how long users spend on the app per visit.
- Booking frequency: Measure how often individual users book grooming services.
- Retention rate: Calculate what percentage of users return to book again within a certain timeframe.

Customer Support

- Ticket Tracker: Monitor and manage customer support tickets and their resolution status.
- Common Issues Dashboard: Identify and categorize frequent customer complaints or inquiries.

Groomer Management / Booking Analytics

- Groomer Onboarding: Track the number of new groomers signing up and their verification status.
 - Groomer Performance Metrics: Display ratings, reviews, and booking completion rates for each groomer.
 - Availability Tracker: Monitor groomers' availability and utilization rates during off-peak hours.
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- Peak Booking Times: Visualize the most popular times for bookings to help optimize groomer schedules.
 - Cancellation Rate: Track the percentage of bookings that are cancelled and reasons for cancellations.
 - Service Type Popularity: Show which grooming services are most frequently booked.

User Engagement

- Feature Usage: Track which features of the app are most used by both dog owners and groomers.
- Include a comprehensive analytics dashboard that provides insights into key metrics such as:
 - Sales performance
 - User behavior
 - Traffic sources
 - Conversion rates
 - Customer demographics
- Heat Mapping
 - a. implement heat mapping tools to visualize user interactions with your marketplace interface, helping identify areas for improvement.
- A/B Testing Capabilities
 - a. Incorporate features that allow for easy A/B testing of different elements on your marketplace to optimize user experience and conversion rates

Etc....

Marketing and Growth

- Referral Program Metrics: Track the performance of any referral programs for both dog owners and groomers.
- Promotion Effectiveness: Measure the impact of promotional campaigns on bookings and user acquisition.
- Manage the reciprocal advertising section on booking confirmation page in customer flow

Financial Insights

- Revenue Dashboard: Display daily, weekly, and monthly revenue generated through the platform.
- Commission Tracking: Monitor the platform's earnings from each completed booking.
- Payout Management: Oversee groomer payouts and any pending transactions.