Case Study

of

On-Demand Beauty Professional & Referral Based Marketplace

Developed by:

VivirHub

www.vivirhub.com

The Pain

- **A common markeplace for various beauty professionals**: The pain was to solve the problem of finding different beauty professionals under single roof by creating a referal business model. The need was to design & develop a common markeplace for various beauty professionals.
- **Referral business model:** This is the USP of this business, Through this marketplace client wanted to créate a referral based system which allow both beauty business owners, independant profesional and customers to earn money as commission for referring each other.
- **A combination of E-commerce & beauty services module:** Along with showing services offered by beauty professionals, another concern was to créate a system which allows them to add their products and sell them in the same profile.
- **Split Payment Gateway:** The main revenue source was to receive commission of the sell of each product and booking for service. Vivirhub needed to créate the functionality for Split payment among all the 3 users, e.g. Beauty service providers, Customers & Business owners.
- **Technology Stack:** The customer was not sure as to whether they should choose a scalable platform and which platform to start with, whether to use a framework for development etc. They had not done any web & mobile-enablement of their systems earlier and were looking to start the engagement with web consultation in order to help them make the right decisión and to start with, so they came to Vivirhub seeking the right solution.

Challenges

- **How to manage multiple users:** This was one big challenge we've faced. As we are going to have multiple user; Beauty service providers, Customers & Business owners, it was quiet difficult to créate and manage large number of beauty service providers and customers at a single place and créate a eco-system which allow them to sell their services and products.
- **Referral Module:** It was important to create different identity of each user on this platform to run the referral module so that the system can identify each user and process the earned commission of referring each other and given them earned money.
- **Make balance between service & products:** The another challenge was to create a common platform for service providers where they can sell services and products separately

Our Solution

Vivirhub started the engagement by understanding what the beauty service providers and customers will accomplish through this platform. As part of consultation, we gathered the required data to then carry out a feasibility study and do a Proof of-Concept for both the users.

Our goal was 2-folded

to create a clean and minimalistic marketplace for independant beauty professionals, Salon owners and customer so that they can connect with each other easily and earn commission by referring other customers to each other, and for company to develop a standalone platform where customers can sell services and products

Technology Stack

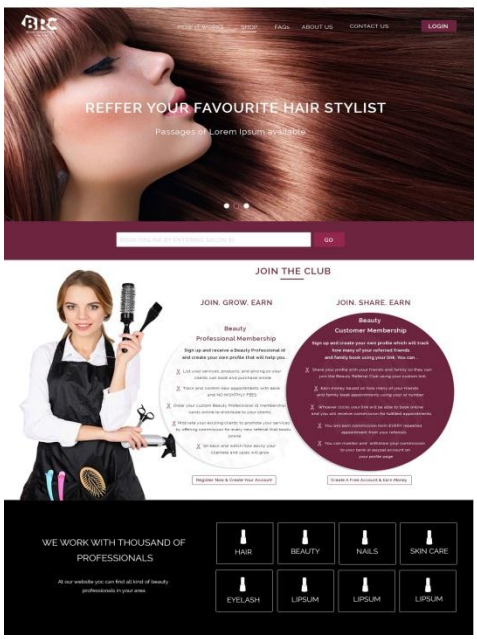
Vivirhub recommended going in for a web application that would be compatible with various desktop browsers and also mobile compatible.We used PHP- Larvel framework to build this platform, we designed and developed frontend and backend, also developed master admin panel to keep track of everything

Process and Engagement Model

BRC was developed by a dedicated team using agile methodology. The client came up with an idea and presented his clear vision. Vivirhub was involved in both the design and development of this marketplace, moreover we are designing & developing a native mobile app

Results

Our created solution has provided **BRC** and its customers – with several key benefits like:



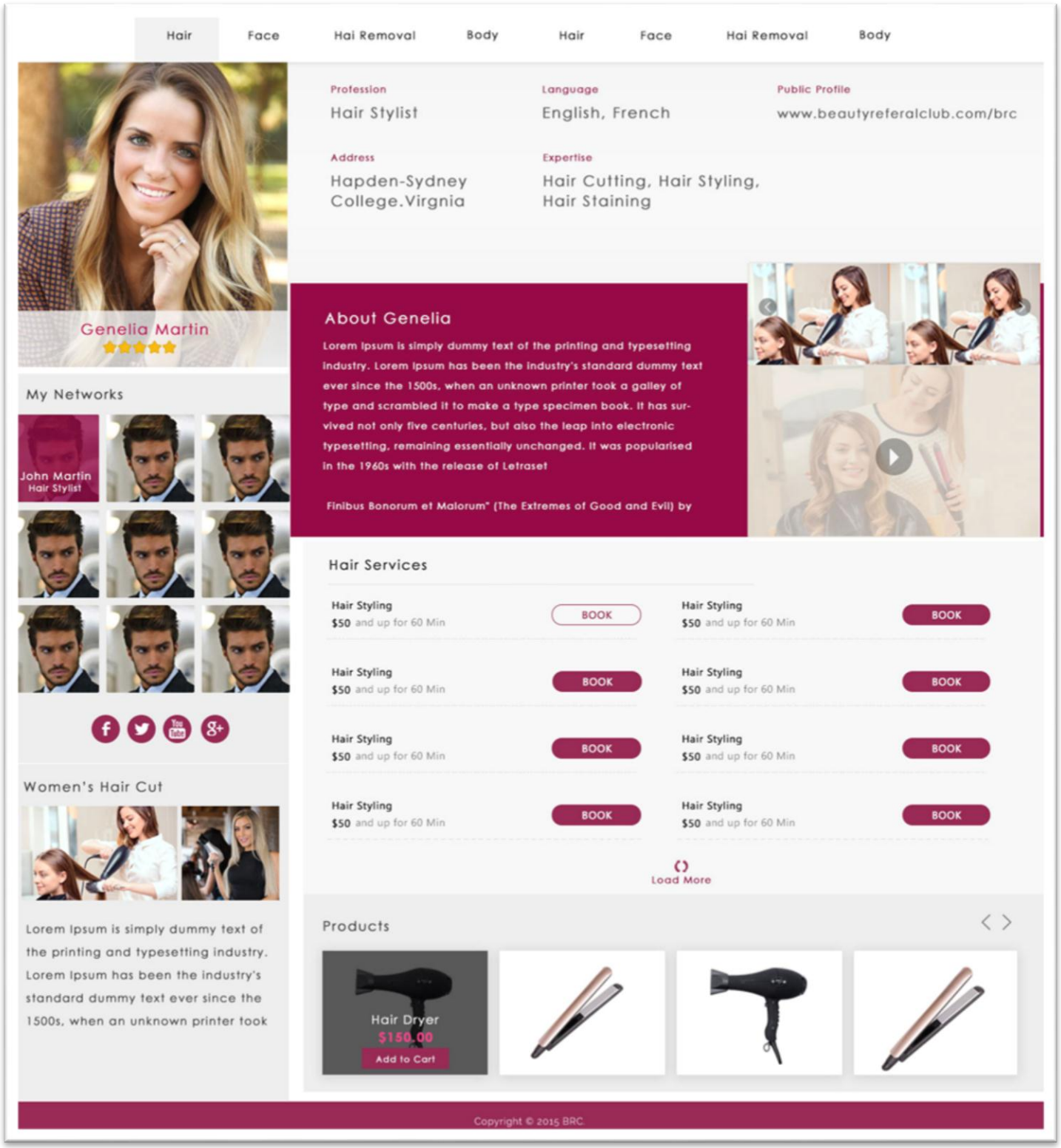
For Beauty Professionals

- Free business listing & Personalized business profile
- Perfect for both freelance beauty professionals and salon owners.
- Minimizes marketing costs because your happy customers spread the word for you.
- Appointment booking software is included to make the process seamlessly easy.

For Customers

- Search & Explore multiple service providers.
- Get paid commission for making the referral you once gave away for free.
- Become an important marketer for your favorite salon or beauty professional.
- Support local, independent businesses that provide a great service.

Take a look at some graphics of the platform



Some more highlighted features of this marketplace

For Beauty Professionals

- Free business listing & Personalized business profile
- Minimizes marketing costs because your happy customers spread the word for you.
- Common platform to sell products and services
- Customized your dashboard to manage your profile
- Photo gallery to showcase your work.
- Showcase client reviews and ratings
- Customized calendar to see used for booking
- Referral account management
- Earn commission by referring customers to others
- Link your bank account to withdraw money anytime

For Customers

- Search & Explore multiple service providers
- Get unique ID on registration
- Make bookings & buy products at same place
- Make Partial & Full Payment on booking of service
- Earn commission by referring others to your favorite beauty professionals

Vision of the Founder

"Most referral programs are too gimmicky. Your 6th appointment gets you 50% off, for example. Where's the motivation in that? There are always strings attached. We wanted to create a referral program that cuts those strings and is immediately rewarding"

If you've an idea or you're struggling to achieve the outcomes you need from your business, consider us. We'll give you the insight you need to grow your business.

To learn more, contact us at +91-98556-91785 or visit our website: www.vivirhub.com