

TONGUE GLOBAL

WEBSITE & DIGITAL PLATFORM REQUIREMENTS

Customer • Interpreter • Admin • Live Matching • Payments

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Purpose & Product Vision

Tongue Global should be designed as more than a corporate website. The long-term product is a managed language-and-guidance marketplace connecting customers, interpreters and Tongue operations through one digital system. Customers can discover available interpreters, request or book a service, pay digitally and - for eligible on-site bookings - follow the assigned interpreter's approach on a live map. Interpreters can go Online/Offline, receive or browse eligible requests from a job pool, accept work, manage assignments and receive earnings through the platform. Tongue retains administrative control over eligibility, matching rules, pricing logic, payments, disputes, quality and safety.

Core Product Model

User	Main Goal	Core Experience
Customer	Find and book language support	Search/request → availability → interpreter/job match → payment → live service → rating
Interpreter	Receive and complete suitable jobs	Approved profile → Online/Offline → job pool/offers → accept → navigate/service → complete → earnings
Tongue Admin	Operate and control the marketplace	Leads → users → matching → bookings → payments → support → quality → analytics

1. Public Website

- Home: clear Tongue value proposition, human interpreter & guidance positioning, trust signals and primary CTAs.
- Services / Industries: Business, Medical, Exhibitions, Real Estate, Legal & Official Appointments, Tourism, Education and Other.
- Languages and service locations.
- How It Works for Customers and How It Works for Interpreters.
- For Businesses / Corporate Requests.
- Become an Interpreter.
- About Tongue, FAQ, Contact and WhatsApp.
- Legal pages: Terms, Privacy/KVKK, Cookies, Cancellation/Refund and other counsel-approved notices.
- Multilingual interface: English, Turkish and Arabic at minimum for launch planning; architecture should support additional languages.

2. Customer Experience

- Customer enters service type, language pair, location, date/time, expected duration, Online/On-site and notes.
- Customer can see suitable/available interpreters only according to Tongue's eligibility and privacy rules. Availability should be real-time or clearly labelled if approximate.
- Customer may select from eligible available interpreters when the service model permits, or Tongue may assign/match an interpreter for managed bookings.
- Customer sees transparent booking details before payment: service, date/time, duration, location, price, transport/extra-time rules and cancellation terms.
- Payment is completed through the website/app using the approved payment provider (currently being evaluated: iyzico).
- After confirmation, customer receives booking confirmation and relevant interpreter/service details.
- For eligible on-site bookings, customer can open a live map and follow the assigned interpreter's approach, similar to ride-hailing tracking. Exact location sharing should activate only for the relevant booking window and with appropriate consent/safeguards.

- Customer can contact support, request a permitted change/cancellation, and rate the completed service.

3. Interpreter Experience

- Interpreter applies through the platform and creates a professional profile: identity/contact, city/service area, languages, expertise, Online/On-site capability, availability, experience, qualifications and required documents.
- Registration does not mean automatic activation. Tongue reviews the application through: New Application → Under Review → Interview/Test → Approved / Rejected / On Hold.
- Approved interpreters can set themselves Online or Offline. Online means willing to receive/view eligible work; it does not guarantee assignment.
- Interpreters can view an eligible Job Pool containing requests that match Tongue-defined rules such as language, location, expertise, time and availability.
- Interpreters may accept eligible jobs from the pool. Tongue must be able to control whether a job is first-come-first-served, offered to selected interpreters, or requires admin approval before final assignment.
- Before acceptance, only the minimum necessary customer/job information should be shown. Full sensitive details become available only after assignment/confirmation according to privacy rules.
- Interpreter receives assignment details, navigation/location information, schedule, expected duration and interpreter compensation.
- For on-site jobs, the app/site can share the interpreter's live location with the booked customer during the defined tracking window, similar to ride-hailing.
- Interpreter marks arrival/start/completion where applicable and can report an issue to Tongue.
- Interpreter dashboard shows upcoming jobs, completed jobs, earnings/payment status, availability and notifications.

4. Live Map, Availability & Location

- Customer map: show eligible available interpreters in a privacy-preserving way before booking; exact real-time location should not expose an interpreter's precise position to the public.
- Active booking map: once a specific on-site booking is confirmed and the tracking window begins, customer can see the assigned interpreter approaching and an estimated arrival status where technically feasible.
- Interpreter availability: Online/Offline toggle plus optional working area and availability schedule.
- Location permission should be explicit, revocable and limited to the service purpose. Background location, retention periods and access must be reviewed for KVKK/privacy compliance before launch.
- System should handle GPS unavailable, permission denied, weak signal and manual status fallback.

5. Matching & Job Pool Logic

- Matching inputs: language pair, service/industry expertise, location/service radius, date/time, Online/On-site, availability, approval status and Tongue quality rules.
- Two operating modes should be supported by design: customer chooses among eligible available interpreters; or Tongue-managed matching/assignment.
- Job Pool should show only jobs an interpreter is eligible to perform.
- Tongue Admin can prioritize, restrict, manually assign or remove a request from the pool.
- System must prevent double-booking and race conditions when multiple interpreters try to accept the same job.
- Final assignment must create a single authoritative booking record linking customer, interpreter, service and payment.

6. Booking & Payment Flow

- Request/Search → Availability/Matching → Booking Details → Price/Quote → Customer Confirmation → Payment → Interpreter Assignment/Acceptance → Confirmation → Service → Completion → Rating → Interpreter Payout/Reconciliation
- Support full payment and, if Tongue later approves, deposit/balance workflows.
- Customer payment occurs inside the approved website/app payment flow.
- Payment status must be recorded: Pending / Paid / Failed / Partially Refunded / Refunded.
- Interpreter compensation and Tongue revenue should be recorded separately from the customer-facing price.
- Admin should be able to review payment records, refund/cancellation status and interpreter payout status.
- Payment provider, invoicing, refunds, marketplace payout structure and tax/accounting treatment must be finalized with accountant/legal advisers before production.

7. Tongue Admin Dashboard

- Overview: New Requests, Open Jobs, Matching Needed, Confirmed, Paid, Upcoming, In Progress, Completed, Cancelled and Issues.

- Customer management and booking history.
- Interpreter applications, verification, approval, activation/deactivation, expertise, languages, service areas and availability.
- Job Pool management and manual assignment.
- Pricing/quote controls and booking edits subject to audit trail.
- Payment, refund and interpreter payout status.
- Content management for services, languages, locations, FAQs and selected website content.
- Role-based permissions: Super Admin, Operations, Customer Service, Marketing and Finance as the organization grows.
- Audit logs for important account, booking, payment and admin actions.

8. Notifications & Communication

- Customer: request received; quote/booking ready; payment received; interpreter assigned; interpreter on the way; reminder; change/cancellation; completion.
- Interpreter: new eligible job; job accepted/assigned; reminder; customer/service update; payment status.
- Admin: new lead; new interpreter application; job accepted; payment received/failed; cancellation; support issue.
- Start with email/in-app notifications where practical. Architecture should allow later WhatsApp, SMS and push notifications subject to consent, provider and legal requirements.

9. Analytics & Reporting

- Leads and booking sources.
- Requests → paid bookings conversion rate.
- Revenue, refunds and interpreter payout totals.
- Most requested languages, sectors, cities and service times.
- Available/active interpreter counts and job acceptance/completion metrics.
- Campaign attribution and conversion tracking.
- Repeat customers and customer ratings.
- Operational metrics such as time to match and time to confirm.

10. Security, Privacy & Ownership

- Tongue Global should own/control the domain, production accounts, core database, customer/interpreter data, analytics and payment-business accounts.
- Role-based access and least privilege; 2FA where supported.
- Encrypted connections, secure authentication, backups and recovery procedures.
- Do not publicly expose precise interpreter location. Live location is service-specific, time-limited and permission-based.
- Collect only data necessary for the service. Sensitive documents require a defined secure process.
- Legal texts, KVKK obligations, cookies/analytics consent, location processing, data retention, international transfers and payment terms must be reviewed before production launch.

11. Recommended Delivery Phases

Phase	Scope
MVP / Phase 1	Public website; customer request/search; interpreter application; approved interpreter accounts; Online/Offline; basic eligible job pool; admin dashboard; booking records; payment integration; email notifications; basic analytics; legal pages; mobile-responsive experience.
Phase 2	Live map/tracking for active bookings; richer real-time availability; customer dashboard; interpreter earnings/payout view; ratings; rescheduling/cancellation workflows; stronger automated matching; in-app messaging/notifications.
Future / App	Native mobile apps if justified; push notifications; advanced geolocation/ETA; automated dispatch; advanced marketplace payouts; corporate accounts; loyalty/referral; deeper BI/automation.

Important: The full product vision should guide the architecture now, but this document does not mean every future feature must be delivered in the first website release. Ali should identify what can be delivered in the agreed first release, what belongs in Phase 2, and what technical foundations should be prepared now to avoid rebuilding the platform later.

12. Questions / Decisions for Ali

- Recommended technical architecture for website + web app + future mobile app.
- Which features can be included in the first agreed release and which require Phase 2?
- How will real-time Online/Offline status and the Job Pool work technically?
- How will live location/tracking work, and what services/APIs and monthly costs will it require?
- How will double-booking be prevented when multiple interpreters see the same job?
- How will customer, interpreter and admin authentication/permissions be structured?
- How will iyzico or another payment provider be integrated, and can the model support interpreter payouts/reconciliation?
- Where will data be hosted, backed up and logged, and which accounts will be owned by Tongue?
- What is the first reviewable milestone and delivery timeline for each phase?