CS495 Software Project Proposal: The Detailer's Edge

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1 Client Information

1. Client name: Emerson Jordan

2. Client title: Business Owner

3. Client email address: emersonjordan9@gmail.com

4. Client employer: Self-Employed

5. How you know the client: Previously detailed a family member's vehicle

2 Project Description

2.1 Overview

The client, Emerson Jordan/The Detailer's Edge, is a self-employed business owner, seeking to improve his business's online presence and streamline his appointment scheduling process. His current online presence is an Instagram account where he handles all client interactions, including appointment scheduling. His current scheduling process involves direct messaging and phone calls, both of which can quickly become time consuming, limiting his ability to expand his business.

To address his current challenges, our client has proposed a dedicated website to provide his clients an easy to understand and efficient way to schedule appointments. Automating the scheduling process through a user-friendly website will help Emerson save time, improve overall client satisfaction, and attract new clients through its professional image.

Additionally, the website will serve as a portfolio for Emerson in which he can showcase the quality of his work. The website will also improve the company's credibility and trustworthiness by showing customer testimonials and reviews. Finally, the website needs to be mobile-friendly catering to his largely mobile-based clientele. Ultimately, this project will help Emerson/The Detailer's Edge focus on solely delivering high quality work, while positioning his business for success in a competitive digital market.

2.2 Key Features

1. Appointment Booking System

   - A user-friendly interface that allows clients to select available dates and times.
   - Automated appointment confirmations and reminders via email or text.
   - An option for clients to reschedule or cancel their appointments online.

2. Services Catalog

   - A page showcasing detailed descriptions and pricing for each service offered.

- Images of past work to illustrate the quality and scope of services.

3. Contact and Support

  - An easy-to-find contact form and direct links for quick communication with the business.
  - Option to connect through various platforms (Instagram, email, phone).

4. Testimonials and Review

  - A section for client testimonials and ratings to build trust and credibility.

5. Admin Login

  - A dashboard providing insights into popular services, and booking trends.
  - Perform content updates without coding.

6. Responsive Design

  - A mobile-optimized design to ensure that clients can book appointments easily from any device. (essential as the majority of his clients will book through mobile)

7. SEO

  - Basic on-page SEO setup to ensure the website ranks well on search engines, attracting more local clients.

8. Instagram Integration

  - Embedding the client's Instagram feed or images to showcase recent work and attract followers.

2.3 Why this Project is Interesting

This project is interesting enough to be a capstone project as it addresses the real-world challenges faced by small business owners in today's digital world. The business's current system of manually handling appointments through direct messages and phone calls can quickly become time consuming and therefore limits the growth of the company. Building a website dedicated to automating his bookings streamlines his business while also improving the business's professional image.

This project encapsulates web development, user interface design, and some e-commerce-like functionality. All of these skills are necessary to provide a modern and highly usable product for the client. The project also provides an opportunity to work alongside a business owner and understand the impact technology can have on a business.

Overall, the project shows how important it is for even small businesses to incorporate some form of modern technology into their services. This project has great potential to improve how the client operates his business as a whole, ultimately helping the company compete in a digital world.

2.4 Areas of CS required

1. Web Development

  - Front-end web development
  - Back-end web development
  - Frameworks (react, node.js)

2. UX Design

  - A user-friendly interface will be vital for the booking system
  - Accessible website
  - Easy to navigate on mobile and desktop

3. Software Engineering

- SE principles will be used to build a reliable, maintainable, and scalable application.
- Version Control
- Testing

2.5 Potential Concerns and Questions

Concerned about scalability and performance. Ideally, the website should be able to handle increased traffic as the company grows.

3 Comparison to Draft

This project was proposed by Jonathan Ramos and has been selected by both partners to serve as our capstone project. Additionally, the proposal now includes admin login functionality, meeting the necessary capstone requirements. The admin should have unique login credentials, giving access to perform live updates to the website without the need for any code.