Customer Identification Report

1) **Customer Name & Business Type:**
   Customer name: Bros and Blades
   Business type: Barbershop in Riga, Latvia

2) **Problem description:**
   The owner of the barbershop is taking and managing appointments manually over WhatsApp. Considering the large number of customers, it takes a lot of their time to deal with booking. It sometimes lead to missed appointments, scheduling conflicts and so on. A digital booking system can streamline this process, allowing both customers and barbers to manage appointments more efficiently.

3) **Why this customer was chosen:**
   Bros and Blades was selected because it operates in a busy environment where manual appointment scheduling can be a challenge. The barbershop has a steady customer flow, and an automated system would help reduce their workload, improve customer experience, and minimize scheduling errors.

4) **Estimated development time and planning:**

Week 1: Requirements Gathering & Planning

- Discuss detailed requirements with the barber.
- Identify necessary features and available technologies.
- Create a basic wireframe/mockup of the system.

Week 2: Development & Front-End Implementation

- Develop the website layout with basic functionality.
- Implement service selection, barber selection, and appointment scheduling.

Week 3: Back-End Development & Email Automation

- Integrate database for storing appointments.
- Implement email notifications for booking confirmations.
- Test the system for usability and performance.

Week 4: Testing & Deployment

- Conduct final testing and bug fixes.
- Deploy the system and provide basic training for the barber.

Proof of Customer Agreement:

Gmail

Ahmad Ughurluzada <ahmadughurluzada@gmail.com>

Free website to manage bookings

Ahmad Ughurluzada <ahmadughurluzada@gmail.com>
To: Janis Ruks <bros.and.blades@gmail.com>

16 February 2025 at 20:18

On Sun, 12 Feb 2025 at 19:26, Janis Ruks <bros.and.blades@gmail.com> wrote:

Hi Ahmad,

Thanks for offering your help. An online booking website could definitely improve our service and save us some time.

We are definitely interested in your offer. A simple website that allows customers to book their appointment online and choose a service (we offer haircut, beard trim, washing hair, face masks and massages). We are three people in this barbershop, it would be also good if customers could choose whom they want to get service from.

If you think, you can develop such website. We would like to discuss further details.

Looking forward to hear from you,
Janis Ruks, Bros and Blades.

On Sun, Feb 15, 2025, 16:15 Ahmad Ughurluzada <ahmadughurluzada@gmail.com> wrote:

Hello,

I hope this email finds you well. My name is Ahmad and I am a student at RTU working on a project that involves developing a simple website for local businesses like yours.

I understand from your views that you have a lot of customers and managing those customers manually can be time-consuming. I would like to offer you to create a website for you that will help you to automate this process. It will be free of charge and tailored to your requests. If you are interested, please respond to this email and also mention what type of website you are looking for.

Best regards,

Ahmad Ughurluzada.