**Customer Identification Report**

1. **Customer Name & Business Type:**

Customer name: Bros and Blades

Business type: Barbershop in Riga, Latvia

1. **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.

1. **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.

1. **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:**

**A screenshot of a email

AI-generated content may be incorrect.**