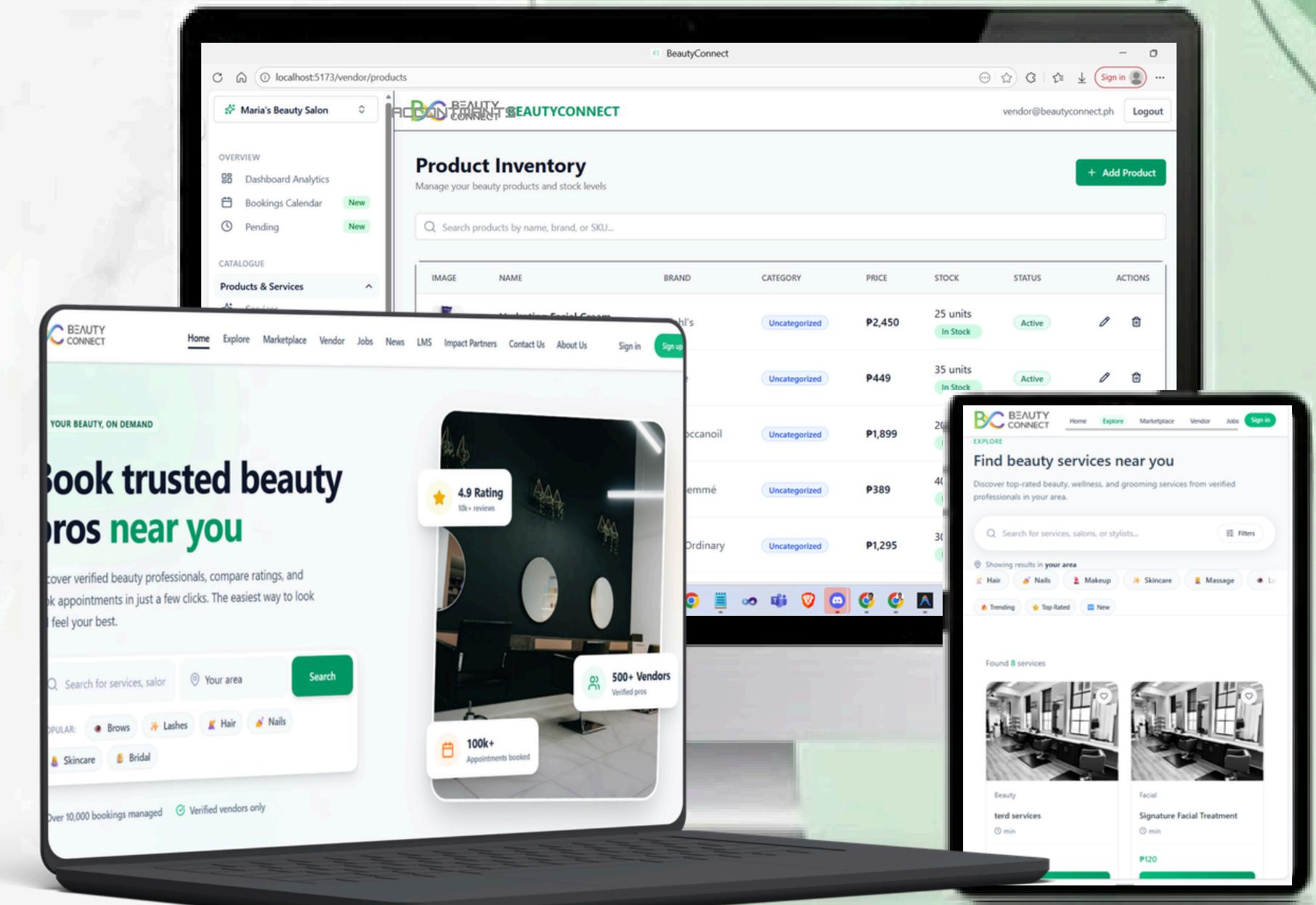




BeautyConnect - Booking, Products, CRM for Modern Salons

A multi-tenant platform that helps beauty businesses manage bookings, sell products, and build lasting client relationships in one place.



Project Overview

BeautyConnect addresses key operational and customer experience challenges within the beauty services industry through a unified digital platform.

The Problems

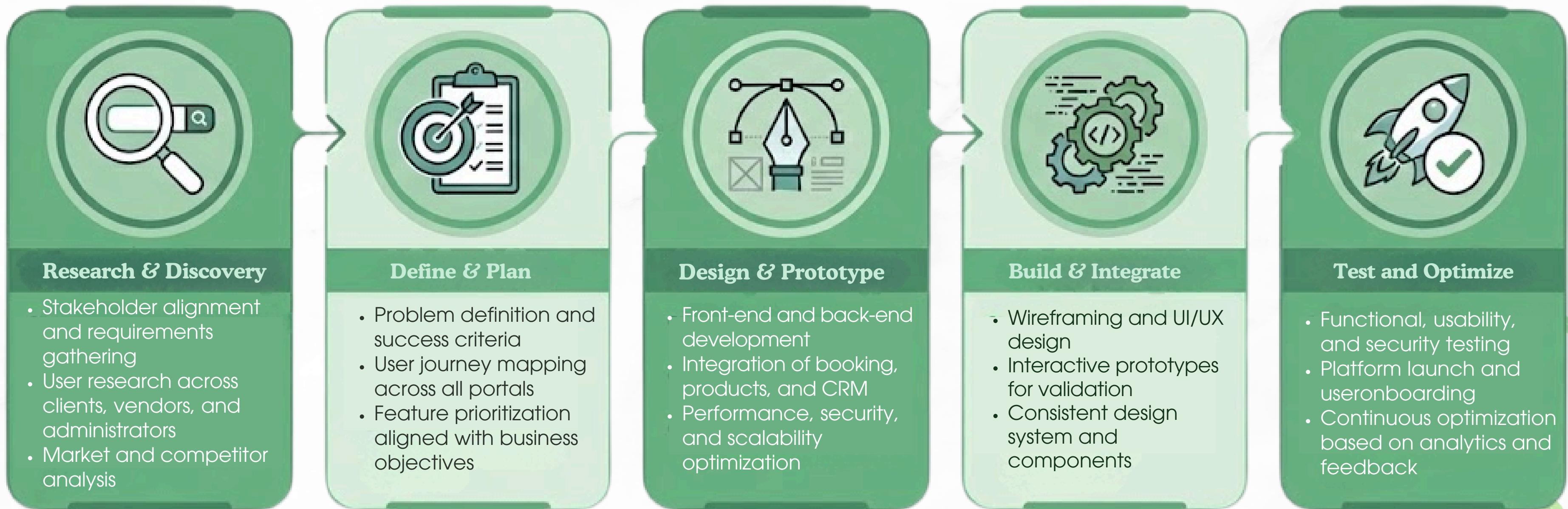
- Clients struggle to find trusted salons offering real-time availability, transparent pricing, and a seamless booking experience.
- Bookings are fragmented across calls, messages, and walk-ins, resulting in missed appointments, scheduling conflicts, and payment inefficiencies.
- Salons rely on disconnected tools or manual processes to manage schedules, product inventory, and customer information.
- Business owners lack a consolidated view of service revenues, product sales, and customer history, hindering data-driven decision-making.

The Goals

- Centralize Booking, Products, and Customer Relationship Management (CRM) into a single intuitive platform.
- Reduce administrative workload for salon owners and staff to enhance operational efficiency while increasing bookings and product sales.
- Deliver a modern, seamless experience for both clients and vendors that supports scalability across multiple locations.

Design Process

BeautyConnect follows a structured, user-centered design approach to ensure usability, scalability, and measurable business impact.



USER INTERVIEWS

USER SURVEY

EMPATHY MAPS



User Pain Points

Manual coordination is exhausting and time-consuming

Vendors spend 10+ hours weekly responding to booking requests across multiple messaging apps (Viber, Messenger, WhatsApp). Clients wait hours for replies and can't book outside business hours, leading to lost opportunities and abandoned bookings.

High no-show rates drain revenue without reminder systems

Vendors lose revenue because clients forget bookings made weeks in advance. Staff manually call or text each client for confirmations, consuming 30+ minutes daily.

No systematic follow-up or re-engagement process

Post-service thank-you messages, review requests, and rebooking suggestions are forgotten or inconsistently sent. Inactive clients who haven't booked in 90+ days slip away unnoticed with no automated re-engagement system.





User Pain Points

Client data is fragmented and preferences are forgotten

Notes scattered across paper notebooks, Excel files, and chat histories lead to forgotten allergies, preferences, and past treatments. Multi-location businesses have no unified client view, forcing clients to repeat information at every visit.

Manual tracking of client relationships is overwhelming

Vendors struggle to remember birthdays, preferred stylists, VIP clients, and service cycles (e.g., 6-week touch-ups). Without centralized data, personalized recommendations and loyalty-building opportunities are lost.



User Persona



Name	Sofia Martinez, "The Busy Salon Owner"
Age	38
Education	Certificate in Cosmetology + Business Management courses
Occupation	Owner of "Glow Studio" - a boutique salon with 3 staff members
Location	Urban downtown area, Metro Manila
Living	Small apartment near her salon, commutes 15 minutes daily

Goals

Reduce no-shows by at least 30% through automated reminders

Needs

Automated SMS/email reminders that trigger 24 hours before appointments

Challenges

High no-show rate: Loses ₱5,000-₱8,000 weekly from clients who forget appointments

Frustrations

No centralized system — client notes are lost or inconsistent across staff

Motivation

Work-life balance: Spending less time on admin work and more time with family

User Persona



Name	Jasmine Reyes, "The Career-Driven Client"
Age	29
Education	Bachelor's Degree in Marketing
Occupation	Digital Marketing Manager at a tech startup
Location	Makati CBD, lives in a condo
Living	Shares a 1-bedroom condo with a roommate

Goals

Book beauty appointments quickly without phone calls or waiting for replies

Needs

Instant online booking available 24/7 (even at 11 PM on a Sunday)

Challenges

Busy schedule: Works 9-7 PM, hard to call salons during business hours

Frustrations

Waiting for confirmation: Messages salons on Facebook and waits hours for a reply

Motivation

Efficiency: Maximizing productivity by automating routine tasks

User Persona



Name	Marco Lim, "The Multi-Location Spa Manager"
Age	45
Education	MBA in Hospitality Management
Occupation	Operations Manager for "Serenity Wellness Spa" (4 branches)
Location	Travels between BGC, Alabang, QC, and Cebu branches
Living	Family home in suburban area

Goals

Centralize all bookings across 4 branches in one dashboard

Needs

Multi-location CRM with branch-level filtering

Challenges

Data silos: Each branch uses different systems (Excel, paper, Google Sheets)

Frustrations

No unified client view: Client books at BGC, but QC branch has no history

Motivation

Operational excellence: Running a professional, tech-enabled business

User Stories



"As a salon owner, I want automated booking reminders and a centralized CRM dashboard, so that I can reduce no-shows by 30% and save 10+ hours per week on manual coordination."



"As a busy professional, I want to book appointments 24/7 online with instant confirmation and automated reminders, so that I don't waste time making phone calls or miss appointments."



"As a multi-location manager, I want unified client data across all branches with automated campaigns and analytics, so that I can scale operations efficiently and increase client lifetime value by 40%."

User Journey Map

This journey follows Jasmine (career-driven client)

Stage	Discovering Salon	Browsing Services	Booking Appointment	Receiving Reminders	Attending Service
Action	Looking for a trusted salon for balayage treatment	Exploring available services, stylists, and time slots	Selecting date/time and completing booking	Getting automated reminders before appointment	Arriving at salon and receiving service
Task list	<ul style="list-style-type: none"> • Searching "balayage Makati" • Reading reviews & ratings • Checking salon photos • Comparing prices 	<ul style="list-style-type: none"> • Browsing service menu • Filtering by stylist • Checking available dates • Reading service descriptions 	<ul style="list-style-type: none"> • Selecting time slot • Entering contact details • Adding special requests • Making deposit payment 	<ul style="list-style-type: none"> • Receiving confirmation • Getting 24h reminder • Confirming attendance • Getting 2h reminder 	<ul style="list-style-type: none"> • Checking in at salon • Reviewing preferences with stylist • Receiving service • Making final payment
Feelings	Neutral/Curious	Satisfied	Anxious	Reassured	Delighted
Pain points	<ul style="list-style-type: none"> • Hard to trust new salons • Unclear pricing • No proof of expertise 	<ul style="list-style-type: none"> • Too many options • Unclear booking process • Don't know which stylist to choose 	<ul style="list-style-type: none"> • Fear of booking wrong time • Unclear cancellation policy • Payment security concerns 	<ul style="list-style-type: none"> • Might forget appointment • No easy way to reschedule • Unsure about salon location 	<ul style="list-style-type: none"> • Stylist doesn't know preferences • Waiting time if delayed • Payment takes too long

User Journey Map

This journey follows Sofia (salon owner)

Stage	Morning Preparation	Managing Bookings	Client Communication	Handling No-Shows	End-of-Day Review
Action	Reviewing today's schedule and preparing staff	Receiving and confirming new booking requests	Responding to client questions and sending updates	Dealing with cancellations and empty slots	Analyzing daily performance and client feedback
Task list	<ul style="list-style-type: none">Opening CRM dashboardReviewing appointmentsChecking staff availabilityPreparing client notes	<ul style="list-style-type: none">Receiving booking notificationsApproving/modifying requestsManaging walk-insUpdating calendar	<ul style="list-style-type: none">Answering special requestsConfirming reschedulingSending service updatesHandling complaints	<ul style="list-style-type: none">Marking no-showsAttempting to fill slotsSending follow-up messagesReviewing cancellation reasons	<ul style="list-style-type: none">Checking revenue summaryReading client reviewsIdentifying top servicesNoting recurring issues
Feelings	Slightly Stressed	Satisfied	Frustrated	Disappointed	Thoughtful
Pain points	<ul style="list-style-type: none">Manual data entry from different sourcesPaper notes are disorganizedStaff doesn't have client context	<ul style="list-style-type: none">Too many channels (SMS, Viber, FB)Manual confirmation requiredDouble-booking risks	<ul style="list-style-type: none">Same questions asked repeatedlySlow typing on mobileHard to track conversation history	<ul style="list-style-type: none">No advance warningCan't fill last-minute slotsNo penalty system	<ul style="list-style-type: none">Data scattered across platformsManual calculation of metricsHard to identify trends

Problem & Hypothesis Statements



Sofia Martinez

Problem Statement

Sofia is a salon owner who spends over 10 hours per week manually coordinating bookings through multiple messaging apps (Viber, Messenger, WhatsApp) and loses ₱5,000-₱8,000 weekly to no-shows because clients forget appointments. She also struggles to remember each client's preferences and past services because her notes are scattered across paper notebooks and Excel files, leading to inconsistent service quality.

Hypothesis

If Sofia is provided with an automated booking system that includes 24-hour SMS reminders and a centralized CRM dashboard showing each client's service history and preferences, then she will reduce no-shows by 30%, save 10+ hours per week on administrative tasks, and provide more personalized service that increases client retention.

Problem & Hypothesis Statements



Jasmine Reyes

Problem Statement

Jasmine is a busy professional who struggles to book beauty appointments because salons only respond to messages during business hours when she's in meetings. She often forgets appointments booked weeks in advance and has to set manual phone reminders. She also can't remember which stylist gave her the best haircut or when she last got a treatment, forcing her to repeat these questions every time.

Hypothesis

If Jasmine uses a platform with 24/7 online booking, instant confirmation, automated appointment reminders with one-tap confirm/reschedule, and a personal service history dashboard, then she will never miss an appointment, save 30+ minutes per booking, and build consistent relationships with her preferred beauty vendors.

Problem & Hypothesis Statements



Marco Lim

Problem Statement

Marco manages 4 spa branches with 30+ therapists but has no unified system to track client data, booking patterns, or campaign performance across locations. Each branch uses different tools (Excel, paper, Google Sheets), causing duplicate client records and inconsistent experiences. His staff spends 30+ minutes daily making manual reminder calls, and he has no systematic way to identify VIP clients or re-engage inactive customers, leading to lost revenue opportunities.

Hypothesis

If Marco implements a multi-location CRM with unified client data, automated booking reminders across all branches, behavior-triggered campaigns (reactivation, package renewals, VIP perks), and real-time analytics dashboards, then he will increase client lifetime value by 40%, reduce operational costs by eliminating manual processes, and scale confidently to 10+ locations within 2 years.

Value Propositions

A unified digital platform that connects customers with beauty businesses, integrating seamless booking, product sales, and intelligent customer relationship management. Designed to enhance convenience, operational efficiency, and business growth.

Booking

- Centralized appointment scheduling with real-time availability
- Automated confirmations and reminders
- Secure and flexible payment options



CRM

- Centralized customer profiles and booking history
- Marketing tools to improve retention and engagement
- Actionable insights through advanced analytics



Products

- Integrated product listings alongside services
- Opportunities for revenue growth through upselling
- Unified transactions for services and products

Value Propositions

SMART SCHEDULING
INTEGRATED COMMERCE
CLIENT INTELLIGENCE
HYBRID PAYMENTS

EXPERIENCE

- Clear, guided journey from discovery to booking, payment, and review
- User-friendly interface across client and vendor portals
- Ratings and reviews to support informed decisions

EFFICIENCY

- Centralized workflows that reduce manual administrative tasks
- Streamlined operations for bookings, orders, and customer management
- Faster service delivery and improved operational control

TRUST & SECURITY

- Secure payment processing and data protection standards
- Verified vendors and transparent service information
- Role-based access across all user portals

ENGAGEMENT

- Personalized offers and promotions powered by customer insights
- Loyalty and referral mechanisms to encourage repeat usage
- Targeted communication through CRM-driven campaigns

SCALABILITY & GROWTH

- Clear, guided journey from discovery to booking, payment, and review
- User-friendly interface across client and vendor portals
- Ratings and reviews to support informed decisions

ACCESSIBILITY

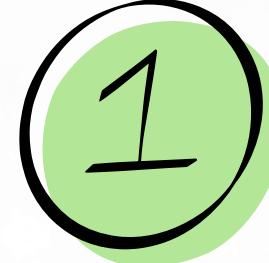
- Multi-device support for mobile and web users
- Consistent experience across all user portals
- Designed for ease of use and adoption

Competitive Audit

FEATURES	BEAUTYCONNECT	FRESHA	BOOKSY	VAGARO
SERVICE BOOKING & SCHEDULING	✓	✓	✓	✓
STAFF MANAGEMENT & ROSTER	✓	✓	✓	✓
POINT OF SALE (POS)	✓	✓	✓	✓
PRODUCT MARKETPLACE (RETAIL)	✓	✓	✓	✓
PH-OPTIMIZED PAYMENT BEHAVIORS	✓			
UNIFIED BOOKING + PRODUCT + CRM	✓			
INTEGRATED LMS (COURSES/COACHING)	✓			
VENDOR-CREATED COURSES	✓			

BENCHMARK

Goal Statements



Booking & Scheduling System BeautyConnect will let clients book real-time slots with deposits while vendors manage schedules, which will affect operations by preventing double-bookings and securing revenue. We will measure effectiveness by tracking booking conversions, deposit collection rates, and reduction in scheduling admin time.



CRM & Client Insights BeautyConnect will let vendors centralize client history and preferences, which will affect business owners by enabling personalized service and VIP identification. We will measure effectiveness by tracking client retention, repeat visit frequency, and usage of client notes



Marketing Campaigns BeautyConnect will let vendors send targeted Email/SMS campaigns, which will affect revenue by driving demand during slow periods. We will measure effectiveness by monitoring open/click rates, bookings generated from campaigns, and marketing ROI.



Automated Workflows BeautyConnect will let vendors automate reminders and follow-ups, which will affect efficiency by reducing manual tasks and no-shows. We will measure effectiveness by tracking the reduction in no-shows, response rates, and volume of collected reviews.



BrainStorm

- How might we streamline the appointment booking process to minimize friction and prevent double-bookings?
 - How might we make the booking experience feel instantaneous for clients while ensuring vendors have full control over their schedule?
 - How might we present real-time staff availability and service durations to eliminate scheduling conflicts?
 - How might we simplify the rescheduling process to reduce friction for clients while protecting vendor revenue?
 - How might we allow clients to easily reschedule or cancel appointments within policy limits to reduce administrative burden?
 - How might we centralize client history and preferences to empower staff to deliver hyper-personalized experiences?
 - How might we visualize client retention data to help vendors understand their business health at a glance?
 - How might we make client notes and past formulas easily accessible during appointments to improve service consistency?
 - How might we use automated reminders to significantly reduce appointment no-shows without manual effort?
 - How might we trigger personalized follow-up messages after appointments to boost reviews and re-booking rates?
 - How might we create a seamless loop where booking data automatically updates client profiles and triggers relevant marketing workflows?
- 

Rapid Sketching

Easy Booking



Quality Products



Smart Automation



Client CRM



Business Analytics



Secure Payments

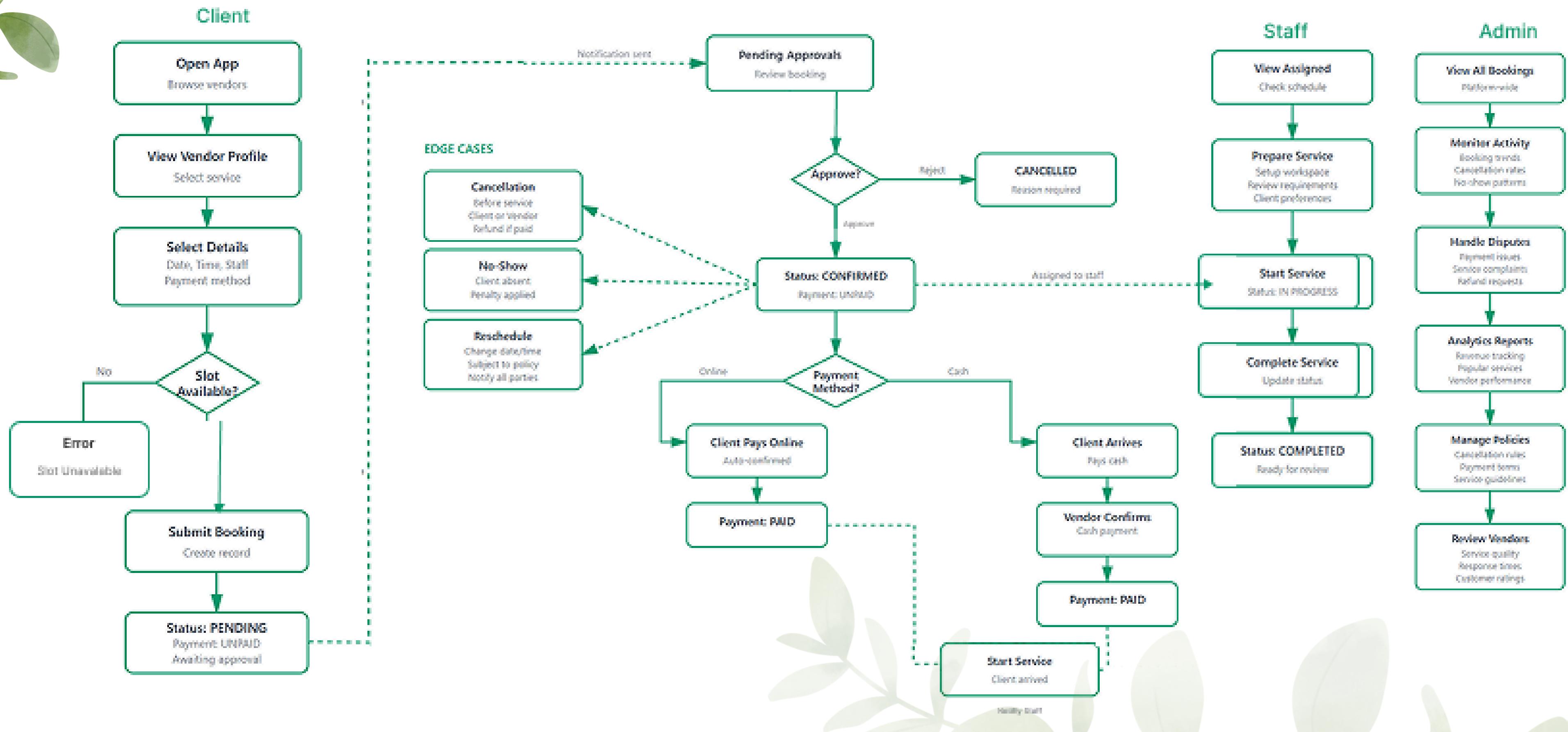


Team Management

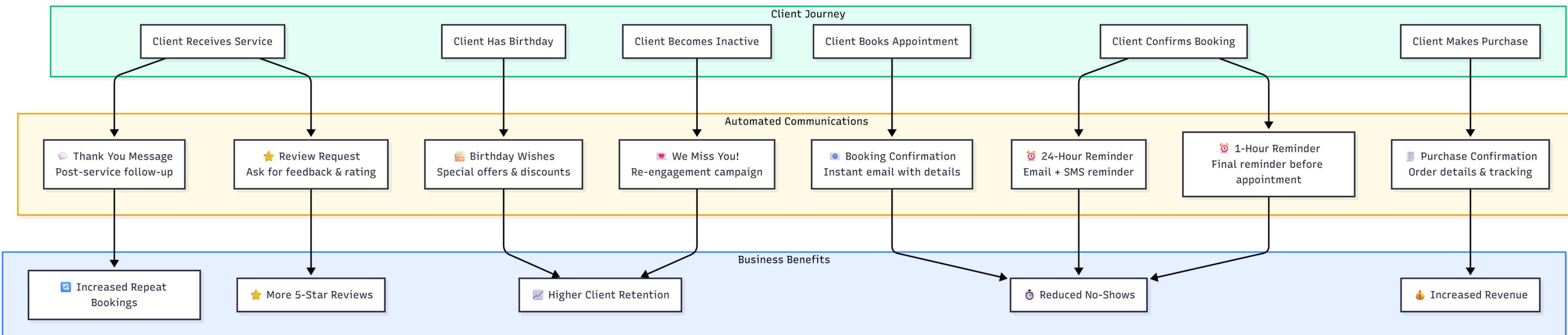


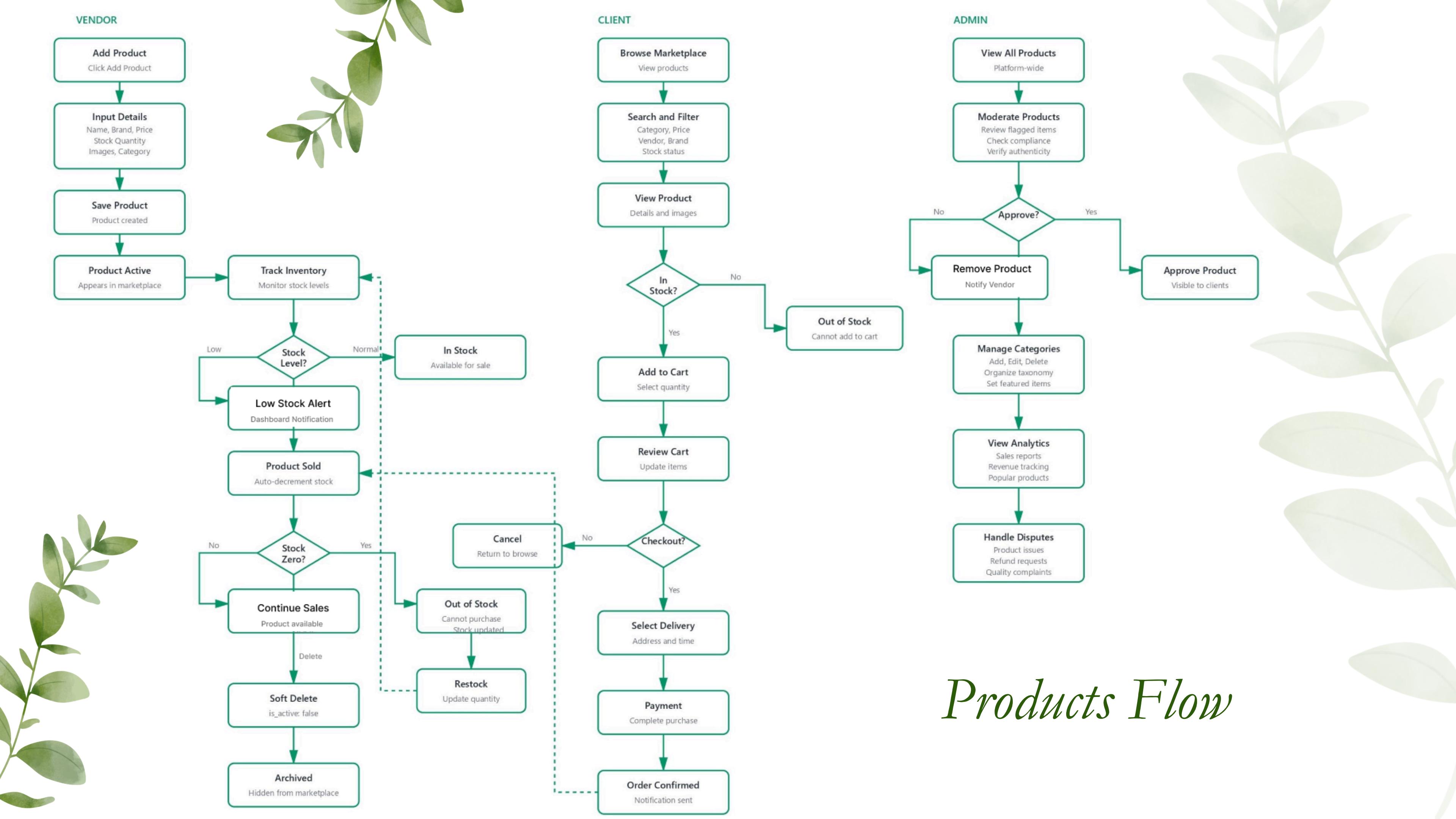
Story Boards

Booking Flow

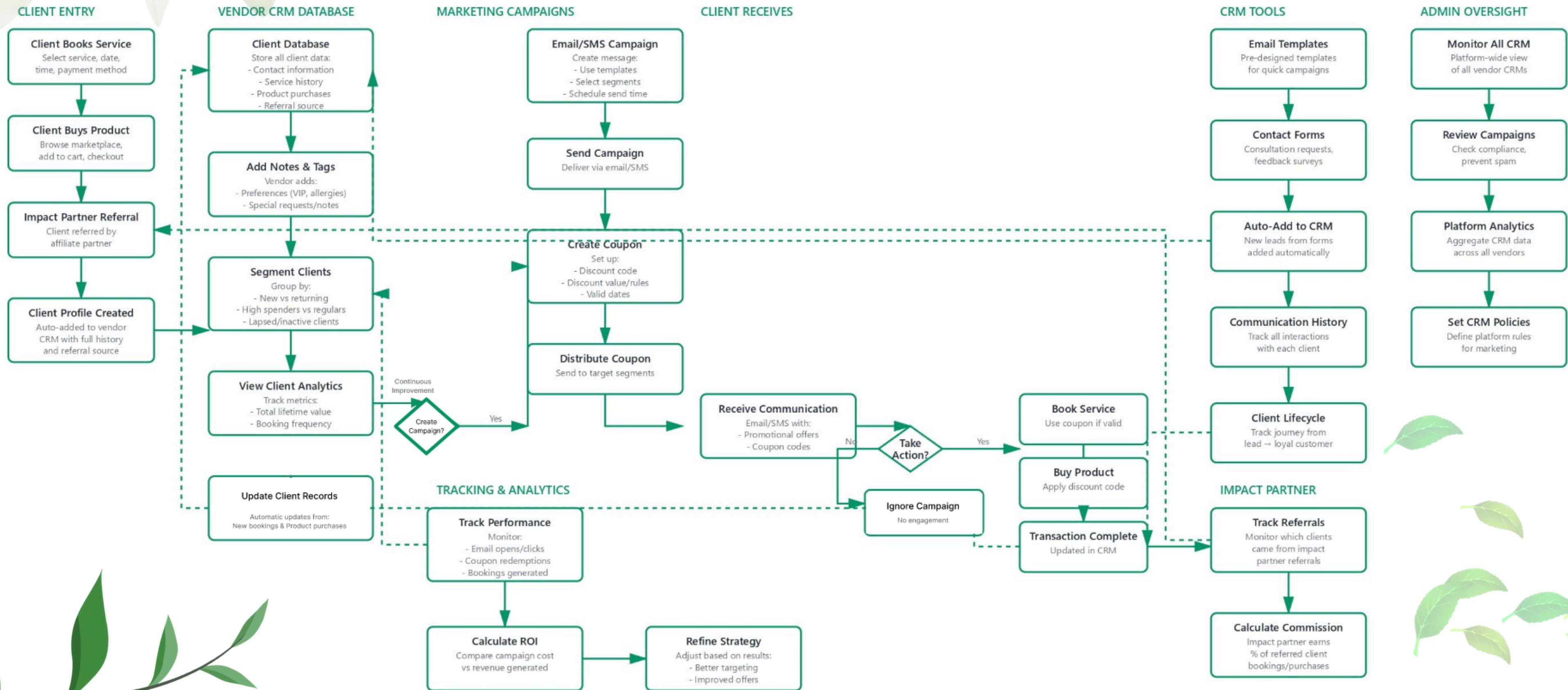


Automation Flow



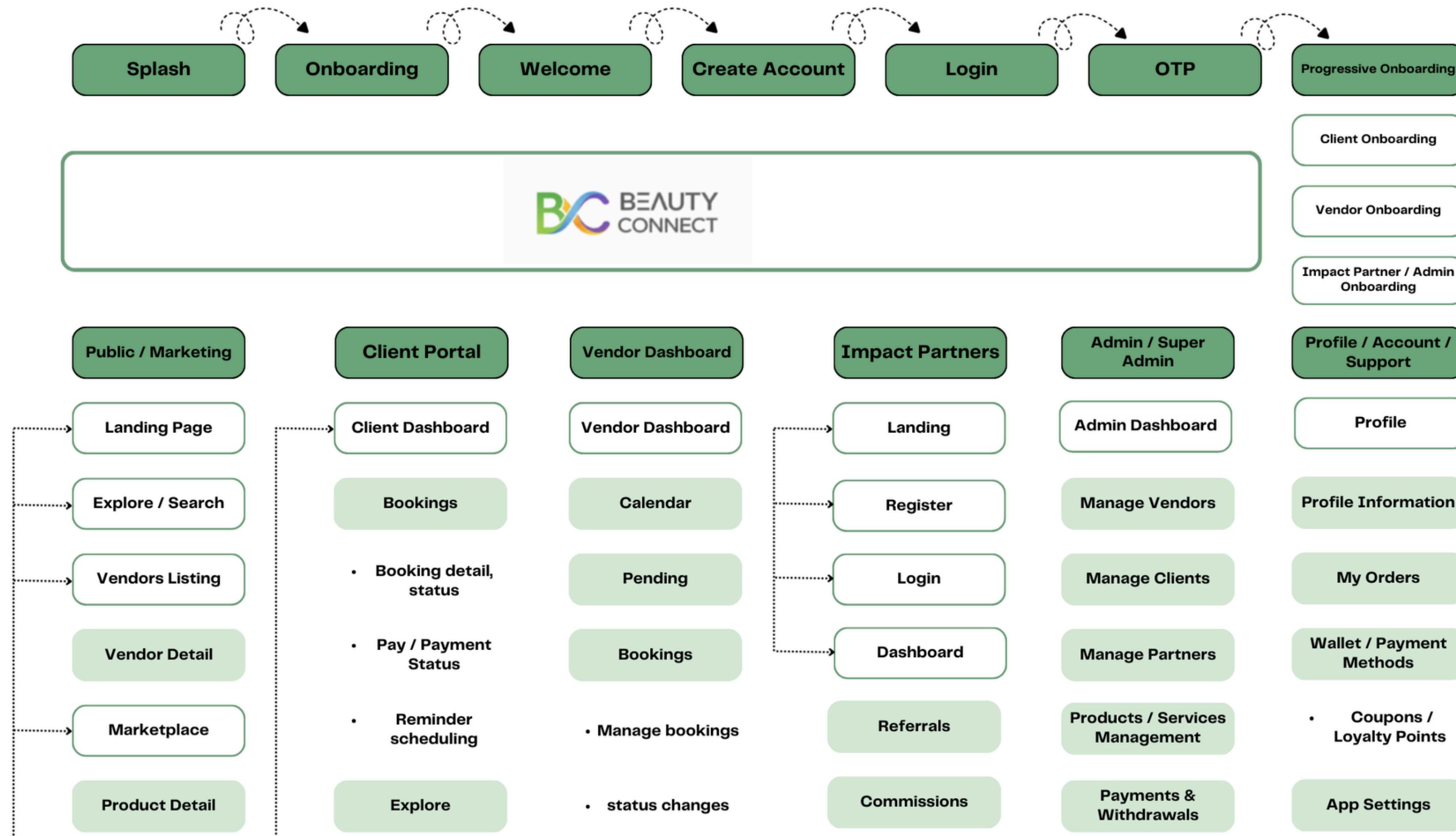


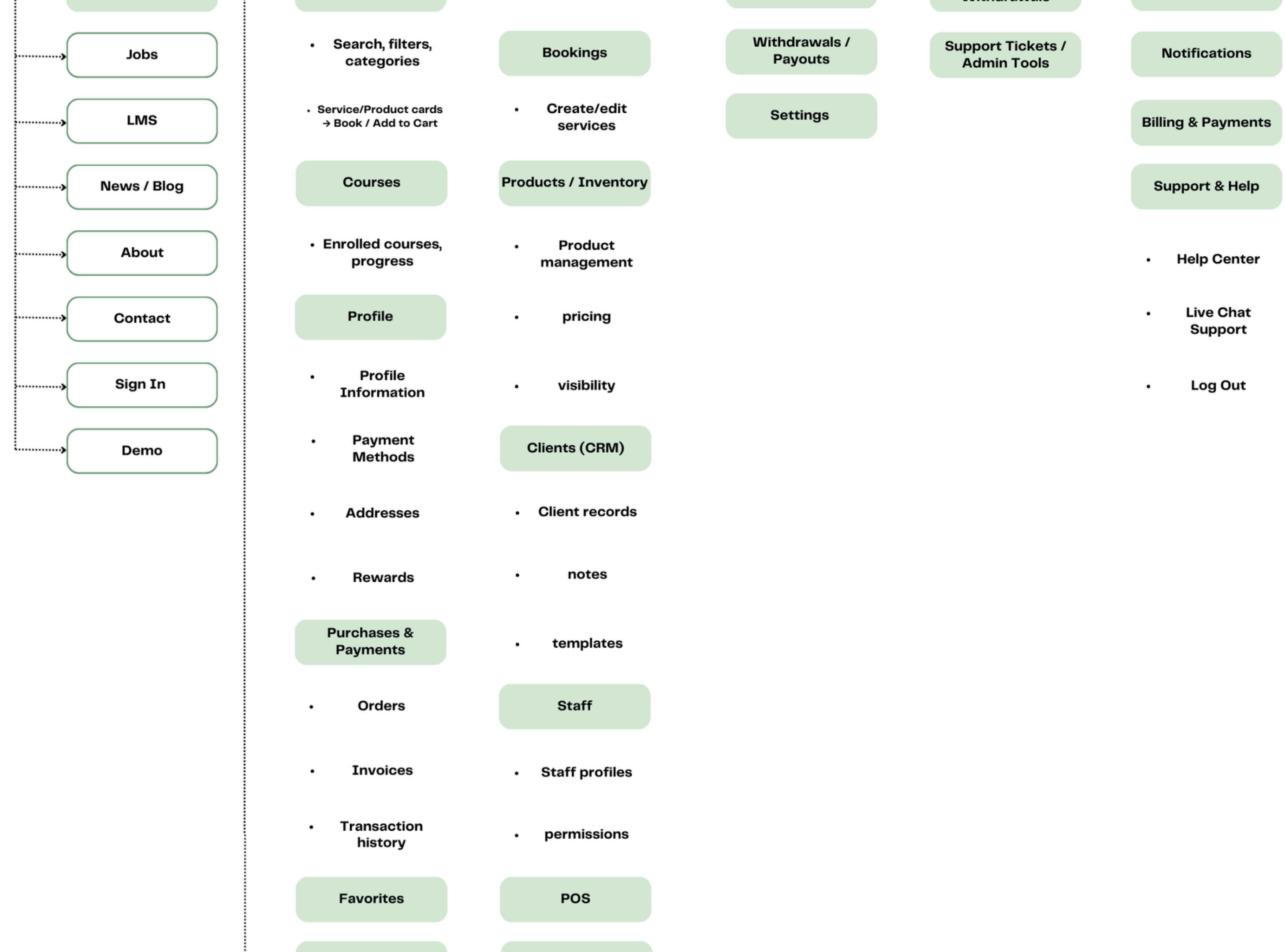
Customer Relationship Management Flow

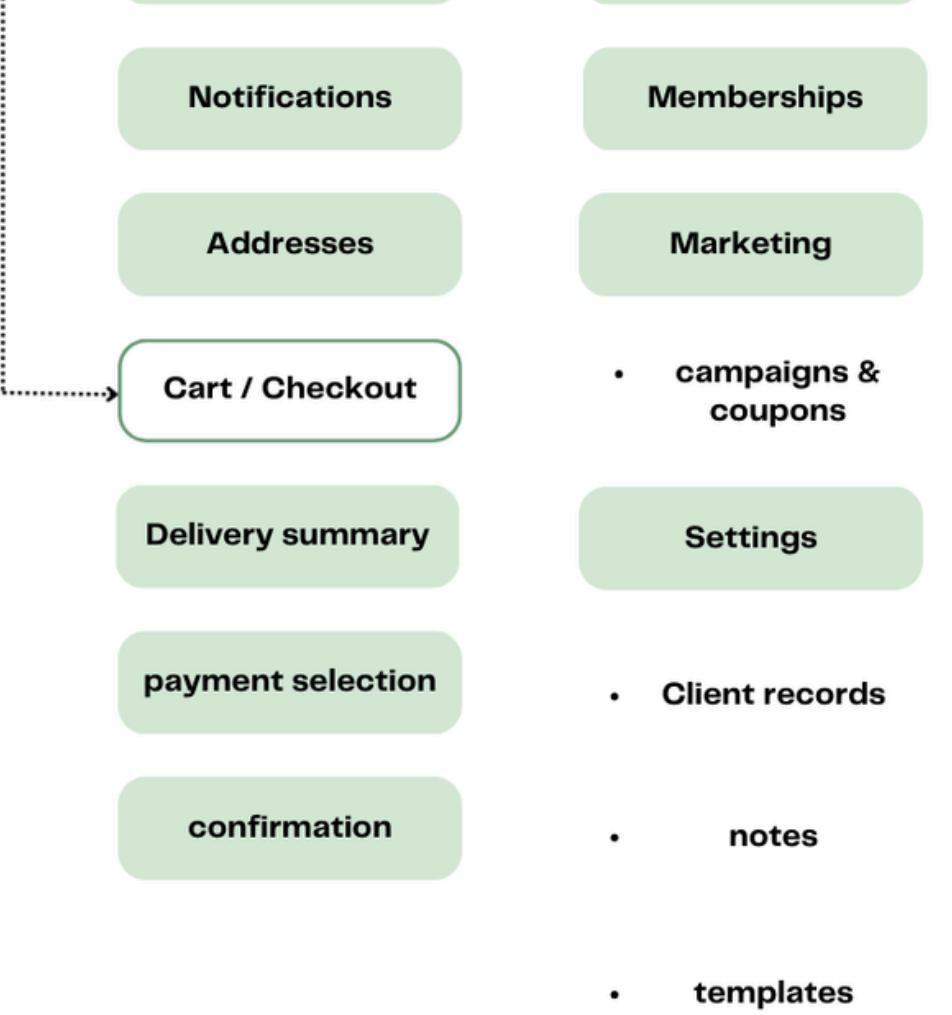


Information Architecture

BeautyConnect's information architecture organizes user-facing content and navigation into clear, task-focused sections to improve discoverability and streamline common user journeys.







Other Features:

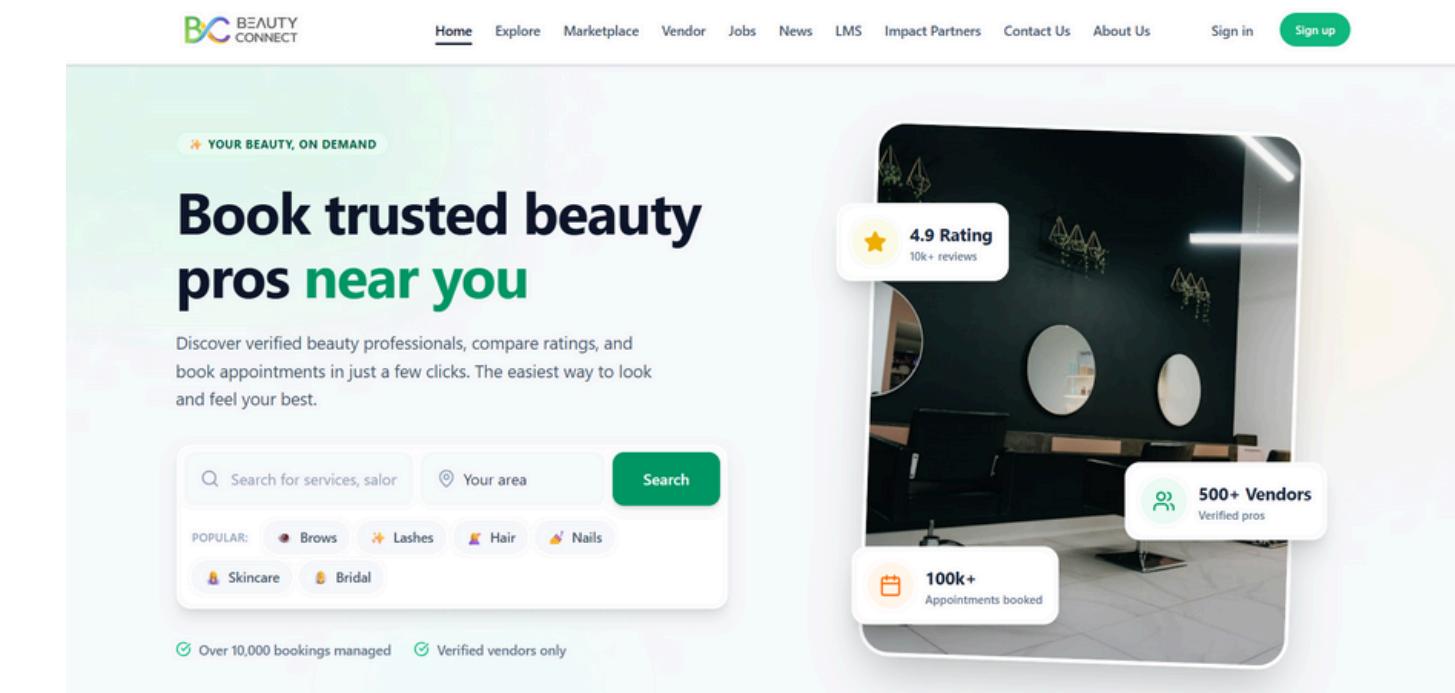
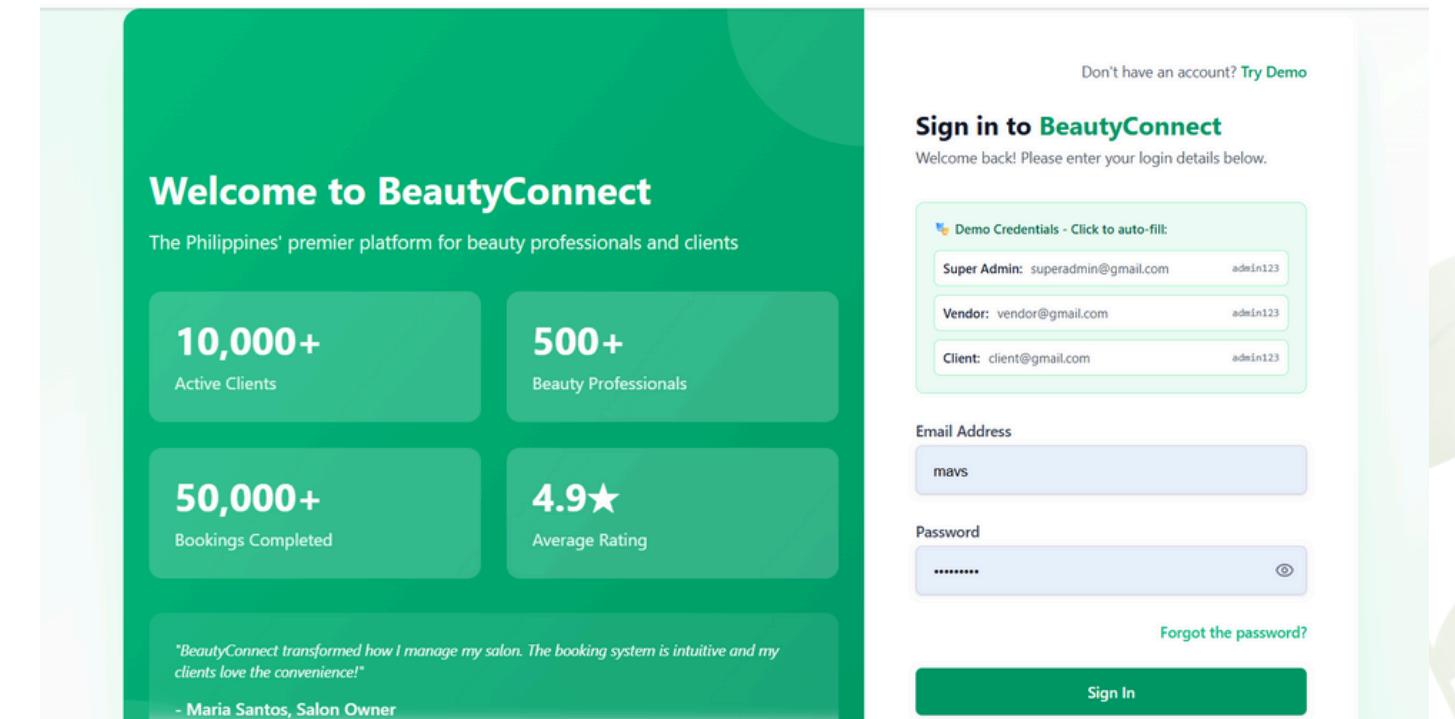
- **Memberships & Loyalty:** Build recurring programs for frequent clients; future-ready for deeper integration with bookings and CRM.
- **Jobs & Hiring:** Post job listings and browse/hire beauty professionals with ratings, experience, and skills tags.
- **Impact Partners:** Referral program that rewards partners for bringing vendors to the platform.
- **Configuration & Settings:** Account, payments, business hours, verification, reminders, and subscription management.

Recommendations

Design / UI / UX

Need Improvements:

- Navigation looks chaotic and overwhelming.
- Inconsistent Spacing System
- Visual and Typography Hierarchy. Generic Design
- Improvements in UI/UX for users and vendors. The client experience is scattered. Repetitive card patterns everywhere.
- Responsiveness/Mobile & No collapsing menu for the client.
- UI for notifications looks generic
- There is no visible in-app guidance or onboarding for new vendors/admins
- The same or very similar labels show up in different roles. Super admin dashboard uses the same card style as vendor

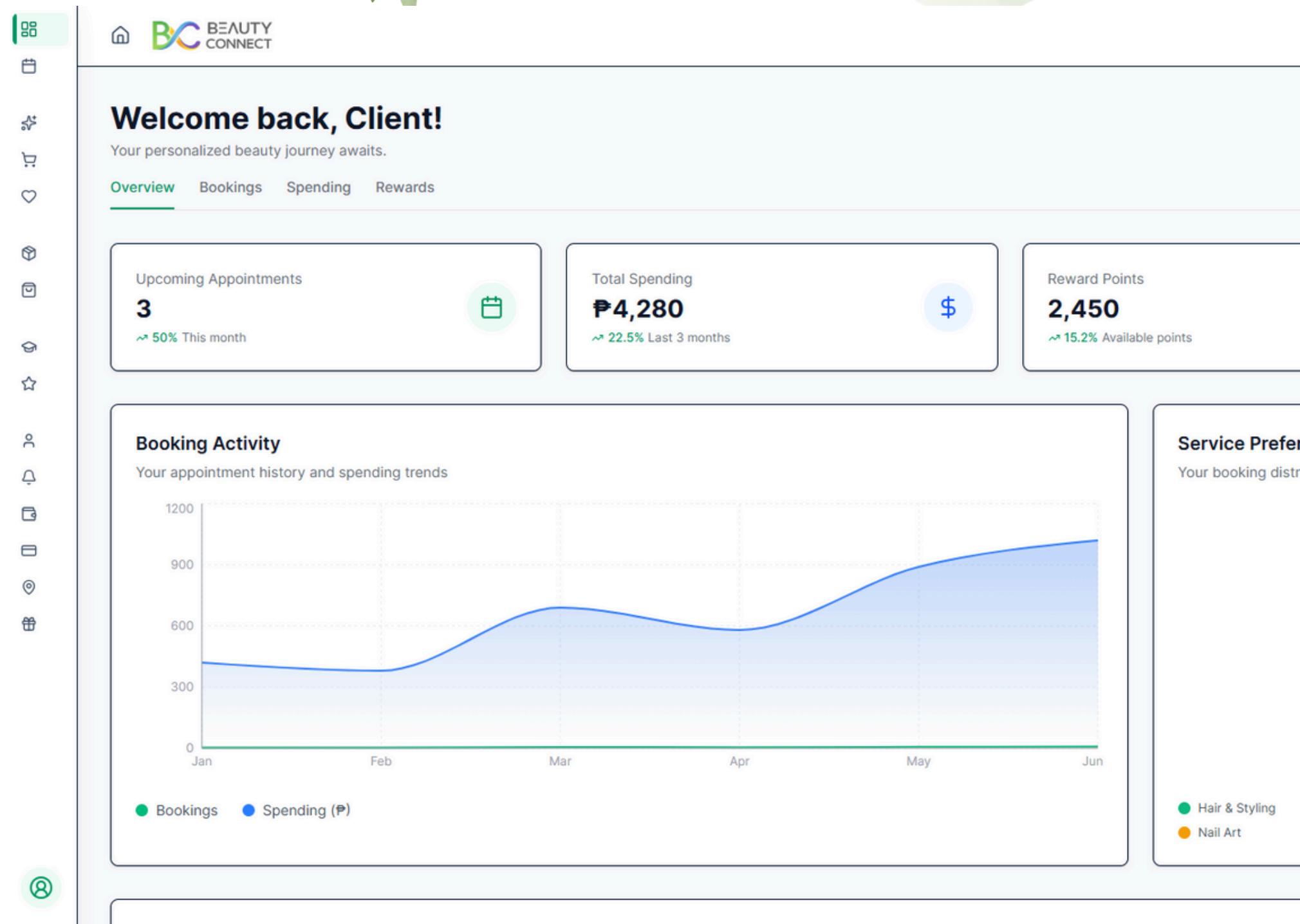


Recommendations

UI/UX Recommendations

Visual Hierarchy & Navigation (Sidebar & Icons)

- Observation:** The current sidebar and dashboard icons are disproportionately small relative to the available whitespace, making the interface feel "empty." Furthermore, the current navigation relies on an implicit interaction where the menu automatically expands when the mouse hovers over the white space.
- Recommendation:** Optimize Icon Scaling & Add Expandable Navigation.
 - Action:** Increase the default pixel size of all key icons to fix the visual imbalance. Crucially, add a "Hamburger" (3-line) menu toggle that allows users to expand the sidebar. When clicked, this should reveal text labels alongside larger versions of the icons.
 - Benefit:** Larger icons improve touch accessibility, while the expandable menu allows users to view labels when needed, reducing cognitive load, or collapse the bar to maximize screen space.

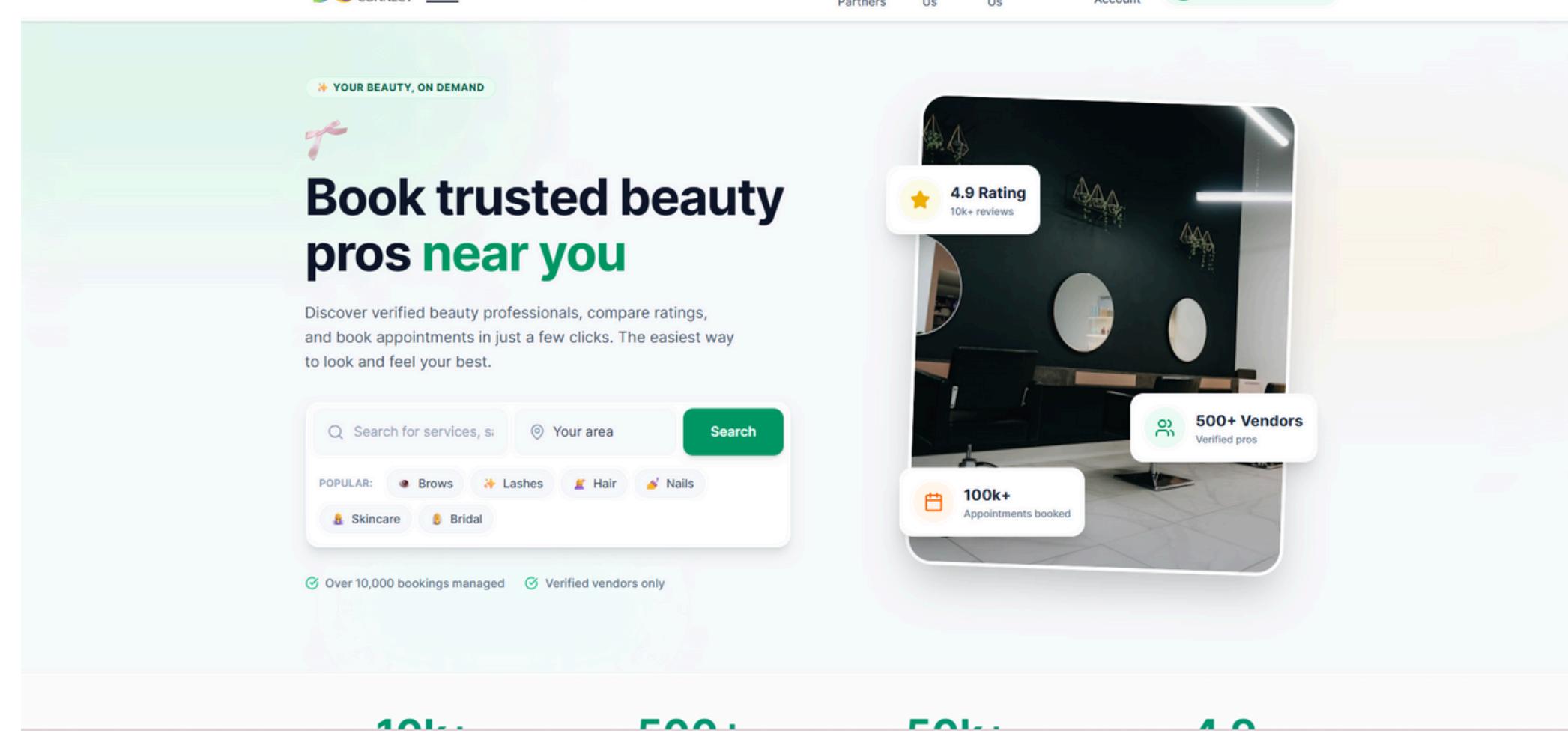
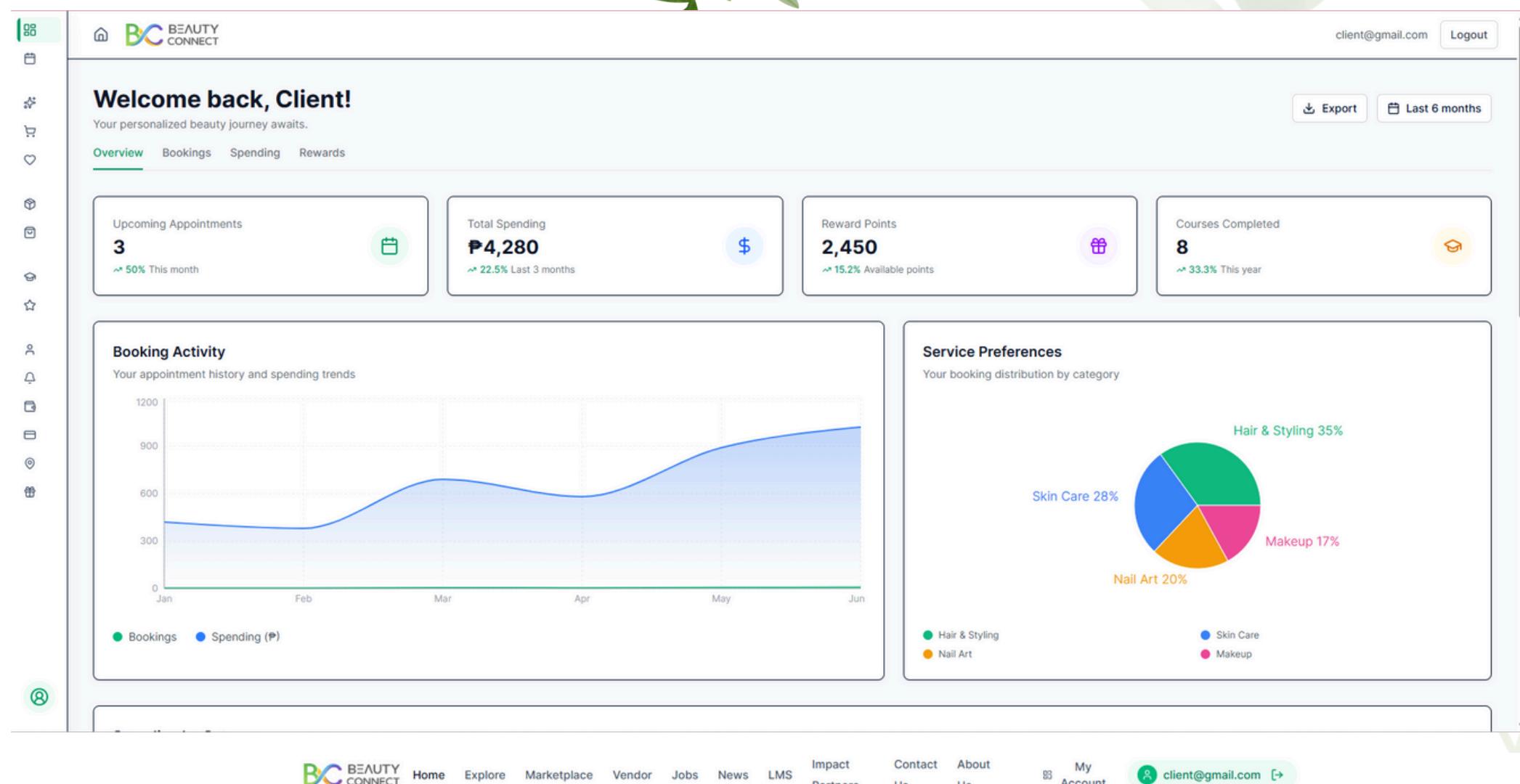


Recommendations

System Status & Error Prevention

(Logout Flow)

- Observation:** Currently, clicking the "Logout" button triggers an immediate session termination without warning. This can lead to frustration if a user accidentally clicks the button while navigating the top menu.
- Recommendation:** Implement a Logout Confirmation Modal.
 - Action:** When "Logout" is clicked, display a dialog box asking: "Are you sure you want to log out?"
 - Benefit:** This adheres to Usability Heuristics (Error Prevention), giving users a chance to recover from an accidental click and keeping them in their workflow.



Recommendations

BOOKING

Option for package/bundle booking

Allows clients to book multiple services together for a discounted price.

Recurring booking

Allows clients to schedule weekly or monthly booking appointments.

The screenshot shows a service listing for a 'Signature Facial Treatment' offered by 'Luxe Beauty Salon & Spa'. The service starts from ₱120. It includes a professional consultation, premium products used, aftercare instructions, and a satisfaction guarantee. The vendor is a verified professional. There are buttons for booking and contacting the vendor.

Signature Facial Treatment

Luxe Beauty Salon & Spa Verified

⌚ minutes ⌚ Luxe Beauty Salon & Spa

About this service

A luxurious 60-minute facial that cleanses, exfoliates, and hydrates your skin for a radiant glow.

About the vendor

Luxe Beauty Salon & Spa
Verified Professional

What's included

- ✓ Professional consultation
- ✓ Premium products used
- ✓ Aftercare instructions
- ✓ Satisfaction guarantee

Starting from
₱120

Book Now >

Recommendations

CRM

Add client frequency indicator

Allows vendors to see potential at-risk clients with low frequency and predict when they're most likely to return.

The image shows a CRM interface with two client profiles displayed side-by-side. Each profile card includes a circular icon with initials, the client's name, email, phone number, total spent, visit count, source, and last contact date. There are edit and delete icons at the top right of each card.

Client	Icon	Name	Email	Phone	Total Spent	Visits	Source	Last Contact
Maria Santos	MS	Maria Santos	maria.santos@email.com	+63 917 123 4567	₱15,800	12	Facebook Ads	Jan 25
Juan Dela Cruz	JDC	Juan Dela Cruz	juan.delacruz@email.com	+63 917 234 5678	₱3,200	4	Walk-in	Jan 22

Recommendations

What more we can add...

- In-app chatbot/assistant for FAQs (payments, bookings, refunds, reminders). Optional (human handoff via chat)
- Provide guided onboarding checklists per role
- Offer calendar sync and reminders: 1-click integration with Google/Apple Calendar plus WhatsApp/SMS reminders for upcoming appointments and follow-ups.
- Add a contextual onboarding checklist.
- Add actionable analytics
- Expose points in the header (“You have 450 points”)

*That's all.
Thank
you!*

Presented By: NexLevel