Discovery - ABC Salon Reservation

Version v1
Status Planning
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Client ABC Salon
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1. Executive summary

Purpose Reduce missed bookings from phone only intake and validate a simple chat booking flow that older customers can use comfortably.

Finding in one sentence Answering calls during service is the primary bottleneck that leads to missed bookings. A very simple chat flow with clear confirmation can capture most standard reservations while special cases still need a phone conversation.

Recommended next move Run a small proof of concept that focuses on conversational clarity and accurate capture of date time and menu. Keep it text based. Defer connections to external systems.

2. Key findings from the conversation

- Booking is currently phone only. Calls often arrive during service and cannot be answered which causes loss of bookings after delayed callbacks.
- The customer base is mostly long term regulars in their seventies to eighties. Some can use LINE yet many feel unsure.
- Staffing is minimal. The owner works most days. The mother helps about two days per week and this varies with health.
- Standard services are cut perm color and occasional set.
- Special cases such as kimono dressing keepsake photos and first haircut for a child require human discussion and should not be auto accepted.
- A chat entry point is acceptable if it is extremely simple. LINE is preferred when possible.
- Operating days change at times. A flexible way to reflect schedule changes is required.

3. Current state snapshot

Process today

Customer calls Stylist is in service and cannot answer Callback is delayed Customer may choose another option

Pain points

- Missed calls lead to lost revenue
- Interruptions during service harm the in chair experience.

- Older customers may feel uneasy with new interfaces unless they are very simple.

4. Users and stakeholders

Role	Who	Notes
Sponsor	Salon owner	Final decisions
Operators	Owner and mother	Daily handling and approvals
End users	Existing customers and some family members	Create booking requests
FDE	Forward Deployed Engineer	Discovery and proof of concept build and review

5. Initial requirements

Must support in the proof of concept

- Capture service date and time through a short conversation with confirmations
- Show a provisional summary that is easy to read
- Provide a clear path to a phone call for special cases
- Keep information only during the conversation for this phase

Not in this discovery outcome

- External connections such as LINE or Google Calendar
- Automated notifications and approvals
- Automatic handling of special services

6. Assumptions and constraints

Assumptions

- Customers use short expressions such as morning or early afternoon.
- Most requests are for cut perm or color.

Constraints

- Upfront spend target about fifty thousand JPY.
- Monthly spend target three to five thousand JPY.
- Operable from a single smartphone.

7. Risks and quick mitigations

Risk	Mitigation
Interface feels difficult for older customers	Use large buttons short choices and one sentence prompts. Offer a clear call option.
Ambiguous tone leads to confusion	Fix a polite calm tone guide. Always confirm date time and service before closing.
Operating days change frequently	Plan an easy sheet based update that staff can edit in the next phase.

8. Success criteria for the proof of concept

• Information extraction accuracy at or above ninety percent for date time and menu • Conversation completion rate at one hundred percent through provisional booking • Customer clarity rating at or above eighty percent by a short survey • Owner naturalness rating at or above eighty percent by review

9. Open questions

• How simple should the fallback message be for customers who still prefer calling • How far should chat guide a special service before handing off to a phone call • Which channel will carry sudden changes to operating days

10. Conversation

You: "Thank you for meeting with me today. First, could you tell me what aspects of taking salon bookings are difficult for you"

Owner: "Well… I just cannot answer the phone. When I am in the middle of a cut or talking with a customer and it rings, I cannot pick up. Then when I call back later, they have already gone somewhere else."

You: "I see. So right now all bookings are taken by phone"

Owner: "Yes. Most of our customers have been coming for years, so everyone calls. Some can use LINE, but they do not use it much."

You: "What age groups are most of your customers in"

Owner: "Mostly older people. Seventies and eighties. Most have been coming for decades."

You: "Do you run the shop by yourself"

Owner: "It is the two of us, my mother and me, but my mother is over eighty now, so lately she only comes about twice a week. Most of the time it is just me."

You: "Your mother is still active. That is wonderful. So the main problem is that when the phone rings for a booking, you cannot answer while you are working on a client"

Owner: "That is right. I cannot answer, and stopping in the middle is not good for the customer. I thought about hiring part time help, but we cannot afford it."

You: "About how many bookings do you get in a day"

Owner: "It depends on the day. On busy days about eight. On slow days maybe only two."

You: "What kinds of services are most common"

Owner: "Cuts, perms, and color. Sometimes a set. We hardly get young customers."

You: "I see. Are there cases that need special menus or special handling"

Owner: "Yes. For example a grandchild's first haircut. They might want a commemorative photo or to keep some hair. Also kimono dressing. For those we need to talk by phone, otherwise the details are unclear."

You: "So for those special bookings you would prefer not to accept them automatically and instead handle them by phone"

Owner: "Yes. For a simple cut, automatic is fine, but for special occasions I want to talk and decide."

You: "Understood. Then it sounds good to accept standard services automatically and guide special ones to a phone call. Would introducing booking through LINE or the web be acceptable"

Owner: "If possible, LINE would be best. Many customers say they can handle LINE. But older customers may need some guidance at first."

You: "Right. If we make it very simple so they can book just by tapping, it should work. How do you decide business days"

Owner: "We are closed on Tuesdays. My mother comes on Thursdays and Saturdays, I think. But if she is not feeling well, we sometimes close suddenly."

You: "Got it. In that case, we need a system that can flexibly change business days by linking to a calendar"

Owner: "Exactly. That is the hard part."