



Business Projects Tracking Platform

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Generative AI

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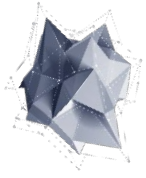


1

Introduction.

Business background and project introduction





Business Persona

A real story for the nail salon owner

Jenna the Nail Technician

Occupation: Nail Technician

Location: Cozy apartment and bustling salon

Challenges:

Managing client communications

Tracking online orders

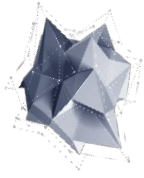
Handling frequent design changes

Workflow:

Salon: Designs on the spot based on client themes and inspirations

Press-On Nails: Custom sets with unique demands





Pain Point

Small business owners need a platform to serve their customers



Time Management: Struggling to balance in-salon appointments with online orders.

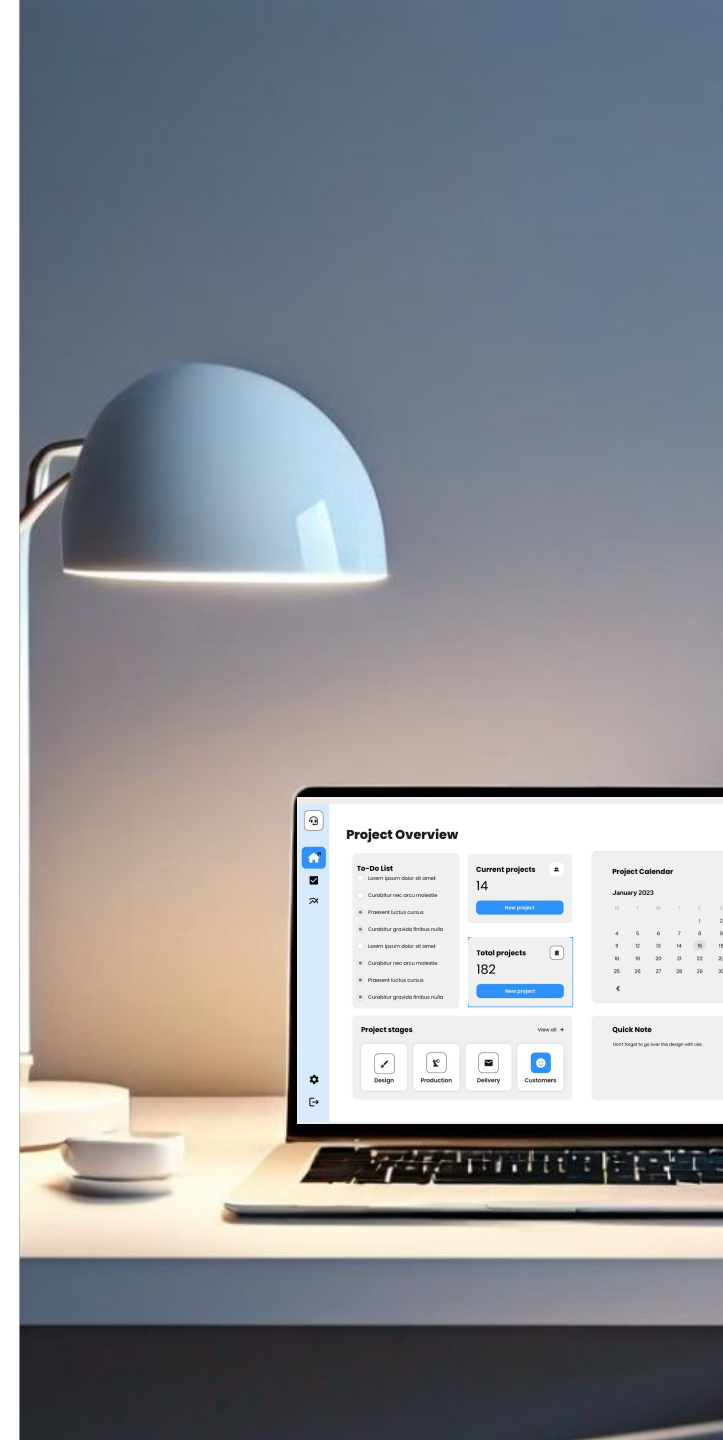
Client Communication: Frequent back-and-forths for design approvals and changes.

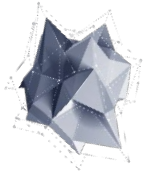
Order Tracking: Difficulty in keeping track of multiple custom orders and their unique requirements.

Design Revisions: Last-minute tweaks disrupting the workflow and schedule.

Lack of Efficiency: No streamlined system to manage tasks, leading to constant rush and stress.

**This is our platform eager to fulfill,
addressing the unique needs of these businesses.**





Platform Introduction

What functions are provided in our platform



Voice and Text Recognition

Advanced recognition technology accurately records customer requests, minimizing manual entry mistakes.



Order Management System

Our platform streamlines order tracking and management, reducing errors and saving time.



Advanced Search Functionality

Keyword-based search extends beyond exact matches to find similar terms, ensuring comprehensive order retrieval.



Enhanced Client Communication

Integrated communication tools keep clients updated on order status and design changes effortlessly

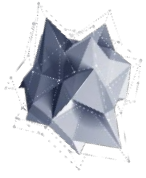


2

Context



Market analysis and competitive landscape



Competitor - Honeybook



Intro

HoneyBook is a comprehensive **client management and project management platform** designed primarily for creative entrepreneurs and freelancers. It offers tools for **managing client communications, project tracking, invoicing, and contracts**



Advantage

It stands out with its **all-in-one platform** that seamlessly integrates client management, project tracking, and financial tools, allowing users to **handle inquiries, proposals, and payments in one place**.



Disadvantage

Higher Cost for Small Budgets: The pricing can be on the higher side for small businesses or startups with limited budgets, starting at \$40 per month for the basic plan.

Limited Customization: While it provides many templates and workflows, customization options can be limited compared to other platforms that allow more personalized configurations

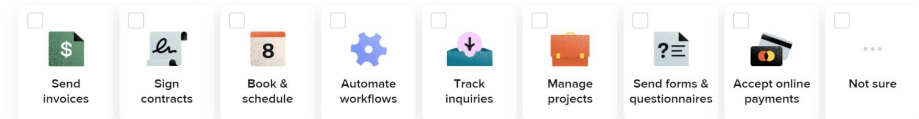
HONEYBOOK

Features ▾ Templates Pricing Resources ▾ Log in

Start free trial

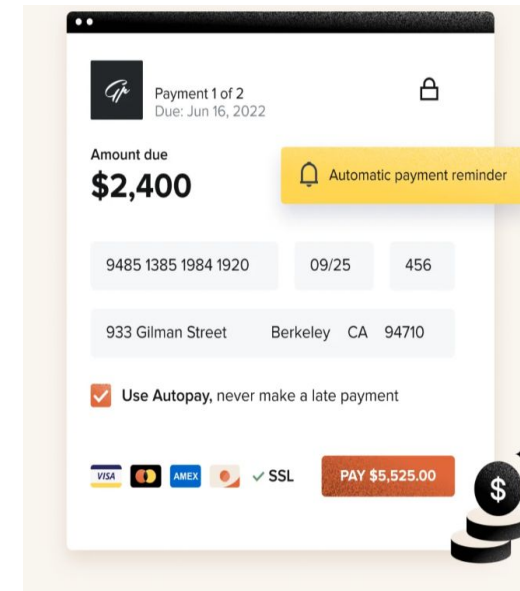
The all-in-one clientflow platform for those who do it all

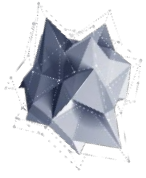
What do you want to do with HoneyBook?



Start free trial

No credit card required





Competitor - Zoho Inventory



Intro

It provides robust inventory and order management features tailored to growing businesses, enabling users to **track inventory, manage orders, and integrate with other Zoho applications** seamlessly.



Advantage

Offers **powerful stock management and order fulfillment tools** suitable for growing businesses.



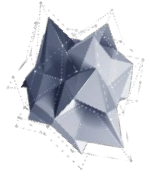
Disadvantage

Limited Free Plan: The free plan only supports up to 20 orders per month, which can be restrictive for even small businesses.

Steep Learning Curve: Despite its robust features, new users often find the platform's full functionality complex to navigate and utilize effectively

The image displays the Zoho Inventory website and its mobile application interface. The website features a clean, modern design with a pink and white color scheme. The main headline reads "Manage inventory and fulfill orders - the right way". Below this, a man is shown sitting on a stack of cardboard boxes, using a laptop. Various data widgets are overlaid on the scene, including a "Sales Order" summary, a "Total Sales" circular chart, and a "To be Shipped" counter. Navigation links for Features, Pricing, Customers, Integrations, Resources, and More are visible in the top right. Two prominent buttons encourage users to "SIGN UP - IT'S FREE" and "EXPLORE DEMO ACCOUNT".

The mobile app interface, shown in the foreground, mirrors the website's functionality. It features a dark sidebar with navigation options like Home, Inventory, Sales, Purchases, Integrations, Reports, and Documents. The main screen displays "Sales Activity" with four key metrics: 228 Qty To be Picked, 6 Qty To be Shipped, 10 Qty To be Delivered, and 474 Qty To be Invoiced. It also includes sections for "Product Details" (Low Stock Items, All Item Group, All Items, Unconfirmed Items) and "Top Selling Items". A "Purchase Order" summary is visible at the bottom left, showing a quantity ordered of 652.00. The app also includes a "Sales Activity" summary and a "Inventory Summary" section.



Our Competitive Strengths

Affordability

Compared to competitors, our platform is designed to be more cost-effective, providing essential features at a lower subscription rate, making it highly suitable for small businesses with limited budgets.

Ease of Use

Our platform emphasizes simplicity and user-friendliness, reducing the learning curve for small business owners who may not have extensive technical expertise.

Tailed Features

While other platforms offer a broad range of features, our platform is tailored specifically to small businesses in creative fields, addressing unique needs like custom order tracking and client communication management.

Our platform stands out by focusing on affordability, ease of use, and features specifically designed for small creative businesses. This makes it an ideal solution for business owners like Jenna, helping them manage their operations more effectively and allowing them to concentrate on their creative work.



3

Demo

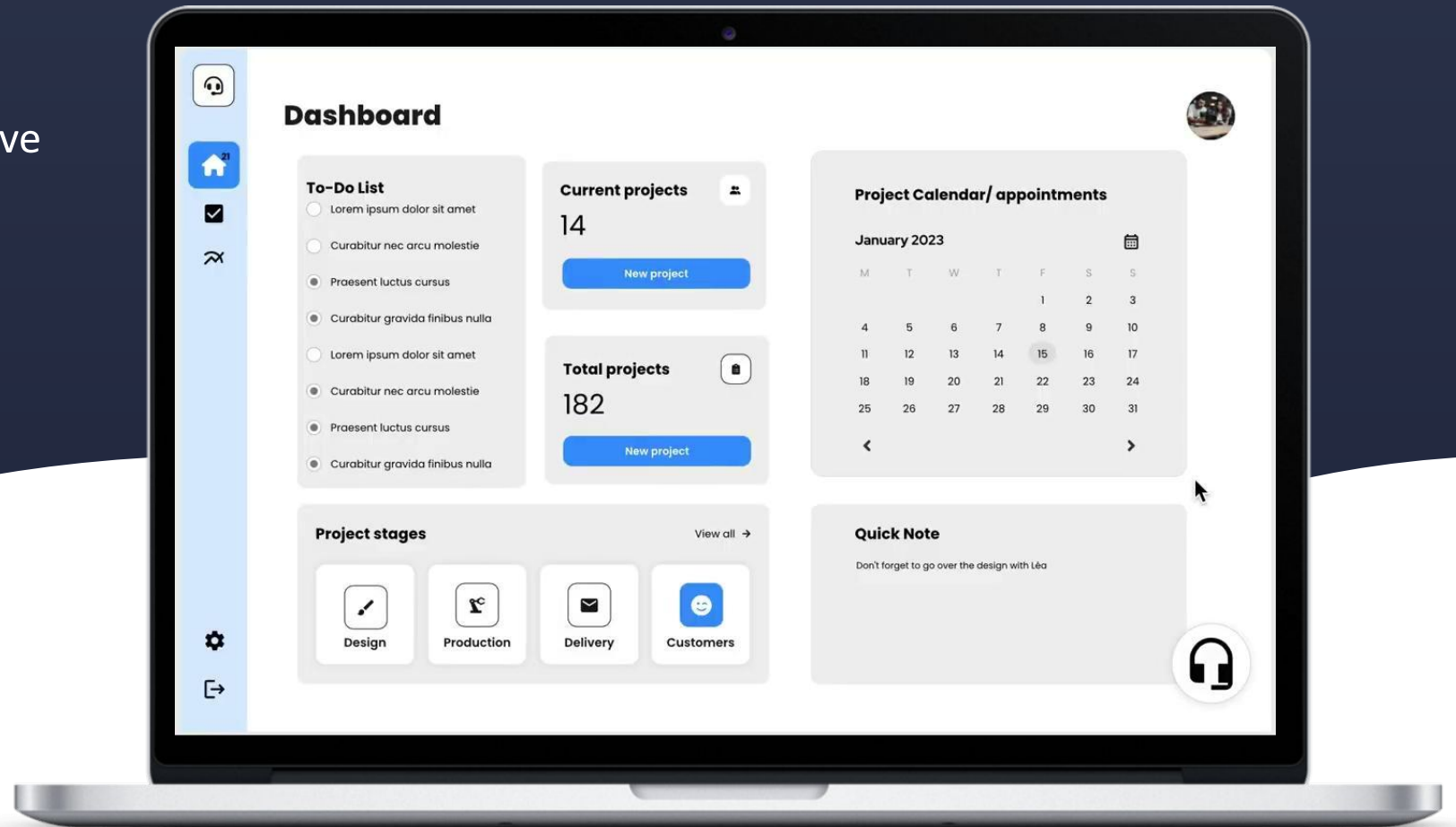


The UI and code part of the platform



User Interface

The User Interface (UI) of our solution is designed to be intuitive and user-friendly, divided into several key pages to streamline the order management

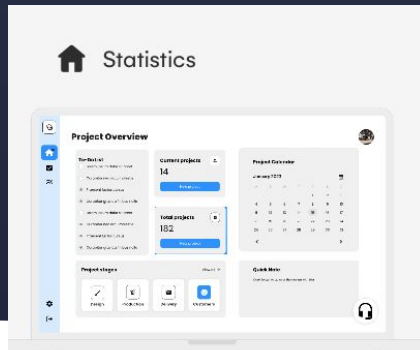


User Interface

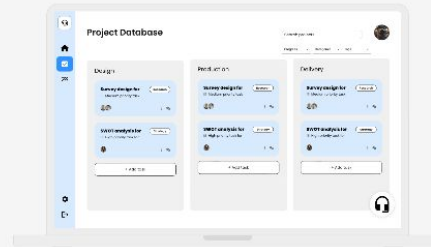
The User Interface (UI) of our solution is designed to be intuitive and user-friendly, divided into several key pages to streamline the order management

1

Sleek and Modern Design



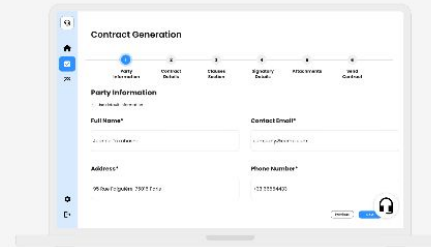
Kanban Board



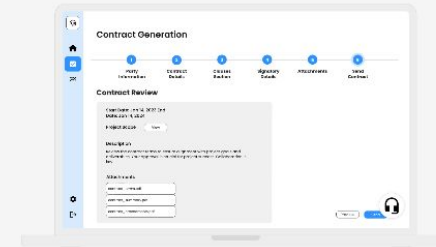
2

Intuitive Navigation

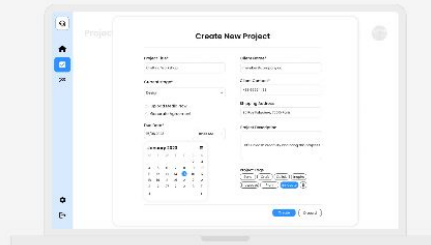
Contract Generation



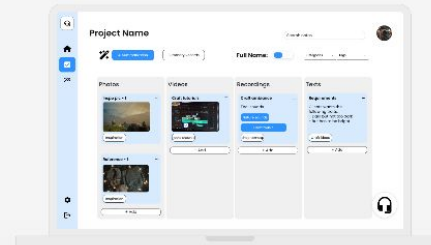
Contract Generation – send c...



Kanban Board

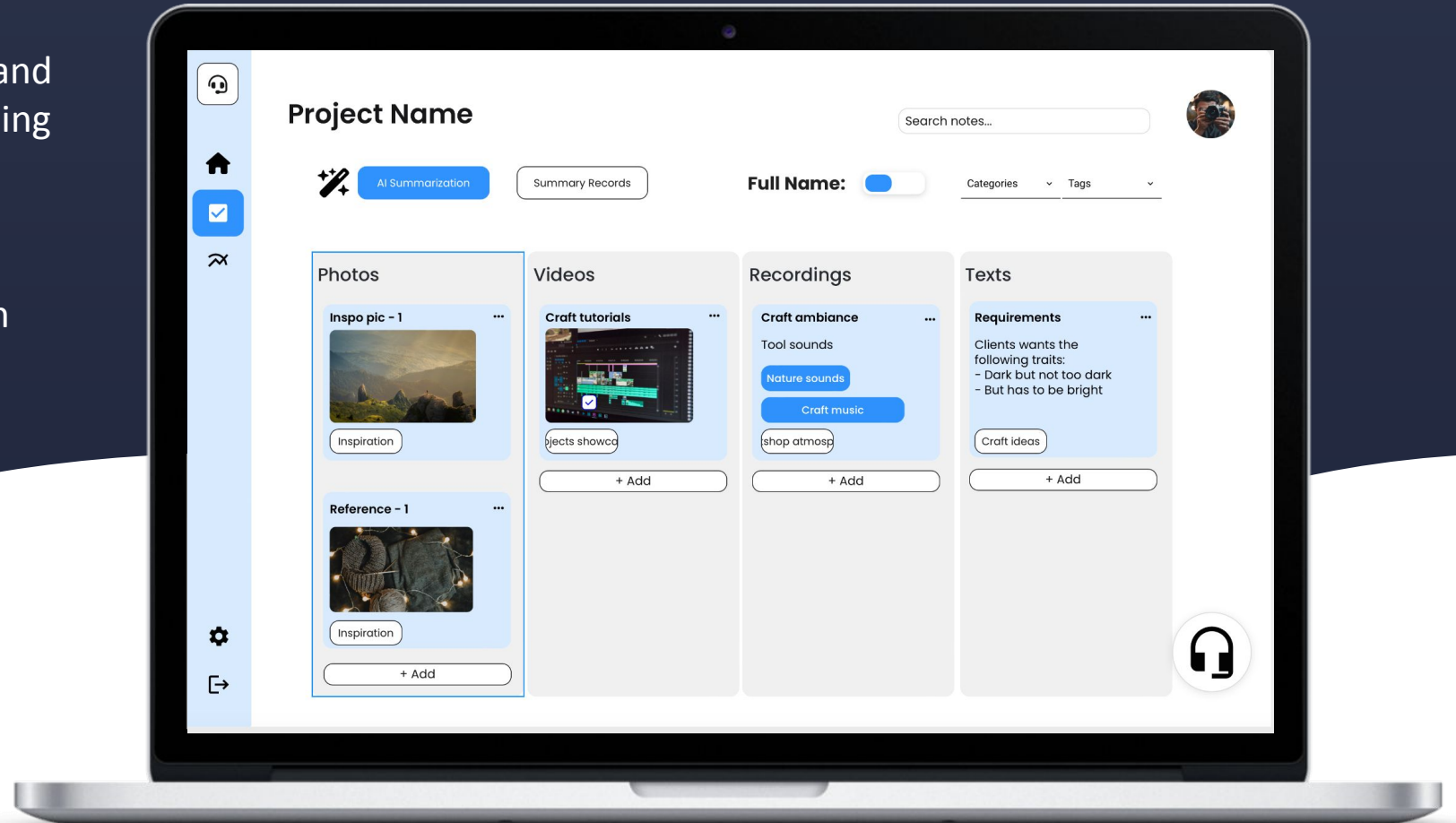


Kanban Board



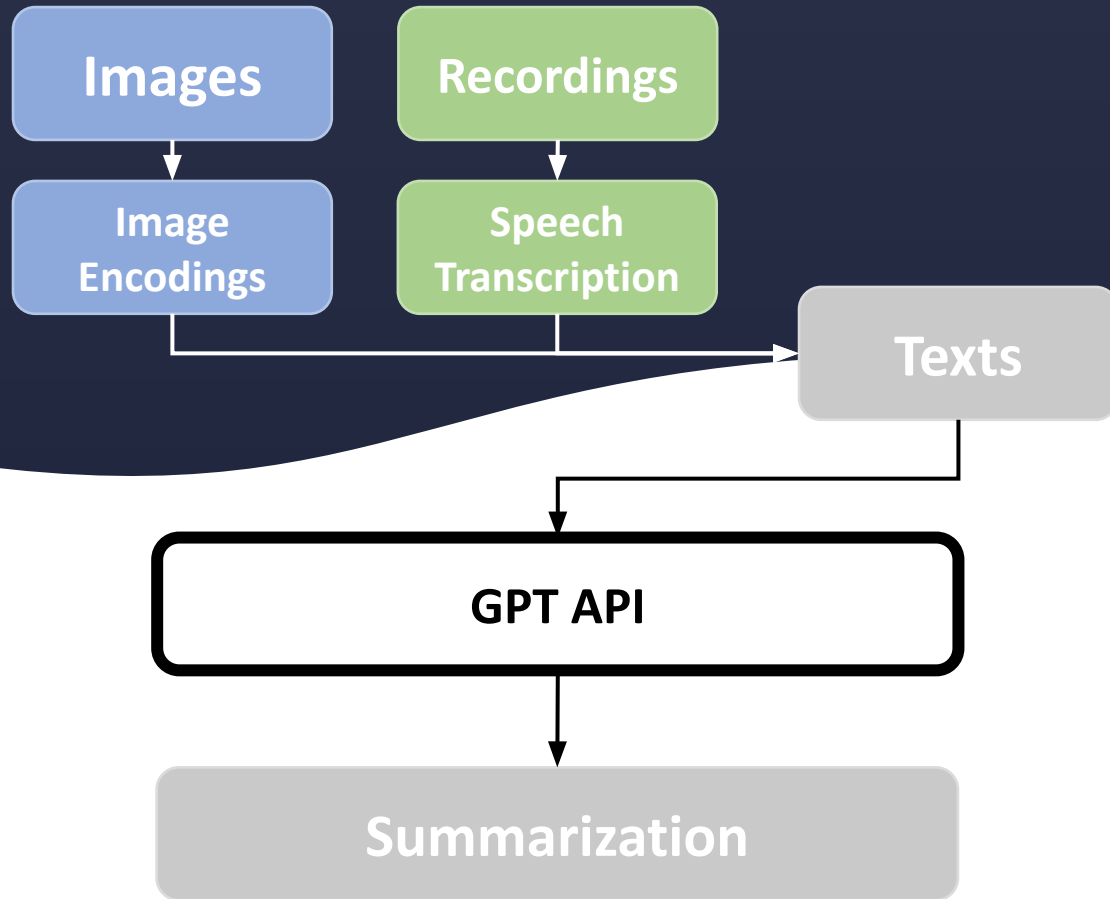
Customer Interaction

This page is dedicated to recording and managing customer interactions. Using voice and text recognition technologies, the system captures customer order requests and stores them for future reference. Users can review past interactions, add notes, and update order statuses directly from this page.



AI-Powered summarization

Pipeline



Prototype

The prototype interface, titled 'Summarizer', features a clean, light grey design. At the top, there's a 'Select Image:' label followed by a text input field containing a file path and a 'Browse' button. Below this is a 'Record Audiio:' label (note the typo) with a 'Record Audio' button. A large white text area is labeled 'Enter Text:'. A 'Summary' button is positioned below the text area. The 'Summary Output:' section displays a sample summary: 'Pink and violet French tip press-on nails with short length, false nails, for a manicure using pink nail polish. Skincare and cosmetics for nail care.' At the bottom, there are two buttons: 'Start Voice Interaction' and 'End Voice Interaction'.

AI-Powered summarization

Technical Path



**Basic Text
Summarization
Model**

**Combination With
Graph and Recording
Encodings**

**Embed the Model
Into the Application**



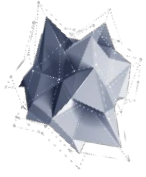


4

Future Development

What we are gonna to do...





Future Development

Simple sense of technology business plan

Teamwork mode

Collaboration Features

Real-time Updates

Role-based Access

Task Assignment



E-commerce Integration Port

Direct Integration

Order Synchronization

Customer Data Management

Inventory Management



Intelligent Time Management System

Automated Scheduling

Reminder Notifications

Task Prioritization

Time Tracking

Analytics and Reporting



Multimodal Summarization Ability

Client Instructions

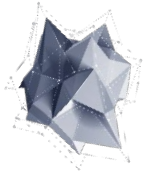
Meeting Recaps



4

Skills Required

The technical and non-technical skills for the future developed...



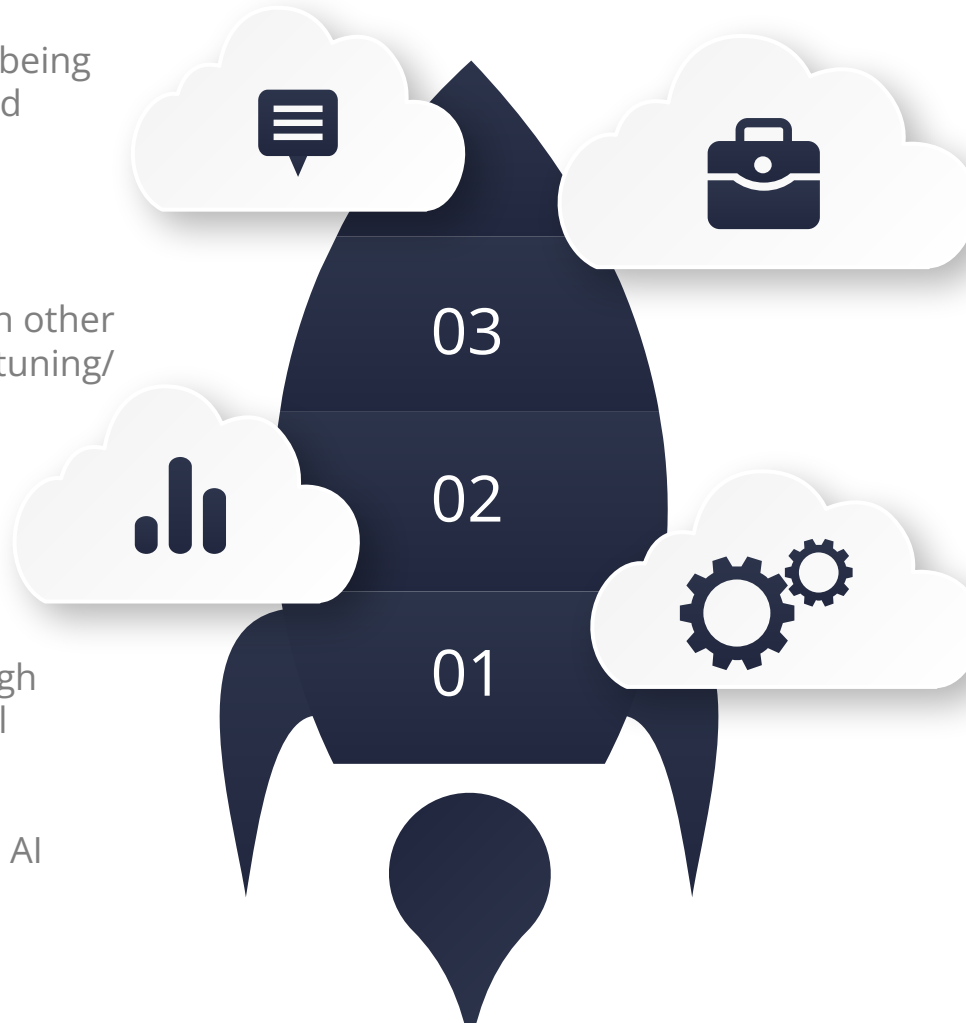
What have we learned from this project

Generative AI Development

1. Understanding of GenAI models, being aware of their uses, potentials and limits; Knowledge of software engineering principles and best practices.
2. Skills in integrating AI models with other systems or applications and fine-tuning/prompt engineering.

Project business side

1. Developed ability to conduct thorough market research to identify potential opportunities and threats.
2. Ability to plan, execute, and manage AI projects effectively, controlling the application development process



UI creation

1. Put ourselves in the users' shoes to design user-centric interfaces.
2. Create intuitive and meaningful UI that enhances user experience.
3. Understood the intricacies of different UI platforms and how they can be leveraged to build efficient and effective interfaces.



Thank you!

