

# Tailor Book

presented by

Carter, Reese, Gabe



# Introduction

A well designed booking experience can set small businesses apart in the modern web-based world. While customizable booking services exist, many are expensive or generic.

We want to build a web app that bridges the gap and lets business owners tailor a booking experience and website directly to their customers' needs.





### Customers need:

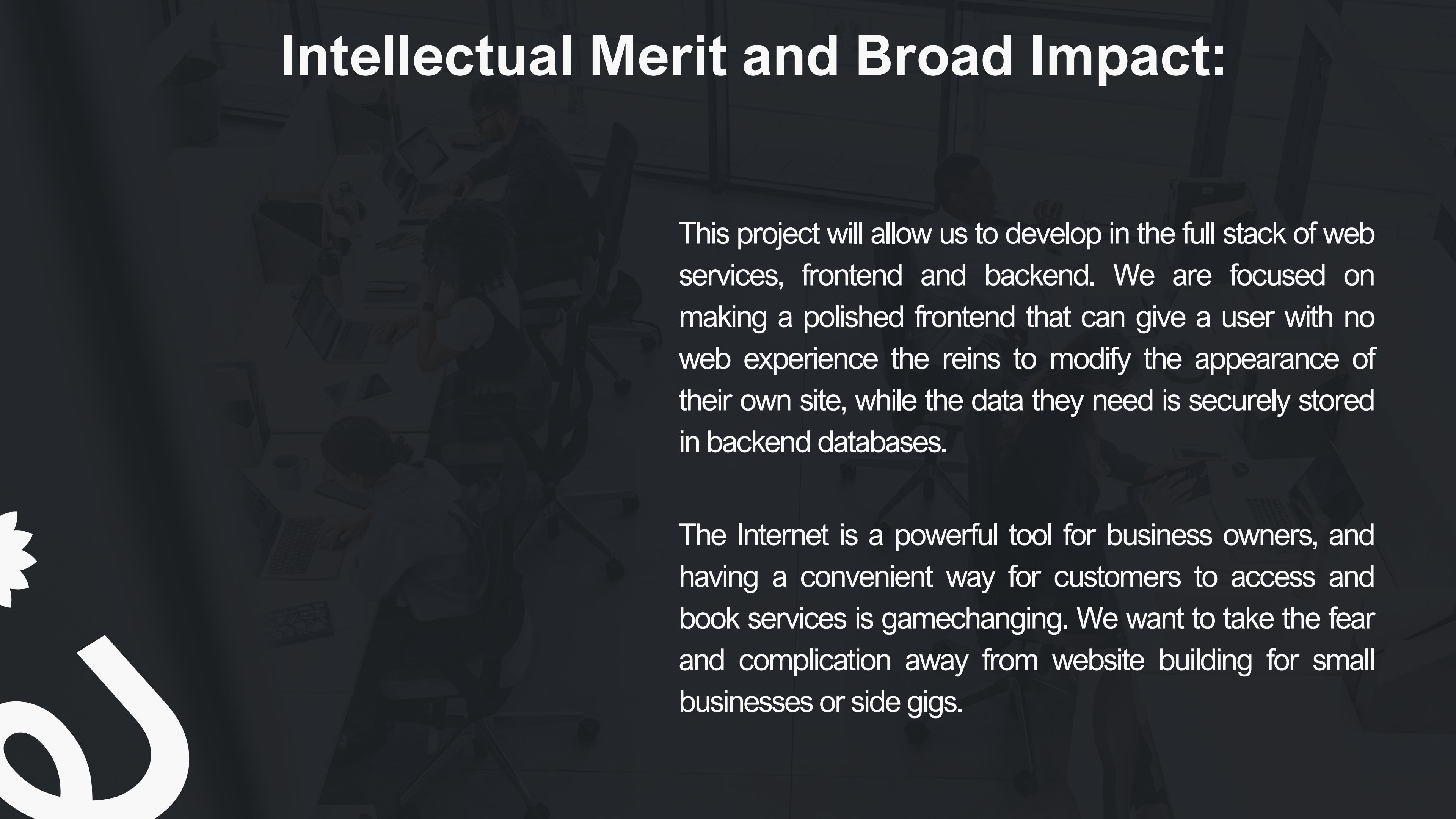
- A user-friendly experience from the first click
- Access to prices, images, and descriptions of services or products
- Ability to book any service any time from anywhere on any device

### Business Owners need:

- Database storage of both their offered services and products and booked appointments
- Easily accessible tools to modify the presentation of their site

## User Needs and Requirements:

# Intellectual Merit and Broad Impact:

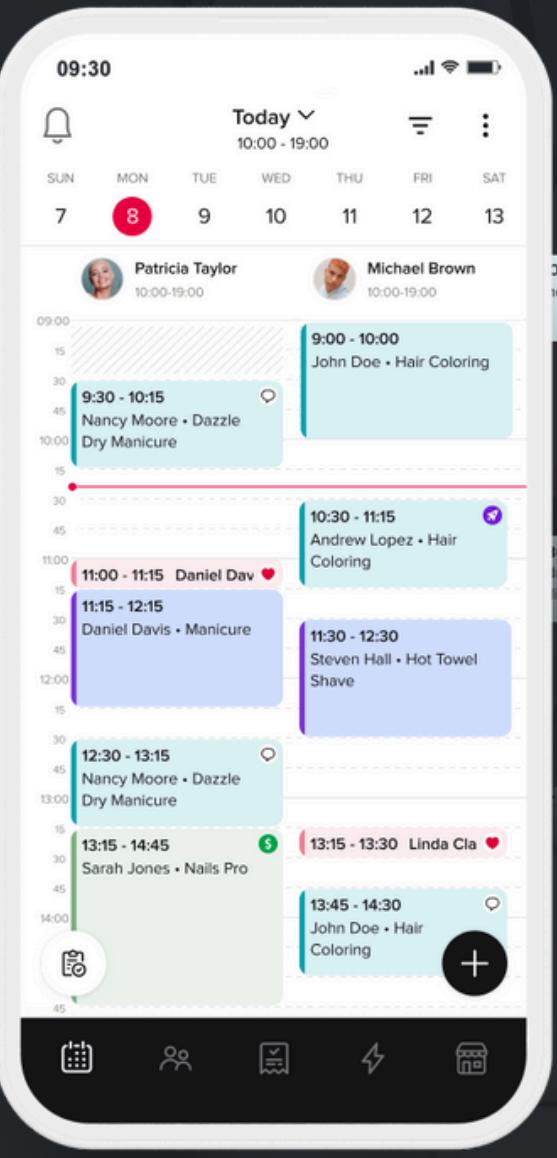


This project will allow us to develop in the full stack of web services, frontend and backend. We are focused on making a polished frontend that can give a user with no web experience the reins to modify the appearance of their own site, while the data they need is securely stored in backend databases.

The Internet is a powerful tool for business owners, and having a convenient way for customers to access and book services is gamechanging. We want to take the fear and complication away from website building for small businesses or side gigs.

# Prior Work

The screenshot shows the TailorBook software interface. On the left, a sidebar menu includes 'Appointments', 'Overview', 'Calendar', 'Services', 'Categories', 'Customers', 'Staff', 'Settings', and 'Social'. The main area is titled 'Add Service' and features three categories: 'Appointments' (selected), 'One-Time Event', and 'Repeating Events'. Below these are input fields for 'Service Name' (with placeholder 'Tatiana Lebreton'), 'Duration' (set to '1 hour 0 minutes'), and a 'Contact Us' button. At the top of the main window are links for 'Hire An Expert' and 'Help Center', along with user icons.



1. Square Appointments – Best overall booking platform for businesses, offering integrated scheduling and payment tools.
2. Calendly – Best for email booking, simplifying scheduling through email invitations.
3. Appointy – Best for automating workflows, handling reminders and confirmations.
4. SimplyBook.me – Ideal for medical offices, providing secure, HIPAA-compliant booking.
5. Booksy – Great for mobile use, popular in beauty and wellness industries.

TailorBook's Innovation: TailorBook will offer a customizable, easy-to-use booking platform for small businesses, allowing non-technical users to adjust prices, availability, and services with simple templates.

# Project Concept

**Component 1:**  
**Customizable**  
**Templates**

**Component 2:**  
**Calendar and**  
**Availability**  
**Management**

**Component 3:**  
**Appointment**  
**Reminder System**

**Component 4:**  
**Service**  
**Management**  
**Dashboard**

## **Problem Addressed:**

Small businesses need a quick, easy way to set up professional-looking booking sites without technical skills.

## **User Needs:**

Businesses can modify their website by adjusting prices, availability, and service photos without coding.

## **How to Accomplish:**

Develop a simple front-end template with customizable fields for pricing, service details, and scheduling.

## **Innovation:**

Provides a user-friendly template editor, reducing the complexity of website customization.

## **Technological Tools:**

HTML, CSS, JavaScript (React).

## **Designs:**

Use basic form elements and drag-and-drop functionality for simplicity.

## **Plan:**

Focus on building the template first and then make key elements editable.

## **Evaluation:**

User tests to ensure ease of use; success is measured by how easily non-technical users can customize their site.

**Customizable Templates**

## **Problem Addressed:**

Businesses need a system to manage bookings and show real-time availability.

## **User Needs:**

They need to control when they are available for appointments and allow clients to book based on those times.

## **How to Accomplish:**

Implement a calendar integration that updates in real-time as users make bookings.

## **Innovation:**

Offers a simplified scheduling interface with automatic updates for availability.

## **Technological Tools:**

Google Calendar API, React for front-end.

## **Designs:**

A basic calendar view where users can block off time or update availability.

## **Plan:**

Start by integrating the calendar with the booking system, allowing businesses to manage their schedule easily.

## **Evaluation:**

User tests and functional tests to ensure the booking and availability features work smoothly.

***Calendar and Availability Management***



## **Problem Addressed:**

Businesses need an easy way to remind clients of their upcoming appointments to reduce no-shows.

## **User Needs:**

Automated reminders via email or SMS that notify clients about their scheduled appointments

## **Innovation:**

Provides an automated system that sends reminders without the need for manual input from the business.

## **How to Accomplish:**

Set up an automated reminder system that triggers based on the booking time.

## **Technological Tools:**

Twilio API for SMS, or SendGrid for email reminders.

## **Designs:**

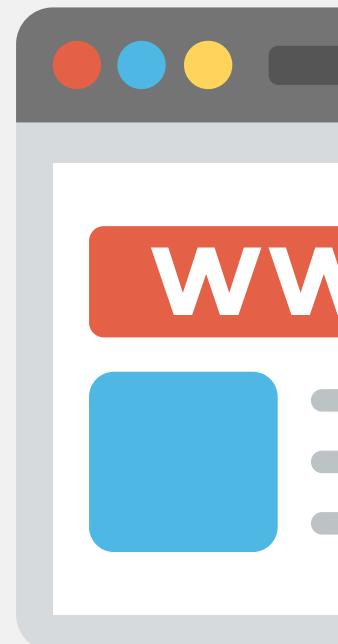
A simple form where businesses can set when reminders should be sent (e.g., 24 hours before).

## **Plan:**

Integrate the reminder system into the booking flow and test with sample appointments.

## **Evaluation:**

Success will be measured through code tests ensuring reminders are sent at the correct times, and user feedback on its effectiveness.



# **Appointment Reminder System**

## **Problem Addressed:**

Businesses need an easy way to add, remove, or update the services they offer.

## **User Needs:**

A dashboard to manage their services (e.g., adding new services or updating prices).

## **How to Accomplish:**

Develop a dashboard where businesses can edit services, prices, and descriptions.

## **Innovation:**

Simplifies service management by allowing businesses to quickly update their offerings without needing any technical knowledge.

## **Technological Tools:**

React for the dashboard UI, MongoDB or Firebase for storing service data.

## **Designs:**

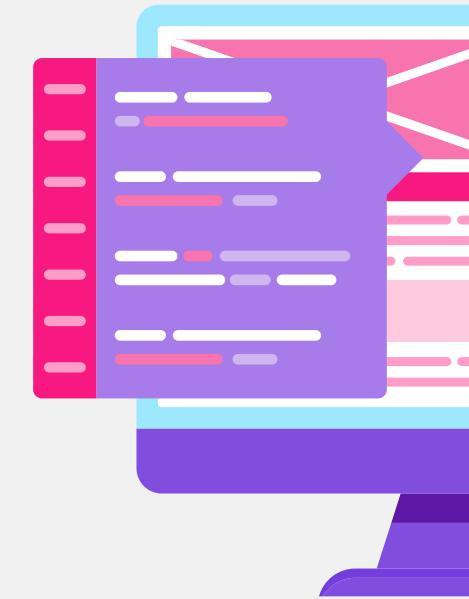
Simple interface with fields to input or update service details.

## **Plan:**

User tests to ensure businesses can easily manage their services, with success determined by the ease of updating service details.

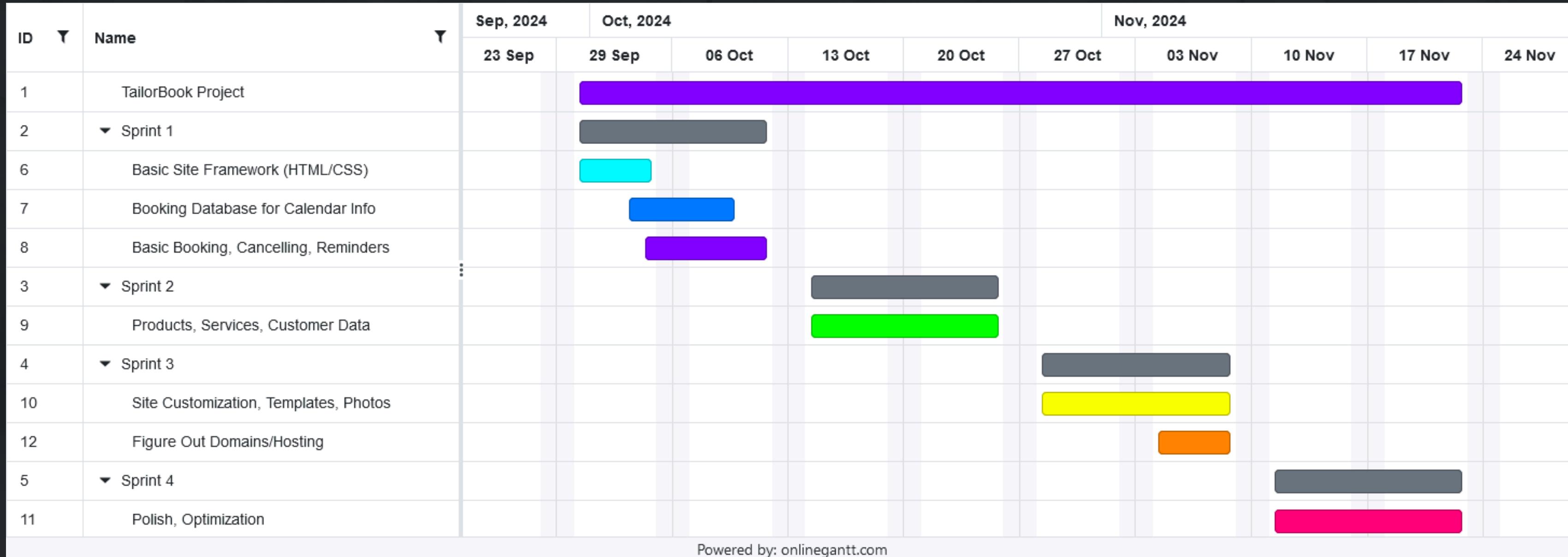
## **Evaluation:**

Build the dashboard and ensure changes are reflected on the booking site in real time.



# **Service Management Dashboard**

# Project Plan and Timeline



Powered by: [onlinegantt.com](#)