Project Summary Template

This document is intended to provide a summary understanding of the high-level vision of your project goals.

Company Name	Central Studios
Company Address	876 Weston Road Toronto, Ontario
Company Website	
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Telephone	(647) 581-7897
Project Title	Central Studios: Enhancing the Barber Shop Experience with Online Booking, Portfolios, Consultations and Reviews
Project Description	**About the company:** Central Studios is a premier barber shop located in Toronto. Established in 2023, we pride ourselves on delivering top-quality haircuts, beard trims, and grooming services in a welcoming atmosphere. Our team of skilled barbers is dedicated to helping clients look and feel their best. This project aims to enhance our online presence, streamline the booking process, and improve customer engagement. **About the project:** Our project aims to create a dynamic and user-friendly website for Central Studios, a renowned barber shop in Toronto. The website will feature an online booking platform, showcasing barber portfolios, facilitating customer feedback and reviews, and implementing an appointment reminder system. This digital transformation will enhance the customer experience and streamline the shop's operations.
Problem/ Opportunity Assessment *	*Please describe current state problem/opportunity that describes the nature and extent of the problem (factual, quantified, concise), or that outlines a chance for advancement or progress.*
	1. Appointment Management Inefficiency: ● Problem: Manual appointment scheduling leads to errors, double-bookings, and customer inconvenience. ● Opportunity: Implement an automated online booking system for streamlined scheduling and improved accuracy. 2. Lack of Effective Customer Feedback: ● Problem: Absence of a structured feedback system hinders service improvement and online reputation management. ● Opportunity: Create a feedback system to collect, analyze, and act on customer opinions, boosting engagement and trust. 3. Underutilized Barber Portfolios: ● Problem: Limited online visibility of barber portfolios results in missed opportunities to showcase skills and attract customers.

	● Opportunity: Feature barber portfolios prominently on the website to inform and attract customers based on their preferences.
Desired Project Outcomes/ Requirements*	*Define how this project shall address a business need, e.g. the business problem or opportunity described above; describe what the beneficiary must be able to do / receive from the solution*
	1.Streamlined Appointment Management: ● Business Need: Central Studios requires a more efficient appointment management system to reduce scheduling errors and improve customer convenience. ● Solution Benefit: The beneficiary must be able to easily manage and schedule appointments through the online booking platform, reducing scheduling conflicts and ensuring a smoother booking process. 2.Effective Customer Engagement and Feedback: ● Business Need: Central Studios needs a structured system for capturing customer feedback and reviews to enhance services and online reputation. ● Solution Benefit: The beneficiary must be able to collect, analyze, and act upon customer feedback effectively, addressing concerns promptly, and showcasing positive reviews to boost customer engagement and trust. 3.Optimized Barber Portfolio Showcase: ● Business Need: Central Studios aims to fully utilize its barbers' portfolios by increasing their online visibility. ● Solution Benefit: The beneficiary must be able to prominently feature barber portfolios on the website, allowing customers to explore and choose barbers based on their preferences, thereby increasing bookings and utilization of barber talents. 4.Enhanced Online Presence and Customer Experience: ● Business Need: Central Studios seeks to improve its overall online presence and customer experience to attract new clients and retain existing ones. ● Solution Benefit: The beneficiary must receive a website that not only provides essential information but also offers an interactive and user-friendly experience, attracting a broader customer base and improving client retention.
Key Deliverables to be produced by students*	*Define the boundaries of work that you expect to receive from the students effort (vs. internal effort)*
	Student's Effort 1. Project Development 2.Design and UI 3. Integration 4. Testing 5. Documentation 6.Project Management Internal Effort 1.Project Planning 2.Business Logic and Rules

	3. Quality Assurance 4.User Training 5. Feedback and Guidance 6. Deployment and Hosting	
Desired Start Date	September 18, 2023	
Desired End Date	March 29, 2024	
Attachments	*List attachments that support project description*	
	1	
	2	

 * Please add fields as required