

Barber Shop Management Mobile App

Project Vision Document

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Revision History

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1 Introduction

1.1 Purpose

The purpose of this project is to transform barber shops with an innovative mobile app, enhancing customer experiences, operational efficiency, and online reputation. It signifies a digital shift, fostering business growth through data-driven decision-making.

1.2 Scope

This Vision Document pertains to the Barber Shop Management System , which will be developed by the project team. The team will create this mobile app to revolutionize the barber shop experience. BSMS will facilitate barber consultations, online bookings, feedback collection, and portfolio showcases for barbers. It aims to enhance customer experiences, operational efficiency, and online reputation. The app supports real-time interactions, automated scheduling, and data-driven decision-making for barber shops. It signifies a digital transformation, fostering business growth through innovation.

1.3 Definitions, Acronyms, and Abbreviations

Term	Explanation
BSMS	Barber Shop Management System

1.4 References

Name	Link
https://www.legacybarber.co/	Barber shop website
Legacy Barber Co. App	Barber shop application
https://getsquire.com/	Barber shop scheduling website

2 Positioning

2.1 Business Opportunity

The business opportunity being met by this project is to modernize Central Studios' online presence and booking system by developing a user-friendly mobile app. This app will improve customer engagement, streamline operations, and enhance the shop's competitive edge in the grooming industry. The mobile app will feature online booking capabilities, showcase barber portfolios, facilitate customer feedback, and implement an appointment reminder system. By doing so, Central Studios aims to attract tech-savvy customers, enhance customer loyalty, increase revenue through efficient digital transformation, and consolidate its position as a premier barber shop in Toronto with a cutting-edge mobile app.

2.2 Problem Statement

< Provide a statement summarizing the problem being solved by this project. The following format may be used >

The Problem of	Outdated Online Presence and Booking System
affects	Central Studios, its customers, and its barbers
the impact of which is	A suboptimal customer experience, lost business opportunities, and inefficient scheduling
a successful solution would be	An updated website with an integrated online booking platform, showcasing barber portfolios, facilitating customer feedback and reviews, and implementing an appointment reminder system, ultimately improving customer engagement, increasing bookings, and streamlining operations for Central Studios.

Table 1 Problem Statement

2.3 Product Position Statement

< A product position statement communicates the intent of the application and the importance of the project to all concerned personnel >

For	Customers seeking a modern and convenient way to book barber services and engage with their favorite Toronto barber shop and access free consultation online
Who	Who desire a streamlined online booking process and an interactive platform to explore barber portfolios, leave feedback, and receive appointment reminders, and access free consultation online
The Central Studios Barber Booking System	is a state-of-the-art digital solution
That	Offers a seamless and user-friendly experience, allowing customers to easily book appointments, discover talented barbers, provide feedback, and receive timely reminders for their grooming sessions and access complimentary online consultations
Unlike	Unlike traditional walk-in systems or basic booking apps that lack the personalized touch and engagement options
Our product	Our product combines the ease of online booking with the ability to connect with barbers and leave reviews, creating a unique and immersive experience for our customers.

Table 2 Product Position Statement

2.4 SWOT Analysis

<Reference: <https://www.businessballs.com/strategy-innovation/swot-analysis/>>

Strengths	Weaknesses
Skilled barbers: The shop boasts a team of skilled and experienced barbers who can provide top-notch haircuts and grooming.	Competition: There is competition from other barber shops in the area that offer similar service.
Customer Loyalty: A strong base of loyal customers.	Limited Customer Engagement: The lack of a comprehensive online platform hinders engagement with customers and their ability to leave reviews or feedbacks

Operational Efficiency: Streamlining operational processes within the barber shop.	Inefficient Scheduling: Without an integrated booking system, scheduling appointments may not be as efficient as it could be.
Opportunities	Threats
Customer engagement: Providing a platform for customers to leave reviews and feedback can enhance the engagement and loyalty.	Negative Reviews: Negative online reviews or customers experiences can harm the shop's reputation if not managed effectively.
Digital transformation: Updating the online presence and implementing an online booking system can attract tech-savvy customers and streamline operations.	Technological Changes: Rapid changes in technology may require continuous updates to the online platform to remain competitive.
Community Engagement: Building local community ties through events and partnerships enhances reputation and customer loyalty.	Competitive Expansion: New, well-funded competitors may draw customers away, requiring vigilance and adaptability to maintain market share.

3 Stakeholder and User Descriptions

3.1 Stakeholder Summary

Stakeholder Name	Represents	Role
Barber Shop Owner	The barber shop owner represents the project's business leadership, setting the strategic vision, providing resources, and overseeing the project's alignment with the barber shop's growth and customer satisfaction goals.	Throughout the project's lifecycle, the barber shop owner will serve as the project's primary sponsor and decision-maker.
Barber	The barber, as a stakeholder in the project, plays a pivotal role in providing expertise and insights into the needs and preferences of customers.	Throughout the project's lifecycle, the barber will actively participate in the use and promotion of the mobile app. They will provide valuable insights, offer consultations through the app, manage appointments efficiently, and contribute to showcasing their skills. The barber's engagement is integral to delivering exceptional customer experiences and operational efficiency within Central Studios, ensuring the project's success.
Marketing Representative	Marketing representative represents the marketing and promotional interest of the barbershop.	Throughout the lifecycle of the project, the Marketing representative will focus on promoting the barbershop's services, attracting new customers, and maintaining a positive brand image. They will be responsible for creating marketing campaigns, managing online presence, and gathering insights into customer preferences and trends to inform marketing strategies.

Table 3 Stakeholder Summary

3.2 User Summary

User Name	Description	Responsibilities	Stakeholder
Student	End user of the system	Schedule appointments, provide feedback, request new styles	Self
Barbershop Owner	End user of the system	Manage operations, oversee staff, and make strategic decisions	Self(Owner)
Technology Consultant	External expert	Advise on technology implementation, security, and compliance	Self

Table 4 User Summary

4 Stakeholder Requirements

ID	Requirement	Stakeholder
REQ1	The system must have an online booking feature for customers to schedule appointments easily.	Business Stakeholder / Customers
REQ2	Customers should receive automated appointment reminders through email or SMS.	Business Stakeholder / Customers
REQ3	The system must allow barbers to view their schedules and upcoming bookings online.	Barbers / Staff

Table 5 Stakeholder Requirements

5 System Features

ID	Feature	Stakeholder Requirement ID
F1	Online Booking System - Allows customers to schedule appointments online.	REQ1
F2	Automated Appointment Reminders - Sends automated reminders to customers via email or SMS.	REQ2
F3	Barber Schedule Management - Enables barbers to view their schedules and upcoming bookings online.	REQ3

Table 6 System Features

6 Assumptions

- Customers have smartphones and internet access.
- Barbers actively engage with the mobile app.
- Customers are willing to use digital booking systems.
- Customers provide feedback through the app.
- Project remains within budget.

7 Constraints

- Budget and Resource Limitations.
- Regulatory Compliance Requirements.
- Cross-Platform Compatibility.
- Data Security Measures.
- Integration with Existing Legacy Systems.