

Anna's Beauty Parlor	
Value Proposition Canvas	
Value Map	Customer Profile
Products and Services	Jobs
Online appointment booking system	Handle customer appointment booking
Pain Relievers	Pains
Saves time	Takes time
Automates and separates bookings from other customer communication	Sorting out appointment related requests in message inbox.
An easy to understand and common bookings platform leads to less misunderstandings	Dealing with angry customers due to miscommunication
More effective overall time management	Empty appointments due to miscommunication
Store and build up a register of customer contact details	Keeping track of customer contact details
Gain Creators	Gains
A professional looking and easy to use booking platform give customers initial confidence in the business	Better customer communication
Happy customers leads to more referrals	Happier customers
More time to develop the business such as new treatments	Less stress
A customer registry can help in promotional communication	Less admin
	Less missed appointments
	Time to do more productive tasks