Vision and Scope Document

for

<Hệ thống quản lý đặt lịch cắt tóc tại salon trên nền tảng số>

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Revision History

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| **Name** | **Date** | **Reason For Changes** | **Version** |
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# **Business Requirements**

## Background

Hair salons often face inefficiencies in managing appointments through manual or traditional phone-call booking systems. This leads to scheduling conflicts, missed appointments, and poor customer experience. There is a growing demand for digital transformation in the beauty and wellness industry to streamline service operations.

## Business Opportunity

## By developing a digital platform for managing salon appointments, the business can attract more tech-savvy customers, reduce administrative overhead, improve customer satisfaction, and gain a competitive advantage in the market. Additionally, it opens up opportunities for promotions, customer loyalty programs, and better data analytics.

## Business Objectives

· Develop a user-friendly web application for customers to easily book haircut appointments online.

· Enable salon administrators to manage schedules, view bookings, and allocate staff efficiently.

· Reduce booking errors and missed appointments by automating confirmations and reminders.

· Improve overall customer experience and salon operation efficiency.

## Success Metrics

· Achieve at least 200 registered users within the first 3 months after launch.

· Reach a 95% successful booking rate with minimal conflicts or overlapping schedules.

· Reduce appointment no-shows by 30% through reminder notifications.

· Gain positive feedback (4.5/5 average rating) from at least 80% of customers surveyed within 6 months.

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## Vision Statement

To become a leading digital platform that revolutionizes how hair salons manage appointments, offering convenience, flexibility, and a seamless experience for both customers and salon owners.

## Business Risks

· Resistance to change from salon staff unfamiliar with digital systems.

· Technical issues such as system downtime affecting bookings.

· Data privacy concerns related to storing user information.

· Dependency on stable internet connections for real-time scheduling.

## Business Assumptions and Dependencies

· The target users have access to smartphones or computers with internet connectivity.

· Salon staff are willing to adapt and receive training on using the system.

· The system will integrate with existing communication tools (e.g., email or SMS APIs).

· Ongoing technical support and maintenance will be available after deployment.

# Scope and Limitations

The scope and limitations section defines what the system will and will not include, helping stakeholders set realistic expectations about features, timeline, and system boundaries. It distinguishes between features available in the initial release, those planned for the future, and those explicitly excluded from the system's scope.

## Major Features

· Online appointment booking for haircut and salon services.

· User registration and login functionality (for both customers and staff).

· Service selection with available time slots and assigned stylists.

· Booking confirmation via email or SMS.

· Calendar-based appointment management for salon staff.

· Admin dashboard to manage users, services, and staff availability.

· Notification system for upcoming appointments.

## Scope of Initial Release

· Web-based user interface for customers and staff.

· Core booking functionality (select service, stylist, and time).

· User authentication (registration/login/logout).

· Admin portal to manage basic services and view bookings.

· Email-based booking confirmation and reminders.

· Mobile-responsive design for phone and tablet compatibility.

## Scope of Subsequent Releases

· Mobile app versions for Android and iOS.

· Payment gateway integration for pre-payment of services.

· Loyalty and reward points system.

· Advanced analytics and reports for business insights.

· Customer feedback and rating system after appointments.

· Integration with third-party calendar services (e.g., Google Calendar).

· Multi-language support for broader market reach.

## · Limitations and Exclusions

· The system does not include in-app payment processing in the initial release.

· It will not support integration with external salon management systems initially.

· Walk-in customer queue management is not included.

· The platform does not cover inventory or product sales tracking.

· No offline functionality; a stable internet connection is required.

# Business Context

This section summarizes some of the business issues around the project, including profiles of major customer categories, assumptions that went into the project concept, and the management priorities for the project.

## Stakeholder Profiles

| **Stakeholder** | **Major Value** | **Attitudes** | **Major Interests** | **Constraints** |
| --- | --- | --- | --- | --- |
| Salon Owners | Improved scheduling efficiency, increased customer retention | Supportive, see as tool for modernizing business operations | Streamlined calendar management, customer analytics, service visibility | Limited technical background, prefer easy-to-use admin tools |
| Customers | Easier appointment booking, reminders, reduced waiting time | Open to digital services, especially younger users | Mobile-friendly interface, real-time availability, booking confirmations | May lack tech-savviness in older user groups |
| Staff (Stylists) | Better workload distribution, reduced confusion over appointments | Receptive if system is simple and intuitive | Clear daily schedules, client history, notifications | Resistance to change from paper/manual processes |
| System Administrators | Centralized control and reporting | Highly supportive | Full access to user management, services, staff, and reporting | Need training and onboarding support |

## Project Priorities

| **Dimension** | **Driver (state objective)** | **Constraint (state limits)** | **Degree of Freedom (state allowable range)** |
| --- | --- | --- | --- |
| Schedule | First release ready within 3 months of development start | Development time must not exceed 14 weeks | Minor features can be moved to future releases |
| Features | Core booking features and admin panel for release 1.0 | At least 80% of defined core features delivered | Future modules (payment, feedback) can be deferred |
| Quality | Ensure reliable performance and user satisfaction | 95% of core workflows must pass UAT | Performance optimization may continue after launch |
| Staff | Small development team (PM, 1-2 devs, 1 tester) | No additional hiring planned | Use outsourcing for non-core components if needed |
| Cost | Low initial cost to match startup budget | Max budget: $8,000 USD | Hosting and deployment choices may vary |

## Deployment Considerations

The system will be deployed on a cloud-based hosting platform to ensure 24/7 availability and scalability. Users will access the system primarily through web browsers on desktop and mobile devices. Salon staff and administrators will be trained on using the platform, and clear documentation will be provided.

Deployment must account for:

· Integration with email/SMS APIs for notifications.

· Backup and recovery procedures for customer and booking data.

· Browser compatibility (Chrome, Firefox, Safari, Edge).

· Secure HTTPS access and data privacy compliance.

· Potential migration of initial customer/staff data into the system.

· Infrastructure support for expected concurrent users (up to 100 users/day in initial phase).