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Project Proposal

Salons in their beginning start off small, where simple or no booking platforms are needed to effectively book their clients. As salons grow, booking, scheduling, and displaying their portfolios become a recurring issue. As the salons grew, so did their need to manage clients more efficiently. Early scheduling methods utilize word-of-mouth or physical scheduling using books because it’s the cheapest. This lack of effective scheduling could lead to frustrations such as long wait times or missed appointments. Salons still face struggles related to maintaining consistent client flow, cancellations, and pressure to build their brand and showcase their work. With the rise of digital portfolios, salons now grapple with the need to constantly update content, which can become overwhelming, especially when managing day-to-day operations. As a result, creating and maintaining a balance between efficient scheduling, client management, and a compelling portfolio remains an ongoing challenge for many salons.

Most salons use personal apps to schedule appointments or none at all. Customers struggle to efficiently tell if the salon is good because generally there are no reviews or service photos on the salon being used. Booking for beginning salons can use word-of-mouth or paper booking, which can be frustrating, inefficient, and unreliable.Most local salons struggle to make appointments with consumers with a scheduling system that has an affordable cost. Local salons in our area face challenges with scheduling due to the high cost and limited functionality of existing scheduling platforms, which fail to meet their specific business needs. This creates inefficiencies and frustrations for salon owners and their clients.

With a web-based design, dynamic pricing is possible by optionally including ads to get a reduced monthly price. Encouraging online booking with loyalty rewards for consistently booking online to turn into deals, product rewards, or other prizes. Customer data is another valuable asset for a working salon, with an effective way to remember which customers are loyal and consistent. Data relating to when most customers would want to book to surround employees and the salon open schedule around when it is the most busy to prevent down time. Finally, a referral program to increase customer traffic and encourage web-based booking with referral deals.

Technically, we will implement review feedback into the new system so that salon owners can receive customer reviews that will help them improve their current system. We’ll also implement stylist profiles that’ll help stylists earn bonuses based on how well of a job they accomplish. This can be based on the review feedback as well to determine how good of a job the stylists accomplish.

Concerning legal considerations, determining employment guidelines is important regarding legal disputes. With that being said, including a Term of Services and Privacy Policy is important when it comes to customers. Having a Liability section is also important for protection if something happens in the salon. Health and safety regulations will also be important when it comes to customers, and to the staff if something happens. Finally, having payment processing and data breach protection will help protect the users accessing our web.

The operational side will include automated reminders and confirmations to reduce no-shows and cancellations, along with quick rescheduling capabilities. It features smart scheduling for employees to optimize shifts and ensure efficiency. Inventory tracking helps maintain proper stock levels, while integrated payments and in-app transactions streamline the payment process for a seamless experience.

Our site will include a quick check in for the users to access on the web. We will also include a discount during slower times and seasonal promotions; and will also have an upscale on certain products at certain months to keep customers wanting to come back. Appointment reminders will also be used so that customers will be reminded at what time their appointment is at. We will also have peak time notifications that will allow customers to come in if nobody comes in. Lastly, customers will have a various minute grace period during busy hours and if they don’t come in we will exclude them on the list of whoever is next in line.

The goal of this project is to design and develop an affordable, user-friendly solution that helps salons manage booking and scheduling, build their brands, display haircut deals, and showcase their work. This all-in-one platform will be tailored specifically for small to mid-sized salons that may not have the resources to invest in expensive software or extensive marketing strategies. This affordable solution will empower salons to build their brand without breaking the bank, offer transparent and user-friendly booking options available to the public, and create an online presence that highlights the talent and work of the artist. With this tool, salons can focus more on their craft and less on administrative tasks, ultimately driving more customers and improving client relations.

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| Problems with the Current System  Personal phones are often used as the only form of scheduling and booking, leading to disorganization and frustration. Receiving calls and texts constantly on personal phones interrupts life outside of work. | Proposed Solution  Develop a website to handle online booking, with additional deals to promote business and encourage new customers. Showcasing the artist’s work and allowing the stylist to adjust prices and deals. |
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