



Because  
great service  
is a partnership.

---

The customer is  
always right!

...Right?



*Of course...*

Some act more right  
than others.

Shouldn't we **reward the**  
**customers** who are the  
**RIGHTEST**, instead of just the  
**LOUDEST?**





65 Main St  
Spokane, Washington  
Zip: 98116  
Phone: 5093551212  
Category: Restaurant  
<http://beneatinggood.com>  
[sjshops17@gmail.com](mailto:sjshops17@gmail.com)

## Reviews Written

"You should tip on takeout."

"Maybe not a full 15%, but a couple bucks really helps our pooled tips, sir."



Tue Feb 02 2021 07:00:00 GMT-0800 (Pacific Standard Time)

SEARCH

First Name:

ADD CUSTOMER



Tanya Amiga  
Seattle Washington



Seth Hamilton  
Seattle Washington



Jennifer Lewis  
Seattle Washington



Turn the Tables turns the traditional reviews site model on its head. We allow businesses to create and review their customers!

The higher their rating, the more access to customer rewards.

*Guaranteed reservations  
on a Friday night, anyone?*

**Turn the Tables** provides an avenue for businesses and guests to **build a better rapport**, by offering rewards, educational resources, and even conflict resolution (when needed.)





## Contents:

---

- ★ Meet the Team
- ★ User Stories
- ★ Technology
- ★ Demo Deployed App
- ★ Challenges & Breakthroughs
- ★ Future Development

# Project Lead & UI Lead

- ★ Concept development
- ★ Scrum master, Kanban board,  
Repo man
- ★ UI / UX development (global)
- ★ Sessions implementation



*Timothy  
Keller*



Benjamin  
Hopkins



# Front-end Developer

---

- ★ CRUD functionality
- ★ App Routes
- ★ Business Profiles, Reviews & Customer Card functionality
- ★ Handlebars, Jquery, Materialize & CSS

# Data, API & Deployment

---

- ★ Data modeling & data design  
(seed data & seed graphics)
- ★ UX flow & Cloudinary integration
- ★ Git Workflow & Troubleshooting
- ★ Deployment to Heroku



*Shea  
Mullaney*



*Kevin  
Lyons*



# *Back-end Developer*

---

- ★ Sequelize, data modeling
- ★ BSYNC encryption
- ★ Express session management
- ★ NPM installations & troubleshooting



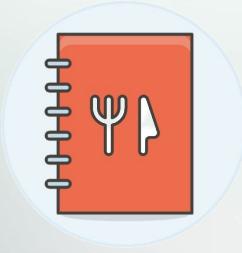
# USER STORIES



*"I would love to just have a forum to respond in kind to any situation - where we can fight fair...I LOVE this idea!"*

Stephanie S. - Manager  
Issaquah, WA

# Meet Krysten.



Cafe Owner



She's used to being the change she wants to see in the world.

She makes sure her team **ALWAYS** delivers personal service to each customer, by understanding exactly what they need.

**SHE NEEDS TO TURN  
82% OF HER CUSTOMERS  
INTO REGULARS.**

# Meet Marcos.



## Investor. Entrepreneur

Having risen to the top of the Pacific Northwest's financial services industry, Marcos knows what it's like to work your tail off.

That's why he treats service workers with dignity. He knows how to give constructive customer feedback. He's been known to anonymously overtip just to make someone's day.

HE DESERVES A REWARD.





## Meet Camilla.



She's never gonna be a Queen,  
but she sure acts like one.

SHE JUST HASNT LEARNED TO TIP  
LIKE ONE YET...

# *Meet Jimmy.*



Jimmy is from a suburb close to a major city. He's been known to dine and dash, not to mention stealing packages from local businesses.

SOMEONE OUGHTA LET THE OTHER BUSINESSES IN TOWN KNOW TO WATCH OUT FOR THIS THIEF.





# TECHNOLOGY

*"Haven't you seen that episode of 'Black Mirror'? But yesss! I would like to see a rating 0-10. "*

Anna B. - Server/Bartender  
Boise State, ID



# MVP

- ★ Easy, responsive design to allow business to create profiles, add customers, and review those customers.
- ★ Password verification and encryption for protection.
- ★ Display review text and score, plus an average score on customer profile in search results.
- ★ Businesses can view any customer
- ★ Businesses can edit and delete their reviews.

# Front-End

- ★ HANDLEBARS
- ★ JQUERY
- ★ MATERIALIZE
- ★ CSS

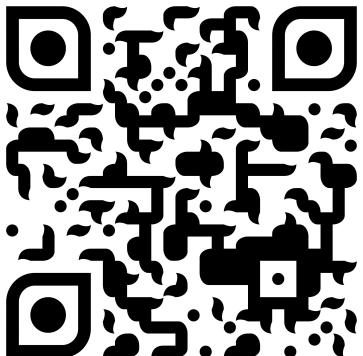
# Back-End

- ★ NPMs: bcrypt, express, express-handlebars, express-session, mysql2, sequelize
- ★ API: Cloudinary
- ★ DB: mysql



# DEMO

[bit.ly/turn-the-tables-app](http://bit.ly/turn-the-tables-app)



*"A main source of frustration and a most requested feature from our partners (property owners) is a way to score guests back."*

Jose R. - Booking Agent  
Seattle, WA



# CHALLENGES & BREAKTHROUGHS

*"It's important that customers don't just see this as a blacklist. And how will you address potential discrimination and liability?"*

Susan M. - Small Business  
Owner  
Bangor, ME

# Development Challenges

- ★ Turn the Tables started as a "Reverse Yelp", but this idea was not supported by the Yelp data policy, so back to the drawing board.
- ★ This limited our time to recreate detailed wireframes.
- ★ So much code coming from multiple others made it hard to parse out redundant or bulky code. We had a few merge conflicts.
- ★ We needed a lot of seed data to fully test the UI / UX of the application. We had to revise our data to implement bug solutions.
- ★ General technical glitches that come with coding.



## KEVIN'S BREAKTHROUGHS:

---

- Agile collaboration standards  
(workflows, stand-ups, apps)
- Understanding encryption and hashing
- Working with foreign key constraints  
between tables
- Debugging and pair coding



## SHEA'S BREAKTHROUGHS:

---

- Understanding heroku, Sequelize & environment variables
- How to avoid & handle merge conflicts in collaborative coding
- Greater appreciation for detailed wireframes and daily stand-ups!



## BEN'S BREAKTHROUGHS:

---

- Increased understanding how front & back-end layers interact in full-stack development
- Lots of practice with AJAX calls
- Picking up tips and tricks from teammates



## TIM'S BREAKTHROUGHS:

---

- Organizing and refactoring code as application grew
- Passing session variables between pages
- Dynamic graphics for star ratings
- Writing explicit code that was easy for other team members to piggyback off of.



# FUTURE DEV

*We can positively reinforce good behavior... rating systems get more visibility online... and the behaviors get established as the norm.*

Chris G. - Sales Manager  
Salt Lake City, UT

# *Claimed Customer Profiles*

In future builds, "claimed" customers will be able to log in and:

- ★ Edit their profile info.
- ★ Comment on reviews left about them.
- ★ Send a message to the business to open a discussion about their reviews.
- ★ Receive rewards from multiple businesses.



## *Viewing By Location*

- ★ Once MapBox API is fully integrated, we will use to generate a pinned map to
- ★ Find Businesses within a 5, 10, 25 mile radius
- ★ Find Customers within a 5, 10, 25 mile radius



? ?

*"I'm just asking myself, how could I NOT invest in this? This is gonna change hospitality for the better."*

You