Initial Client Meeting, 27 Feb 2017

1. [Core] Authentication Module

a. Login/Logout

b. New member registration

2. [Core] Appointment Management Module

a. Search by stylist/service/outlet etc.

b. Make appointment

3. [Secondary] Notification Module

a. Email notification to staff

b. SMS notification to staff and stylist

4. [Core] Member Management Module

a. Create member profile

b. Edit member profile

c. Member loyalty tracking (Eg. Spend X amt, then free treatment)

d. View treatment history, recommended next treatment

5. [Core] E-Store Module

a. Purchase products

6. [Core] Internal - Dashboard Module

a. View history of clients: Spending, treatment etc.

b. View history of product sales

c. View history of stylist sales

7. [Secondary] Media Module

a. Collating 3rd party reviews

b. View stylist photo portfolio: Skills

c. Celebrity feature

d. View pricing chart of services

e. Platform to upload tutorial videos, to drive engagement between customer and salon

f. Connect with other social media

8. [Secondary] User Help Module

a. Auto-translation of website to Chinese because clients are more comfortable in Chinese

b. Send query

9. [Core] Internal - Receptionist side (but this is supposed to be very simple, because their staff are not technically proficient and would like smth more low maintenance):

a. (Interface) Can enter schedule for different stylist

10. [Core] Internal - Inventory Management Module

a. Add Inventory

b. Update Inventory

c. Delete Inventory

d. Search Inventory

11. [Secondary] Internal - Staff Scheduling Management Module

a. Forecasting so that during peak period, there are more stylists. And during off-peak periods, no need so many staff

Client’s design preferences:

I will prefer bright color, either white or light grey , or beige. More lifestyle. U can refer , Jo Malone, Balmain Hair, KEvin Murphy. These are some simple and trendy lifestyle , I don’t want black, Black is kind of out dated now. :v:

More white. Like monsoon’s colours, inverted.