BSc (Hons) in Business Information Systems
6BUIS020C.Y – Final Year Project

Salon Shahina's: A solution to minimize the inconveniences caused to the workplace due to the use of a manual appointment booking system.

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Abstract

The beauty industry has witnessed remarkable growth in recent years with an increasing demand for salon services such as hair, beauty, nail care, skincare, and makeup. As a result, many salons struggle to keep up with the influx of customers, leading to long wait times, and an inefficient booking process. To address this issue, many salons are turning to online booking methods to streamline their appointment booking process and improve their overall customer experience. Furthermore, the COVID-19 pandemic has emphasized the need for online booking and contactless payment options, making online booking systems more important than ever before.

Salon Shahina's, like many other salons, experiences the challenges of managing the increasing demand for its services while maintaining an efficient and convenient booking process for customers. Double bookings, no-shows, late-night calls, last-minute bookings, and cancellations are just some of the many things the business experiences which cause an impact on the business and its revenue. Therefore, transitioning from a traditional booking process to an online booking and management system would help the salon improve its customer experience and streamline the operation. The proposed solution aims to improve the customer experience and simultaneously provide benefits to salon owners in managing employee schedules, generating financial reports, maintaining customer details, etc. Extensive research was conducted through a literature survey which helped in identifying the relevant requirements that would be necessary for a successful implementation. To ensure the solution would meet the requirements of the salon owner, employees, and their customers, reviews, surveys, and interviews were conducted through which valuable insights were gathered regarding the feasibility and effectiveness of the proposed solution. Additionally, this helped in gathering information on potential issues or areas of improvement.

For Salon Shahina's, the implementation of the online booking and management system would not only benefit in terms of improving its customer experience but would also align with the current industry trends and demands. Hence, the mobile application for Salon Shahina's is introduced. The solution implemented received praise from experts and everyday users that provided valuable feedback for its effectiveness in streamlining the appointment booking process for Salon Shahina's.