CASE STUDY: **Mobile App for Twistiz'z – Hair Salon Booking App**

Overview:

Twistiz'z is an online hair salon booking app helping hair stylists to connect with clients and vice-versa. Geo-location based hair stylist to take care of clients not far from their home, hair stylists must be able to create their profile, activate a predefined list of skills (services) etc.

Twistiz'z was an idea of Aisse Sow located in France. Aisse was very much clear in her idea of this application development. The idea was clear to have a direct contact of clients with their hair stylists, based on the hair stylist's ratings, comments, services, timings, location etc.

Challenges:

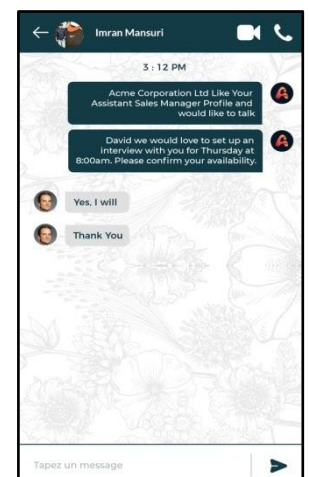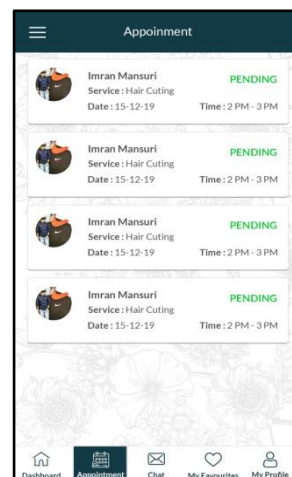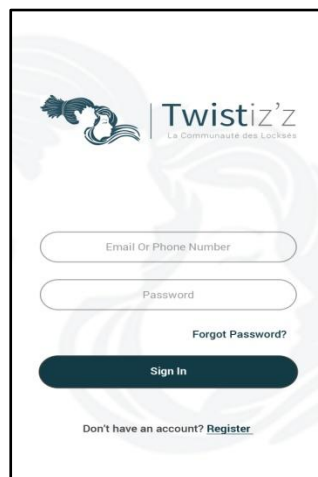Challenges for the execution of successful Twistiz'z Mobile App:

- Geo-location based hair stylist to take care of clients not far from their home
- Booking by clients based on hair stylist ratings, comments, services, timings, location etc.
- Chat room for clients and hair stylists to exchange before closing an appointment
- Able to call each other directly through the app, without showing their cell phone number's
- Technical complexity for managing chat exchange & geo-location
- Feedback, rate and review system for clients & hair stylists
- Manage bookings by each clients with historical data
- Process validations at various levels

Technologies:

Laravel, JavaScript, SQLite etc.

Benefits Achieved:

- Booking of hair stylist by Clients near to them
- Profile management of each hair stylist
- Manage each booking automatically & manually
- Perform analytics easily based on the data
- Manage feedback, rates and reviews from single
- Manage payments & bookings with historical data
- Separate admin panels for each hair stylist & clients
- Completed project within timeline & budget

Requirements of the project:

Aisse wanted a hair salon marketplace mobile application where users can search the specific hair stylist after providing basic details, usage of geo-location services, in app calling facility to discuss with hair stylist etc.

An important module was chat room, where clients and stylists can exchange before closing an appointment. In addition, hair stylist can activate and de-activate their availabilities so that they can be found and recognized easily and few more.

Approach:

Challenges for the execution of successful Twistiz'z Mobile App:

Our team and Aisse together prepared strategies for the successful execution of Twistiz'z Project.

- Established clear communication & understand Aisse's thought process.
- Managed timeline & time-zones
- Determine goals, governance & infrastructure
- Complete implementation & on-going support maintenance.