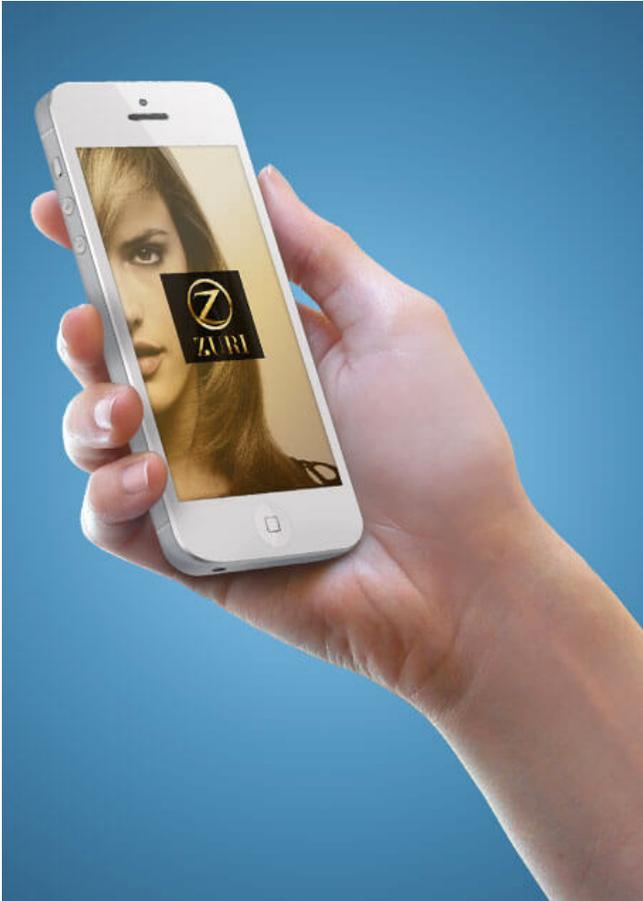


# Will online booking of Salon lead to less time talking with clients and less sales as a result? - Zuri finds a way to it!



## Challenge

An unorganised domain and reaching out to the stylist or the salon by customer on their desired date and time is still a dream. 35% of clients want to schedule appointments during non-business hours. 25% of millennials (those under 35 ) will only book appointments online.

We faced a challenge of making a system that could create dynamically-timed appointments based on the type of appointment. Also on how make the user engagement rather developing an utility application that lies idle like rest of the apps in their mobile.

## Solution

The Big Benefit Of Online Booking - Less Missed Appointments. Salon booking software is designed to send out text message reminders to both the clients and beauty professionals. Book appointments, reschedule easily, and track your appointment history. Not sure what service you want next? Browse photos and professionals to discover trends and ideas.

To make the user engagement rather being an utility platform we brought in the community segment. Where users can write stories or Style statements with pictures and fellow Zuri user can like and follow people or salon or style they feel trendy or those define the style statement.

## Approach

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