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Project Proposal

A lot of businesses require efficient ways to communicate with customers in order to gain from the transaction for both parties. For both parties, one side is seeking a service or product, and the other side is looking to create a financial gain. For most businesses, there are physical shops and virtual shops that list out their products and services for customers to be able to look through. Most of these places offer ways to communicate their products and services to prospective customers. When businesses have platforms, it becomes easy for a customer to reach out the business and continue having a relationship with them.

Small businesses seem to struggle more with figuring out how to elevate their transactional relationships – especially those who are masters of their craft and nothing else. Oftentimes, these small business owners require help with building their business in order to attract and keep track of clientele. Not all small business owners have the knowledge that will help them to master marketing or even how to expand their business for more traction. This has been the kind of problem that my client has been facing, as they have been trying to make their business more manageable and more visible.

With the issues that my client's customers had with trying to schedule appointments, as well as my client not wanting to be inundated with working through texts and calls, Nal's Nails has been proposed as a solution. For this business, the biggest solution was to help solidify the nail business by boosting their visibility and focus on scheduling an appointment. For Nal's Nails, there is only one service provider, thus efficiency is one of their biggest priorities.

Efficiency happens to be the biggest interest for this person's customers as well. By taking away the parameters that make appointment booking currently difficult, it will create an efficient business transaction for the customer. Clear methods of scheduling will allow the customer to contact the nail artist with certainty.

Knowing this, usability testing is vital when it comes seeing if the web application does meet the needs of both parties – the service and the customer. The usability testing can help to see if the desired functions serve the purpose that they are intended.