



**THE MAKEOVER PLACE – A PYTHON DJANGO BASED PLATFORM**

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**CLIENT PROFILE**

The client owns family run business for salons since the ages and is in the lookout for the best web developers in the market to build them a beautiful and adaptable web application adjacent to the services they offer the customers.

**CLIENT-SIDE SUMMARY**

The client offers scheduled appointments for crisp hairdo's (for both women and men) and services revolving around spa and beauty treatments. They wanted a business management solution for online hair and beauty business professionals.

**THE CLIENT**

**Client:** The Makeover Place | **Location:** Ireland | **Industry:** Hair & Beauty Business

**BUSINESS CHALLENGE**

Innovative and creative UI is what attracts users and simplifies the process. We aim to build a unique and engaging user experience. Having used all the visual tools to produce a modern and vibrant website which will be easy to use, keeping in mind the audience of different age group. Suretek along with client put up with a system that combines content with user experience that differentiates the client from its competitors.

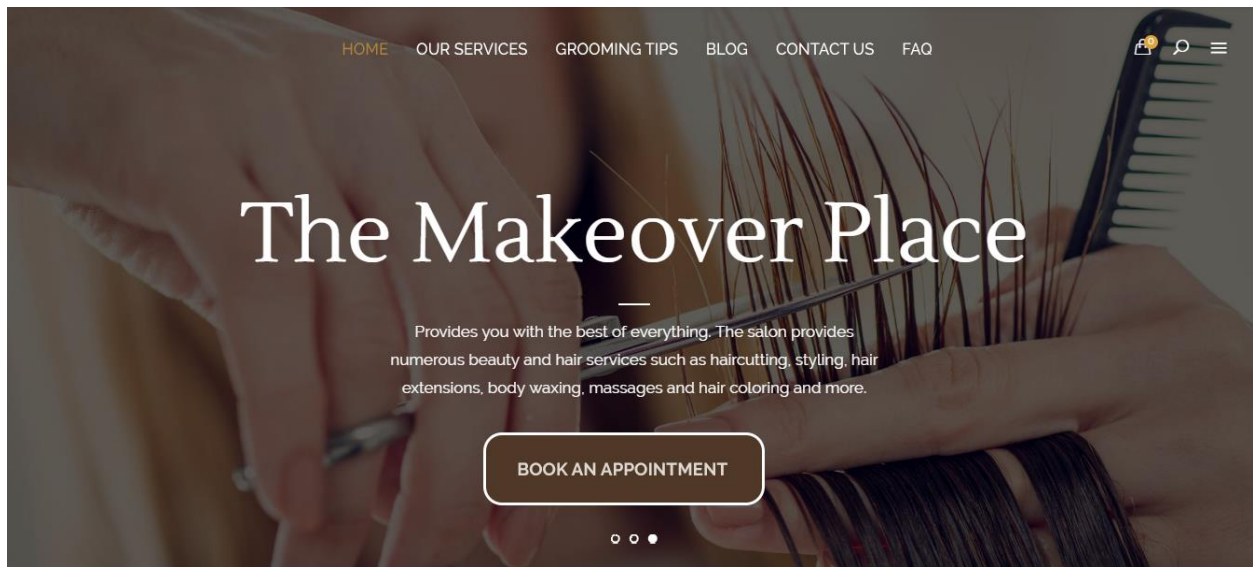
Following aspects have been given priority when developing the web application.

- Focus on the “extreme” viewport sizes first, for responsive web design.
- Develop seamless consumer relationships.
- Making the application mobile/tab responsive.
- Prioritizing users' needs at the center of the development.

**SURETEK'S CONTRIBUTION AND WORK PROFILE:**

- Integrated a Smart catalog, as the customers love to browse through booking services, browse stylists.
- Employed One-tap appointment management booking option with Email notifications for the bookings to both user and owner.
- In-App Offers & Loyalties to treat recurring customers with the best of offers.

- Client Management for Salons, personalized client management feature in the beauty salon app. Save the previous appointment notes, communicate your client with personalized messages and push notifications and store their previous purchase history.
- Photo library of services, options to:
  - Display beautiful images
  - Service videos
  - Image share option
  - Previous and next navigation
- Implemented an ability to add blog summary and full blog post using Microsoft Word-like content editor.
- Email marketing integration along with managing main email template design and distributing messages for order status emails.
- Responsive website, content intuitively adapts to whatever device is accessing it to provide the most user-friendly experience.
- Social media integration which helps build a community for client retention and helping the clients locate the facility with ease.
- FAQ extensions to improve customer experience and reduce customer related enquiries.



## **TECHNOLOGIES USED**

Django Framework, Python, HTML5, CSS3, JavaScript, jQuery, AJAX, XML, MySQL.