

CHAPTER 1 · REQUIREMENTS

The original brief

REQ-01 · CORE CHALLENGE

Build me an app that supports building an app with below requirements. So it is a management system as well the environment to execute the solution to build

Pick an appointment-based business archetype (a salon, a dentist, a contractor, a tutor, a photographer, whatever fits) and rebuild the moment a customer inquiry turns into a confirmed booking.

The brief: turn an inbound "can I book with you?" into a "you're booked," with as little effort from the owner as possible.

REQ-02 · FIX THE FRONT DOOR

Two ways to approach it: Fix the front door. Make it effortless for a customer to check availability, request a time, and get confirmed, no back-and-forth required.

REQ-03 · FIX THE FOLLOW-THROUGH

Fix the follow-through. Cut the manual busywork on the owner's side: reminders, confirmations, rescheduling, and lead follow-up that used to eat their day.

REFERENCE TAGS

REQ-01

Builder management system and booking solution; inquiry becomes confirmed booking.

REQ-02

Customer self-service availability, request and confirmation.

REQ-03

Automated owner follow-through, owner admin and booking journey log.

The wording on the left is reproduced exactly as supplied.

CHAPTER 1 · REQUIREMENTS

Real-client rule and deliverables

REQ-04 · BELIEVABLE CLIENT

The only rule: give your business a name, a location, and a believable set of quirks (busy hours, a no-show problem, a solo owner juggling everything), treat it like a real client brief, not a generic template.

REQ-05 · REAL IMPACT

The outcome should genuinely reduce a hypothetical owner's manual effort, not just look good.

REQ-06 · SUBMISSION REQUIREMENTS

Submission requirements Every submission must include: A believable appointment- or booking-based business archetype, with a name, location, and realistic quirks Your build (must be made in Lovable) with the project link set to public The business's name and a one-line description of the problem you solved for your hypothetical small business client A demo video (under 3 minutes) walking through the finished experience A social post tagging @Lovable and #lovablechallenge (LinkedIn or X encouraged, not required) + Bonus points: Include a short video walkthrough of your process

REQ-07 · EVALUATION CRITERIA

Evaluation criteria Problem-solving impact - Does this genuinely turn an inbound inquiry into a confirmed booking for the business scenario you've defined? Owner-effort reduction - How much manual work would this remove for the business owner? Craft & execution - Is the build polished, functional, and complete end-to-end? Storytelling - How clearly does the before/after and walkthrough communicate the value delivered

REFERENCE TAGS

REQ-04

Named archetype, location and credible operating quirks.

REQ-05

Demonstrable reduction in owner effort.

REQ-06

Public build, one-line story, demo video and social post.

REQ-07

Impact, effort reduction, craft and storytelling.

The wording on the left is reproduced exactly as supplied.

CHAPTER 2 · REFERENCED PLAN

Klipp & Co

Booking that runs itself

A believable client brief

Klipp & Co is a fictional one-chair barbershop on Nieuwe Binnenweg in Rotterdam, operated by Sanne. It gives the solution a real business context while the management system itself belongs to you—the app builder.

The current problem

- Inquiries arrive through Instagram and WhatsApp and often take six messages to confirm.
- Thursday evenings and Saturdays are packed, while Tuesday mornings are quiet.
- Roughly one in five Saturday bookings becomes a no-show.
- Lunch is blocked from 13:00–13:30; the final Friday of each month is unavailable.
- Regulars want “the same as last time” without repeating details.

The one-line problem

Turn a stream of “can I book?” messages into confirmed appointments and automated follow-through, while giving the builder one place to configure, test and improve the full solution.

GOALS & REFERENCES

Central goal

From inquiry to booked with as little owner effort as possible. [REQ-01]

Builder

perspective

The management system is your workspace, not Sanne's dashboard.

Believable client

Named business, Rotterdam location and realistic quirks. [REQ-04]

Impact

The solution must remove real manual work. [REQ-05, REQ-07]

CHAPTER 2 · REFERENCED PLAN

Builder management system

Configure the whole solution

The central product is a builder workspace that makes the complete booking process visible and adjustable. You define how an inquiry moves, which rules apply, what is automated and where a human decision remains useful.

Dynamic solution flow

- 1 Define the client** —enter profile, location, services, hours and quirks.

Output:A complete operating brief.



- 2 Map the inquiry** —choose every stage from first contact through booking and aftercare.

Output:A visual process map.



- 3 Attach rules** —set durations, buffers, blocks, cancellation limits and capacity.

Output:Reliable availability logic.



- 4 Add automation** —connect confirmations, reminders, waitlist offers and lead follow-up.

Output:Less owner intervention.



- 5 Simulate and test** —run full Saturdays, cancellations, no-shows and other scenarios.

Output:A checked end-to-end journey.



- 6 Fine-tune and execute** —inspect outcomes, change a node or rule, then activate.

Output:A live booking solution.

How the flow behaves

- **Editable nodes** —change a rule, message, timing or next action.
- **Conditional branches** —slot available → book; full → waitlist; cancelled → offer the slot.
- **Status and evidence** —configured, tested and active states plus the latest result.

GOALS & REFERENCES

Builder-owned

Workspace for the app builder. [REQ-01]

Dynamic flow

Setup and fine-tune the full “Booking that runs itself” process.

Fine-tune safely

Simulations check the journey before activation. [REQ-07]

Visible execution

Statuses and results show what happened at every stage. [REQ-05, REQ-07]

CHAPTER 2 · REFERENCED PLAN

Configured customer experience

Fix the front door

The builder publishes a customer-facing journey generated from the active flow. Customers do not need an account and Sanne does not need to answer first.

Customer journey

1. **Choose a service.** See price, duration and what is included.
2. **Choose a genuine free slot.** Availability reflects hours, lunch, buffer time, blocked periods and existing appointments. Offered times follow the gap rule below, so no unusable slivers of time are created.
3. **Enter contact details.** Name, email and phone are captured with clear consent.
4. **Receive instant confirmation.** The booking is protected against double-booking and the customer receives a personal manage link.

The gap rule — no stranded time

40-minute base slot. Times follow the rhythm of the most-booked service plus its 10-minute buffer (currently the cut, 30 + 10), counted from the end of the previous appointment, lunch or opening.

Flush to the edges. Times can also end exactly at the next appointment, lunch or closing, so a day finishes with nothing left over.

No useless gaps. A time is only offered when what is left before and after it is zero, or fits at least the smallest service (beard trim, 30 minutes with buffer) — unless the gap could never hold a second service anyway.

Buffer stays out of lunch. Service and buffer both end before 13:00; toward closing only the service itself must fit.

Smart times (optional). An owner setting (off / preview / on) can hide times that leave a poorly fillable gap when a clearly better time is free the same half-day, scored by real booking demand once enough history exists.

When the preferred time is unavailable

- The customer can choose another live slot or join the waitlist.
- A cancellation automatically triggers an offer to the next suitable person.
- The offer expires cleanly, then continues to the next person if needed.

Self-service after booking

- Confirm, reschedule or cancel through the personal link.
- Cancellation-window rules come from the builder flow.

GOAL 1

Fix the front door

Effortless availability, request and confirmation without back-and-forth. [REQ-01, REQ-02]

Covered by

Services, live availability, booking, guarded confirmation, waitlist and manage link. [REQ-02]

Owner effort removed

Diary checks, suggested times, copied details and manual confirmation. [REQ-03, REQ-05]

Proof

One uninterrupted inquiry-to-confirmation demo. [REQ-06, REQ-07]

- Regular-customer context can prefill “the same as last time.”

Result

The customer moves from inquiry to confirmed appointment without messaging Sanne, while every action follows the process you configured.

CHAPTER 2 • REFERENCED PLAN

Execution and follow-through

Automate what happens next

Once the builder activates the flow, the system runs the repetitive work. Sanne can receive a simple operational view if needed, but the management and optimization workspace remains yours.

Automations attached to the flow

- **Immediate confirmation** —appointment details and personal manage link.
- **24-hour reminder** —confirm, reschedule or cancel before the chair sits empty.
- **Unconfirmed-risk flag** —highlights likely Saturday gaps.
- **Cancellation handoff** —releases the slot and starts the waitlist branch.
- **No-show follow-up** —sends the recovery message and records the outcome.
- **Unfinished-inquiry follow-up** —recovers people who did not complete booking.

Builder monitoring

- **Run timeline** —every automated action, result and exception in order.
- **Process metrics** —conversion, manual touches avoided, confirmations, changes, recovered slots and no-shows.
- **Fine-tuning loop** —identify a weak stage, edit its node, retest and reactivate.

Realistic demo evidence

Seeded history includes past cuts, regulars, two no-shows, a packed Saturday and a quiet Tuesday. A before/after view counts the actions the solution removes.

GOAL 2

Fix follow-through

Remove reminders, confirmations, changes and lead chasing from the owner's day.
[REQ-03, REQ-05]

Covered by

Timed emails, manage links, risk flags, waitlist handoff, lead recovery and timeline. [REQ-03]

Builder value

Metrics identify where the process works and what to tune next.

Evaluation proof

Measured effort reduction and clear before/after evidence.
[REQ-07]

CHAPTER 2 · REFERENCED PLAN

Owner admin and booking log

See every booking journey

Next to the customer screens, the solution gets an owner admin view. It shows the booking results and a log of every client's journey, so the follow-through is visible instead of hidden in inboxes. [REQ-03, REQ-05]

Owner admin

- **Today and week view** —all bookings with status: confirmed, rescheduled, cancelled, no-show.
- **Booking results** —outcome per booking plus totals: booked, confirmed, recovered, lost.
- **One-tap actions** —block time, mark no-show or arrived, resend a message.
- **Exceptions only** —the owner is alerted only when the system cannot solve it.
- **Clients list** —regulars, visit history and “the same as last time”.
- **Waitlist overview** —who is waiting and which offers are open.
- **Owner settings** —Sanne sets services and prices, opening hours, lunch break, blocked days and booking rules herself; changes apply to availability immediately. [REQ-02, REQ-03, REQ-05]

Booking journey log

- **Per client timeline** —inquiry, slot chosen, confirmation, reminder, reply, reschedule, visit or no-show.
- **Multiple clients side by side** —compare journeys and spot where people drop off.
- **Filter and search** —by client, date, status or automation, with who acted: client, system or owner.

Owner effort saved

- **Live before/after counters fed by the journey log:** messages avoided (~6 per booking), confirmations and reminders sent automatically, reschedules and cancellations self-served, waitlist slots refilled, no-shows reduced, leads followed up — shown as estimated minutes saved per week. [REQ-03] [REQ-05]

Why it matters

The log proves each automation ran and shows the before/after story in the demo: every step the owner no longer has to do is visible as a system entry.

GOAL 2 · EXTENDED

Visible follow-through

The owner sees results without doing the busywork. [REQ-03, REQ-05]

Covered by

Owner admin, booking results, client list, journey log and owner effort saved panel. [REQ-03]

Builder value

Journey logs show which flow step to tune next.

Evaluation proof

Multiple client journeys shown in the demo video. [REQ-06, REQ-07]

CHAPTER 2 · REFERENCED PLAN

Delivery plan

What gets built, in order

1. **Foundation.**Cloud data structure, privacy rules and realistic Klipp & Co demo data.
2. **Builder workspace.**Client setup, dynamic flow chart, node editor, rule configuration and activation states.
3. **Customer booking.**Services, real availability, booking, confirmation, waitlist and personal manage page.
4. **Execution engine.**Confirmation, reminder, cancellation, no-show, waitlist and lead-follow-up actions.
5. **Owner admin and journey log.**Today/week view, booking results, clients, waitlist and a per-client booking journey log.
6. **Testing and tuning.**Scenario runner, timeline, exceptions and measurable process outcomes.
7. **Submission story.**Before/after evidence, polished demo path and public project readiness.

Technical notes

- Customer details stay private; public visitors only see services and available times.
- Slot calculation and booking protection happen centrally, preventing double-booking.
- Six real email events are planned: confirmation, reschedule, cancellation, reminder, no-show follow-up and waitlist offer.
- Scheduled actions are idempotent, so the same message cannot be sent twice.
- Visual direction: warm Rotterdam barbershop character for customers; clear process-tool precision for the builder.

Submission coverage

- Named business, location and believable quirks. [REQ-04]
- Working public Lovable project and under-three-minute demo video. [REQ-06]
- One-line client problem and social post tagging @Lovable and #lovablechallenge. [REQ-06]

Not included unless requested

Payments or deposits, SMS/WhatsApp sending, multi-staff scheduling and Google Calendar sync.

GOAL MAP

Dynamic flow

Visible, configurable and testable solution.

Live booking

Converts inquiries without owner replies. [REQ-01, REQ-02]

Automations

Remove repetitive follow-through. [REQ-03, REQ-05]

Proof & story

Metrics and before/after communication meet evaluation and submission needs. [REQ-06, REQ-07]

Layout

Plan left; goals and requirement references right.