

Project Summary

This document is intended to provide a summary understanding of the high-level vision of your project goals.

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| Company Name/ Team Name | N/A | | | | | | | |
| Company Address | N/A | | | | | | | |
| Company Website | N/A | | | | | | | |
| Telephone | N/A | | | | | | | |
| Company Contact/ Team member names | Mehbuba, Kashfi Paksoy, Melissa Yassine, Meric | | | | | | | |
| Title | N/A | | | | | | | |
| Company Email/ Email address for all team members | N/A | | | | | | | |
| Telephone | | | | | | | | |
| Project Title | GlamUp! - Connecting Clients with Local Beauty Professionals | | | | | | | |
| Project Description | <p><u>About the company:</u> We are a team of Computer Programming and Analysis students at George Brown College completing our capstone project, which focuses on identifying real-world business needs and creating innovative ICT solutions.</p> <p><u>About the project:</u> The project involves developing a mobile/web application called GlamUp!. This app connects customers with local freelance beauty professionals — including nail artists, lash technicians, and makeup artists — who operate independently from salons.</p> <p>By using geolocation and a service marketplace model, clients can discover available professionals in their area, browse service options, book appointments, and securely process payments. For beauty professionals, the platform provides visibility, customer reach, and scheduling tools, enabling them to grow their business without relying on salon affiliation.</p> | | | | | | | |
| Problem/ Opportunity Assessment * | <p><i>Please describe current state problem/opportunity that describes the nature and extent of the problem (factual, quantified, concise), or that outlines a chance for advancement or progress.</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%; text-align: center; vertical-align: top;">1.</td> <td>Many customers want affordable, flexible, and personalized beauty services but may find salon pricing too high or feel uncomfortable in traditional salon environments.</td> </tr> <tr> <td style="text-align: center; vertical-align: top;">2.</td> <td>Independent beauty professionals (nail artists, lash technicians, makeup artists, etc.) often struggle to market their services, gain exposure, and attract a steady client base.</td> </tr> <tr> <td style="text-align: center; vertical-align: top;">3.</td> <td>There is currently no centralized, user-friendly platform specifically designed to connect freelance beauty professionals with potential clients in their local area.</td> </tr> </table> | | 1. | Many customers want affordable, flexible, and personalized beauty services but may find salon pricing too high or feel uncomfortable in traditional salon environments. | 2. | Independent beauty professionals (nail artists, lash technicians, makeup artists, etc.) often struggle to market their services, gain exposure, and attract a steady client base. | 3. | There is currently no centralized, user-friendly platform specifically designed to connect freelance beauty professionals with potential clients in their local area. |
| 1. | Many customers want affordable, flexible, and personalized beauty services but may find salon pricing too high or feel uncomfortable in traditional salon environments. | | | | | | | |
| 2. | Independent beauty professionals (nail artists, lash technicians, makeup artists, etc.) often struggle to market their services, gain exposure, and attract a steady client base. | | | | | | | |
| 3. | There is currently no centralized, user-friendly platform specifically designed to connect freelance beauty professionals with potential clients in their local area. | | | | | | | |

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| Desired Project Outcomes/ Requirements* | <i>Define how this project shall address a business need, e.g. the business problem or opportunity described above; describe what the beneficiary must be able to do / receive from the solution</i> | |
| | 1. | Provide customers with a mobile app that allows them to search, browse, and book appointments with local beauty professionals. |
| | 2. | Enable beauty professionals to showcase their work (portfolio, reviews, availability, pricing) and manage appointments. |
| | 3. | Integrate a secure and convenient payment system to support transactions between clients and professionals. |
| | 4. | Create a rating and review feature to build trust and credibility within the community. |
| Key Deliverables to be produced by students* | <i>Define the boundaries of work that you expect to receive from the students effort (vs. internal effort)</i> | |
| | 1. | A functional prototype of the mobile/web application (<i>GlamUp!</i>) including core features (search, booking, artist profiles). |
| | 2. | Documentation: business requirements, system and technical requirements, user stories, personas, backlog, mockups, and analysis/design reports. |
| | 3. | Presentation materials for pitching the project concept, showcasing research findings, and demonstrating the prototype. |
| Desired Start Date | September 2025 | |
| Desired End Date | April 2026 | |
| Attachments | <i>List attachments that support project description</i> | |
| | 1 | N/A |
| | 2 | N/A |

* Please add fields as required