FICTIONAL CONCEPT DEMONSTRATION

# Marigold Studio Appointment Lab

Fictional assessment, workflow, ROI assumptions, risk analysis, prototype controls, and implementation plan.

Fictional demonstrations use synthetic data and perform no external actions. Commercial ranges are examples, not commitments.

# Marigold Studio Appointment Lab

Marigold Studio is a fictional Tallahassee appointment business. Its staff, customers, schedule, volumes, prices, policies, and outcomes are synthetic. The prototype sends no email or SMS, places no calls, makes no real bookings, performs no tracking, and writes to no external system.

## Assessment

The case tests whether a four-person studio could reduce manual scheduling work and late-change friction without allowing software to promise real availability or handle exceptions on its own.

Current-state assumptions:

- 70-110 monthly appointment requests
- 8-14 minutes of coordination per request
- 6%-14% late-change or no-show share
- $70-$140 contribution per retained session
- 1-4 recoverable sessions per month

Every assumption has a validation method in the public case study. None is a client result.

## Target workflow

1. Client states a goal and group size.
2. The system suggests a service with reasons and confidence.
3. Client chooses a synthetic slot.
4. A browser-only record enters a review queue.
5. Staff owns exception, availability, policy, and confirmation decisions.
6. A reminder and reschedule plan remains visible but unconnected.

## Opportunity scorecard

The weighted score considers value, inverse effort, inverse risk, and readiness. Structured self-booking, reschedule guardrails, and a reminder plan rank ahead of autonomous exception approval. The score is a prioritization aid, not a guarantee.

## ROI assumptions

Illustrative monthly benefit equals:

```
labor capacity value + retained contribution - monthly software/support cost
```

The public prototype lets the reader edit every input. Revenue is not attributed until a baseline and comparison method exist.

## Risk analysis

- Availability promise: stop if the system-of-record state is uncertain.
- Recommendation fit: show reasons and route exceptions to staff.
- Sensitive notes: collect ordinary scheduling information only.
- Reminder consent: use an approved provider, consent, quiet hours, and opt-out.
- Calendar drift: reconcile and disable booking when sync health is uncertain.

## Implementation plan

Weeks 1-2: map channels, policies, exceptions, owners, consent, and baseline.

Weeks 3-4: trial one scheduling backbone with services, buffers, rescheduling, reminders, roles, exports, and disable behavior.

Weeks 5-8: pilot one channel with staff review, exception logging, and manual fallback.

Weeks 9-12: acceptance test, train the primary and backup operator, audit permissions, test export and disable, hand off, and schedule a 30-day review.

## Acceptance gate

Service rules, availability, rescheduling, reminders, exceptions, permissions, export, disable, manual fallback, staff training, responsive behavior, keyboard access, and issue ownership require evidence before real customer use.