

ILLUSTRATIVE SAMPLE

48-HOUR SALON ENQUIRY LEAK AUDIT

A founder-reviewed, evidence-led example of the INR 4,999 diagnostic deliverable.

FICTIONAL CASE

Fictional Salon Alpha - Ludhiana

No real business, website, customer, logo, testimonial or result is represented.

5 SIMULATED FINDINGS

3 COPY SCRIPTS

30-DAY PLAN

READ THIS FIRST

Illustrative sample - not a real client audit - no measured customer outcome.

Prepared as a labelled sales sample. It is not a receipt, performance report or promise of results.

01 / EXECUTIVE SUMMARY

One clear next step beats five uncertain ones.

This fictional scenario demonstrates how the audit turns observed friction into a practical order of work.

FICTIONAL SCENARIO - NOT AN OBSERVATION ABOUT A REAL SALON

The patterns below are invented solely to show the format and depth of a paid audit.

HYPOTHETICAL DIAGNOSIS

The fictional journey creates hesitation before a visitor can ask a simple appointment question.

The first move is to establish one primary enquiry route, explain the response expectation and confirm what happens next.

FIRST PRIORITY

Move a truthful appointment-enquiry action above the mobile fold.

SECOND PRIORITY

Reduce form burden and carry service context into the handoff.

VALIDATION

Test the full path manually before comparing consented first-party events.

Five simulated findings, ordered for action

- | | | |
|----|---|----------------------|
| 01 | Primary action begins below the mobile fold | High / Low effort |
| 02 | Form asks for commitment before trust | High / Medium effort |
| 03 | WhatsApp handoff loses service context | Medium / Low effort |
| 04 | Desktop presents competing contact routes | Medium / Low effort |
| 05 | Confirmation omits response expectation | Medium / Low effort |

02 / JOURNEY MAP

Where the fictional path begins to leak confidence.

Every node and leak marker below is simulated. A real report links each finding to a dated public capture.



03 / EVIDENCE 01

Primary action begins below the mobile fold.

Illustrative hypothesis: high-intent visitors must scroll before they can ask about availability.

ILLUSTRATIVE PRIORITY

High

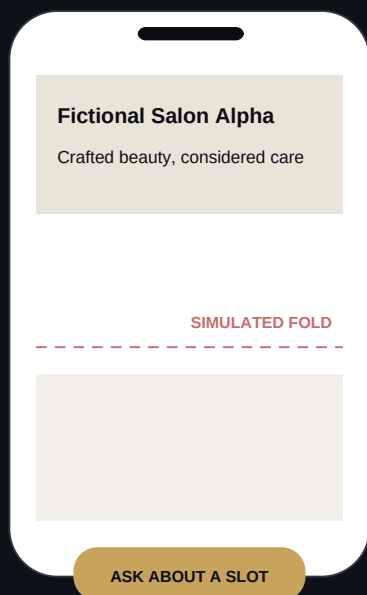
ILLUSTRATIVE EFFORT

Low

EVIDENCE STATUS

Simulated only

SIMULATED WIREFRAME / FICTIONAL INTERFACE



SIMULATED OBSERVATION

The first appointment action appears only after promotional content and scrolling.

WHY IT MAY MATTER

A visitor with immediate intent must interpret the page before learning how to ask a simple question.

EFFORT RATIONALE

This is usually a focused layout and copy change rather than a full redesign.

RECOMMENDED CHANGE

Place one truthful appointment-enquiry action in the first mobile view. Keep the label specific to asking about availability, not a guaranteed booking.

ACCEPTANCE CHECK

At common mobile widths, the action is visible without scrolling and remains reachable with keyboard and screen-reader navigation.

WHAT A REAL AUDIT WOULD VERIFY

- Dated capture at representative mobile widths.
- Whether the action is visible without scrolling.
- The exact destination and consent text.
- Accessibility name, focus order and error state.

03 / EVIDENCE 02

The form asks for commitment before trust.

Illustrative hypothesis: nonessential fields make a simple availability question feel like an application.

ILLUSTRATIVE PRIORITY	ILLUSTRATIVE EFFORT	EVIDENCE STATUS
High	Medium	Simulated only

SIMULATED WIREFRAME / FICTIONAL INTERFACE

Request an appointment

Simulated form - no submission

Full name

Phone

Email

Service

Preferred artist

Preferred date

Preferred time

Budget

Message

SUBMIT

SIMULATED OBSERVATION

Nine fields appear before the visitor knows the response window or whether a slot is available.

POTENTIAL FRICTION

The form requests information that staff could collect after a first reply.

EFFORT RATIONALE

Reducing fields requires owner agreement on what is essential and a safe form update.

RECOMMENDED CHANGE

Collect only the information required to answer the first question. Move preferences such as artist, time and message detail into the human reply when appropriate.

ACCEPTANCE CHECK

The owner approves the minimum field set, required fields are explained, validation is clear and a privacy notice is present before submission.

WHAT A REAL AUDIT WOULD VERIFY

- Field count, required markers and error messages.
- Privacy notice placement and stated purpose.
- Whether every field is needed for first response.
- Successful submission on mobile and desktop.

03 / EVIDENCE 03

The WhatsApp handoff loses service context.

Illustrative hypothesis: a generic chat opening makes the visitor and staff repeat information already selected.

ILLUSTRATIVE PRIORITY

Medium

ILLUSTRATIVE EFFORT

Low

EVIDENCE STATUS

Simulated only

SIMULATED WIREFRAME / FICTIONAL INTERFACE

Fictional Salon Alpha
Business account - simulated

Hi, I came from your website.

Hello. How may we help you?

I was looking at services.

Which service do you need?

Type a message

SIMULATED OBSERVATION

The handoff carries no service or page context, so the customer repeats the journey.

POTENTIAL IMPACT

Repeated questions can create doubt and add avoidable work for the appointment desk.

EFFORT RATIONALE

A consented click-to-chat link can pass a short, editable service prompt.

RECOMMENDED CHANGE

Use a recipient-edited click-to-chat draft that includes the relevant service page and a simple availability question. Never imply that a bot or person has already read it.

ACCEPTANCE CHECK

The message opens as an editable draft, identifies the business, carries only necessary context and is used only after the visitor chooses WhatsApp.

WHAT A REAL AUDIT WOULD VERIFY

- The exact prefilled message and destination number.
- Whether the message remains editable before send.
- Consent and opt-out handling for later messages.
- Human handoff ownership and response expectation.

03 / EVIDENCE 04

Desktop presents competing contact routes.

Illustrative hypothesis: three equal calls to action make the visitor choose a channel before understanding the difference.

ILLUSTRATIVE PRIORITY

Medium

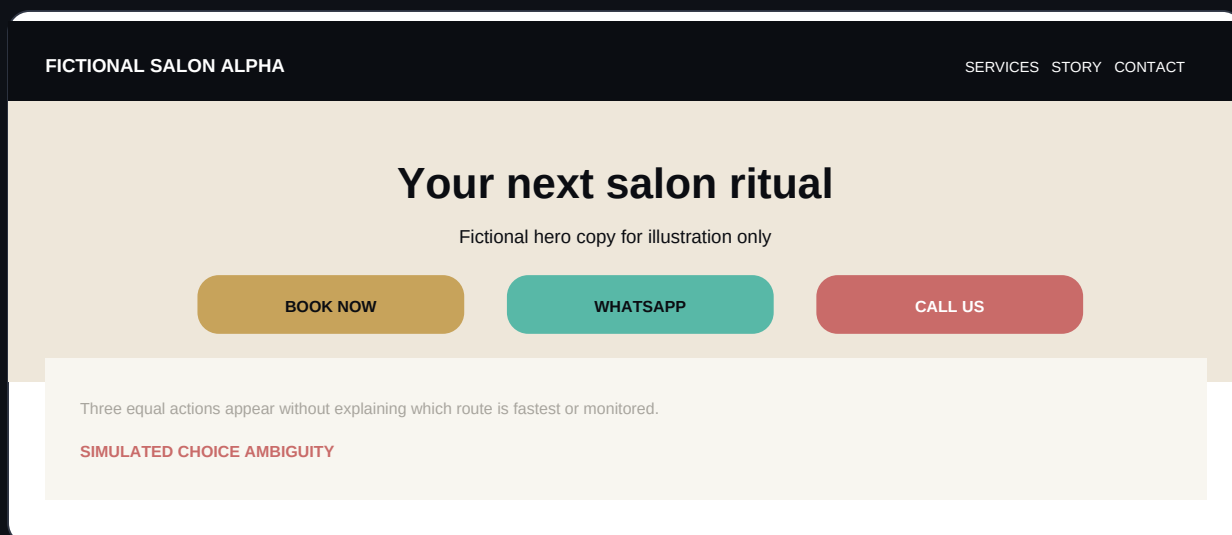
ILLUSTRATIVE EFFORT

Low

EVIDENCE STATUS

Simulated only

SIMULATED WIREFRAME / FICTIONAL INTERFACE



RECOMMENDED CHANGE

Choose one primary enquiry route and label alternatives by purpose, such as urgent call or WhatsApp question. Publish only response expectations the team can meet.

ACCEPTANCE CHECK

The primary route is visually dominant, alternatives are accurately labelled and each route reaches a monitored destination.

WHAT A REAL AUDIT WOULD VERIFY

- Visual hierarchy at common desktop widths.
- Destination, ownership and monitoring status.
- Whether stated response windows are operationally true.
- Consistency across home and service pages.

03 / EVIDENCE 05

The confirmation omits the response expectation.

Illustrative hypothesis: a generic success message leaves the visitor unsure whether to wait, call or submit again.

ILLUSTRATIVE PRIORITY

Medium

ILLUSTRATIVE EFFORT

Low

EVIDENCE STATUS

Simulated only

SIMULATED WIREFRAME / FICTIONAL INTERFACE

**Submitted**

Thank you for contacting us.

MISSING IN THIS SIMULATED STATE

response window / reply channel / what to do if urgent

RECOMMENDED CHANGE

Confirm receipt, name the monitored reply channel and state a truthful response window. Provide a safe fallback only if the business actually supports it.

ACCEPTANCE CHECK

After a successful test submission, the page shows what was received, how the team will reply and when the visitor should expect that reply.

WHAT A REAL AUDIT WOULD VERIFY

- Success, duplicate, validation and failure states.
- The monitored channel named in the confirmation.
- The team's actual operating hours and capacity.
- A no-message-lost check using a test enquiry.

04 / COPY KIT

Three scripts designed for clarity, not pressure.

Placeholders must be replaced with truthful operating details. Use WhatsApp follow-up only after the recipient initiates or gives valid consent.

01 / WEBSITE HERO CTA

Check appointment availability

Tell us the service you are considering. Our appointment desk will reply through [chosen channel] within [truthful published response window].

WHY THIS WORKS IN THE SAMPLE

It describes an enquiry, not a guaranteed booking, and sets a response expectation the salon must validate.

02 / FIRST WHATSAPP REPLY

Hi [first name], this is [team member] from [salon]. Thanks for asking about [service]. I can check available options for you. Which day works better: [option A] or [option B]?

If automation sends the first message, say so plainly and provide a direct human handoff. Do not imitate the founder or a staff member.

USE CONDITION

Send only after a visitor chooses WhatsApp or otherwise gives valid consent. Keep an opt-out route for later marketing.

03 / HUMAN MISSED-ENQUIRY FOLLOW-UP

Hi [first name], [team member] here from [salon]. I saw your enquiry about [service] from [date]. Would you like me to share the next available options, or should I close the enquiry?

For marketing follow-up beyond the original enquiry, add the required opt-out wording and use an approved template where applicable.

WHY THIS WORKS IN THE SAMPLE

It states the source and purpose, asks permission to continue and makes closing the enquiry easy.

05 / ACTION PLAN

A 30-day sequence that earns the right to automate.

The plan starts with message clarity and manual verification. It does not assume traffic, bookings or revenue improvement.

DAYS 1-3**Choose the route**

Owner: Founder + appointment desk

- Confirm one primary enquiry action and one monitored destination.
- Document business hours and a response window the team can meet.
- Capture the existing journey before any change.

GATE: OWNER APPROVES WORDING, CHANNEL AND ACCOUNTABILITY.

DAYS 4-7**Remove the first friction**

Owner: Website operator

- Move the primary action into the first mobile view.
- Reduce the enquiry form to the agreed minimum.
- Add a clear privacy purpose and confirmation state.

GATE: MOBILE, DESKTOP, KEYBOARD AND ERROR-STATE CHECKS PASS.

DAYS 8-14**Make the handoff coherent**

Owner: Appointment desk lead

- Carry service context into a user-initiated WhatsApp draft.
- Train the human reply using the approved script.
- Run test enquiries and verify every message reaches an owner.

GATE: NO LOST TEST MESSAGE AND NO UNSUPPORTED RESPONSE CLAIM.

DAYS 15-30**Observe before expanding**

Owner: Founder

- Review consented first-party journey events, if available.
- Log customer questions and failure states without exposing personal data.
- Choose one next experiment; do not stack multiple changes at once.

GATE: HUMAN REVIEW DECIDES CONTINUE, REVISE OR STOP.

06 / METHOD + BOUNDARIES

AI-assisted. Human-reviewed. Evidence-labelled.

The sample is designed to show what the audit includes and, just as importantly, what it does not claim to do.

METHOD USED FOR A REAL AUDIT

01

Receive the public business URL and a purpose-limited intake.

02

Capture the public mobile and desktop journey with date and URL.

03

Use AI to organize observations, draft alternatives and check consistency.

04

Have a human verify every capture, claim, priority and recommendation.

05

Label observed facts, inferences, simulations and unknowns separately.

06

Deliver the report and conduct one founder review without promising outcomes.

EXACTLY INCLUDED

- Public website and public enquiry-path review.
- Representative mobile and desktop captures.
- Five screenshot-supported, prioritized findings.
- Three rewritten CTA or response scripts.
- One prioritized 30-day plan.
- One 30-minute founder review.

EXCLUDED UNLESS SEPARATELY AGREED

- Website rebuild, CRM build or implementation.
- Paid advertising or media spend.
- Customer-list, inbox or private analytics access.
- Outbound calling, messaging or contact sourcing.
- Guaranteed bookings, revenue or business outcomes.
- Competitor scraping, impersonation or hidden AI identity.

07 / FOUNDER REVIEW

Thirty minutes to choose the first fix.

The review is a decision session, not a pressure close. The client can approve a first step or leave with the plan.

30-MINUTE REVIEW AGENDA**00-05****Confirm business context**

Clarify the monitored enquiry route and any missing operating detail.

05-15**Walk the evidence**

Review each capture, distinguish fact from inference and correct anything inaccurate.

15-22**Choose the first fix**

Select the smallest high-priority change the owner can support.

22-27**Assign owner and check**

Name an accountable person, timing and a simple acceptance check.

27-30**Decide the next step**

Approve the first action, request a revision or close with the report only.

CLIENT HANDOFF CHECKLIST

- Report file and evidence appendix received.
- Corrections recorded before final decision.
- First action, owner and acceptance check named.
- No outcome guarantee represented or implied.

IF THE CLIENT PROCEEDS

Implementation requires a separate written scope, action preview, price and approval. No website, messaging, payment or advertising change is authorized by buying the audit alone.

This protects both the client and Da C.A.R.T.E.L from hidden commitments.

Illustrative sample - not a real client audit - no measured customer outcome.