

# Scoring criteria

Scheduling requirements vary across businesses. Here, we have chosen and ranked the apps based on five categories that we believe small businesses look for in a scheduling software. The five categories are:

- User-friendly interface
- Automated communication
- Collaboration capabilities
- Customization
- Affordability

Each category will have multiple sub-criteria, and only upon satisfying them are points given to the app. For instance, under the category **user-friendly interface**, there is a criteria called **contemporary interface**. If an app exceeds all expectations in this criteria, one point is given. If it partially satisfies the criteria, 0.75 or lesser is given.

Here's how you calculate the final score:

Add criteria scores — **to get** —> Category scores — **add to get** —> Final app scores

**Disclaimer:** We only score these apps based on categories that **we believe** are essential in a small business scheduling software. Individual preferences might vary, and if that's the case, we recommend signing up for a trial to get a hands-on experience with the different apps listed here.

# Category 1: User-friendly interface



Contemporary interface	Efficient performance	Clear feedback	Usability and Intuitiveness	Mobile UI
Should feature a modern and minimal design, pleasing color schemes, and easy readability	App loads seamlessly to user interactions	Proper feedback is conveyed upon clicking an element	Easier learning curve, memorability of UI, easy to use	User-friendliness on mobile UI

## Category 1: User-friendly interface

Name of the app	Individual scores for user-friendly interface					Total score for user-friendly interface (on a scale of 5)
	Contemporary interface (1 point)	Efficient performance (1 point)	Clear feedback (1 point)	Usability and Intuitiveness (1 point)	Mobile UI (1 point)	
Zoho Bookings	1	1	1	1	0.25	4.25
Setmore	1	1	1	1	1	5
Simplybook.me	0.75	0.5	1	0.75	0.75	3.75
Doodle	1	0.5	1	1	1	4.5
Google calendar	1	1	1	1	1	5
Bookeo appointments	0.25	1	1	0.75	0.75	3.75
Reclaim AI	1	1	1	1	1	5

**Category winners:** Setmore, Google calendar, Reclaim AI

# Category 2: Automated communication



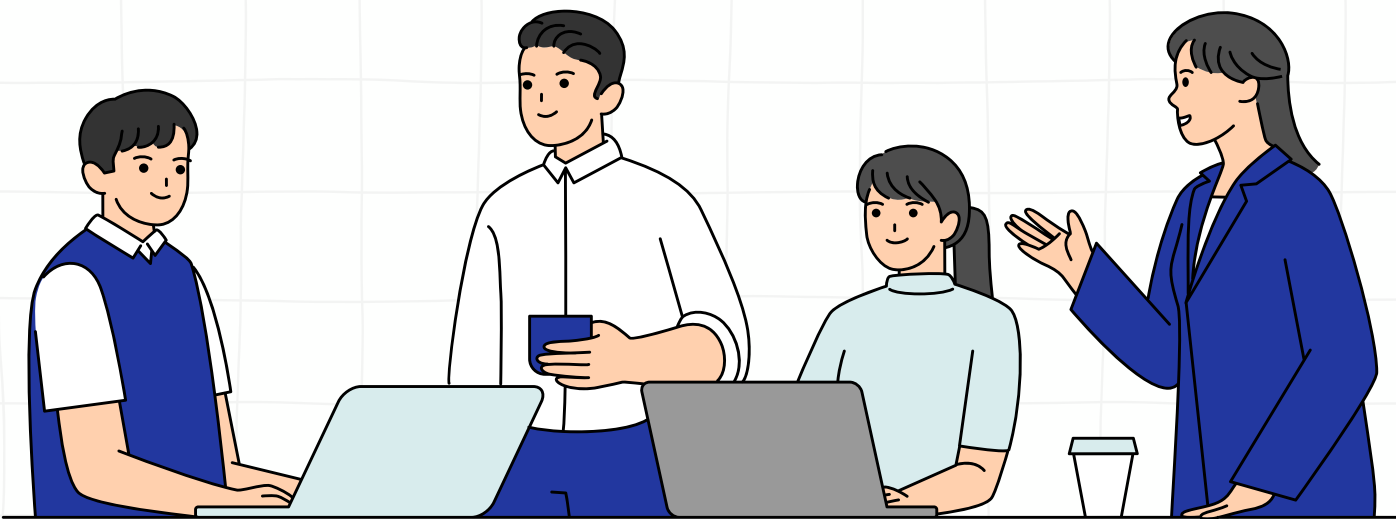
Email communications	Text communications	Customizability	Notification volume	Granularity of control
Send email notifications and reminders	Send text notifications and reminders	The level of customizations: Logo, content, use dynamic variables, and more	Ability to send multiple time-based notifications or reminders	Ability to fine-tune notification triggers and determine how often they're sent

## Category 2: Automated communication

Name of the app	Individual criteria scores for automated communication					Total score for automated communication (on a scale of 5)
	Email communications (1 point)	Text communications (1 point)	Customizability (1 point)	Reminder volume (1 point)	Granularity of control (1 point)	
Zoho Bookings	1	1	1	1	1	5
Setmore	1	0.5	0.25	0.75	1	3.5
Simplybook.me	1	1	1	0.75	1	4.75
Doodle	0.75	0.5	0	0.25	0.5	2
Google calendar	1	0.25	0.25	1	1	3.5
Bookeo appointments	1	1	1	0.5	1	4.5
Reclaim AI	1	0.25	0.25	1	1	3.5

**Category winner:** Zoho Bookings

# Category 3: Collaboration capabilities



User role support	Team-wide schedule visibility	Reporting capabilities	Integration with communication tools
Should have multiple user roles to share appropriate privileges across teams	Users with appropriate permissions should be able to view their team members' schedules	Can the application help admins generate reports to monitor their team's progress?	Does the app feature built-in integration with group chat communication software like Zoho Cliq or Slack?

Category 3: Collaboration capabilities

Name of the app	Individual criteria scores for collaboration capabilities				Total score for collaboration capabilities (on a scale of 5)
	User role support (1 points)	Team-wide schedule visibility (1.25 points)	Reporting capabilities (1.5 points)	Integration with communication tools (1.25 points)	
Zoho Bookings	1	1.25	1	0.5	3.75
Setmore	1	1.25	1	1.25	4.5
Simplybook.me	1	1.25	1.5	0.5	4.25
Doodle	0.5	1.25	0.75	1.25	3.75
Google calendar	0.75	1.25	1.5	1.25	4.75
Bookeo appointments	1	1.25	1.5	0	3.75
Reclaim AI	0.5	1.25	1.5	1.25	4.5

Category winner: Google calendar

# Category 4: Customization



Booking page customization	Notification customization	Domain and URL customization	Booking UI customization	Booking page translation
Change your booking page logo, brand colors, or layouts	Add your logo, content, use dynamic variables, and more	Tweak your booking page URL or add booking pages to your own domain	Ability to send multiple time-based notifications or reminders	Translate booking pages into regional languages



Category 4: Customization

Name of the app	Individual criteria scores for customization					Total score for customization( on a scale of 5)
	Booking page customization (2 points)	Notification customization (1 point)	Domain and URL customization (1 point)	Booking UI customization (0.25 points)	Translation customization (0.75 points)	
Zoho Bookings	1.75	1	1	0.25	0.75	4.75
Setmore	1.75	0.25	0.5	0.25	0.5	3.25
Simplybook.me	2.0	1	0.5	0.25	0.75	4.5
Doodle	1.0	0	0.5	0	0	1.5
Google calendar	0.5	0.25	0	0	0	0.75
Bookeo appointments	1.5	1	0.5	0.25	0.5	3.75
Reclaim AI	0.5	0.25	0.5	0	0	1.25

Category winner: Zoho Bookings

## Category 5: Affordability

With different priorities across businesses, calculating affordability can be tricky. To generalize this ranking across industries, we're picking a few things to rank this:

- **Plan chosen:** We have chosen the plan that packs most of what the app has to offer without increasing the price.
- **Total appointments:** Assuming one person takes three appointments a day and there are 22 working days in a month, we get 660 total appointments/month. (10 employees x 3 appointments x 22 working days). The app should be able to offer this.



## Category 5: Affordability

*Category winner: Setmore*

Name of the app	Chosen plan	Cost of the plan <i>when billed annually</i>	Total cost for 10 users <i>when billed annually</i>	Total bookings offered per month	Total cost for 10 users and 660 appointments <i>when billed annually</i>	Affordability score (5 points)	Comments
<b>Zoho Bookings</b>	Premium	\$9/month/ user	10 x \$9 = \$90/month	Unlimited bookings	\$90/month	4	-
<b>Setmore</b>	Team	\$5/month/ user	10 x \$5 = \$50/month	Unlimited bookings	\$50/month	5	-
<b>Simplybook.me</b>	Premium	\$49.9/month User count ≤ 30	\$49.9/month	2000 bookings /month	\$49.9/month	4.5	No restrictions on the number of custom features that you can use
<b>Doodle</b>	Team	\$8.95/month/ user	10 x \$8.95 = \$89.5/month	Unlimited bookings	\$89.5/month	4	-
<b>Google calendar</b>	Business standard	\$12/month/ user	10 x \$12 = \$120/month	Unlimited bookings	\$120/month	3.5	Plans below this don't have appointment booking pages
<b>Bookeo appointments</b>	Standard	\$39.95/month User count ≤ 20	\$39.95/month	1000 bookings /month	\$39.95/month	4.5	-
<b>Reclaim AI</b>	Starter	\$12/month/user	10 x \$12 = \$120/month	Unlimited bookings	\$120/month	3.5	Plans below this don't offer unlimited scheduling links, a basic requirement for a paid scheduling app.

## Final rankings

Now that we have all the individual category points for all apps, let's add it all up to get our final rankings.

App name   Category	User-friendly interface	Automated communication	Collaboration capabilities	Customization	Affordability	Total (out of 25)
Zoho Bookings	4.25	5	3.75	4.75	4	21.75
Setmore	5	3.5	4.5	3.25	5	21.25
Simplybook.me	3.75	4.75	4.25	4.5	4.5	21.75
Doodle	4.5	2	3.75	1.5	4	15.75
Google calendar	5	3.5	4.75	0.75	3.5	17.5
Bookeo appointments	3.75	4.5	3.75	3.75	4.5	20.25
Reclaim.AI	5	3.5	4.5	1.25	3.5	17.75