ToolGPA

NOVEMBER 2026

Noona

The Insider's Guide

Appointment scheduling and booking marketplace for salons and clinics



Every plan, grade, refund rule and rival among calendar and scheduling apps, read from Noona's own pages.

Made by Noona · checked Nov 13, 2026 · toolgpa.com

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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Noona's own pages, its app-store listings and our grades. Every fact in it is on Noona's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 22 of the 114 other calendar and scheduling apps we grade

Noona is a booking system for appointment-based businesses such as salons, barbershops, clinics and personal trainers, sold as Noona HQ. It combines a calendar, client records, online payments and a booking profile in a consumer marketplace app. Plans are priced per seat, with a lower rate for teams than for a solo user.

"

You set up services, staff and payments.

From our grade for ease of use

To get you started, here are **9 things to know about Noona**, taken from its own pages and our grades.

1 **Best for salon and clinic booking**

Noona is a booking and client system for salons and clinics, from $8.50 a seat for teams.

2 **Paid plans start at $8.50 a month for each person**

As its pricing page puts it: $8.50 per seat / month for teams, billed annually.

3 **You can try it first**

14-day free trial with full access, no credit card required

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Calendar and online bookings**

Unlimited appointments in a calendar, with a Noona marketplace profile where clients book online.

6 **Client records and CRM**

Client cards and a CRM on every plan; custom fields, groups and file attachments start on Professional.

7 **Payments, POS and vouchers**

Online payments and vouchers on every plan; a POS with payment terminals, inventory and sales reports from Professional.

8 **A 2.2 GPA, above 22 of 114**

That is against the other calendar and scheduling apps we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Noona you would be making texts to thousands of numbers, registered with the carriers. That is not a weekend's work, with an AI app builder or without one.

Noona at a glance

PRICING
Free trial, from $8.50 per seat / month for teams, billed annually

FREE PLAN
No

FREE TRIAL
14-day free trial with full access, no credit card required

RUNS ON
Web, iOS, Android

MADE BY
Noona

CATEGORY
Calendar & Scheduling

OUR GRADE
2.2 GPA, fair

The report card

Best for salon and clinic booking

Noona is a booking and client system for salons and clinics, from $8.50 a seat for teams. A solo user pays $12.75 on Starter, there is no free plan, and SMS reminders, POS and the website widget need a dearer plan.

TOOLGPA REPORT CARD — **Noona** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$8.50 a seat for a team, but $12.75 for one person on Starter, around the middle of calendar tools.
Free plan and trial	C	A 14-day trial with full access and no card, and no free plan.
Features	C	Calendar, client records, payments, reminders and waitlists. SMS reminders, POS and sales reports sit above Starter.
Ease of use	C	No store rating on record. You set up services, staff and payments.
Platforms and integrations	B	Web, iPhone and Android, with Google Calendar and Google Reserve.

Grade point average — Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Noona is for

- ✓ Fits if you run a salon or clinic with a few staff
- ✓ Works for teams who want online payments and a client list in one place

Who it is not for

- ✕ Skip it if you want a free plan, as there is only a 14-day trial
- ✕ Pricey if you work alone, as a solo seat costs more than a team seat
- ✕ Tight if you want SMS reminders, as Starter has none and Professional has about 40 per seat
- ✕ Watch out: Starter is capped at 3 seats and Professional at 9
- ✕ Watch out: prices exclude VAT

Good to know

Good for

- ✓ Solo beauty and wellness practitioners
- ✓ Salons and clinics with a handful of staff
- ✓ Businesses that want clients to find them in a booking marketplace

Worth knowing

- ⓘ Per-seat prices are lower on team accounts than for a solo user, and the seat cap is 3 on Starter and 9 on Professional.
- ⓘ SMS reminders are not on Starter; Professional includes about 40 per seat each month.
- ⓘ POS, inventory, sales reports and the website booking widget need Professional or above.
- ⓘ Prices exclude VAT, per the pricing page.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$8.50

A month to start, for each person

Noona is a paid product with a free trial, starting at $8.50 per seat / month for teams, billed annually.

STARTER

$8.50

per seat / month, billed annually ($10 billed monthly)

Team rate for up to 3 seats; a solo user pays $12.75 ($15 monthly). Unlimited appointments, calendar, CRM and online payments.

PROFESSIONAL

$12.75

per seat / month, billed annually ($15 billed monthly)

Team rate for up to 9 seats; solo is $17 ($20 monthly). Adds 40 free SMS reminders per seat a month, POS and a website widget.

PREMIUM

$17

per seat / month, billed annually ($20 billed monthly)

Team rate for unlimited seats; solo is $21.25 ($25 monthly). Adds unlimited SMS reminders, waitlist and multi-location support.

ENTERPRISE

Custom

For businesses with 15 or more staff or multiple locations, with dedicated support and tailored onboarding.

Trying it first

14-day free trial with full access, no credit card required

Read from noona.app on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

15% off with annual billing

Noona's pricing page shows annual prices 15% below the monthly ones.

Stated on noona.app

PART 03 · FEATURES

What it does

Its main features, where it runs, what it works with and who makes it

3

Places it runs: Web, iOS and Android

Appointment scheduling and booking marketplace for salons and clinics. Here is what it does, as its own site describes it, and what it covers: public API, booking links, inventory, appointment booking, sMS marketing.

"

Calendar, client records, payments, reminders and waitlists.

From our grade for features

Calendar and online bookings

Unlimited appointments in a calendar, with a Noona marketplace profile where clients book online.

Client records and CRM

Client cards and a CRM on every plan; custom fields, groups and file attachments start on Professional.

Payments, POS and vouchers

Online payments and vouchers on every plan; a POS with payment terminals, inventory and sales reports from Professional.

Reminders and campaigns

Email and push reminders are free. SMS reminders are included from Professional, and SMS marketing campaigns are listed.

Waitlist and offers

A client waitlist is on Professional and an automatic online waitlist with booking offers is on Premium.

Multi-location support

Premium adds multi-location booking pages, custom roles and permissions, and PIN-locked sections.

Where it runs

Web iOS Android

What it works with

Google Calendar Google Reserve

Noona is made by Noona.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

22/114

Other calendar and scheduling apps it is graded above

Noona's GPA of 2.2 is higher than 22 of the 114 other calendar and scheduling apps we grade, and level with 23.

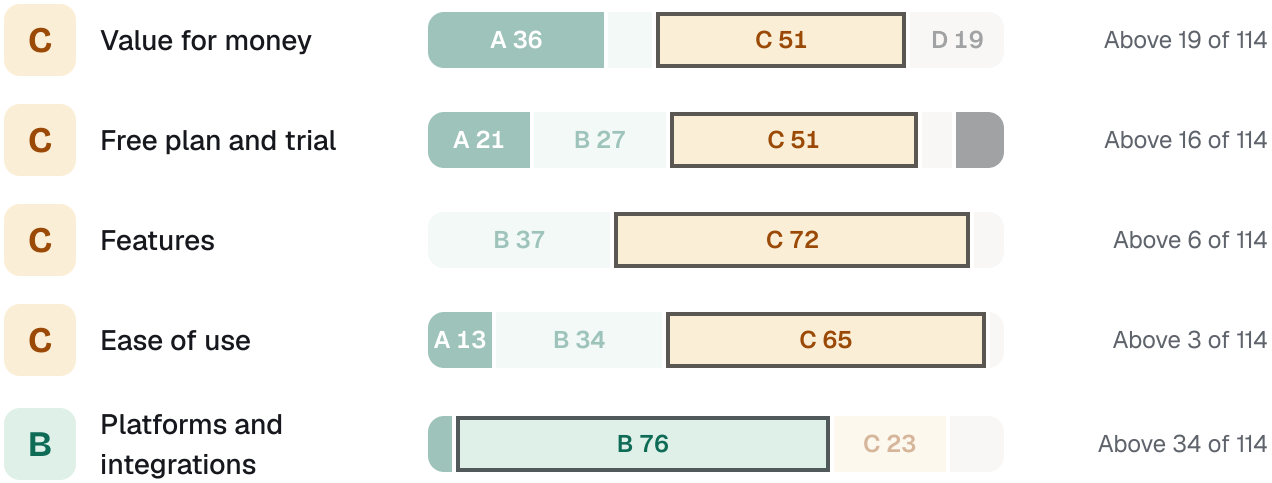
It stands best on platforms and integrations (B, above 34 of 114) and worst on ease of use (C, above 3).

Its paid plans start at $8.50 a month for each person, against a middle price of $8.13 for the category: 44 of the 85 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 27 tools score higher and cost less.

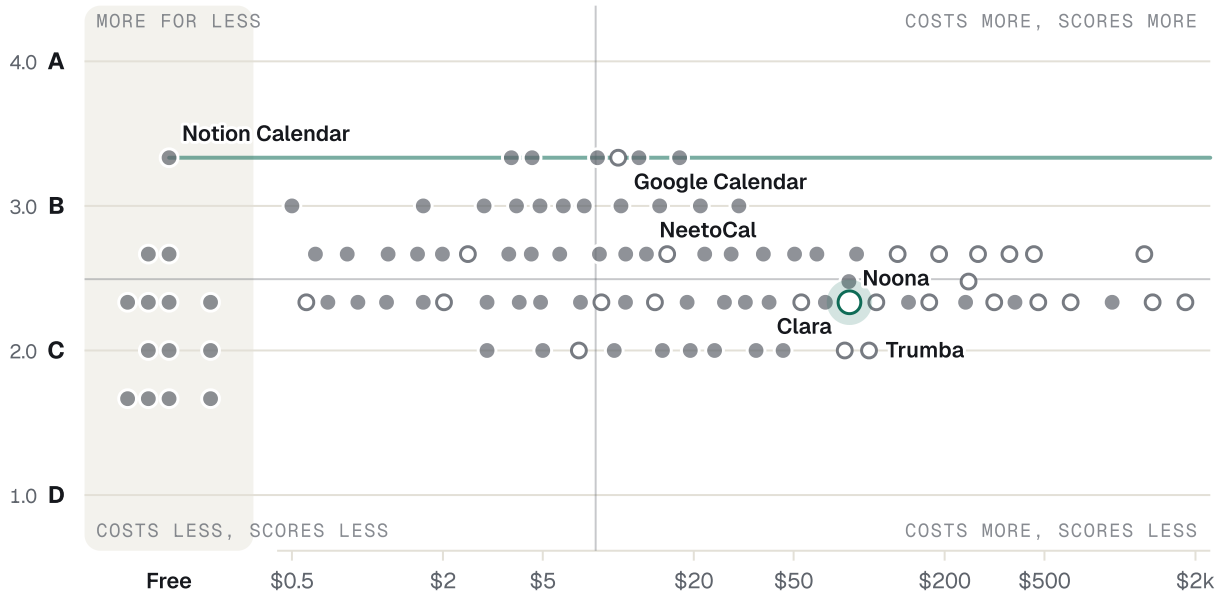
Each grade against the category

Every bar is all 115 calendar and scheduling apps we grade, cut by the letter each got. Noona's own letter is outlined.



Price against what you get

Each dot is one of 100 calendar and scheduling apps. Further left costs less; higher up scores better on features, ease of use and platforms. Noona is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Noona you would be making texts to thousands of numbers, registered with the carriers. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 69 of the 114 other calendar and scheduling apps grade higher. It costs $102 a year.

What you could make

- Appointment booking and inventory: an app builder makes these well.

What you could not

- Texts to thousands of numbers, registered with the carriers.

- Booking pages that read and write other people's calendars and send the emails.
- A real app for iOS and Android. Something home-made would be a web page.
- It is priced for each person, which means accounts and billing for a team.
- It plugs into other products, Google Calendar and Google Reserve among them, and has an API.
- What a company asks for before it lets staff use something: roles and permissions.

What this rests on. Noona's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Planity, Setmore, Picktime, theCut and Reservio

The 5 tools Noona is most often weighed against, with where each one differs from it.

1.6 GPA

Planity

Paid

French beauty booking marketplace with salon software, Planity Pro.

- Only Noona lists iOS and Android apps.

Noona and Planity compared in full

2.8 GPA

Setmore

Free plan · from $5/mo

Appointment booking app with a free plan for up to four staff.

- Setmore has a free plan. Noona does not, though it has a free trial.
- Only Setmore lists macOS and Windows apps.
- Noona also covers inventory, appointment booking and sMS marketing.

Noona and Setmore compared in full

2.8
GPA

Picktime

Free plan · from $3/mo

Appointment and class booking software with a free plan.

- Picktime has a free plan. Noona does not, though it has a free trial.
- Noona also covers inventory and sMS marketing.
- Picktime also covers calendar, invoicing and class booking.

Noona and Picktime compared in full

2.4
GPA

theCut

Free plan · from $25/mo

Barber booking app with a free plan and a $25 Pro plan.

- theCut has a free plan. Noona does not, though it has a free trial.
- Noona also covers inventory and sMS marketing.
- theCut also covers reports.

Noona and theCut compared in full

2.2
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Reservio

Free plan · from $10/mo

Online booking system with client management and mobile apps.

- Reservio has a free plan. Noona does not, though it has a free trial.
- Noona also covers inventory and sMS marketing.
- Reservio also covers calendar and class booking.

Noona and Reservio compared in full

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Noona free?

No, Noona is a paid product, but you can try it first. 14-day free trial with full access, no credit card required.

How much does Noona cost?

Noona lists 4 plans. Starter: $8.50 per seat / month, billed annually ($10 billed monthly).

What platforms does Noona work on?

Noona is available on Web, iOS and Android.

Does Noona offer any discounts?

Noona publicly lists the following: 15% off with annual billing.

Does Noona have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. Noona is listed for Web, iOS and Android.

Does Noona have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. Noona is listed for Web, iOS and Android.

Is Noona open source?

Noona is not described as open source on its own site, as read on Nov 13, 2026.

Does Noona have an API?

Yes. Noona offers a public API, according to its own site.

What does Noona integrate with?

Noona's listing names Google Calendar and Google Reserve. A listing names up to eight integrations, so it may connect to more.

Who makes Noona?

Noona is made by a company of the same name.

What are the alternatives to Noona?

The closest alternatives to Noona in our directory are Planity, Setmore, Picktime, theCut and Reservio.

How does Noona compare with other calendar and scheduling apps?

Noona's GPA of 2.2 is higher than 22 of the 114 other calendar and scheduling apps we grade, and level with 23.

Is Noona good value for money?

ToolGPA grades Noona C for value for money. Its paid plans start at $8.50 a month for each person, against a middle price of $8.13 for the category: 44 of the 85 others that charge start lower.

Could I make my own version of Noona?

To replace Noona you would be making texts to thousands of numbers, registered with the carriers.

Where this guide comes from

The prices, plans, platforms and features were read from Noona's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Noona's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Noona. Prices change, so check noona.app before you buy.

noona.app/hq/pricing
noona.app/hq
noona.app

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Noona, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/noona

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Noona: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/noona
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Know someone choosing between calendar and scheduling apps?

Send them this guide: toolgpa.com/tools/noona/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded calendar and scheduling apps after Noona, each with an Insider's Guide of its own.

Calendar & Scheduling Insider's Guide

Every one of the 115 calendar and scheduling apps we grade, compared

Notion Calendar Insider's Guide

Free calendar app that connects to Notion databases

3.6 GPA

Google Calendar Insider's Guide

Online calendar from Google, free with a personal account

3.4 GPA

World Time Buddy Insider's Guide

Visual time zone converter and world clock for planning calls

3.4 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Noona's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Noona is a trademark of its owner, and this guide is not made, paid for or approved by Noona. Prices and plans change: check noona.app before you buy.