Affinity Diagram

Userbase		Styles		Uses		Saving		Promotion	
People who don't know what haircut suits them	People who are struggling with their looks and what to change	Size of face	Hair texture	Takes a hairstyle you might like and "put it" on your head to see how it looks with your	Users can save or "like" styles that they want to go back to	Favoriting their barbers	Users can create a profile that saves their haircut at a specific shop	Billboard	Possible partnership with barbers??
people who are new to an area and don't know any shops	People who want to try a new look from their old look	shows what styles a specific barbershop is proficient in	Styling tutorials	Users can find and read reviews of barbershops near them	Sections of styles based on hair texture	Less time spent trying out cuts manually	Less money spent trying out cuts	Celebrity liking our app and promoting it	Promo Codes for app users
People who are ill- informed of haircuts in general	People with receding hairlines	Hair Color	Users can find the hair styles of their favorite celebrities	People can see what hairstyle is going viral or making a comeback.	Hair product recommen- dations	barbershops will be more informed on what their client wants	shows users locations	Stadiums and venues promoting our app	Youtube ads- Based on different haircuts/hairstyles
Hairy people	People that are getting into style and fashion	dyed and unconventional styles	How the cut works with the rest of the body	Users can share styles with friends	Users can use their camera to see what hair styles fit them	Favorit barber	e their shops	Advertisements on the app to make revenue	with hair
Barbers would also benefit because there would be no confusion with what style a customer wants									