

Problem Statement:

Many men and women globally struggle to find a hairstyle that properly suits them. Our solution should give people that have this dilemma a convenient way to explore different hairstyles from the safety of their phone camera.

What is the problem?

Men and women who can't find a hairstyle that suits them, leaving them with decreased confidence and a low self-esteem. Trying to find a hairstyle through getting it cut can run the risk of their cut not suiting them at all and making the problem worse, and finding a hairstyle that actually works for them can take many attempts. This is especially problematic, as it can take hair months to grow back long enough to try again.

Who is experiencing the problem?

People who think their hairstyles don't suit them and are struggling to find a hairstyle that looks good on them.

Where does the problem present itself? Everywhere! Whether it's an event where you want to look good, school, work, etc.

Why does it matter?

People want to look good. It gives them self confidence and attracts them to people. One of the most defining features of a person is the hair that is on their head. If their hair looks good, their face looks good.