Proposal: Hairstyle App

Faith, Kenisha and Serena

Problem/Solution:

For our final project we want to create an app that helps people (specifically women) choose what hair style they want for the day. Sometimes you just get bored of your hair, and you want to try something new, but you don't have any ideas. Sometimes it's raining and you don't know how to fix your hair to account for the change in humidity. Our app is going to fix this problem. It will generate hairstyles and products to use based on the hair length, type and zip code the user enters. This is important because (almost) everybody has hair, and (almost) everybody wants to look good.
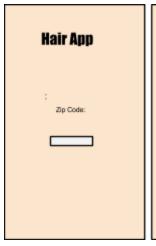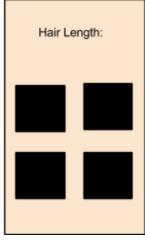
Implementation:

To make our application we will use HTML, CSS and jQuery mobile API because we are familiar with these technologies. Also, we want to make the webpage look very simple and jQuery creates very simple UI's. We will use a forecast API to generate humidity levels based on the location the user enters. Based on the level of humidity, it will offer a hairstyle specific for that humidity. A very basic example is, if a person had long straight hair and the humidity was 81%, our program would offer a french braid. Also, we can have preset hairstyles and use conditionals.We intend to code most of our program together (pair programming). For the UI we will divide our app into pages that each person will do (following the same design outline/style) using Github. The hardest thing we have to account for is getting the weather based on the zip code; our app is otherwise pretty simple.
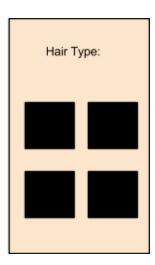
Monetization:

To pay for the expense of using the developer forecast API, we will have ad-based revenue, either CPM(ad on pages) or CPE(extra feature for viewing the ad). Also, we will have companies that sell beauty products pay to have their products advertised.

Hairstyle App-

Possible Resources-
- developer.forecast.io
- http://simpleweatherjs.com/

UX ideas
colors: mostly muted white/grey colors accented with blue and pink. Distinctively female colors but not in an overbearing way.

Possible Name Ideas
Hair-o-matic
Fabulous Hair
___ Decider
Choose your Do

Pages:
Homepage (zip code chooser)
Select hair length
Select hair type
Hair styles generated
DESIGN DOCUMENT-

Overall View-

Woman of all ages will want to use our mobile app. Our application would allow the user to input their zip code, hair length and type and will output 2-3 hairstyles that would account for said attributes. It can also recommend products good for the users hair that can be used for the hairstyle (that is where monetization comes into play). There are currently no apps or websites

that generate hairstyles based on certain conditions and so this app will be the first of its kind. There is an app called [How's Your Hair?](#) and it is somewhat similar to our idea. It offers information about the weather such as the wind and humidity and offers warnings. However, it does not specifically offer hair recommendations to the user which is what gives our app the "extra edge".

Use Cases-

To get recommended hairstyles-
1. Home page loads with a type bar that says (where are you heading? etc.)
2. User enters zip code of where they are going and submits.
3. Leads to page with options of hair length (short, medium, long).
4. User chooses hair length.
5. Lead to page with hair types for each length (straight, curly, wavy, thick, thin, etc.)
6. User chooses hair type and submits options.
7. The app will generate hairstyles good for the users hair.
8. Below the hairstyles will be a couple of recommended hair products

Bonus features for later on in the app-
9. If the user clicks on the product it will open a page of where to buy the product.
10. If the user clicks on the hairstyle it will link to youtube with a tutorial for the style
11. User can choose what activity they plan to do (business, casual, party, etc.)
12. Choose what tools you have(curling iron,straightening iron)

Components-
1. Opening Page
    - zip code input/ button links to hair length page
2. Hair Length Page
    - buttons for each hair length that link to hairstyles
2. Hairstyles page
    -button for each hairstyle that link to hair suggestions
3. Page of hairstyle ideas

Risk Assessment-
If our API were to not function properly or not work completely, we would have to use dummy data to show our app works. If we are unable to make a working algorithm thats sorts both hair length and type, we may have to limit the options to one or the other. We may not be able to program the app to work based on zipcode. If this were the case, we would have to just use the forcast api and connect it to the current location of the user rather than a future location.

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Climate
Sky
Weather
 hair products/ styles based on weather and hair type

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