



STEVENS
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Razors N' Reviews

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Think of it

- You go to a salon and the hygiene there got you out
- Not sure which one to go to given the number of options around you




What is Razors N' Reviews?

- This application is used to determine covid safety in new normal with new rules
- Other than normal ratings, there will a covid questionnaire and rating
- Users will be able to provide reviews as well as look at the reviews given by other customers
- Help users to choose specific beauty service provider in a particular area



Backbone of Application

- Home Page will have list of services provided
 - User can create a user profile
 - Reviews: Covid questionnaire will be given to the user, system generated rating will be calculated
 - Ability to filter using service, price, rating
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Backbone of Application(Contd)

- Covid Rating Questionnaire: System generated questionnaire for covid rating will have a checklist of all protocols that salon should follow
- Search for specific salon based on keywords
- Users can comment on certain reviews they find interesting
- Users can upvote and downvote the reviews they like and dislike

Add Ons

- Users can anonymously comment for a particular salon
- Frequently answered questions will help users for basic doubts
- Report any service provider or any comment users find discomfoting
- Filter using covid rating
- Exact location of the provider

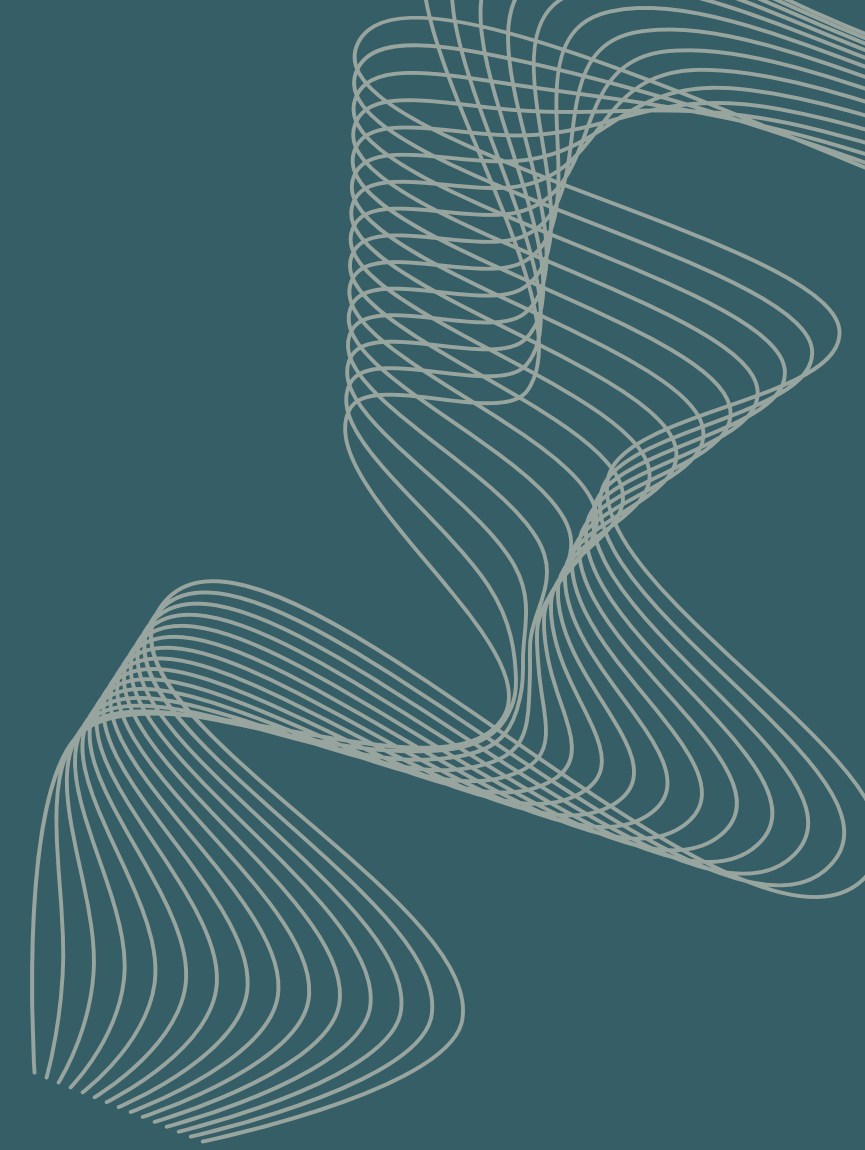
Targeted Users / Demographic

- Salon Providers Owners who want to publicize their salon
- Influencers
- Millennials
- Special occasions



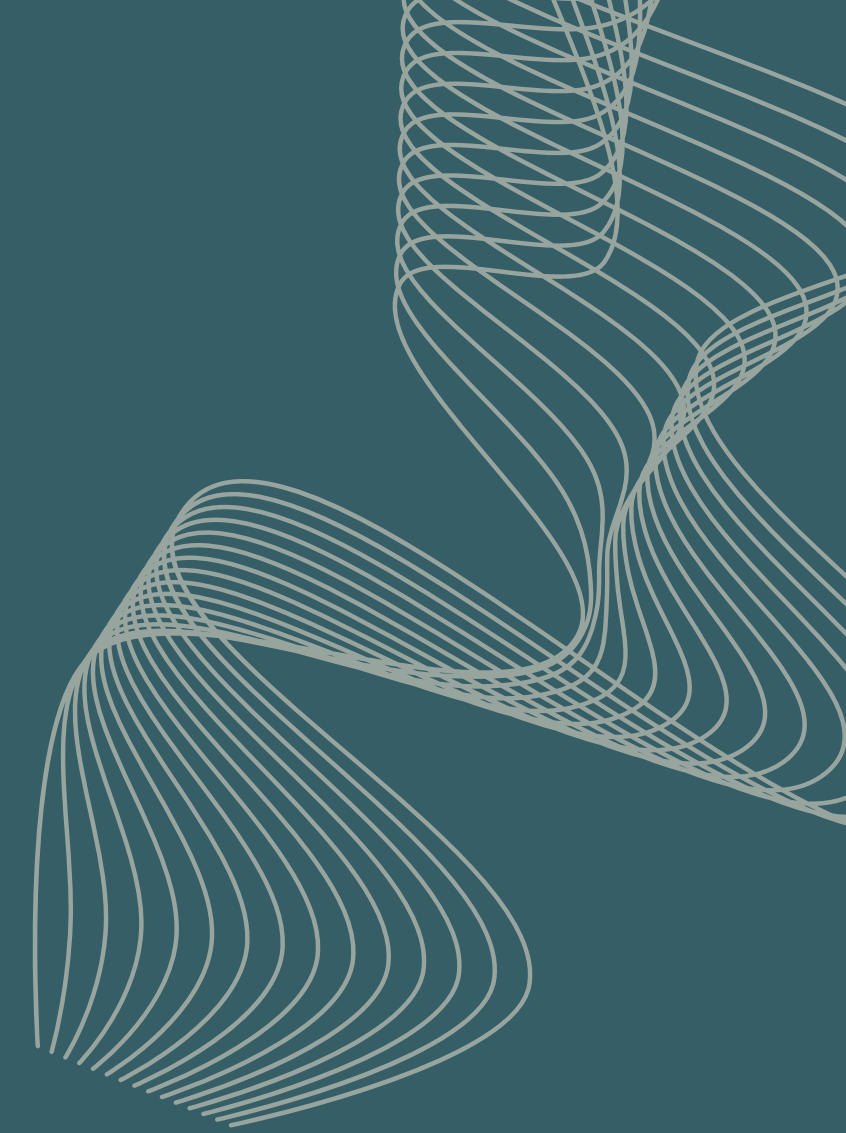
Assets of Application

- View the services
- Adding insights or comments
- Promotion



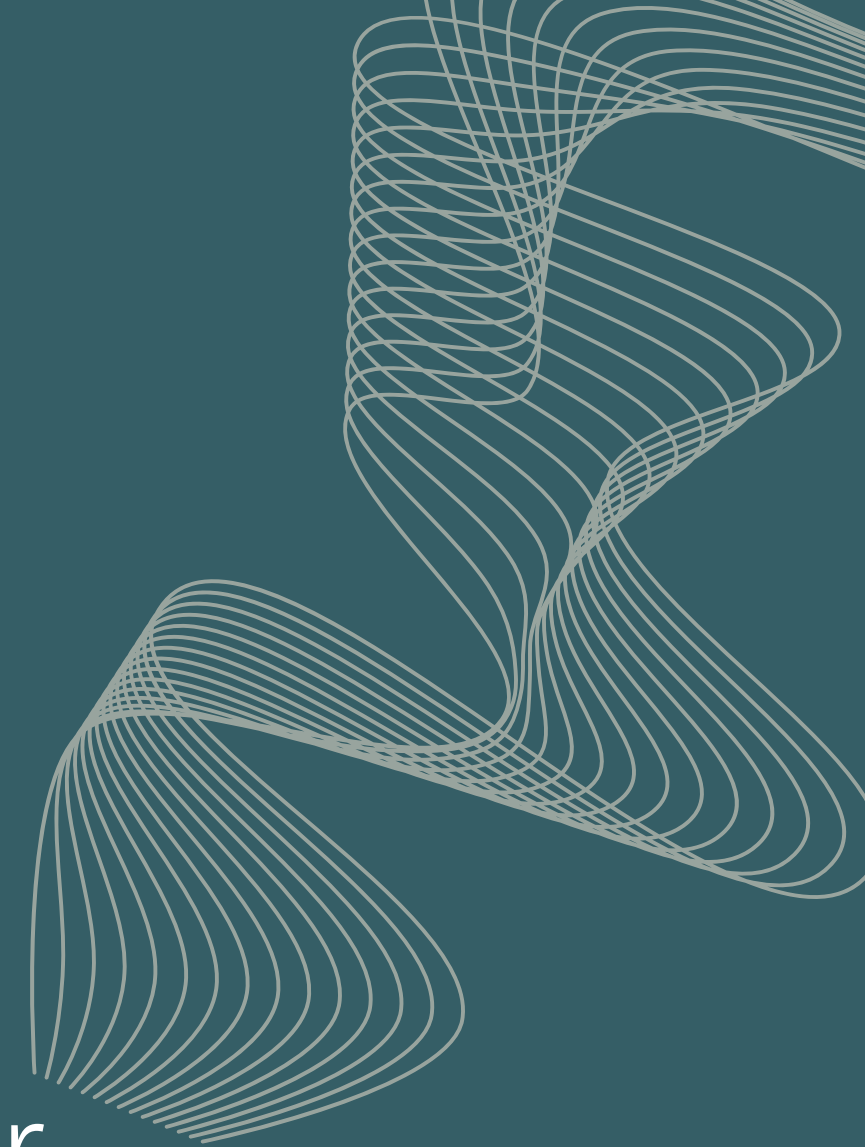
How it stands out

- Given new normal, this project is worthwhile because of the prospective number of users
- Full transparency to salon handling
- Easy access to salon details
- Filter out using price, service, covid rating
- Rate service
- Advertising Potential

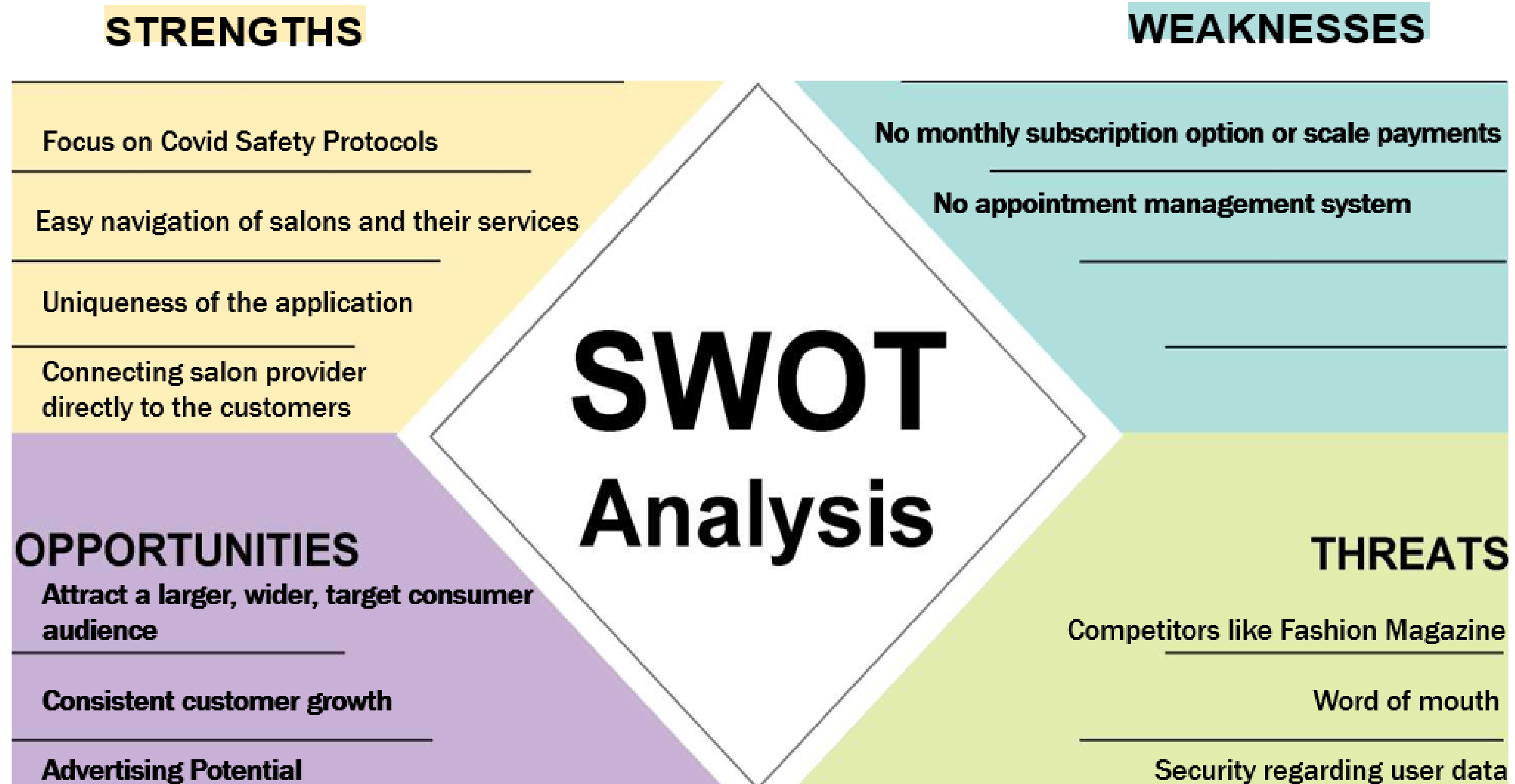


Competitors

- Salon Listing Website
- Fashion Magazine/Newspapers/E-newspaper
- Salon application system owned by individual owners.



SWOT Analysis



Thank You!

