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## UX Design for Mobile Applications

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## Point of View Analysis

### Point of View Analysis:

User	Need	Insight
Urban and semi-urban Indian customers with busy lifestyles.	A hassle-free, online booking system to avoid waiting or calling.	In India, many people still rely on direct interactions for booking. However, increasing smartphone penetration and familiarity with apps like Swiggy or Ola signal a growing acceptance of digital solutions.
Indian customers who dislike overcrowding but often tolerate it due to a lack of alternatives.	Transparency about salon availability to choose the best time to visit.	In India, peak times (weekends, festivals, wedding seasons) lead to heavy salon traffic, causing delays and dissatisfaction.
Customers in India's semi-urban areas or older individuals unfamiliar with complex apps.	A simple and accessible booking process.	Many Indian users are comfortable with mobile apps if they're intuitive and offer native-language support.
Small and medium-sized salon owners in urban and semi-urban India.	A system to handle customer flow effectively during peak hours.	Salons in India often experience surges during festive seasons or weekends, and many lack tools to manage demand efficiently.
A customer seeking transparency and a salon owner managing last-minute cancellations.	To have a straightforward and reliable refund process.	Unclear refund policies often lead to disputes. Automating refunds and clearly displaying cancellation terms can build trust between customers and salons.
An older adult or someone less familiar with smartphones.	To have an intuitive and simple app interface for booking appointments.	Many users in semi-urban and rural India are unfamiliar with complex interfaces. A user-friendly app with visual guidance or regional language support can make the process accessible.
A small salon owner with limited staff.	To handle appointments effectively during peak hours.	Indian salons experience rush hours during weekends and festivals, leading to

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		overcrowding. Offering a system that balances walk-ins and pre-booked appointments can improve service quality.
A salon owner in a busy urban area.	To manage walk-in customers without disrupting scheduled appointments.	Walk-ins are common in Indian salons. A hybrid scheduling system can help balance priorities and reduce customer dissatisfaction.