Sprint #0 Presentation

H4YF

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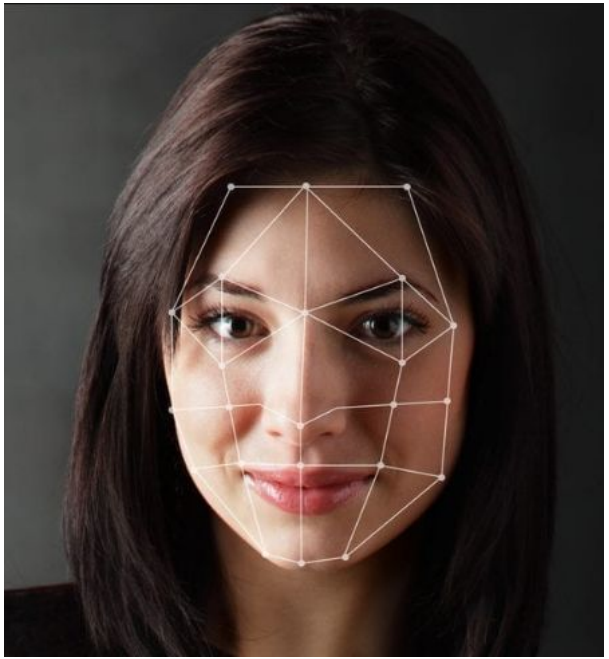
User's Need

- A quality, useful haircut recommendation
- Intuitive app functionality
- Good facial tracking and shape determination
- A virtual hairstylist that caters to their changing style choices



Technological Innovation

- Incorporates machine learning
- Utilizes computer vision
- Uses a multitude of data points to generate recommendations, not just face shape

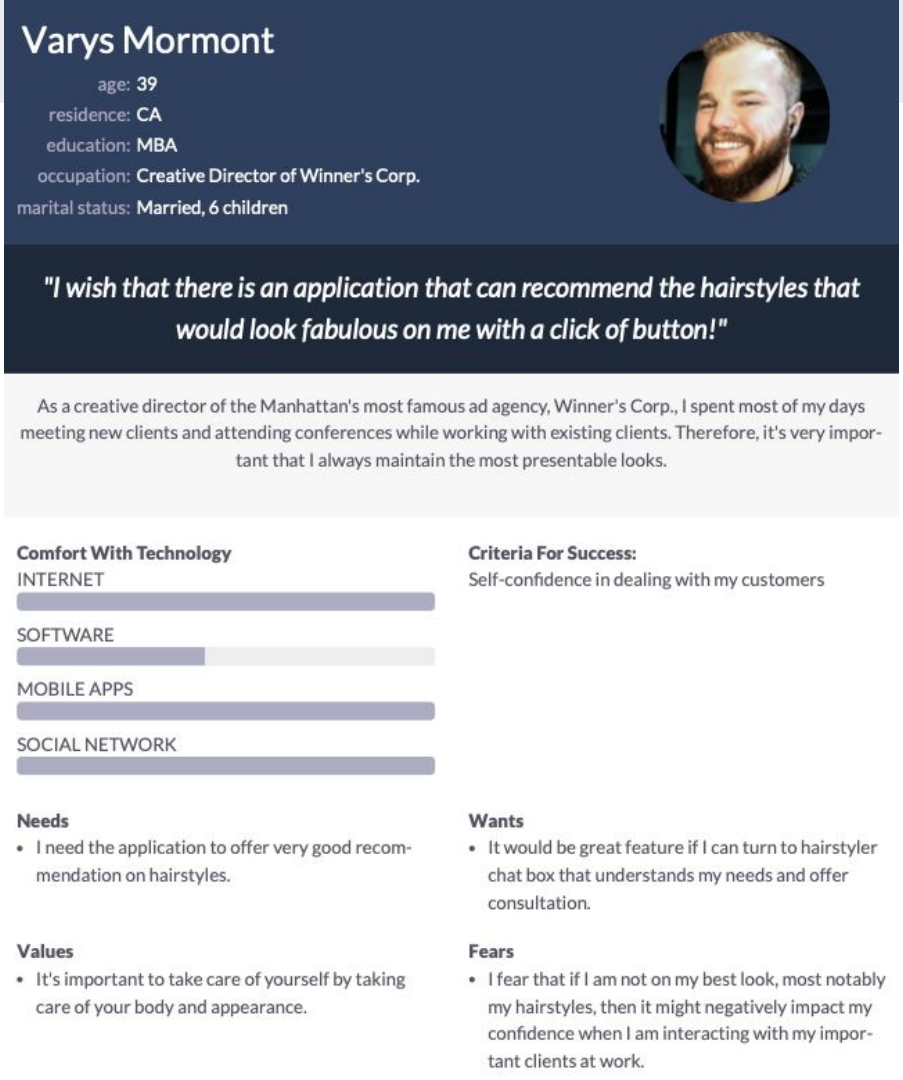
Unfair Advantage

Our application offers the most realistic augmented reality for customers to try on the desired hairstyles with the help of a powerful A.I virtual hairstylist that always keeps itself updated on the user's tastes and latest trend in hairstyles.

Secondary Market Research

Barnes Report on hair, nail, and skin industry:

- Consumer spending (no. of establishments) in the industry steadily rising over the past 5 years.
    - In 2019, the industry generated $ 58 billion in revenue (7% increase)
        - $11.8 billion on hair related service alone
            - Hair stylist, men: ~$147 million
            - Hairdressers: ~$3.89 billion



- Varys Mormont, 39 years old.
- A creative director of Manhattan's most famous agency.
- Important to look presentable when meeting clients and attending conferences.
- His confidence is impacted by his hairstyle and appearance
- Varys values self care and appearance as he spends most of his days interacting with clients.

Identified 4 different personas.

Primary Market Research

Does the primary market research user survey results validate the major user need?

How relevant are the primary market research questions to validate user needs for the product?

Put the number of primary market questions conducted?

Approximately what percentage of the user stories, including required course deliverable, fall into the category of "must have" in the Kano model?

Primary Market Research Questions

- Would you use this application -> 90% percent positive feedback
- Rate the features we propose on a scale of 1 - 5
- Are you satisfied, how knowledgeable are they of trends, can they communicate with their stylist
- Are they willing to spend time in our application to get a new style
- Kano Model Questionnaire

Primary market research questions

- 90% of 40 answers said they would use our application
- How desirable are our features being offered? (Scale of 1-5)
    - Face shape recognition 35% rated 5, 28% rated 1, 21$ rated 1
    - Haircut recommendation 60% rated 5
    - AR hairstyle testing 42% rated 5
    - Hairstyle feedback 60% rated 4-5
    - Testing on a still photo 42% rated 5
    - Different hair types/colors 60% rated 5
    - Cross platform 60% rated 5

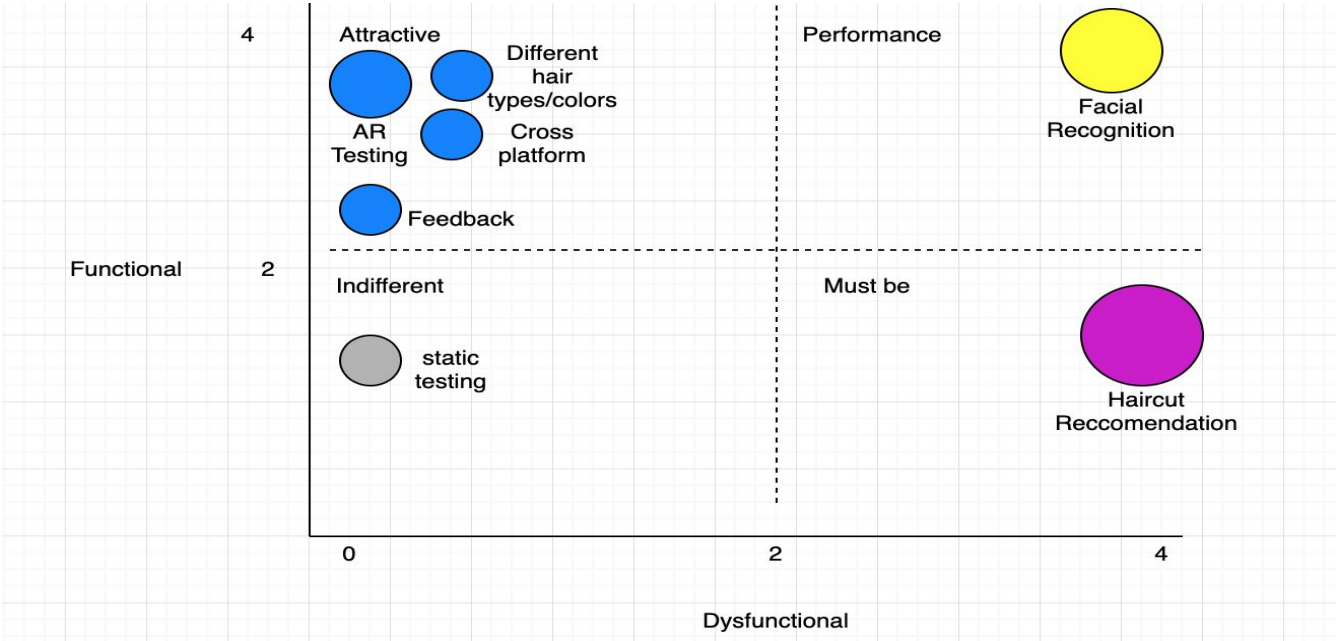
Primary Market research

- Are you satisfied with your current hairstyle?
  - 63% yes
- How knowledgeable are you on different trends?
  - Very mixed responses, 40% rated themselves 3, evenly spread across other ratings
- Are you able to communicate with your barber effectively?
  - 50/50 split
- Would you be willing to spend ~10 minutes in our application to find a new/better hairstyle?
  - 65% yes

Primary Market research Kano Model

- Used the Kano model of feature absent/present to narrow down features to priorities
- Every feature users rated:
  - How would you feel if this feature was absent/present
  - Like it, expect it, dont care, tolerate it, dislike it
- Must be : Haircut recommendation
- Performance: Facial recognition
- Attractive: AR testing, User feedback, Different hair types/colors, Cross platform
- Indifferent: Test hairstyles on a still photo
- All our user stories fall into the must have category

Primary Market research Kano Model



The most significant competitor:

- Virtual Hairstyler of TheHairStyler.com

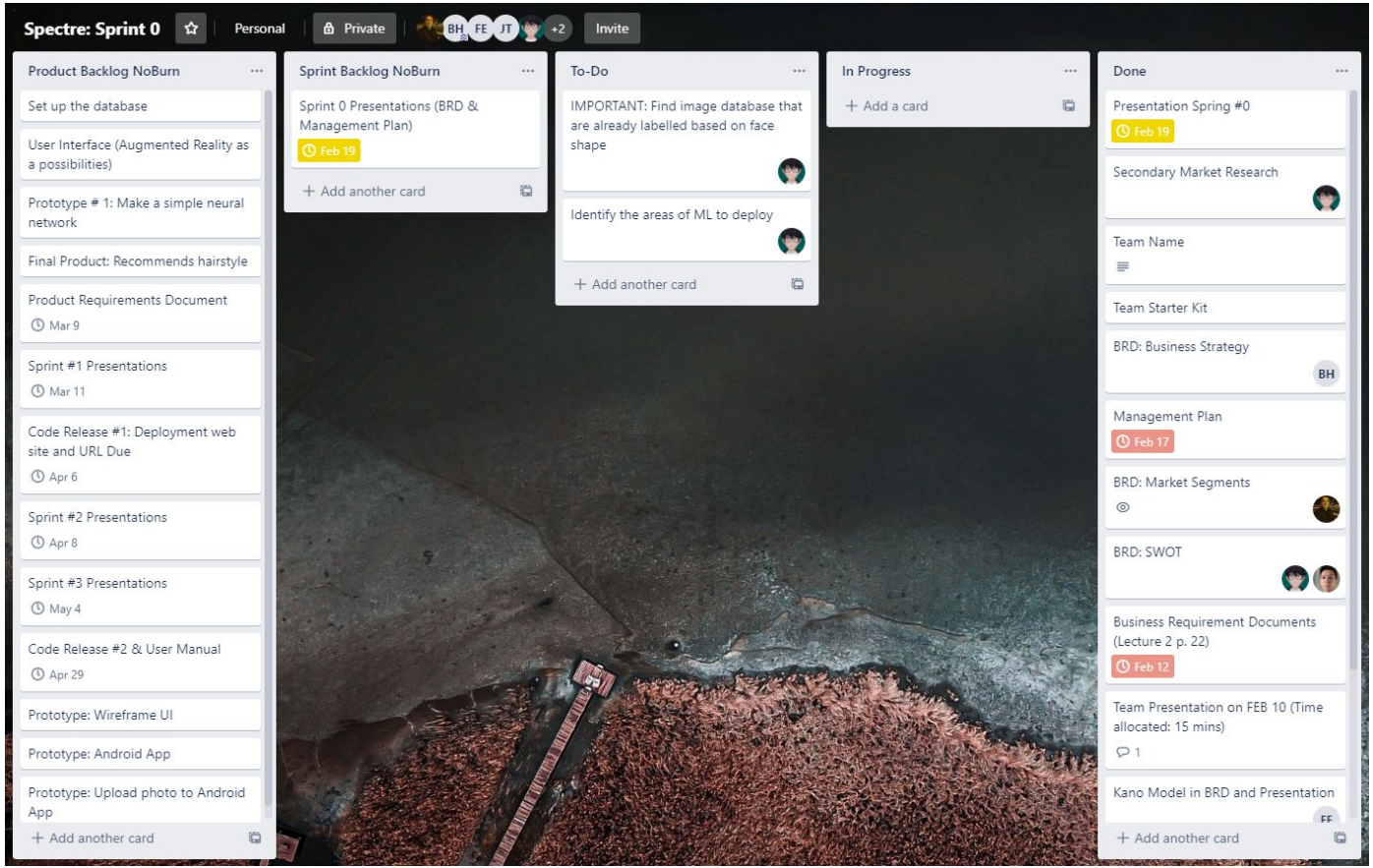
Strengths:

- A team of IT experts, graphic designers, editors and photographers
- Diverse database of hairstyles with 50 hair color combo & 35 highlight colors
- Many affiliates and operating since 2000

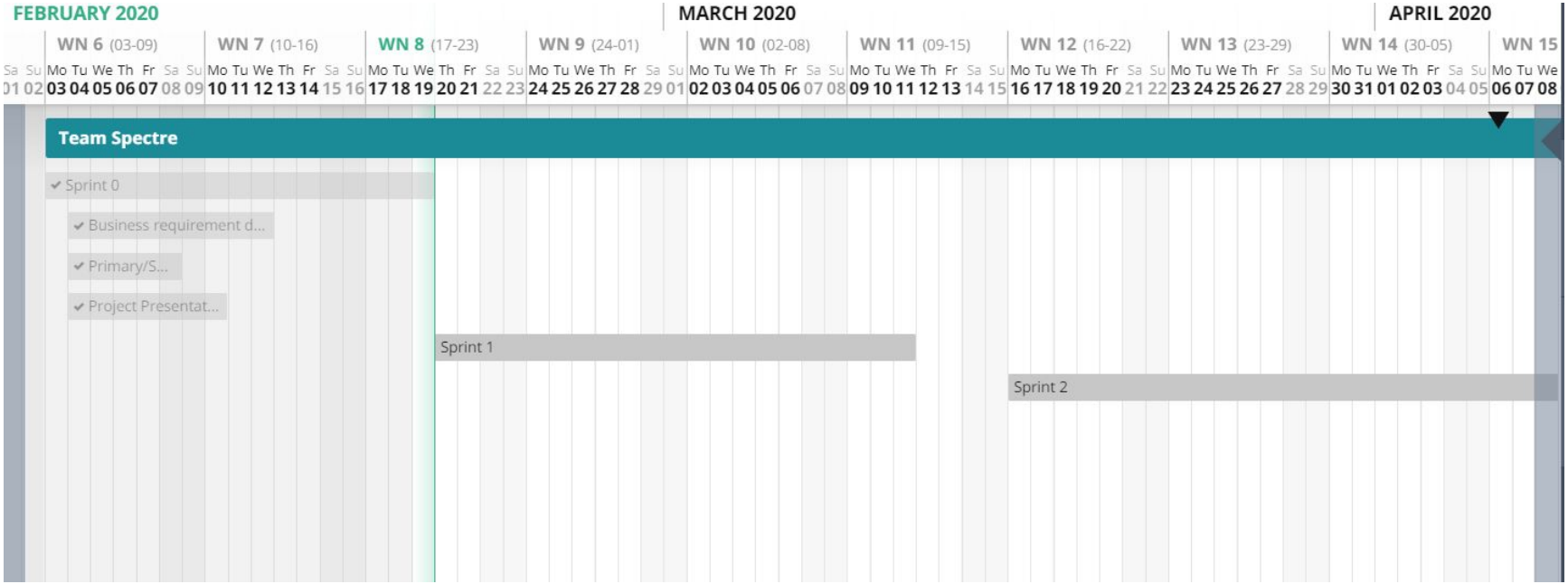
Weakness:

- Website-only
- Paradox of choice!

Sprint Board



Gantt Chart


FEBRUARY 2020
MARCH 2020
APRIL 2020
WN 6 (03-09)
WN 7 (10-16)
WN 8 (17-23)
WN 9 (24-01)
WN 10 (02-08)
WN 11 (09-15)
WN 12 (16-22)
WN 13 (23-29)
WN 14 (30-05)
WN 15
Team Spectre
Sprint 0
Business requirement d...
Primary/S...
Project Presentat...
Sprint 1
Sprint 2

Matrix

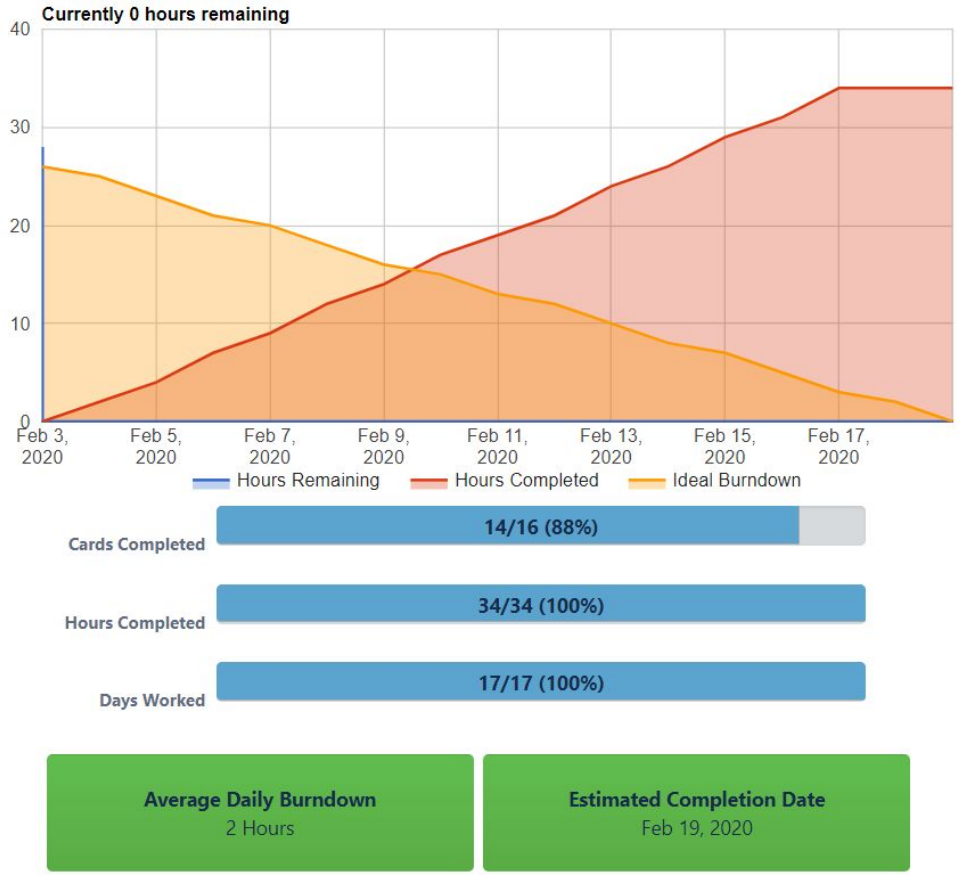
Project:	H4YF	Project Team:	Spectre
Start Date:	2/3/2020	End Date:	12/18/2020

Task	Task Type	Task Status	Est. SLOC	Actual SLOC	Priority	Assigned To	Assigned Date	Deadline	Estimated Hrs	Start Date	End Date	% Done
Primary Research		Done	N/A	N/A	Large	Frankie	2/3/20	2/10/20	5	2/3/20	2/12/20	100
Secondary Research		Done	N/A	N/A	Large	Win	2/3/20	2/10/20	0.5	2/3/20	2/12/20	100
Second Presentation		Done	N/A	N/A	Medium	All	2/3/20	2/10/20	3	2/3/20	2/12/20	100
BRD		Done	N/A	N/A	Large	All	2/3/20	2/12/20	10	2/5/20	2/12/20	100
Management Plan		Done	N/A	N/A	Medium	All	2/3/20	2/3/20	5	2/3/20	2/3/20	100
Sprint Presentation		Done	N/A	N/A	Large	All	2/3/20	2/19/20	5	2/15/20	2/18/20	80

Total Hours Spent

23.5

Burndown chart



Sprint #0 Result

- Sprint #0 Goal: Complete BRD and Management Plan
- 12 Story points were planned at the beginning of spring #0
- 14 Story points were completed at the end of sprint #0
- Estimated sprint velocity for sprint #1 at 25 units.
- Held spring review Monday 2/18

Plan for Sprint #1:

- Continue Research on Neural Networks
- Product Requirement Document
- Architecture and Design Document
- Sprint #1 Presentation