



Sprint #0 Presentation

H4YF

Kyaw Htet Paing Win

Frankie English

Matthew Berrios

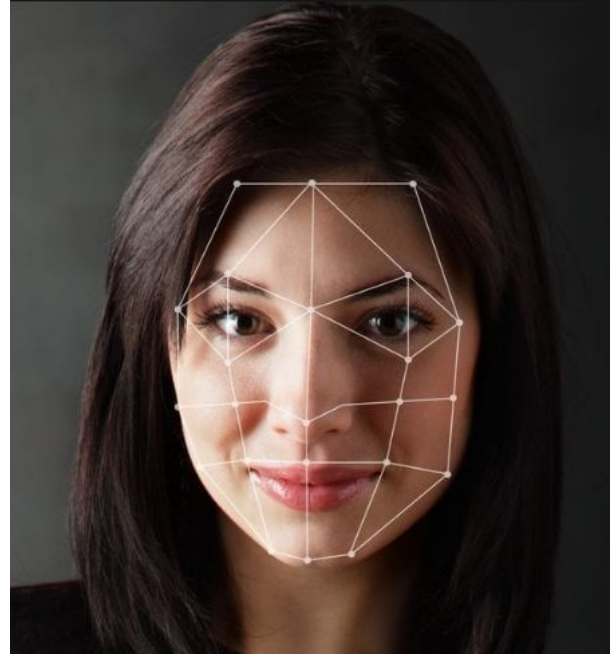
Maddie Powers

Brandon Hoang

Steven Johnson

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

age: 39

residence: CA

education: MBA

occupation: Creative Director of Winner's Corp.

marital status: Married, 6 children



"I wish that there is an application that can recommend the hairstyles that would look fabulous on me with a click of button!"

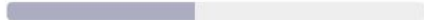
As a creative director of the Manhattan's most famous ad agency, Winner's Corp., I spent most of my days meeting new clients and attending conferences while working with existing clients. Therefore, it's very important that I always maintain the most presentable looks.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Self-confidence in dealing with my customers

Needs

- I need the application to offer very good recommendation on hairstyles.

Values

- It's important to take care of yourself by taking care of your body and appearance.

Wants

- It would be great feature if I can turn to hairstylist chat box that understands my needs and offer consultation.

Fears

- I fear that if I am not on my best look, most notably my hairstyles, then it might negatively impact my confidence when I am interacting with my important clients at work.

- 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

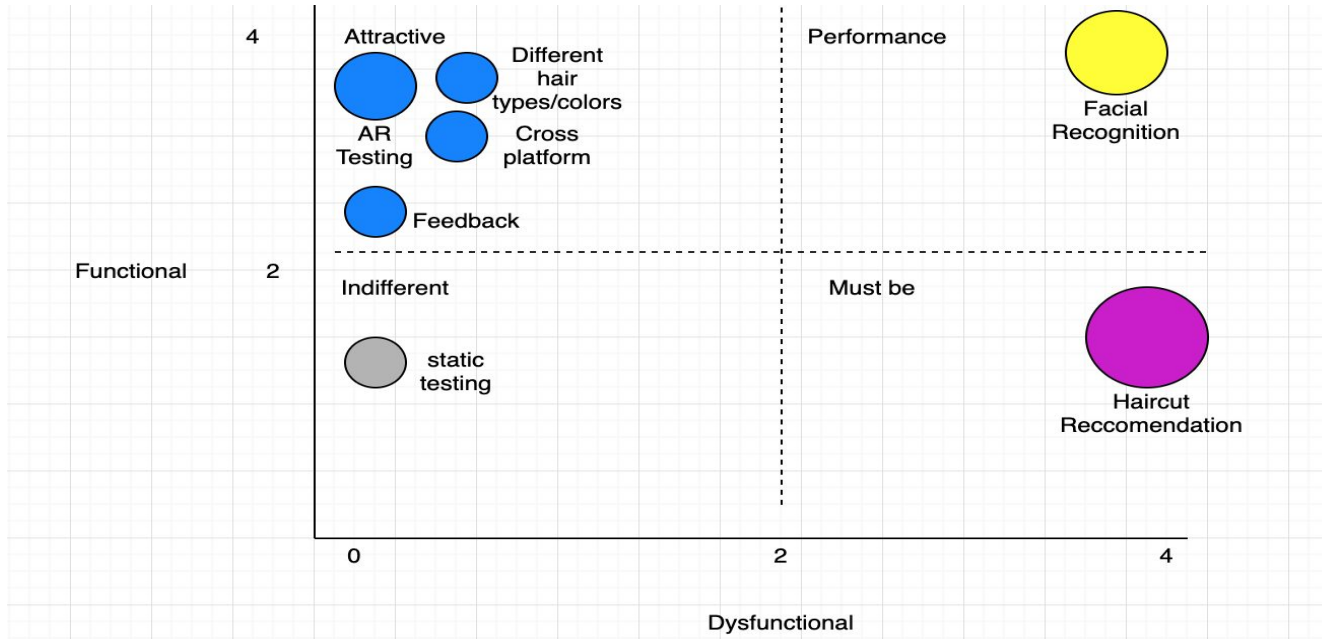
- Are you satisfied with your current hairstyle?
 - 63% yes
- How knowledgeable are you on different trends?
 - Very mixed responses, 40% rated themselves 3, evenly spread across other ratings
- Are you able to communicate with your barber effectively?
 - 50/50 split
- Would you be willing to spend ~10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

Try on over 12,000 Hairstyles



Sprint Board

The image shows a digital sprint board interface for a project named "Spectre: Sprint 0". The board is organized into five vertical columns: "Product Backlog NoBurn", "Sprint Backlog NoBurn", "To-Do", "In Progress", and "Done".

- Product Backlog NoBurn:** A list of tasks including "Set up the database", "User Interface (Augmented Reality as a possibilities)", "Prototype # 1: Make a simple neural network", "Final Product: Recommends hairstyle", "Product Requirements Document" (due Mar 9), "Sprint #1 Presentations" (due Mar 11), "Code Release #1: Deployment web site and URL Due" (due Apr 6), "Sprint #2 Presentations" (due Apr 8), "Sprint #3 Presentations" (due May 4), "Code Release #2 & User Manual" (due Apr 29), "Prototype: Wireframe UI", "Prototype: Android App", and "Prototype: Upload photo to Android App".
- Sprint Backlog NoBurn:** Contains one card: "Sprint 0 Presentations (BRD & Management Plan)" with a due date of Feb 19.
- To-Do:** Contains two cards: "IMPORTANT: Find image database that are already labelled based on face shape" and "Identify the areas of ML to deploy".
- In Progress:** Contains one card: "+ Add a card".
- Done:** A list of completed items including "Presentation Spring #0" (due Feb 19), "Secondary Market Research", "Team Name", "Team Starter Kit", "BRD: Business Strategy" (assigned to BH), "Management Plan" (due Feb 17), "BRD: Market Segments", "BRD: SWOT", "Business Requirement Documents (Lecture 2 p. 22)" (due Feb 12), "Team Presentation on FEB 10 (Time allocated: 15 mins)" (commented 1), and "Kano Model in BRD and Presentation".

The interface includes a top navigation bar with a star icon, a "Personal" tab, a "Private" lock icon, and user avatars (BH, FE, JT) with a "+2" indicator and an "Invite" button. The background of the board features a dark, textured image of a landscape with a path and a small structure.

FEBRUARY 2020 | **MARCH 2020** | **APRIL 2020**

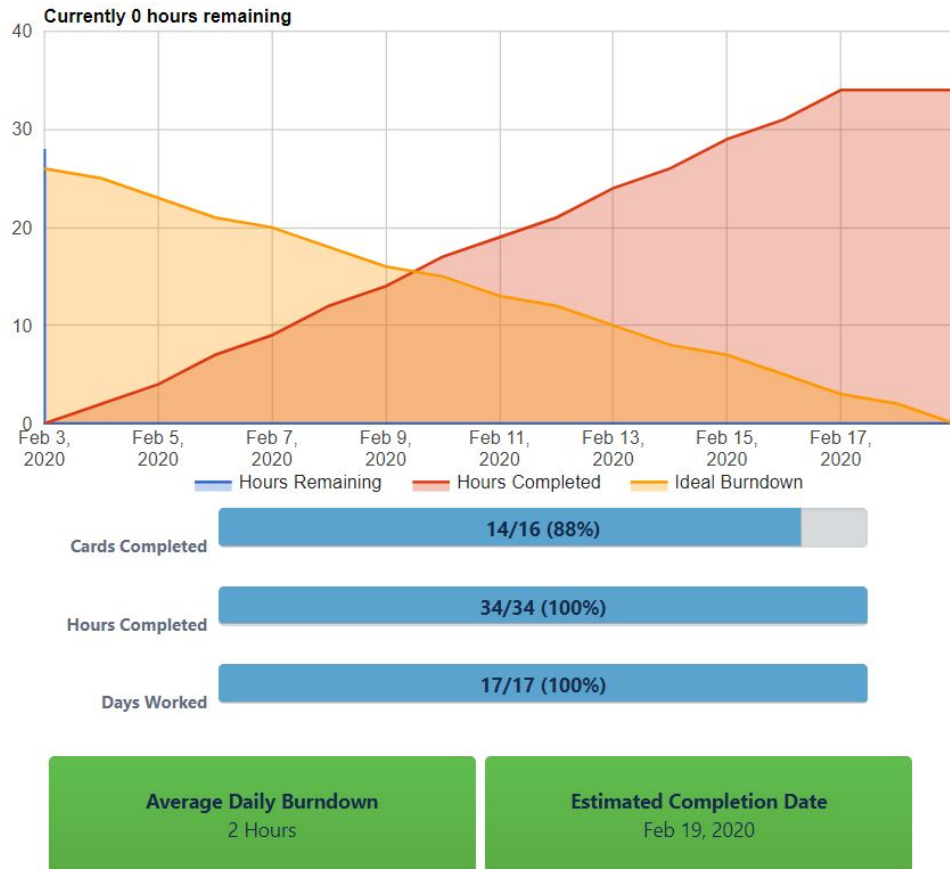
WN 6 (03-09)							WN 7 (10-16)							WN 8 (17-23)							WN 9 (24-01)							WN 10 (02-08)							WN 11 (09-15)							WN 12 (16-22)							WN 13 (23-29)							WN 14 (30-05)							WN 15						
Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr							
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01	02	03	04	05	06	07	08		

Team Spectre

- ✓ Sprint 0
 - ✓ Business requirement d...
 - ✓ Primary/S...
 - ✓ Project Presentat...
- Sprint 1
- Sprint 2

[illegible]

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