

PROJECT DESIGN THINKING

The Cut Lab

An app for barbershop

* GROUP 4 *



TEAM MEMBERS

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INTERVIEW SESSION



EMPATHIZE

PURPOSE: UNDERSTAND USERS' NEEDS, FRUSTRATIONS, AND EXPECTATIONS.

01

Find out what customers wanted for improvement

02

Ask customers regarding their experiences with barber

03

Try experiencing what customers experienced for better problem insight



KEY PAIN POINTS

- Long waiting times
- Unclear pricing
- Hard to trust new barbers
- Lack of digital booking/updates



INSIGHTS

- Users want Predictability
- Users expect Convenience & Modern solutions

? Sample Q&A

- Frustration? → “I don't know how long I'll wait.”
- Choosing barber? → “I rely on friends, but wish for reviews.”
- Better experience? → “Online booking + portfolio photos.”





DEFINE

User Problem Statement:

- Customers waste time coordinating haircuts via WhatsApp and Walk-ins.
- Barber lack a simple way to showcase work and manage booking.
- Customers does not know what hairstyle suits them

Outcome:

- A friendly, mobile-first site that makes discovery, booking, and true effortless

IDEATE

1. Barber Shift Display

Show real-time status for available barbers

2. Booking and scheduling features

A structured booking system streamlines the workflow

3. AI virtual try on and hairstyle recommendation

Help customers get their ideal haircut



IDEATE

4. Loyalty Points System

Customer can redeem for discounts or free haircut

5. GPS Integration

provides customers with accurate navigation to the shop using Google Maps or Waze

6. Smart Auto Reminder system

Sends reminders when it's time for next cut



7. Subscription Plan

Provide certain benefits based on packages

8. Interactive Gallery

- Shows before/after haircut photos
- Shows customer reviews

9. Barber Portfolios Section

- Shows every Barber's achievements
- Shows every Barber ratings



IDEATE

10. Online Shop

selling hair products such as pomade, shampoo, hair serum and many more

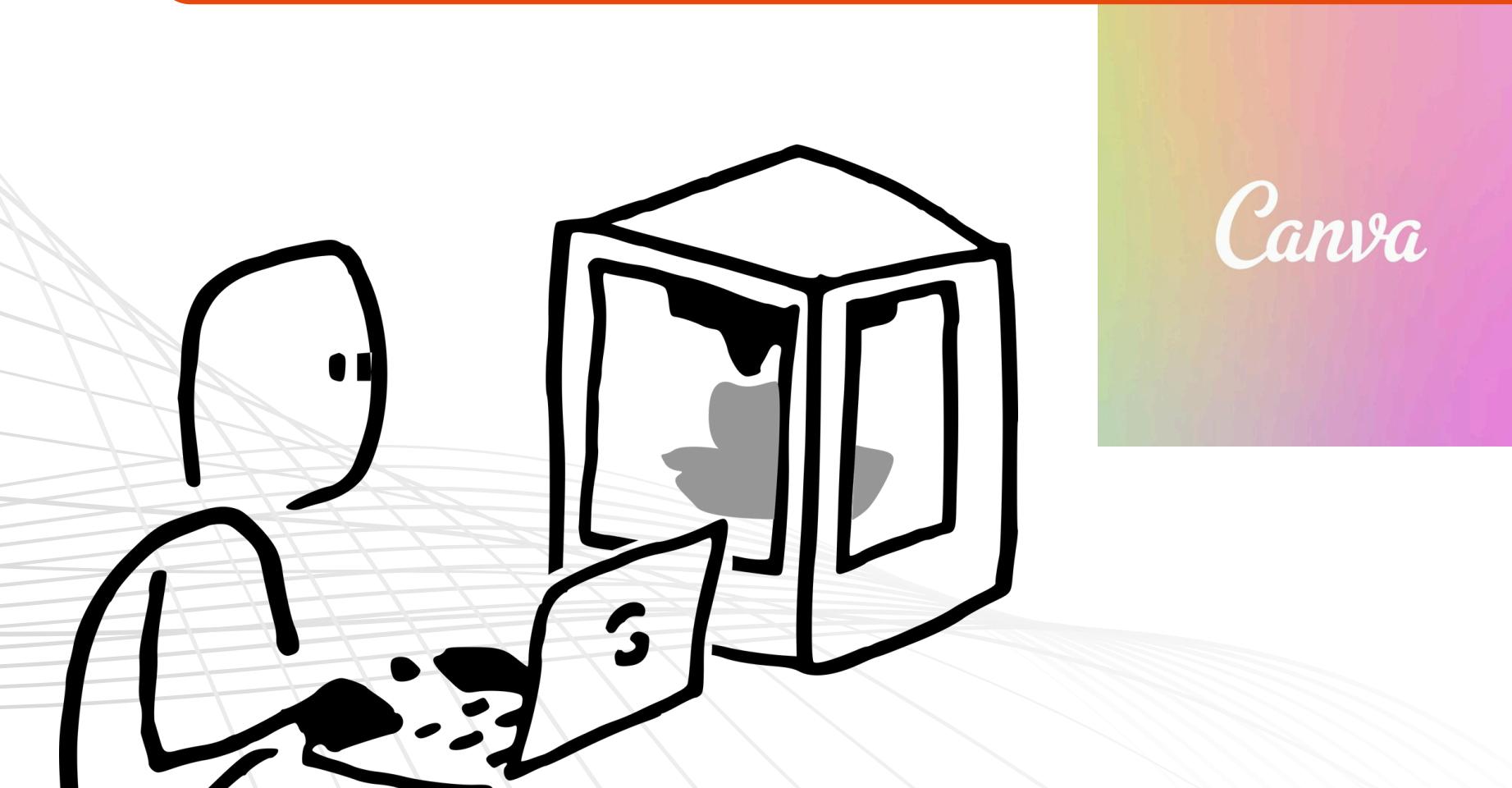


PROTOTYPE

How the prototype is developed?

1. CANVA

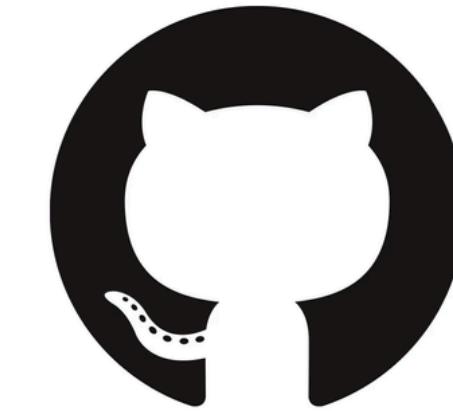
IN CANVA, WE CAN RECREATE THE APP PAGE OR ALL UI IN A PAGE SO WE CAN SHOW EVERYONE WHAT OUR VISION IS ON OUR PROJECT. THIS METHOD IS MUCH MORE EASIER AND FREE TO USE (MOSTLY).



2. HTML

THIS METHOD WILL BE MORE UPFRONT SINCE WE CAN SHOW IT MORE REALISTIC WITH OUR IDEA. IT IS ALSO THE FUN WAY TO SHOW OUR PROTOTYPE.

HTML

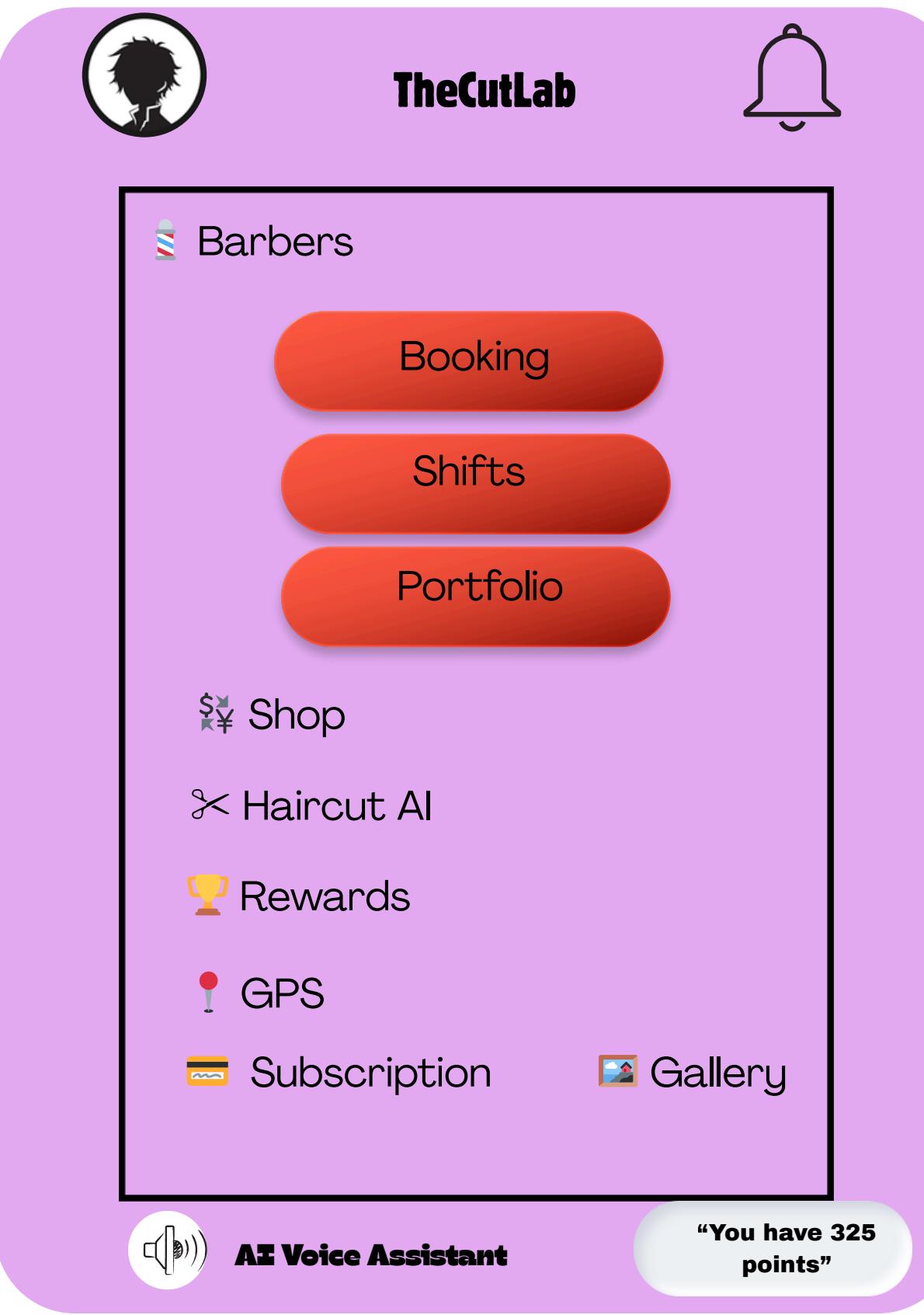


LOW FIDELITY PROTOTYPE

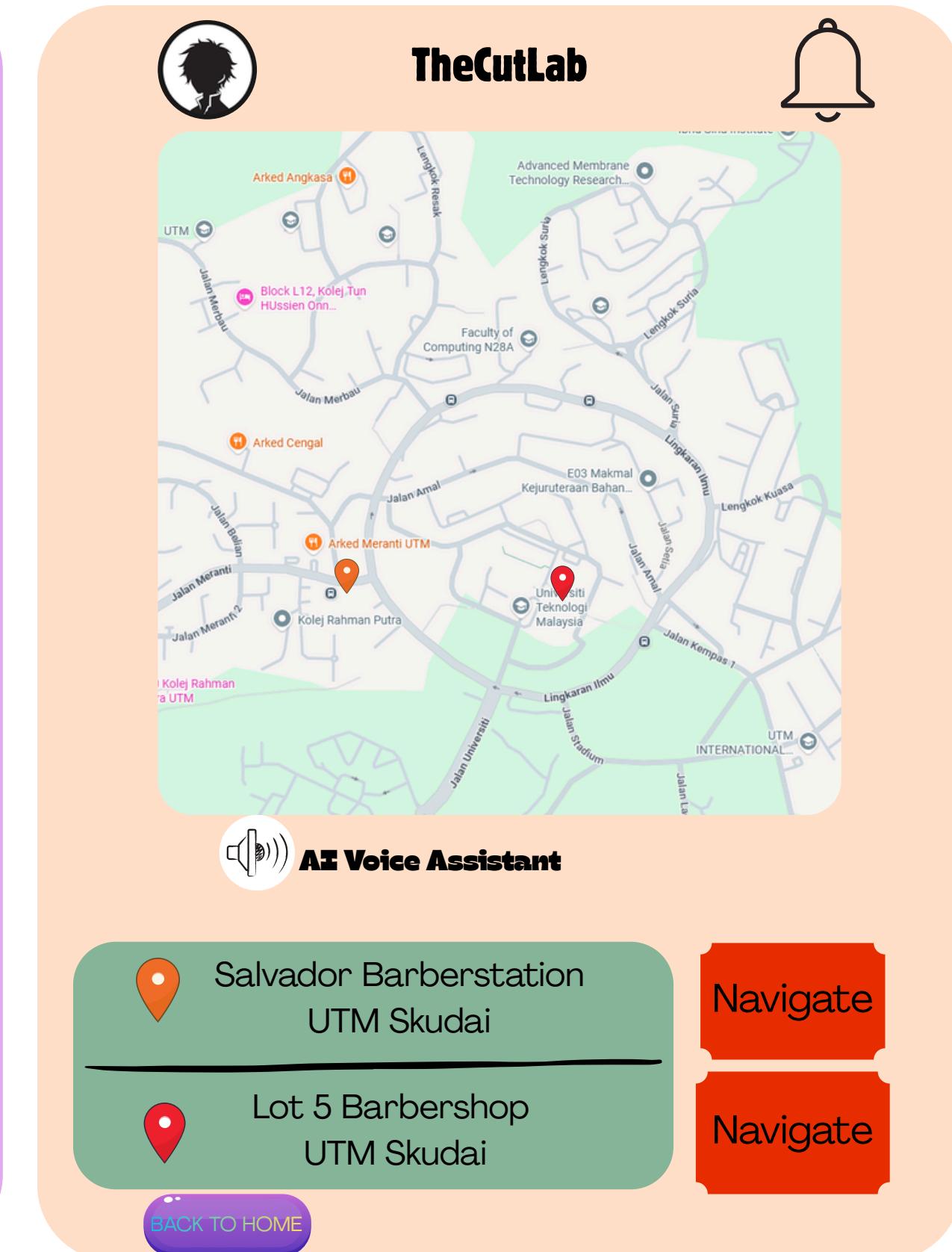
Booking



Main Menu



GPS



FINISHED PROTOTYPE



<https://zuhairi06s.github.io/SECP1513-06-Design-Thinking/>



TESTING CUSTOMER

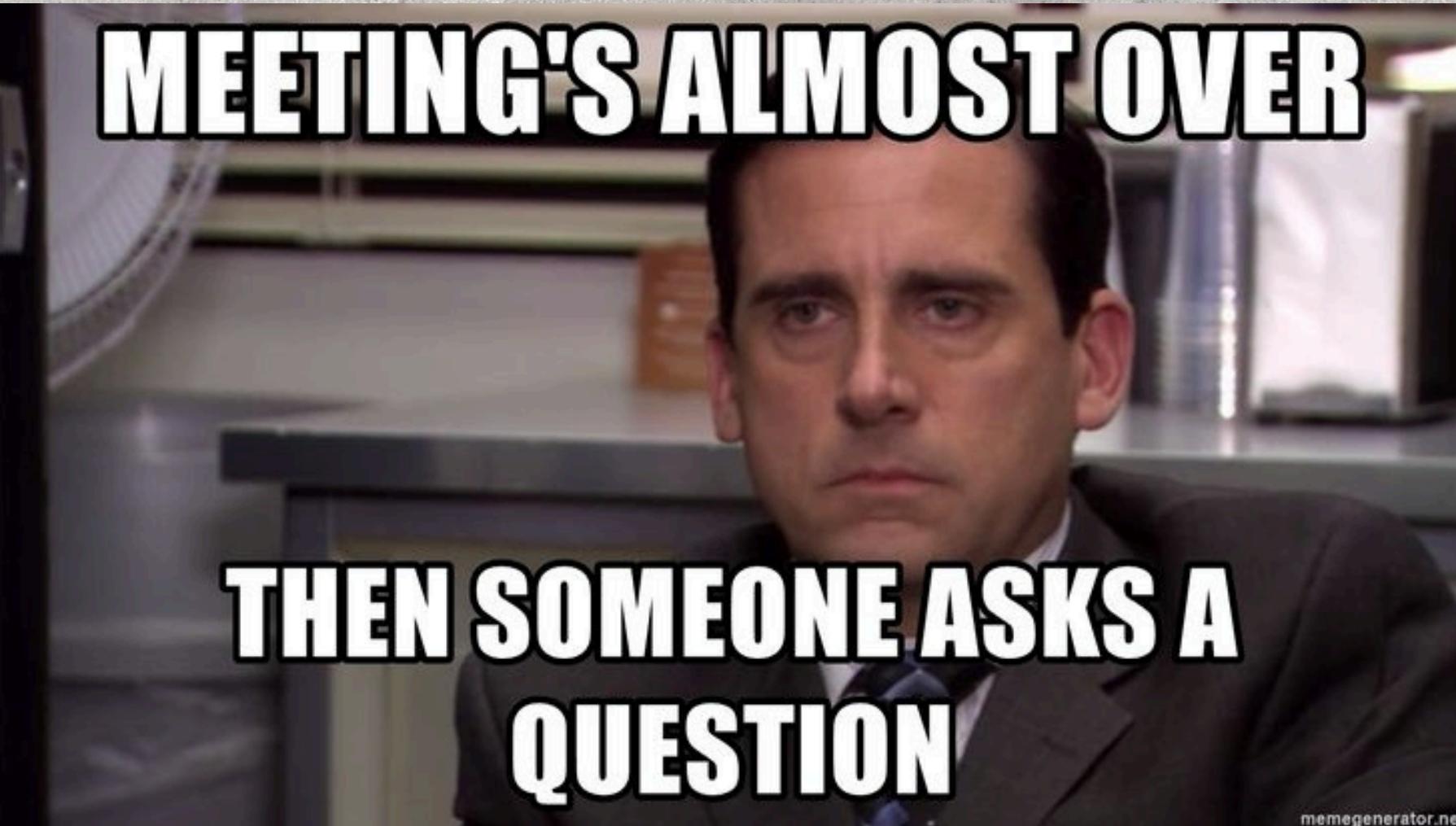
THE TESTING PHASE INVOLVED ONE REPRESENTATIVE USER, A 19-YEAR-OLD UTM STUDENT, WHO FITS OUR TARGET USER PROFILE AND REGULARLY VISITS BARBERS.

OVERALL, THE FEEDBACK WAS VERY POSITIVE.
THE USER STATED THAT:

THE BOOKING PROCESS WAS MUCH FASTER AND EASIER COMPARED TO WHATSAPP OR WALK-IN METHODS

VIEWING BARBER PORTFOLIOS INCREASED CONFIDENCE BEFORE BOOKING

ANY QUESTIONS?



THANK
You!



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