

Hairy Styles hairstyle app.

Elevator pitch

With this app you can select a haircut you would like by using images as a guide without needing to know the technical terms or exact lengths. This will help stylists ensure they do your hair the way you want it to be done as well as keep you as happy as possible with your new look.

Assumptions

- people don't know exactly what haircut they want when they walk into a salon
- not everyone knows the technical terms for haircuts examples -(fade, a 1 on the side, 2 on the side,)
- Some haircuts don't end up looking how the customer expects

Problem statement brainstorm:

Identify if both men and women would be interested this app

Identify age range of people interested in this app

Identify how many people go to a salon/barber for their haircuts

-if yes how often do you go

Describe the expectations of someone going to get a haircut

Identify how many people always get the same haircut.

Identify if someone would be more comfortable getting a haircut without needing to explain the haircut to the stylist

Identify whether or not people are ever disappointed with their haircut

Identify whether or not stylists/salon owners would be interested in having this app in their salon

Analysis

Problem Statement: identify if people would be more comfortable using a picture to explain the haircut they want to a stylist.

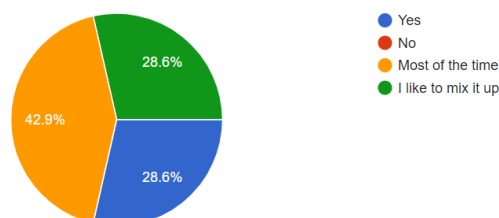
3 Key Findings + Surprising results

- But Over 70% of people said they sometimes have difficulty describing the haircut they want to their stylist
- 100% of people said they have shown a picture to a hairstylist before to describe the haircut they would like
- Most people's expectations are pretty well met at hairstylists

- I was surprised by how many people don't get the same haircut every time. The answers varied a lot

Do you always get the same haircut?

7 responses



Problem Statements:

I felt like I did fairly well with answering my problem statement. I also found that people are pretty much already using a picture on their phone to show the haircut but 70% would still be interested in having an app that helps them. I think I would need a much larger group to get accurate results as well because almost all of the results were from men.