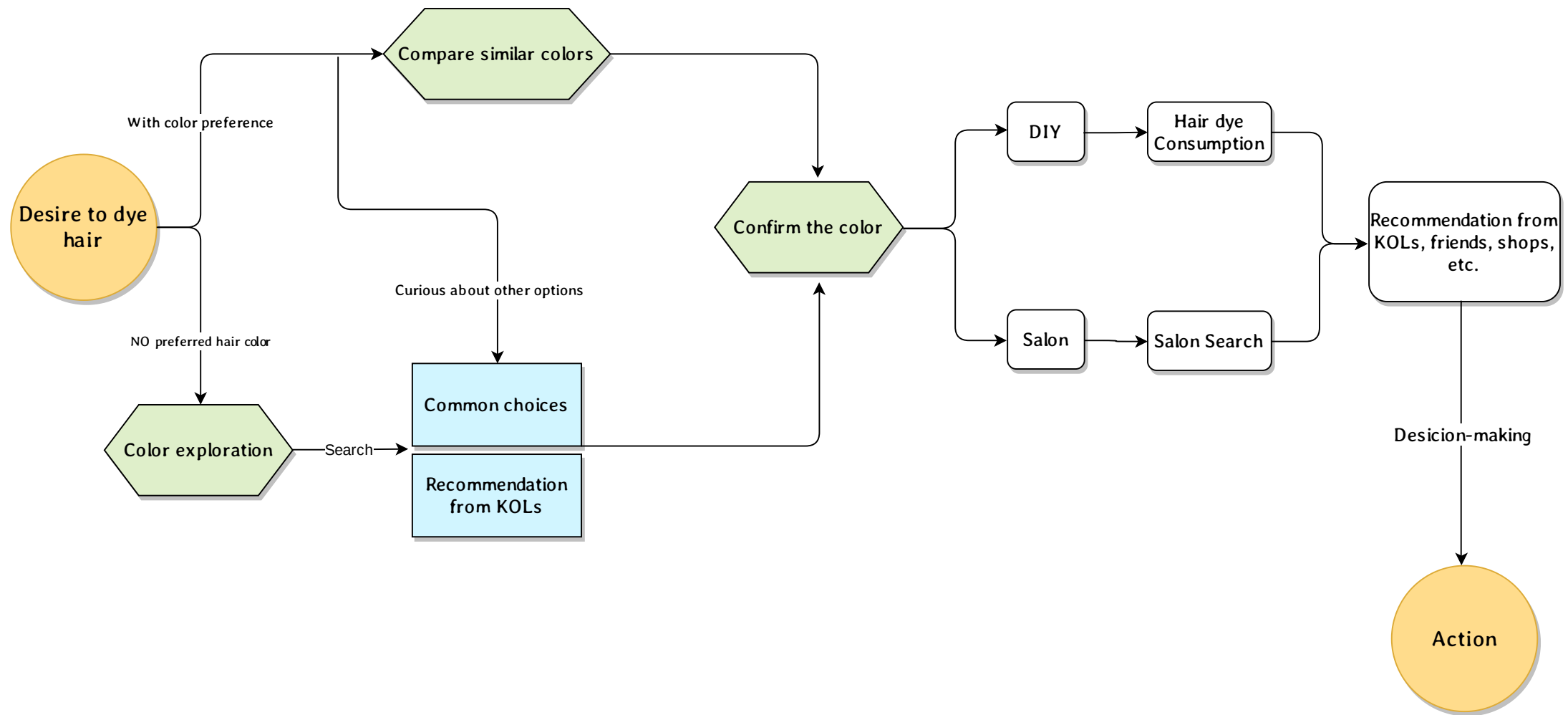# Final Project Proposal

How might we help people who have a desire to dye their hair to obtain information about which specific color to dye and how they can get their hair dyed so that they can get well informed before dyeing their hair and avoid unpleasant experiences, such as not getting the ideal colors or confronting with a bad stylist that would ruin their hair style?
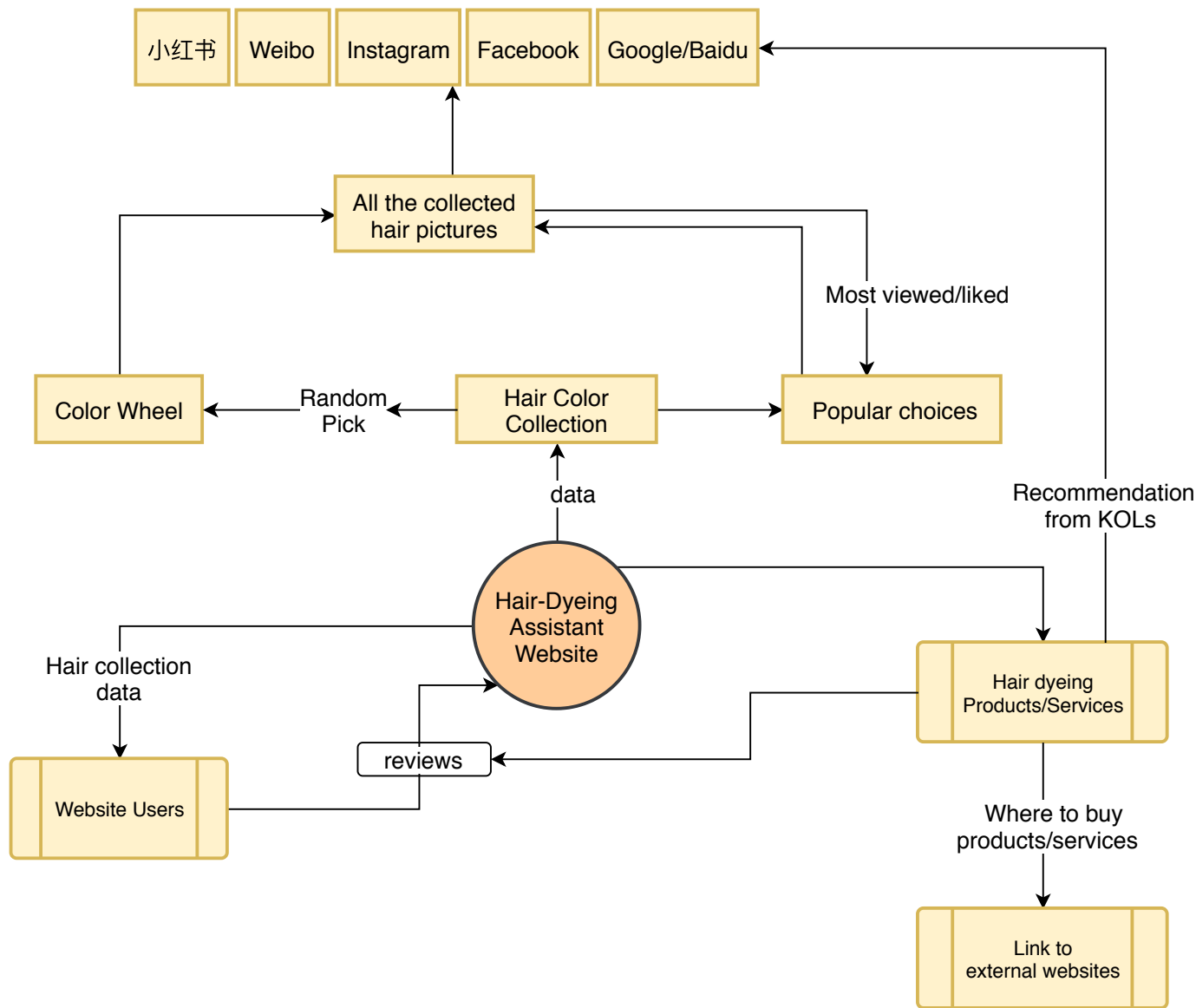
The pain point of this problem is that there is no such a website that gathers all the information for this group of people. People who want to get their hair dyed often need to search on different Apps or websites, using different terms of keywords to fulfill their needs. For example, they have many social media including Instagram, Facebook, Weibo, etc. or search engines to perform search. They may go from one to another to collect as much information as possible, especially when they don't get satisfying research results on one of them. Then, since they need information about hair colors, hair dye or salons and stylists before they finally decide to dye, they also need to use at least three different keywords to search on each site. To conclude, through the whole process, there are many repeated steps which make it annoying and tiring.

Thus, based on the needs of this group of people, I would like to design a website that not only collects information but also lays it out in a logical way to provide the users with a comfortable process that helps them examine the colors, hair dye, or salons. Meanwhile, I would also like to set up a communicative section where different users can exchange their information and experiences.

Desire to dye hair

With color preference

NO preferred hair color

Compare similar colors

Curious about other options

Color exploration — Search → Common choices

Recommendation from KOLs

Confirm the color

DIY → Hair dye Consumption

Salon → Salon Search

Recommendation from KOLs, friends, shops, etc.

Desicion-making

Action

Journey Map

Data Flow Diagram

小红书　Weibo　Instagram　Facebook　Google/Baidu

All the collected hair pictures

Most viewed/liked

Color Wheel

Random Pick

Hair Color Collection

Popular choices

Recommendation from KOLs

data

Hair-Dyeing Assistant Website

Hair collection data

Hair dyeing Products/Services

reviews

Website Users

Where to buy products/services

Link to external websites

Key Data Views

Hair Colors	Hair Dye	Salons
Categories by different standards	Brand names	Names
Specific names	Colors available	Location
Photos	Reviews	Stylists Info
		Reviews

Entity Relationship Diagram

PICK MY NEW HAIR COLOR

PK	DECIDE ON A COLOR
FK	Color views
	Popular choices

DIY DYEING HAIR

PK	HAIR DYE
FK	Brand names
	Colors available
	Reviews

READY TO DYE MY HAIR

PK	HOW TO DYE HAIR
FK	DIY
	Go to salons

GO TO SALONS

PK	SALON SEARCH
FK	Names
	Stylists
	Reviews

PK	COLLECTED REVIEWS
FK	For colors
	For hair dye
	For salons