

Find My Barber

Elevator Speech:

Have you ever wanted to find a highly rated barber near you? Have you ever desired a timely cut? This app is a one stop shop for all things barber related.

Assumptions:

Difficulty finding barbers and their schedules

People want an app to find a barber

People don't always have easy access to various barber's sites

Problem Statements:

- Identify the likelihood of people using this app?

How can we keep the app relevant?

How can the app promote individual barber shops?

Identify key features of app?

Identify reviews for barbers?

Identify locations for barbers?

Identify how far people are willing to drive for a cut?

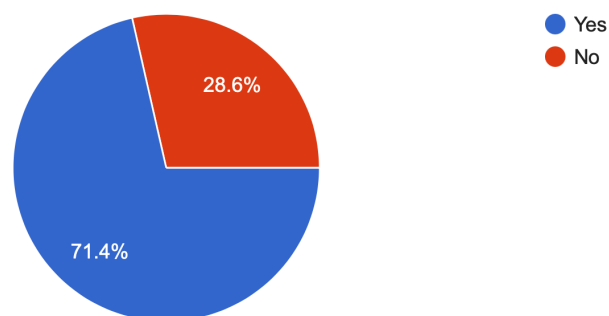
How can we market this app?

Summary

1. Using the term "Barber" narrows the scope of potential users. Changing the term to "Hair stylists" or simply just "hair" could appeal to a broader audience.

Do you go to a barber?

7 responses



2. People are looking for experienced barbers who give quality cuts. A review system would be beneficial for the users of the app.
3. Surveyors reported high interest in receiving product recommendations from professional barbers.

Surprises

1. This app idea did not appeal to any females.
2. Majority of people reported difficulty finding a good barber.

Problem Statement

1. It is very likely that users would be inclined to use the application. Especially in cities where people are traveling a lot. The application could help barbers promote their businesses as well.

Personas

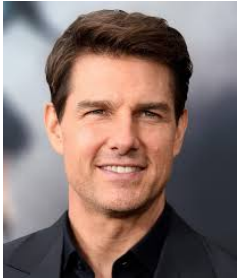


1. Steve Jobs
 - Gender: Male
 - Age: 48 years old
 - Occupation: Works in tech industry
 - Origin: Portland, Oregon



2. Patrick star

- Gender: Male
- Age: 38 years old
- Occupation: Unemployed. Lives under rock
- Origin: Bikini bottom



3. Tom cruise

- Gender: Male
- Age: 47
- Occupation: Famous actor and entrepreneur
- Origin: Hollywood, California