

MSC PROJECT: MOBILE HAIRDRESSER
APPLICATION



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“A dissertation submitted to the University of Bristol in accordance with the requirements of the degree of Master of Science by advanced study in Computer Science in the Faculty of Engineering.”

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1 Introduction

The COVID pandemic has brought with it a shift in perceptions around leaving the home and with that a desire for more homeworking and access to remote services. For example, remote workers show an increase in job satisfaction [?, ?], [?, ?], are more productive, have better mental health [?]flexjobs, 2020) and even make more money (ADD CITE).

2 Market Analysis

In order to gauge whether there is a market for the proposed analysis, a survey was carried out in which users were asked about whether they could see themselves using the application features, among other things.

2.1 Existing Applications

2.2 The Target User

3 User Personas

The creation of user personas representing fictitious, archetypal users is an essential part of application development [?, ?] and allows a deep understanding of the target user to be sought and implemented within the features and design of the application [?, ?]. Although there are some shortcomings to qualitative persona generation, such as validity concerns and user bias [?, ?] which are addressed by other methods, such as data-driven personas [?, ?], we have decided to stick with qualitative methods, which allow for enough brevity and depth for the scope of the project. Here we created 3 personas, which are discussed in detail below.

- Persona 1:

INSERT PERSONA INFO

- Persona 2:

- Persona 3:

4 Development

4.1 Sprints