

**Problem Statement:**

Many men and women globally struggle to find a hairstyle that properly suits them. Our solution should give people that have this dilemma a convenient way to explore different hairstyles from the safety of their phone camera.

**What is the problem?**

Men and women can't find a hairstyle that suits them, leaving them with decreased confidence and low self-esteem. Trying to find a hairstyle through getting it cut can run the risk of their cut not suiting them at all and making the problem worse, and finding a hairstyle that actually works for them can take many attempts. This is especially problematic, as it can take hair months to grow back long enough to try again.

**Who is experiencing the problem?**

People who think their hairstyles don't suit them and are struggling to find a hairstyle that looks good on them.

**Where does the problem present itself?** Everywhere! Whether it's an event where you want to look good, school, work, etc.

**Why does it matter?**

People want to look good. It gives them self-confidence and attracts them to people. One of the most defining features of a person is the hair that is on their head. If their hair looks good, their face looks good.