



## Arjun

Software  
Engineer

Arjun is a tech-savvy professional balancing a demanding job and personal life. Grooming is essential to him, but he values quick, efficient services that fit his busy schedule.

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Problem searching salons at last-minute during urgent needs, limited availability of quality stylists during peak hours and unclear hygiene practices in some salons.

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### Demographics

Age : 30

### Location

Bangalore, India

### Traits

Prefers men-only salons or unisex-salon.

Typically visits salons in the mornings or at his convenient time.

Seeks member perks, cash discounts, and seasonal offers.

Young

Proactive

Responsible

Social

Passionate

Student

Organized

Extrovert

### Goals

Book salon appointments quickly without hassle.

Access skilled stylists for regular grooming needs.

Minimize wait times and optimize appointment slots.