



# ALLURE

Book. Sit. Slay. Repeat

# Our Team

Group 8 - ALLURE

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Guide : Prof. Anupam Rana

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# Project Overview



ALLURE is a next-gen salon & beauty parlor appointment booking app that makes grooming easy, modern, and stress-free. Users can search for top-rated salons nearby, view their crowd status live, and book appointments in just a few taps. You can also see which expert artists are available at each salon and explore special offers, discounts, and seasonal combos. Whether it's a simple haircut or a full bridal or groom package, ALLURE has it all. The app offers smart filters and search options to help you quickly find the right service based on your need, price, or rating. It also shows real-time directions to salons using maps, just like apps such as Uber or Swiggy. Users can pay through GPay, Mastercard, or even cash, and get instant digital receipts. You can manage your profile, update your preferences, and track your past bookings with ease. Built-in chat, audio, and video call options allow you to connect directly with the salon or specific artists. ALLURE is designed to make every salon visit smooth, stylish, and personal.

What makes ALLURE truly different is its use of powerful AI and fun, interactive technology. Just like Lenskart lets you try glasses, ALLURE allows users to try different hairstyles, beard styles, hair colors, and makeup on their own face using face capture and AR tools. The app can even suggest looks that suit your face shape, mood, or event—you can simply give a text prompt and let AI recommend the best grooming style for you. Whether you want to look great for a party, wedding, or just everyday life, ALLURE helps you make the right choice. You can explore detailed salon, see photos, reviews, and availability. The real-time map helps you plan your visit with ease. You can chat with salons or talk over voice/video call to ask questions or plan your visit better. Special combo offers and bridal/groom packages make it perfect for big days too. With ALLURE, salon booking becomes not just easy—but exciting, personal, and super smart.



# Survey Results

## Questionnaire :

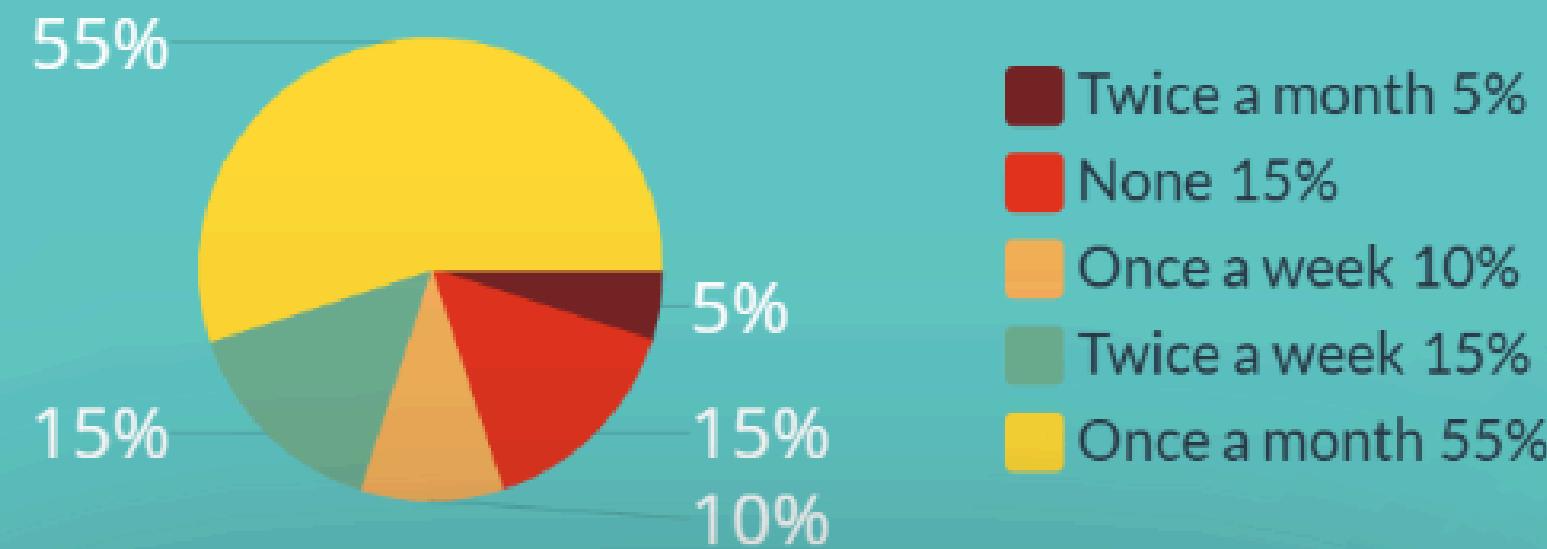
1. How often do you expect to use this app?
2. What device do you primarily use for apps?
3. In urgent needs have you ever wanted that you find a salon/beauty parlor quickly?
4. What type of salon do you prefer?
5. At what time do you most like to go to salon/parlor?

6. What do you like to have done more likely in salon?
7. What do you like to have done more likely in beauty parlor?
8. What is most important for you?
9. How would you discover more salons and parlors?
10. What type of discount do you like?

11. How long are you willing to wait for an appointment?
12. How do you feel about trying new beauty treatments or hairstyles recommended by the salon?
13. What would you like to rate and review your salon experience after each visit?
14. Would you like to have your activity tracked so that we can remind you of your best time to get haircut?

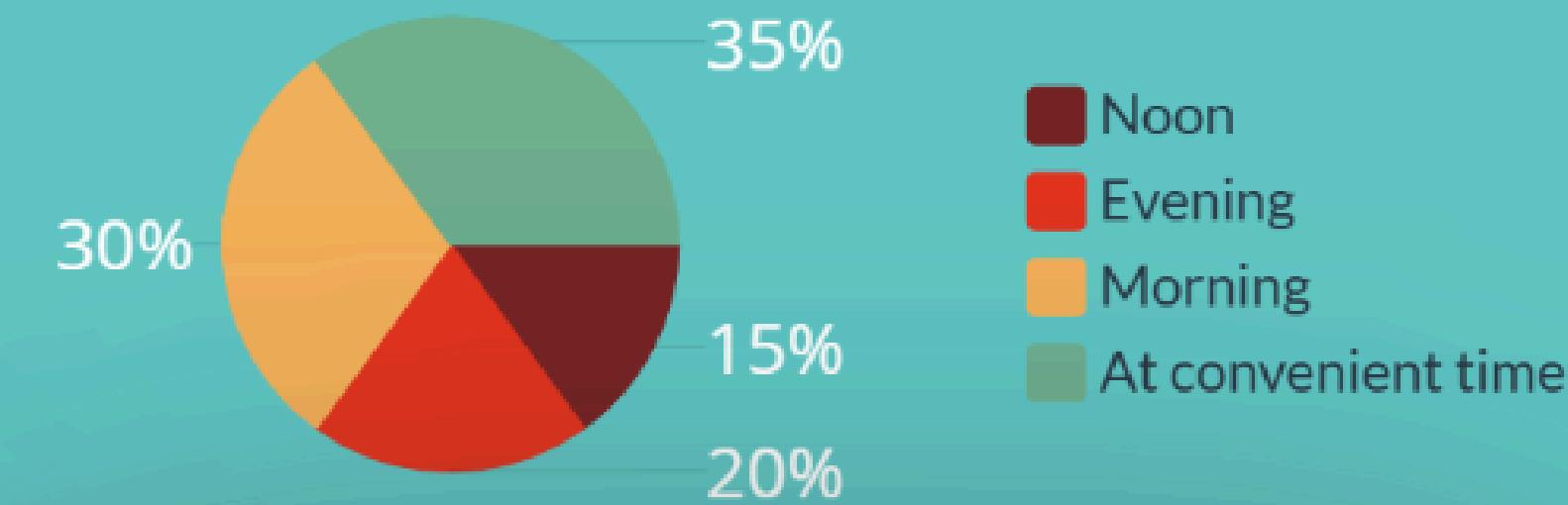
15. Would you like to have a reminder whenever your turn is about to come in salon/beauty parlor?
16. What do you expect from a salon in terms of hygiene and safety?
17. Do you check if the salon staff wears gloves and masks (if necessary)?
18. Do you prefer salons that offer disposable or personal-use tools (e.g., razors, nail files, etc.)?

## How often do you expect to use this app?



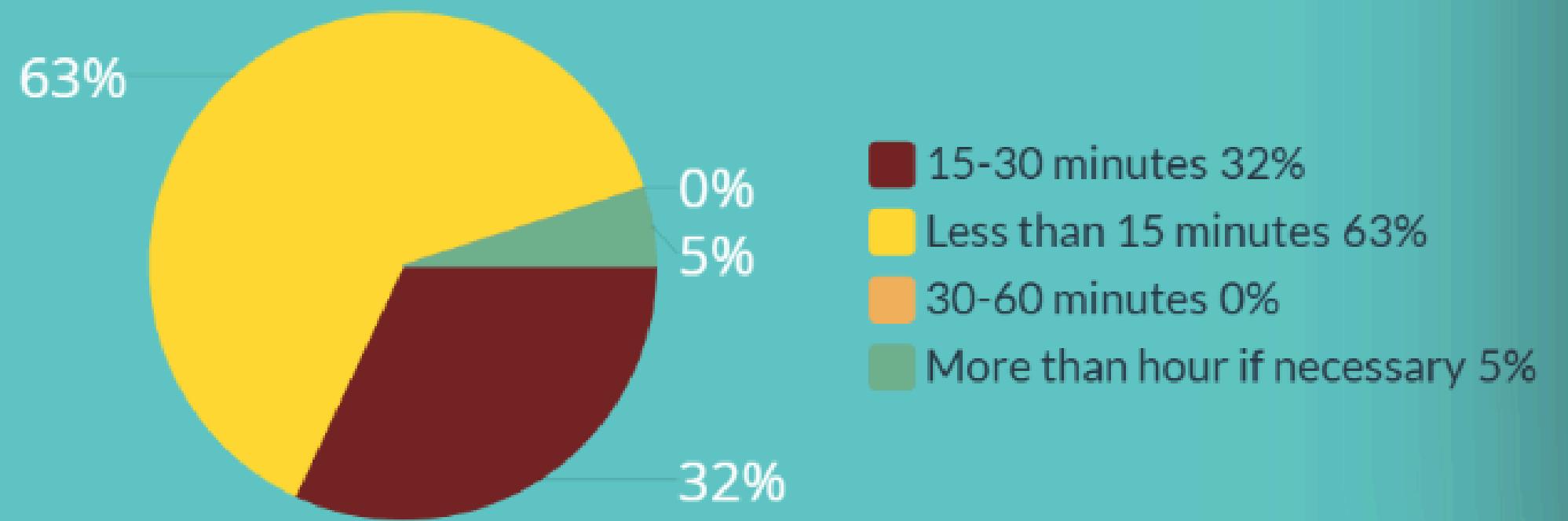
As we can see from results people generally go to saloon or parlor only once a month and very rarely they go twice a month and once a week.

## At what time do you most like to go to salon / parlor?



From the distribution there is a mixed opinions of people around it, some people like at their convenient time many likely others like it at morning only. Very few people liked to go at noon on the contrary and some at evening.

## How long are you willing to wait for an appointment?



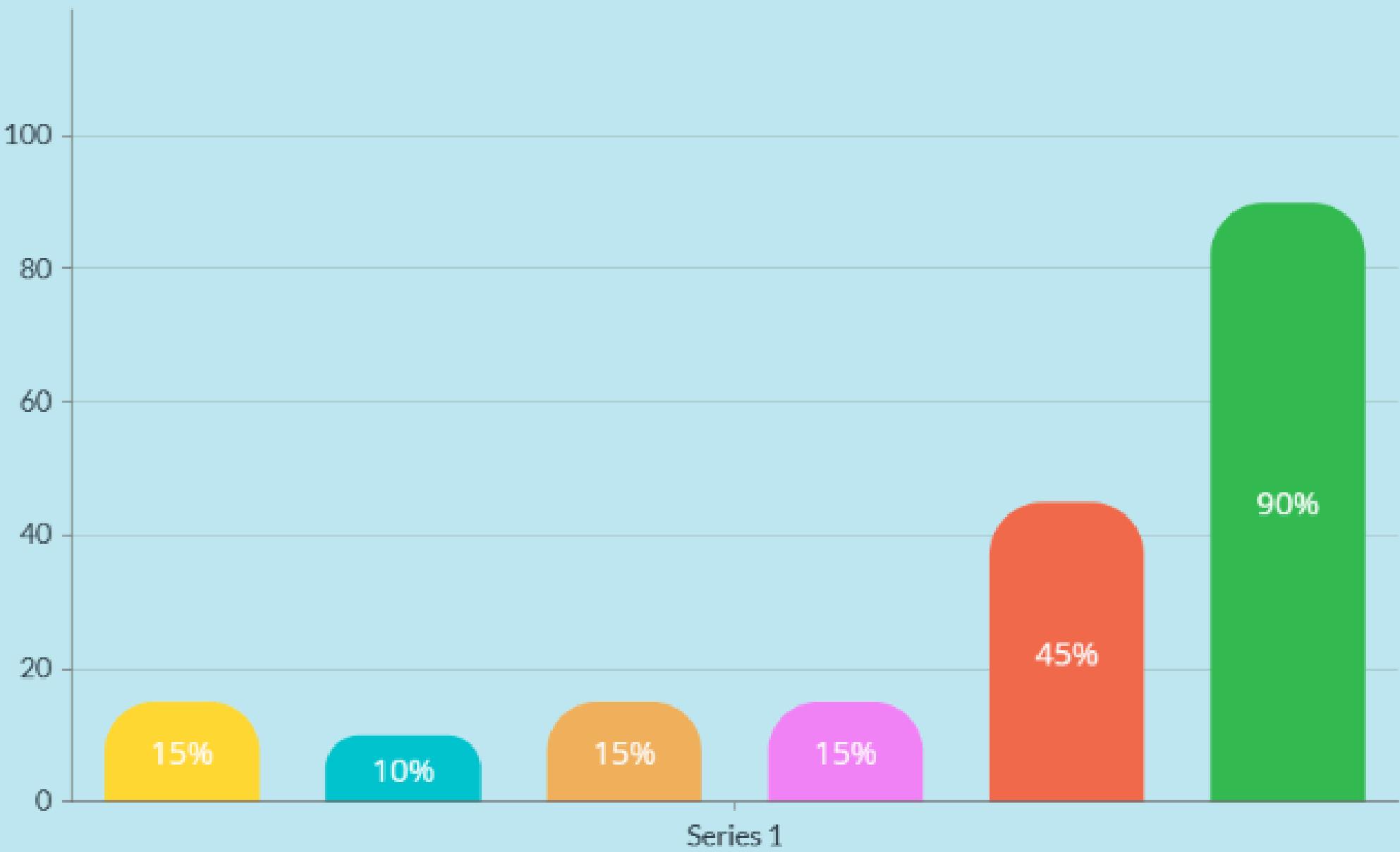
we understood that people generally want to get done with their saloon or parlor work earlier and hence many chose that they would like to have their appointment done in less than 15 min.

Secondly people also called out for 15-30 min and very few liked to put it more than an hour.

These observation had multiple options enabled for everyone to be able to select their best choices and as we can see the more general planning for people at Saloon is for Hair cut.

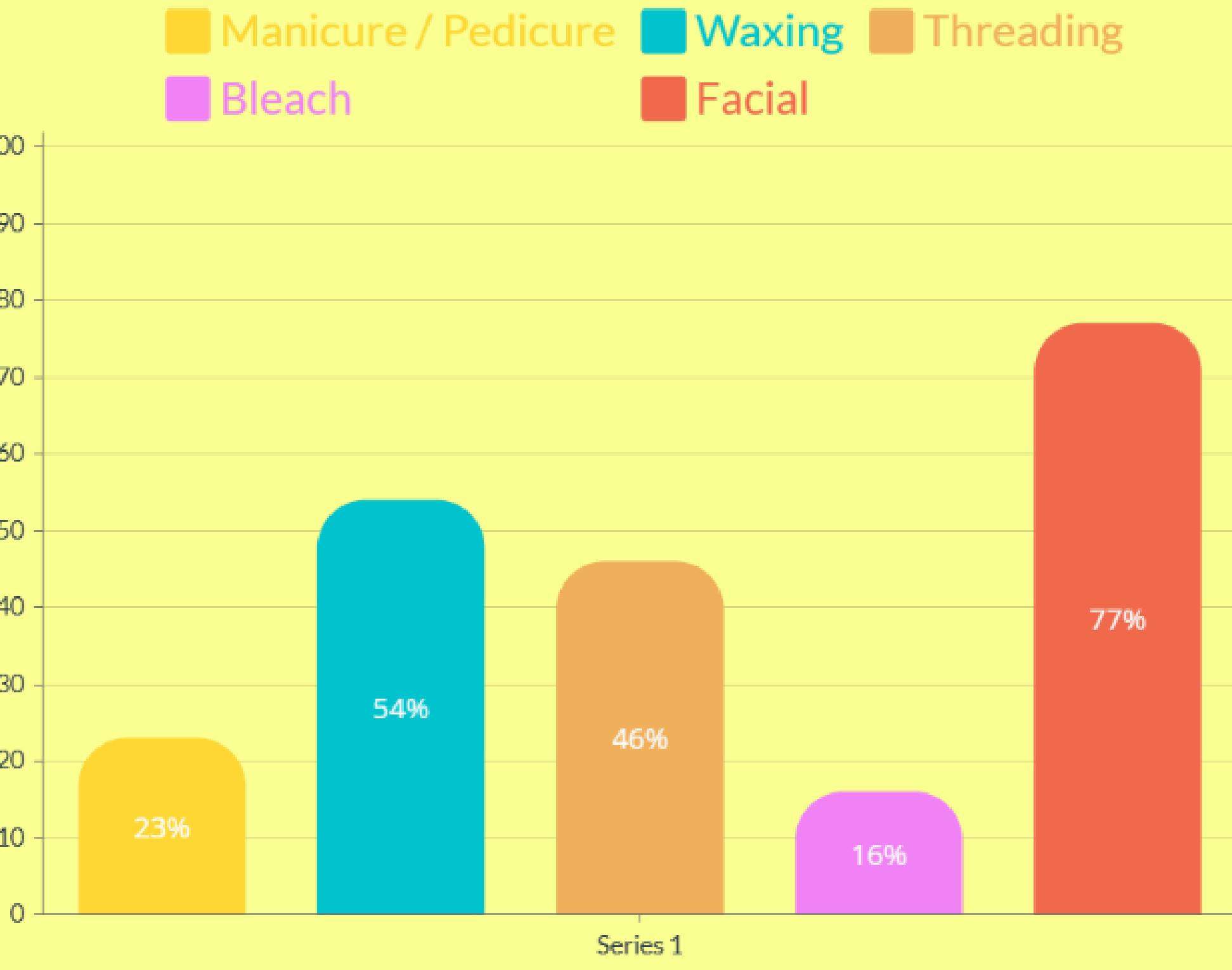
### What do you like to have done more likely in salon?

- Hair smoothing
- Hair spa
- Beard ( Shaving / Trimming )
- Hair straightening
- Hair Color / Highlight
- Hair Cut



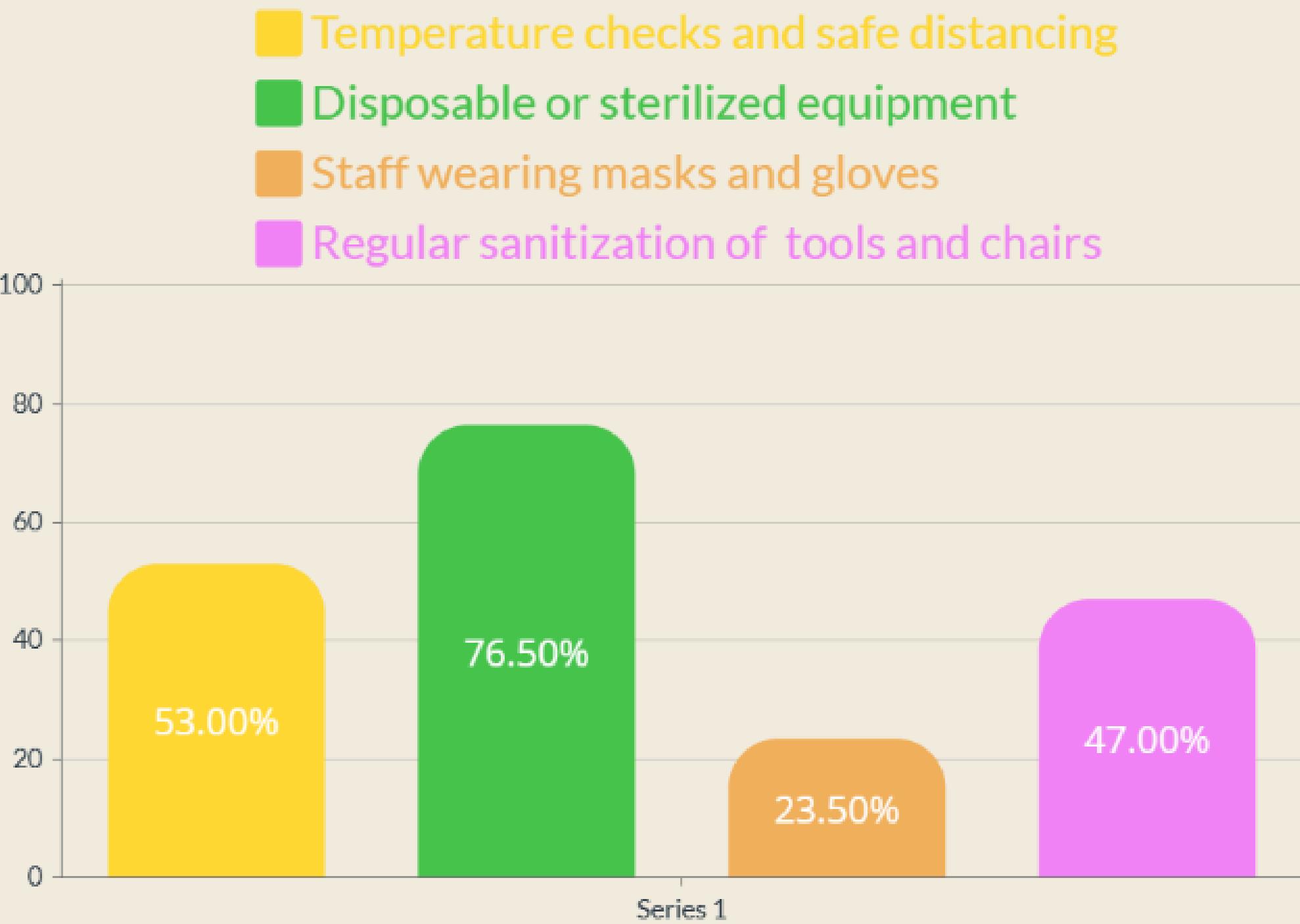
As well for the beauty parlor people were wanting more of with facial work and further on with waxing and threading.

### What do you like to have done more likely in beauty parlor?

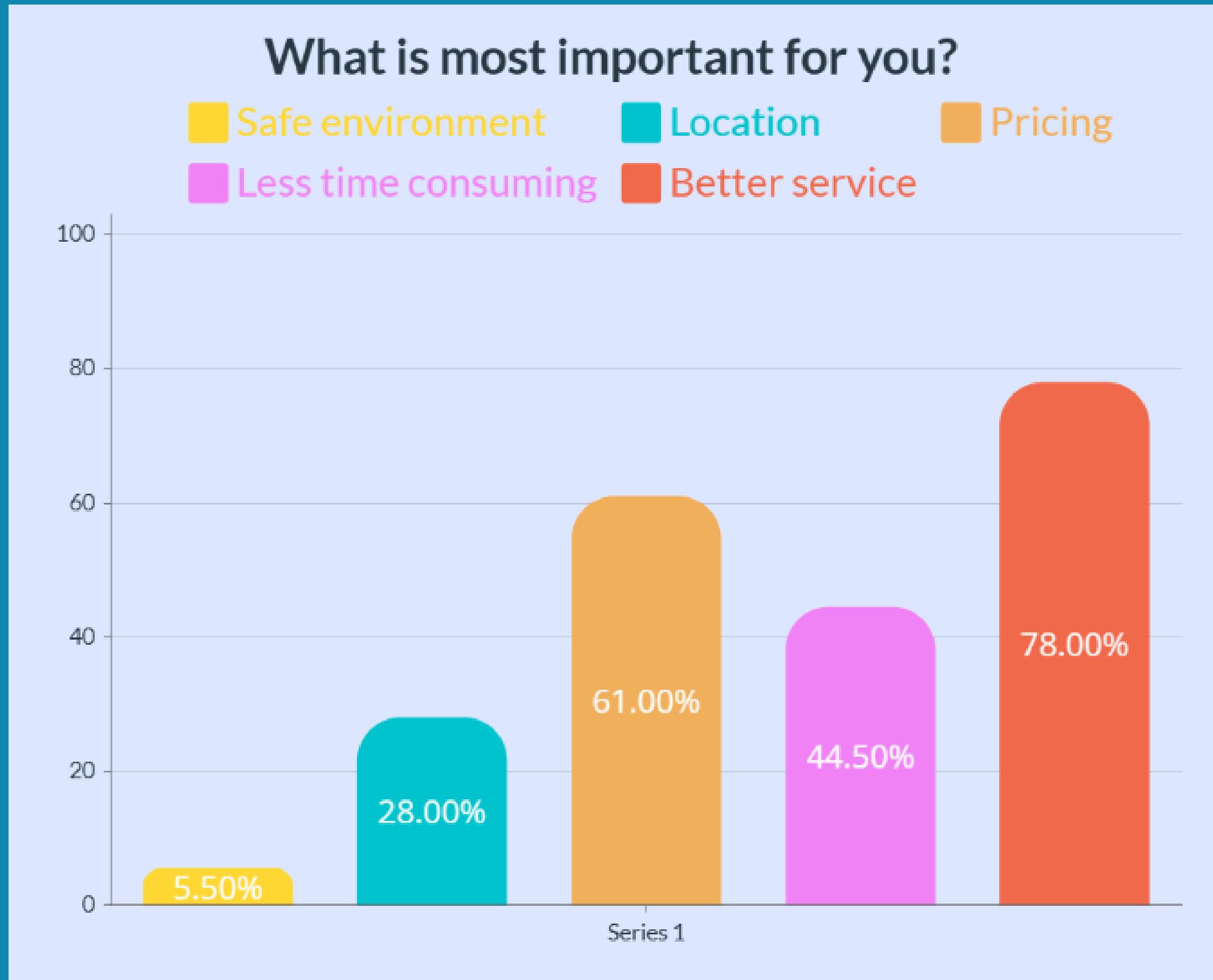


Another important question was about hygiene and safety, all of them asked for regular sanitization of tools and chairs. Secondly there were more people who wanted disposable and sterilized equipment.

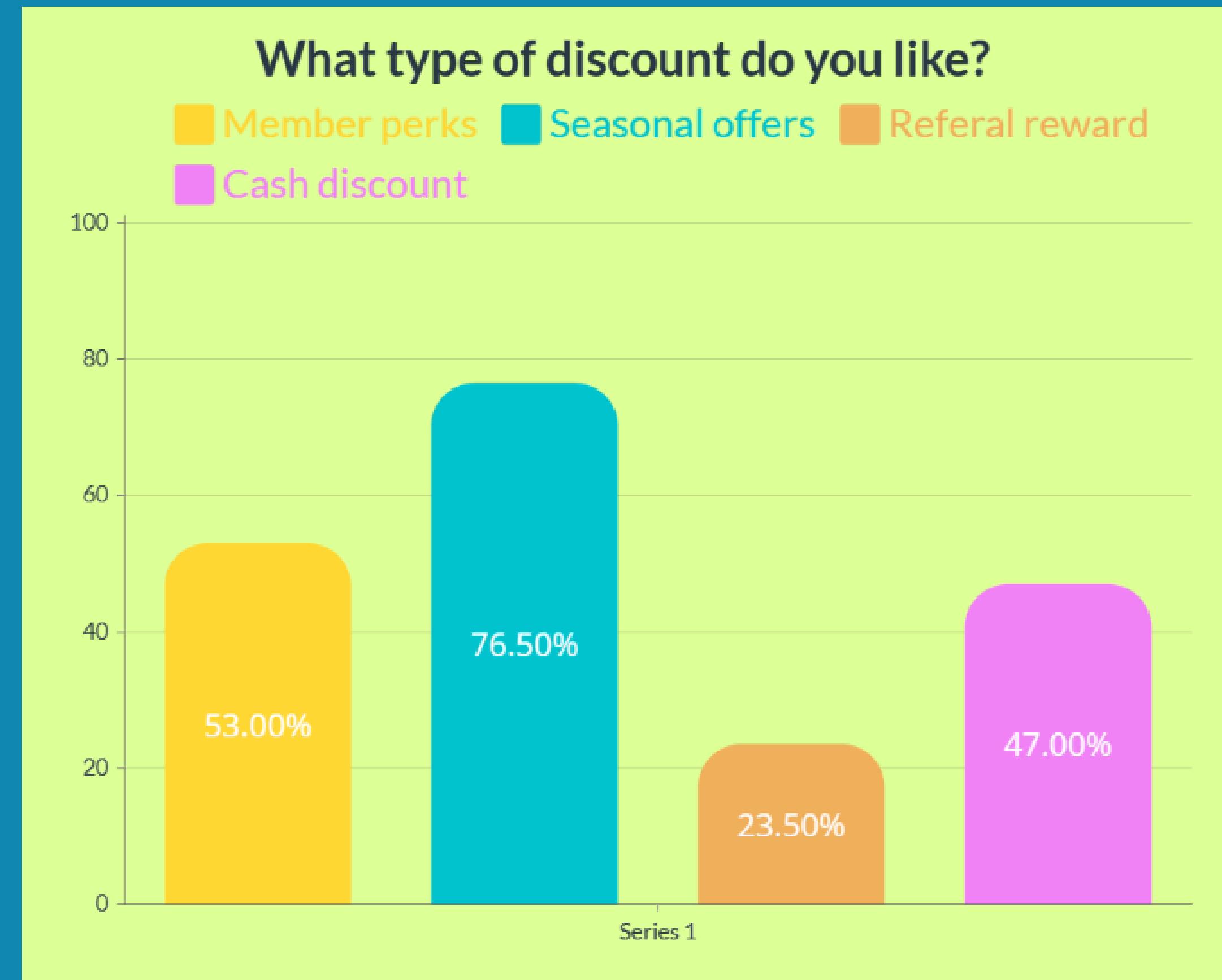
## What do you expect from a salon in terms of hygiene and safety?



We also inquired about the best thing that they would want from the application to show when they want to go to their respective services and majority of the people asked for better service and secondly they asked for pricing.



A very crucial detail for discount upon any services provided was also asked to the customers and people were asking for more seasonal offers rather than any other rewards.





**POV & HMW**

User	Need	Insight
Urban and semi-urban Indian customers with busy lifestyles.	A hassle-free, online booking system to avoid waiting or calling.	In India, many people still rely on direct interactions for booking. However, increasing smartphone penetration and familiarity with apps like Swiggy or Ola signal a growing acceptance of digital solutions.
Indian customers who dislike overcrowding but often tolerate it due to a lack of alternatives.	Transparency about salon availability to choose the best time to visit.	In India, peak times (weekends, festivals, wedding seasons) lead to heavy salon traffic, causing delays and dissatisfaction.

<p>Customers in India's semi-urban areas or older individuals unfamiliar with complex apps.</p>	<p>A simple and accessible booking process.</p>	<p>Many Indian users are comfortable with mobile apps if they're intuitive and offer native-language support.</p>
<p>Small and medium-sized salon owners in urban and semi-urban India.</p>	<p>A system to handle customer flow effectively during peak hours.</p>	<p>Salons in India often experience surges during festive seasons or weekends, and many lack tools to manage demand efficiently.</p>
<p>A customer seeking transparency and a salon owner managing last-minute cancellations.</p>	<p>To have a straightforward and reliable refund process.</p>	<p>Unclear refund policies often lead to disputes. Automating refunds and clearly displaying cancellation terms can build trust between customers and salons.</p>

<p>An older adult or someone less familiar with smartphones.</p>	<p>To have an intuitive and simple app interface for booking appointments.</p>	<p>Many users in semi-urban and rural India are unfamiliar with complex interfaces. A user-friendly app with visual guidance or regional language support can make the process accessible.</p>
<p>A small salon owner with limited staff.</p>	<p>To handle appointments effectively during peak hours.</p>	<p>Indian salons experience rush hours during weekends and festivals, leading to overcrowding. Offering a system that balances walk-ins and pre-booked</p>
<p>A salon owner in a busy urban area.</p>	<p>To manage walk-in customers without disrupting scheduled appointments.</p>	<p>Walk-ins are common in Indian salons. A hybrid scheduling system can help balance priorities and reduce customer dissatisfaction.</p>

HMW

1. How might we ensure that customers can book an appointment without calling or visiting salon or beauty parlor?
2. How might we help customers avoid long waiting times by providing real time crowd updates?
3. How might we allow customers to choose their preferred stylist or beautician while booking?
4. How might we help customers find the best rated salons or parlors near them based on reviews and ratings?
5. How might we ensure that customers get timely notifications for their appointments?

POV : Customer

HMW

1. How might we help salons manage peak hours efficiently to avoid overcrowding?
2. How might we allow service providers to accept, decline or reschedule appointments based on real time availability?
3. How might we allow salons and parlors to offer discounts, memberships or loyalty programs within the application?
4. How might we ensure a seamless payment process or refund or cancellation process for both customers and salons?

POV: Salon or  
Beauty Parlor owner



# User Persona



**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.

“

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

”

#### **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.



Priya

Marketing  
Executive

Priya attends frequent events as part of her job and requires regular beauty treatments. She relies on online services for convenience and values skilled stylists who can recommend treatments.

“

Difficulty booking last-minute appointments and is concerned about hygiene and prefers disposable tools and proper sanitization.

”

#### Demographics

Age : 25

#### Location

Suburban Area, India

#### Traits

Prefers women-only or unisex salons.

Visits in the evening or at her convenience.

Open to stylist-recommended treatments.

Shares feedback and reviews after visits.

Young

Proactive

Responsible

Social

Passionate

Student

Organized

Extrovert

#### Goals

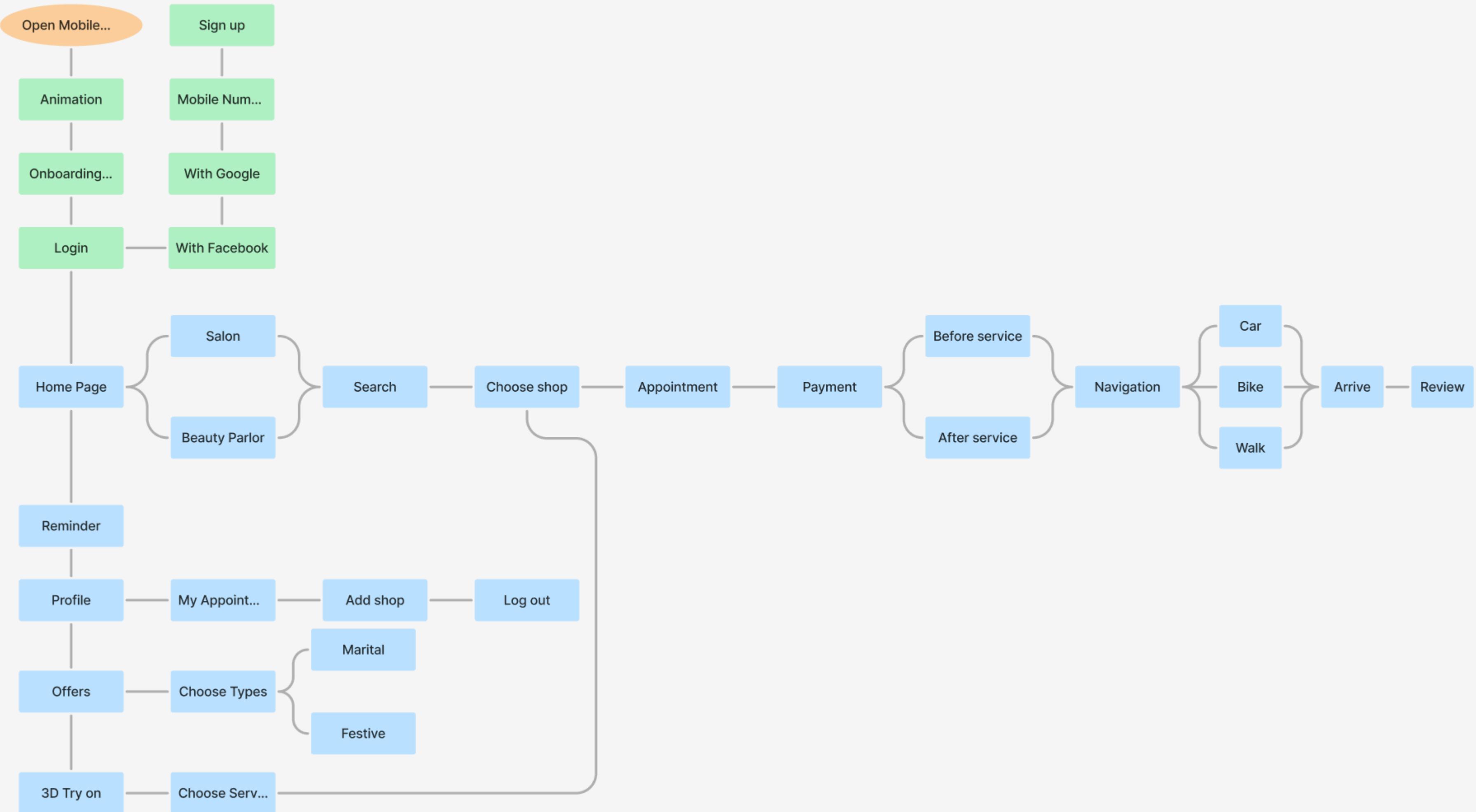
Hassle-free booking with time slot reminders.

Access to waxing, threading, facials and hair spa services.

Cash discounts and memberships benefits with hygiene guarantees.



# Information Architecture



Advanced Information Architecture is in folder 3.



# Mood Board & Style Guide

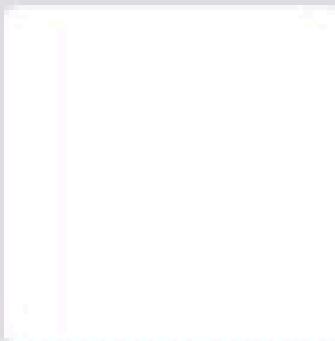
# ALLURE

Light Theme

Typography

Montserrat

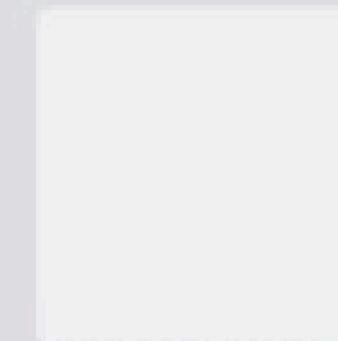
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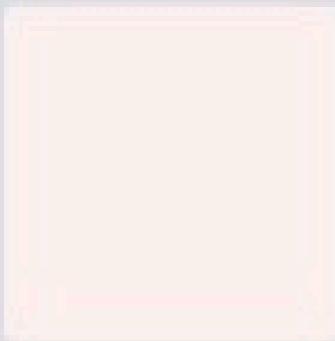
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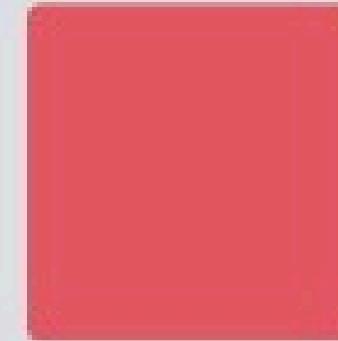
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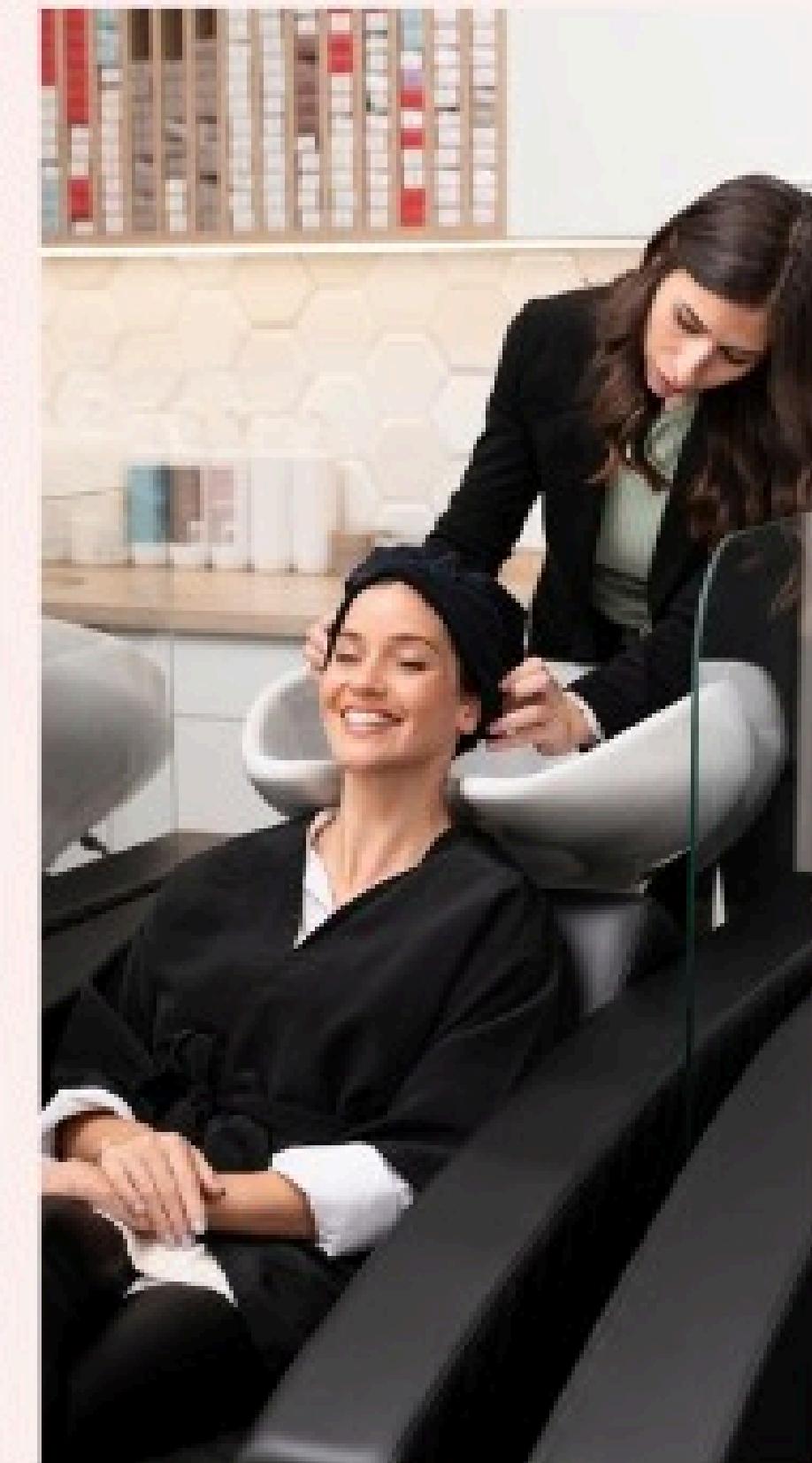
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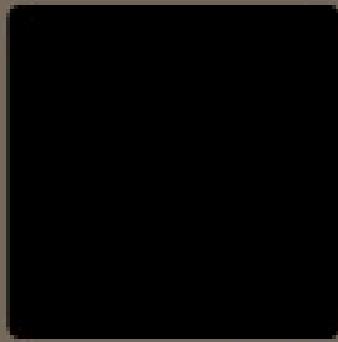
# ALLURE

Dark Theme

Typography

Montserrat

Color Palette



#000000



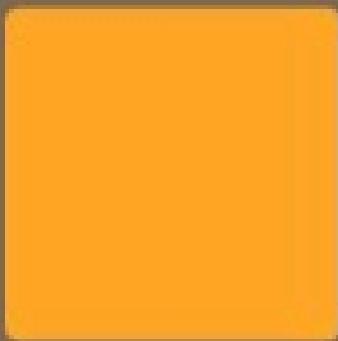
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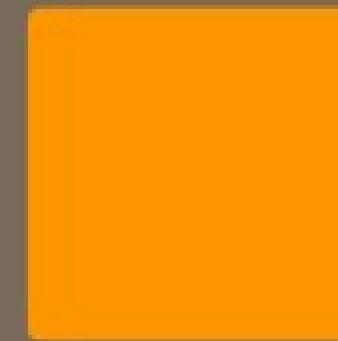
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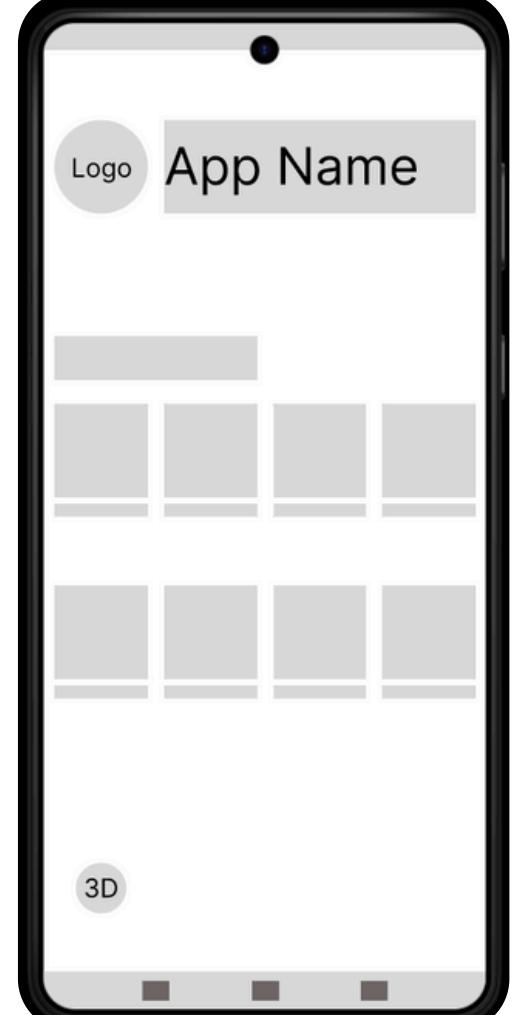
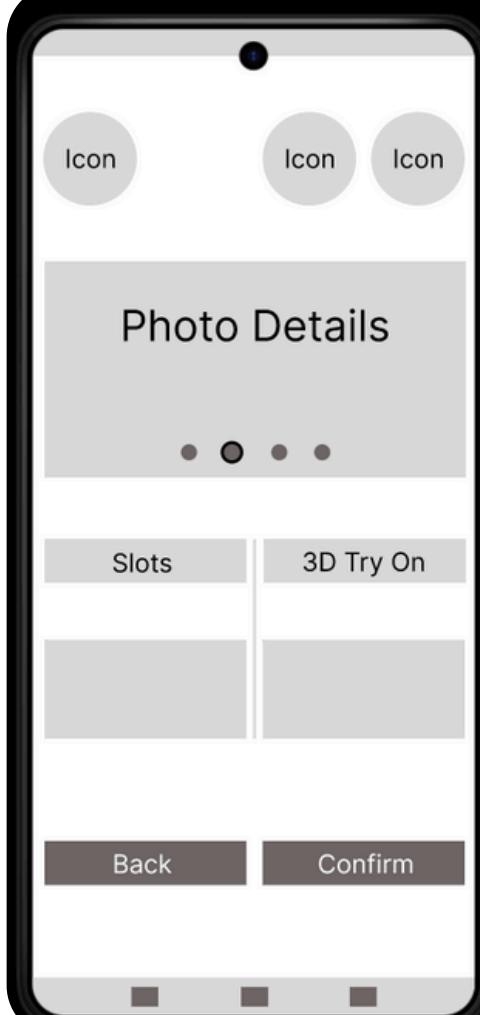
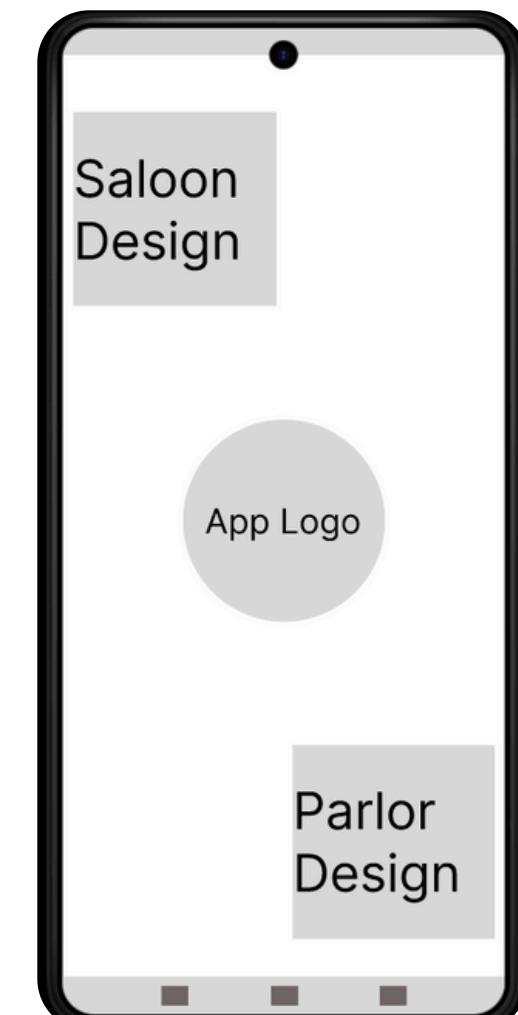
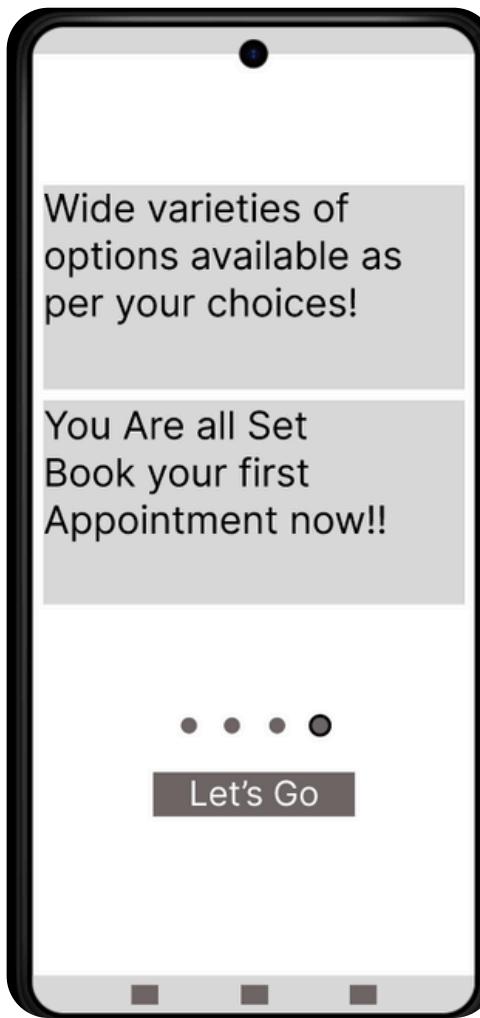
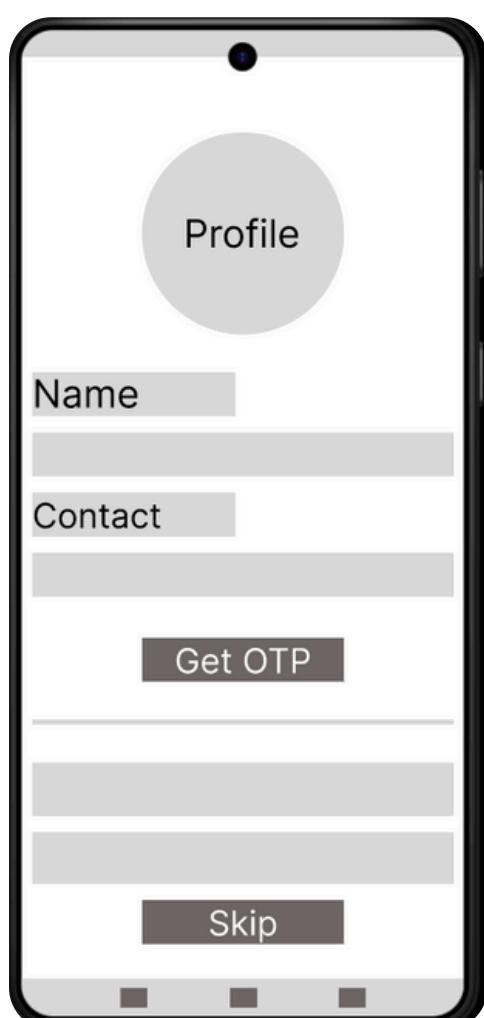
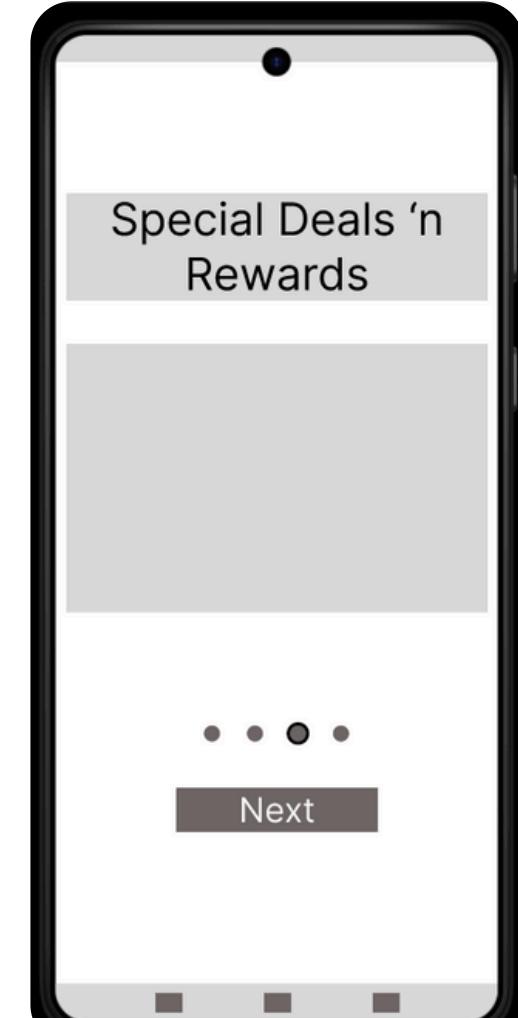


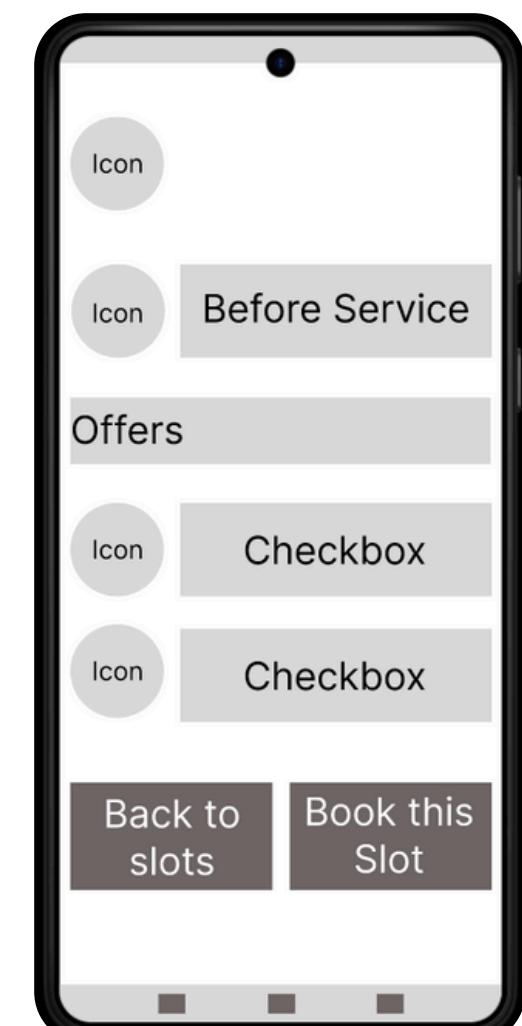
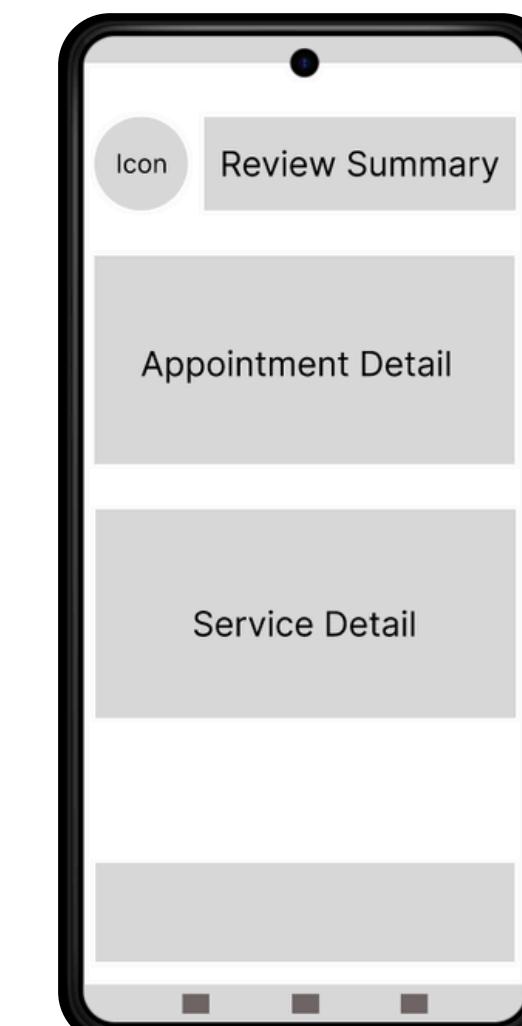
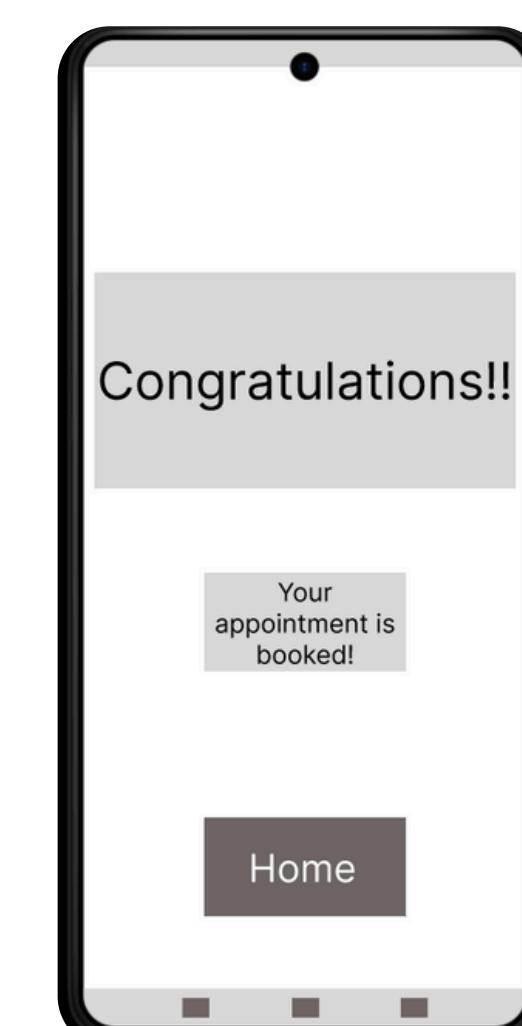
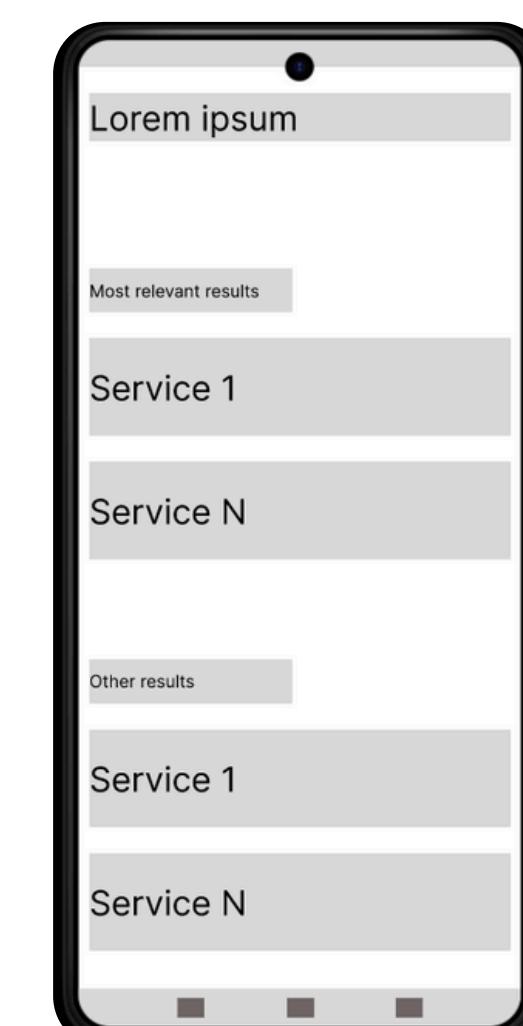
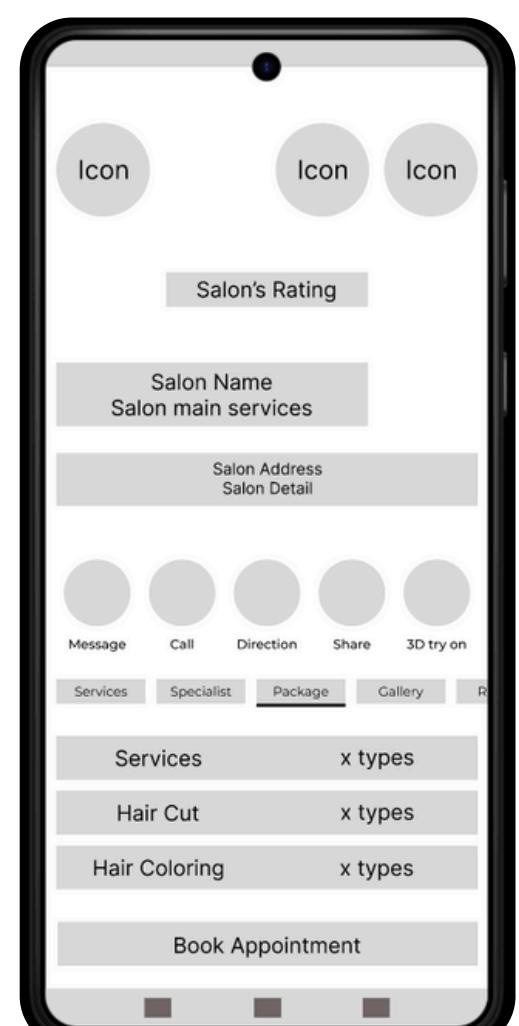
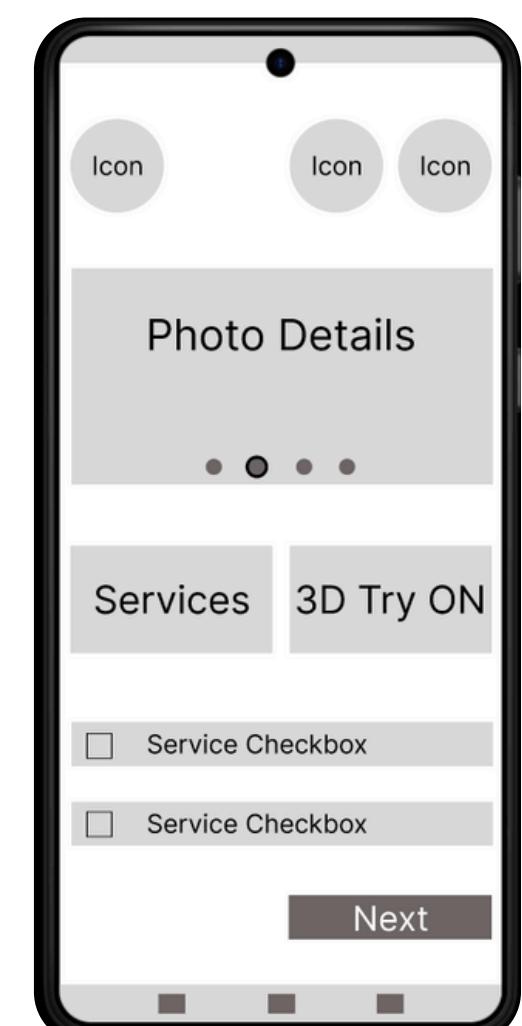
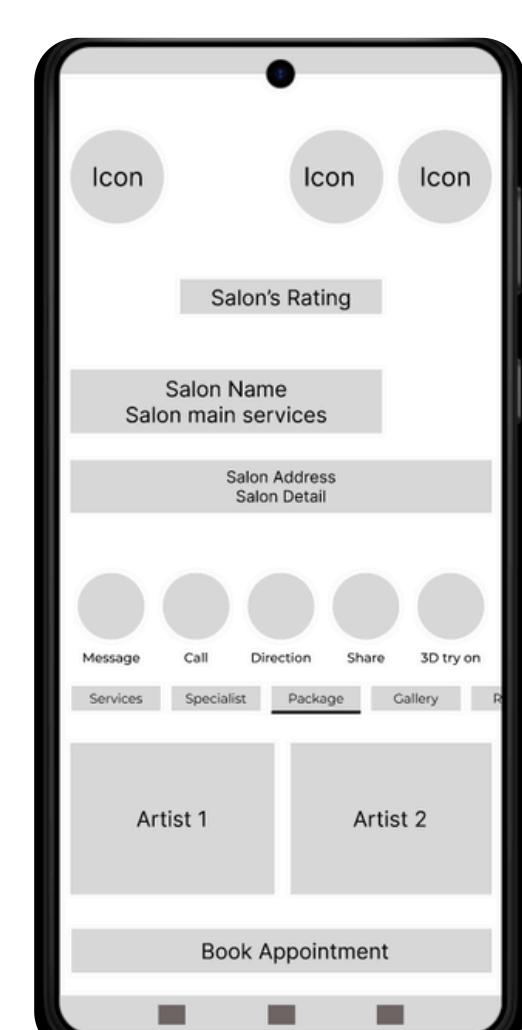
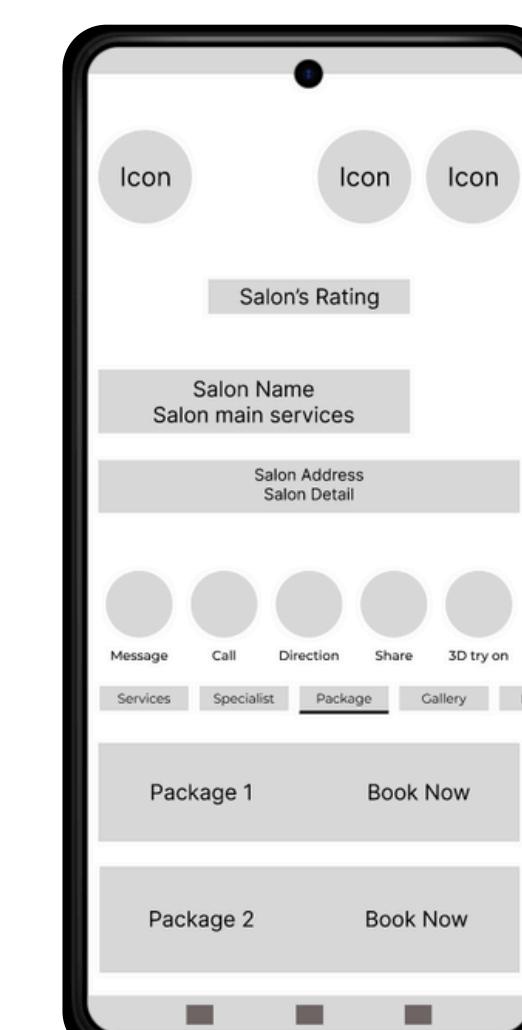
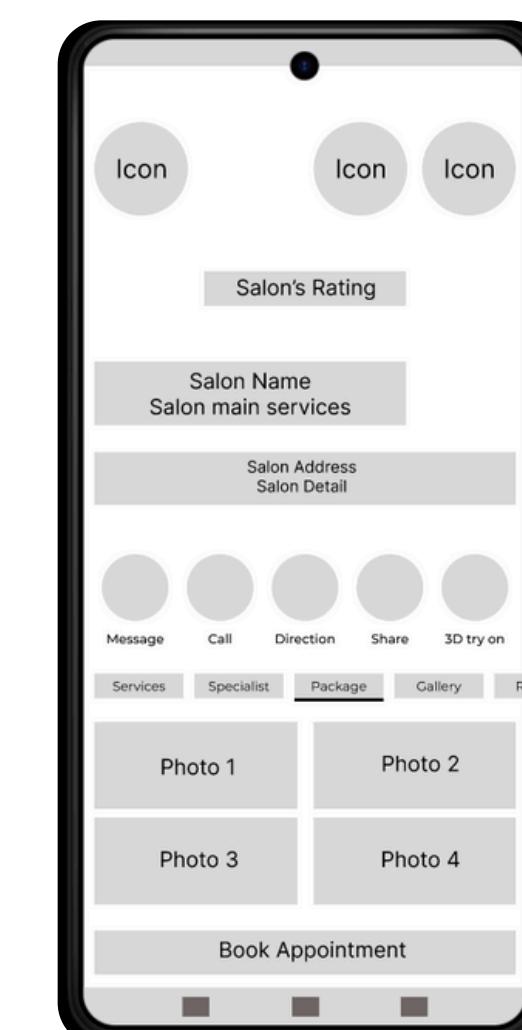
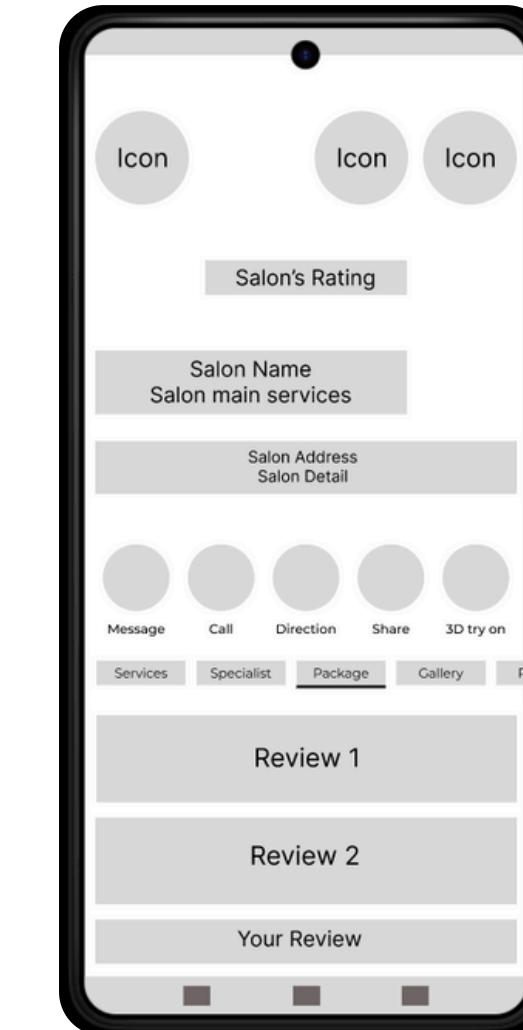
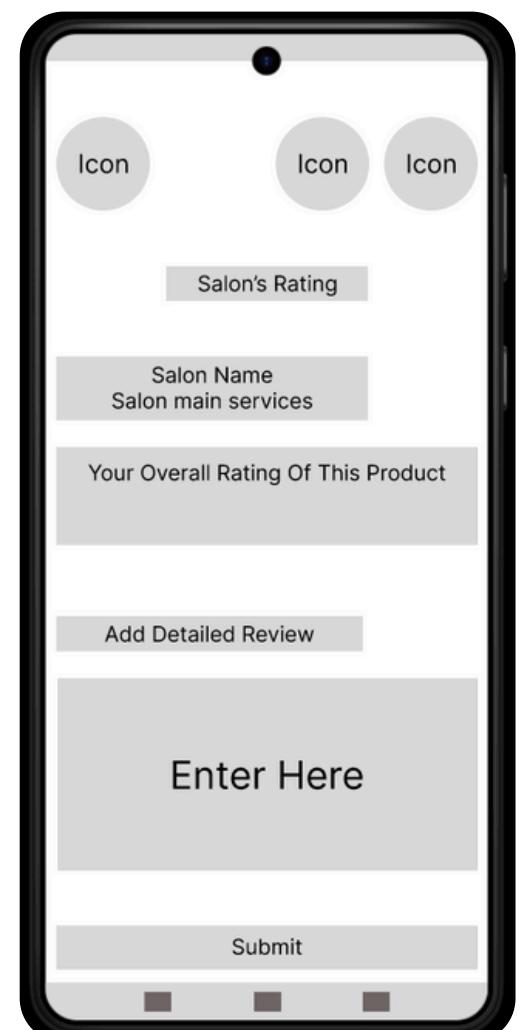
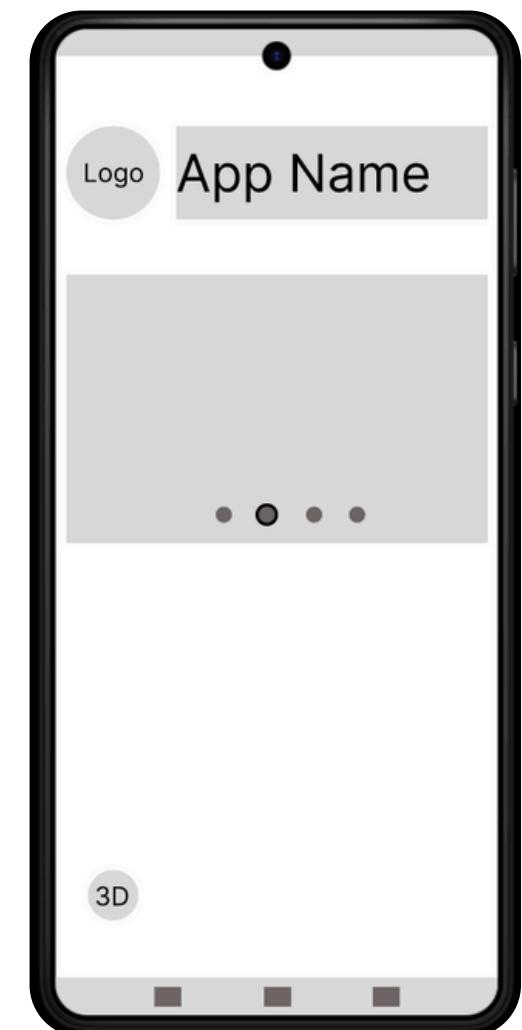
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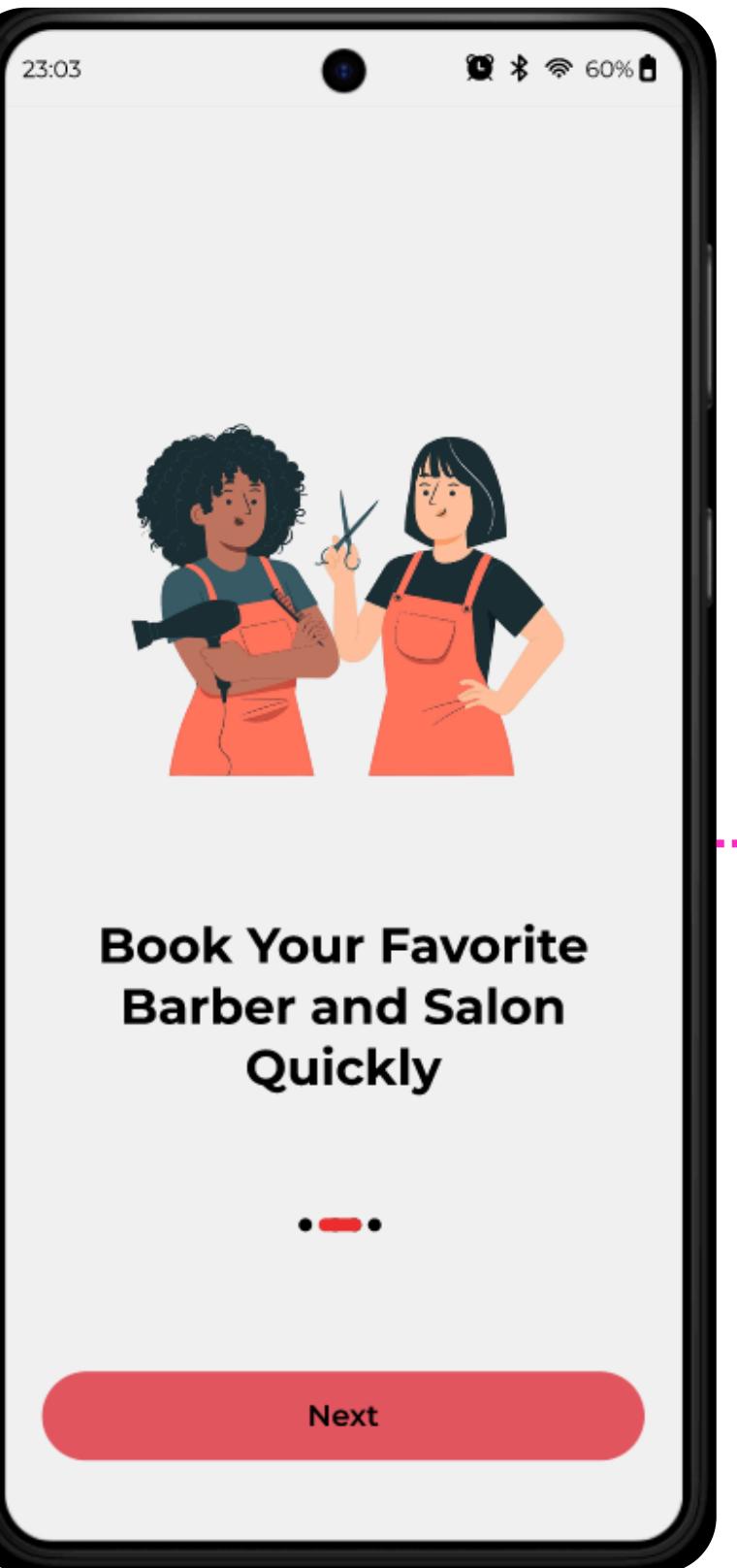
Low fidelity



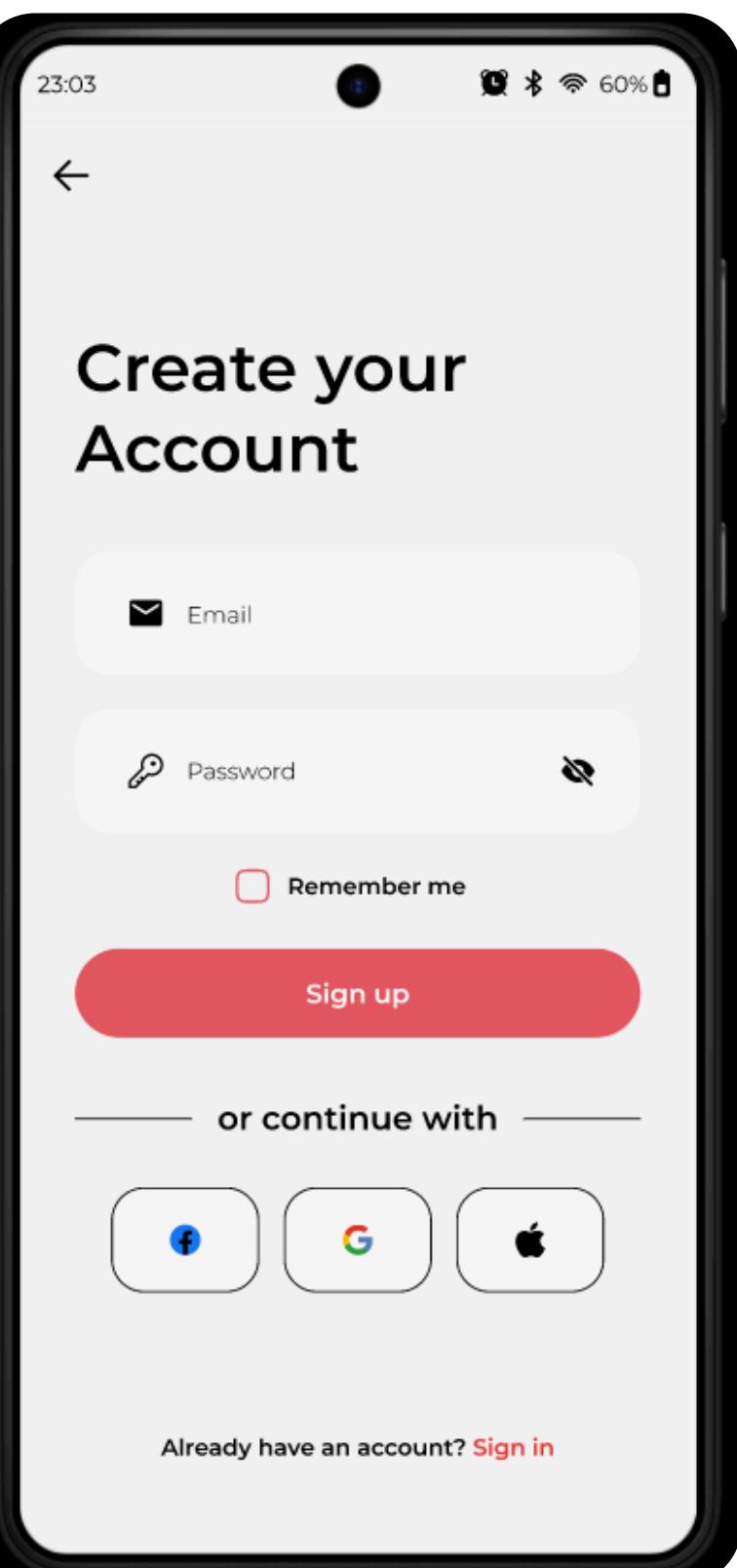




# High fidelity

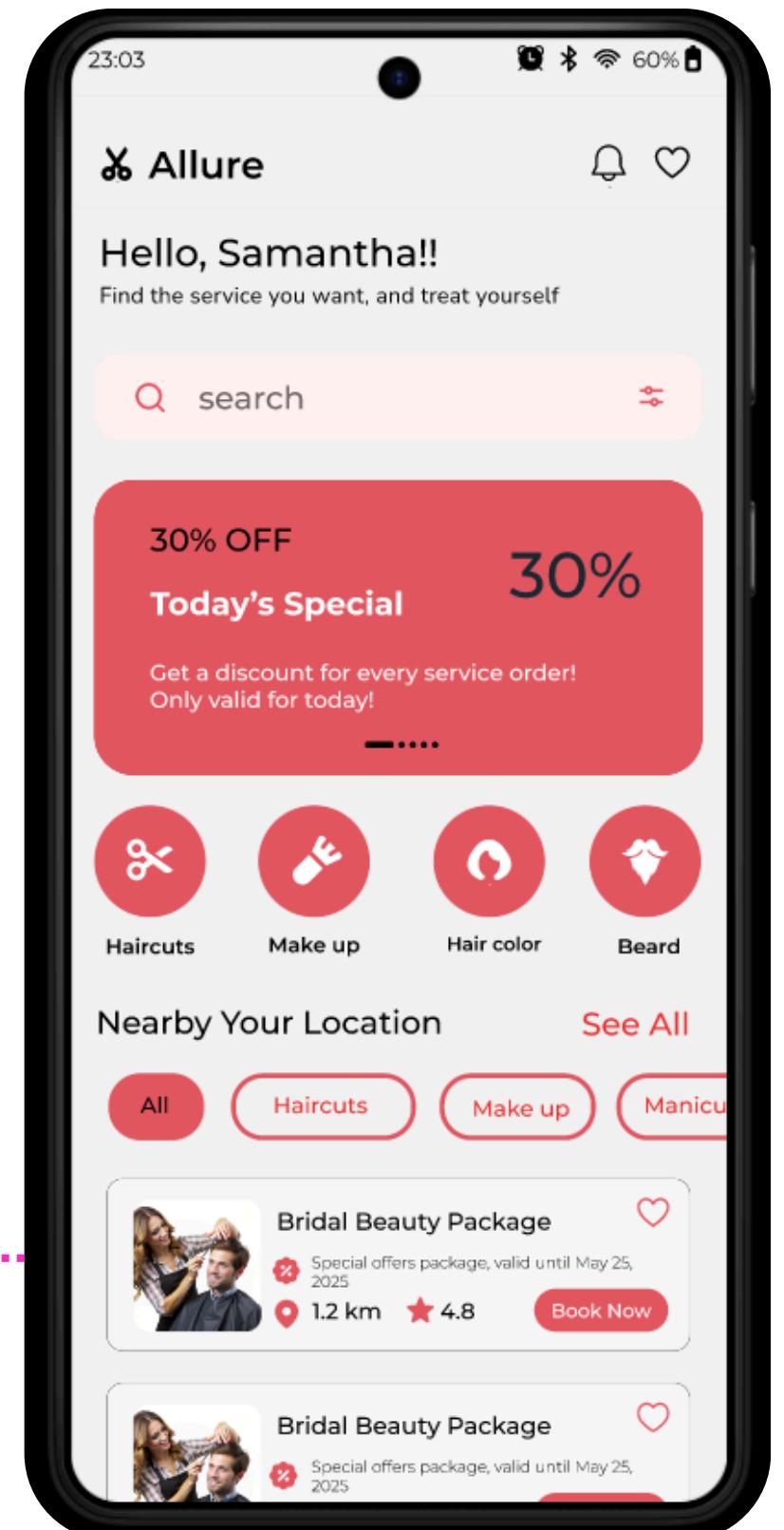


This is the first onboarding page of our application it will be animated accordingly



Easy login pages and is also skippable to enjoy the apps behaviour for new people.

This is the landing page for our App. It variedly almost includes everything that our app provides.



The image displays three screenshots of a mobile application interface, likely for a beauty salon or spa service.

**Screenshot 1: Profile Screen**

This screen shows a user profile for "Arjun Kapoor". The profile picture is a placeholder of a man's face. The name "Arjun Kapoor" is displayed in bold black text, with "Platinum" status above it. Below the name are the email address "arjunkapoor@gmail.com" and the location "Reliance Circle, Gandhinagar". A red navigation bar at the bottom contains the text "Setting", "Notification" (with a toggle switch), "Account", "My Level", "Help", "About", and "Log out".

**Screenshot 2: Service Selection Screen**

This screen shows a service selection page for "Glamour Heaven". It features a photo of two staff members, a rating of "★ 4.8( 1k+ Reviews )", and the salon's details: "Glamour Heaven", "Haircuts, Make up, Shaving, Massage", "Reliance Cross Road, Kudasan, Gandhinagar", and operating hours "15 min 1.5 km Mon Sun | 11 am - 11 pm". Below this are five action icons: Message, Call, Direction, Share, and 3D try on. A tab bar at the bottom includes "Services" (selected), Specialist, Package, Gallery, and Review. A list of services with their types follows:

- Hair Cut (20 Types)
- Hair Wash (12 Types)
- Hair Color (26 Types)
- Facial (05 Types)

A total count of "0 services" and a price of "₹0" are shown, along with a "Book Now" button.

**Screenshot 3: Review System Screen**

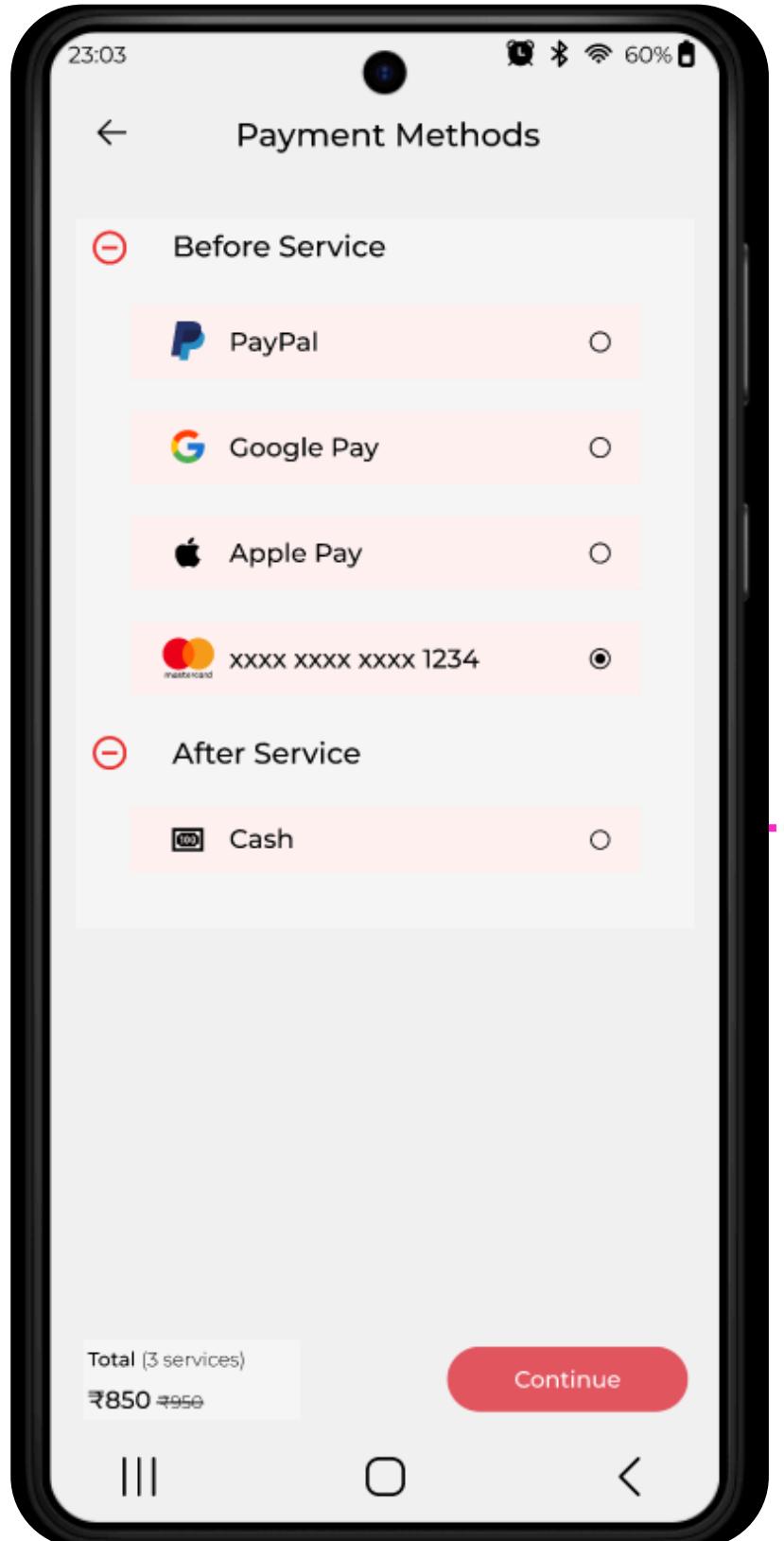
This screen shows a review system for "Glamour Heaven". It features a photo of the same two staff members, a rating of "★ 4.8( 1k+ Reviews )", and the salon's details: "Glamour Heaven", "Haircuts, Make up, Shaving, Massage", "Reliance Cross Road, Kudasan, Gandhinagar", and operating hours "15 min 1.5 km Mon Sun | 11 am - 11 pm". It includes a star rating section showing five stars, an "Add detailed review" input field, and a "Submit" button.

**Annotations**

**Annotation 1:** A pink dashed arrow points from the "Setting" section of the first screenshot to the "Services" tab of the second screenshot, indicating the transition from profile settings to service selection.

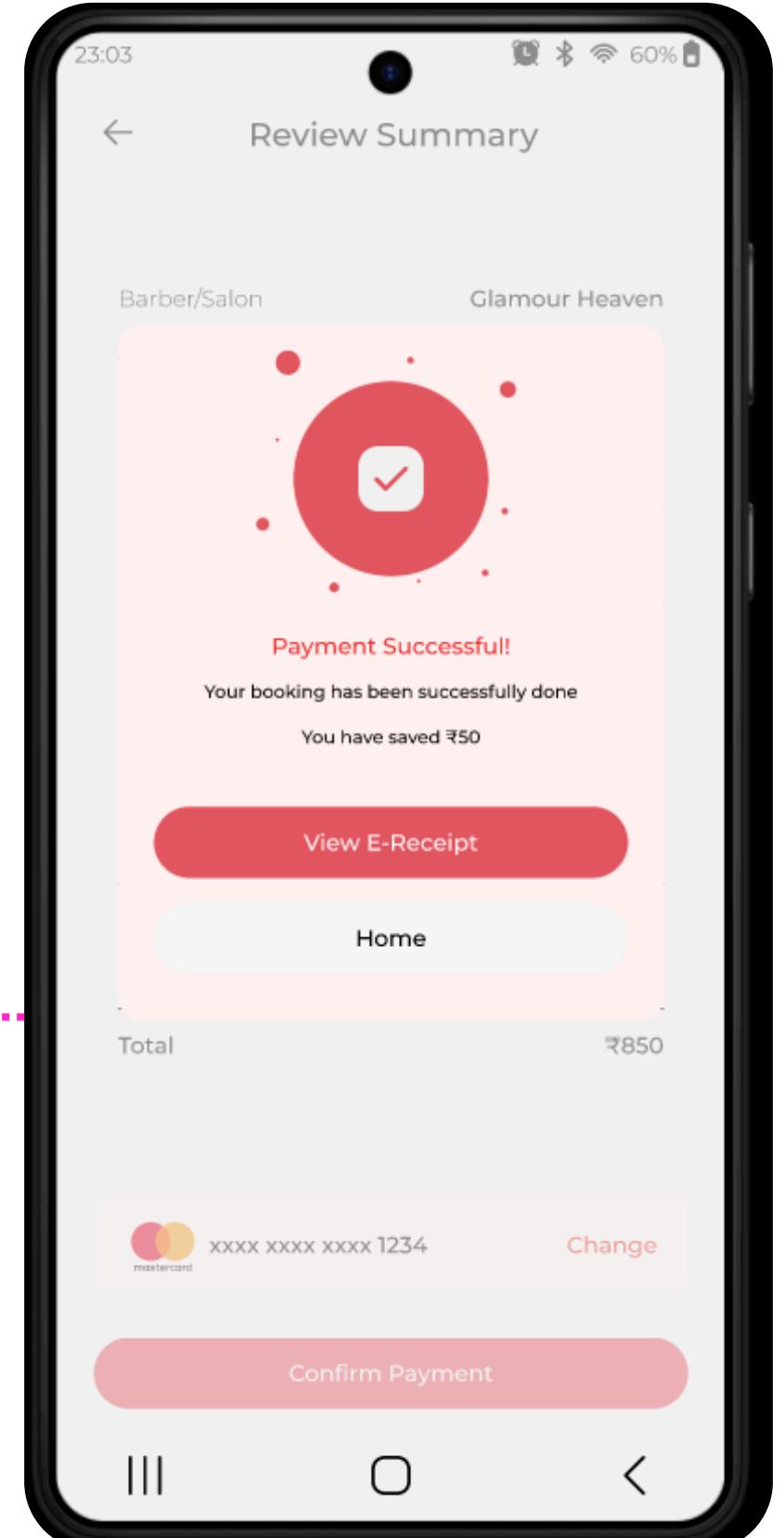
**Annotation 2:** A pink dashed arrow points from the "Log out" button of the first screenshot to the "Review" section of the third screenshot, indicating the transition from logging out to leaving a review.

**Annotation 3:** A pink dashed arrow points from the "Services" tab of the second screenshot to the "Review" section of the third screenshot, indicating the transition from viewing services to leaving a review.

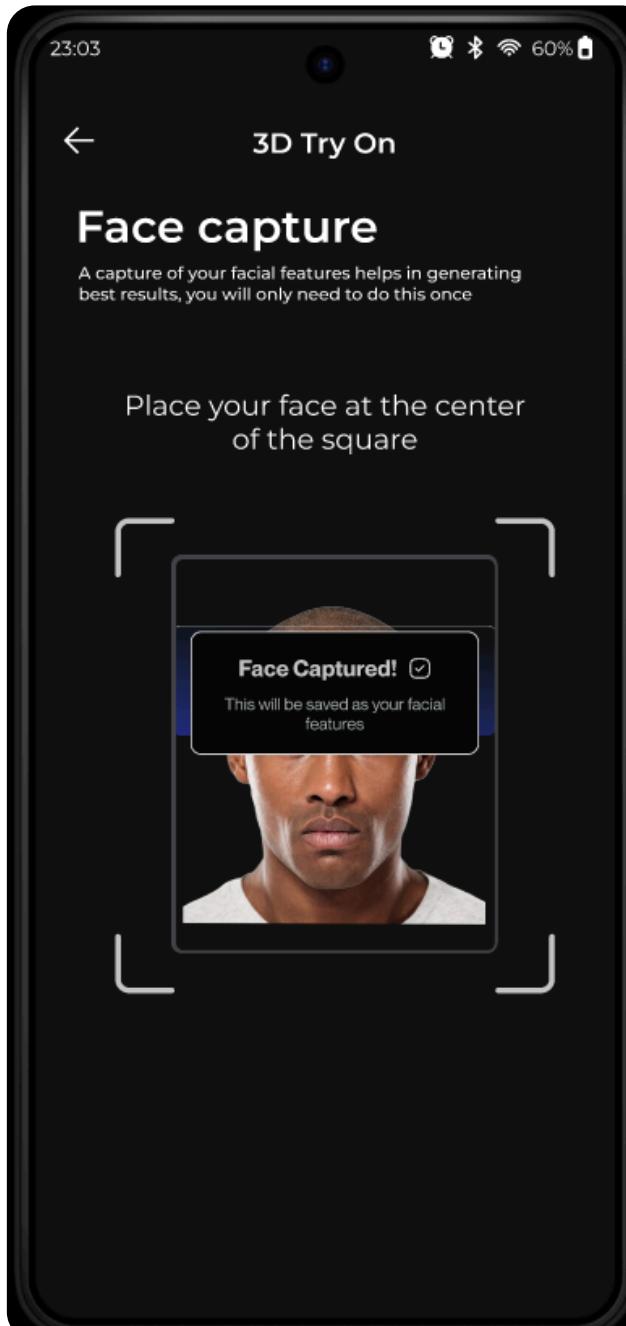
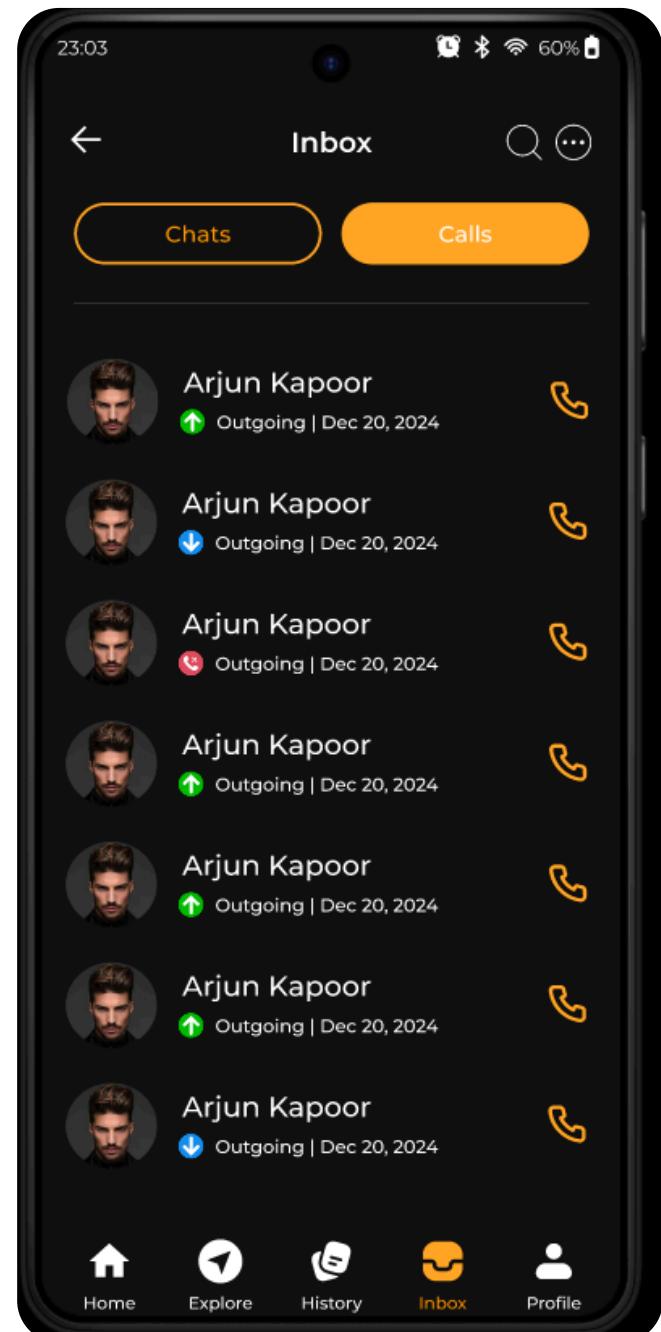
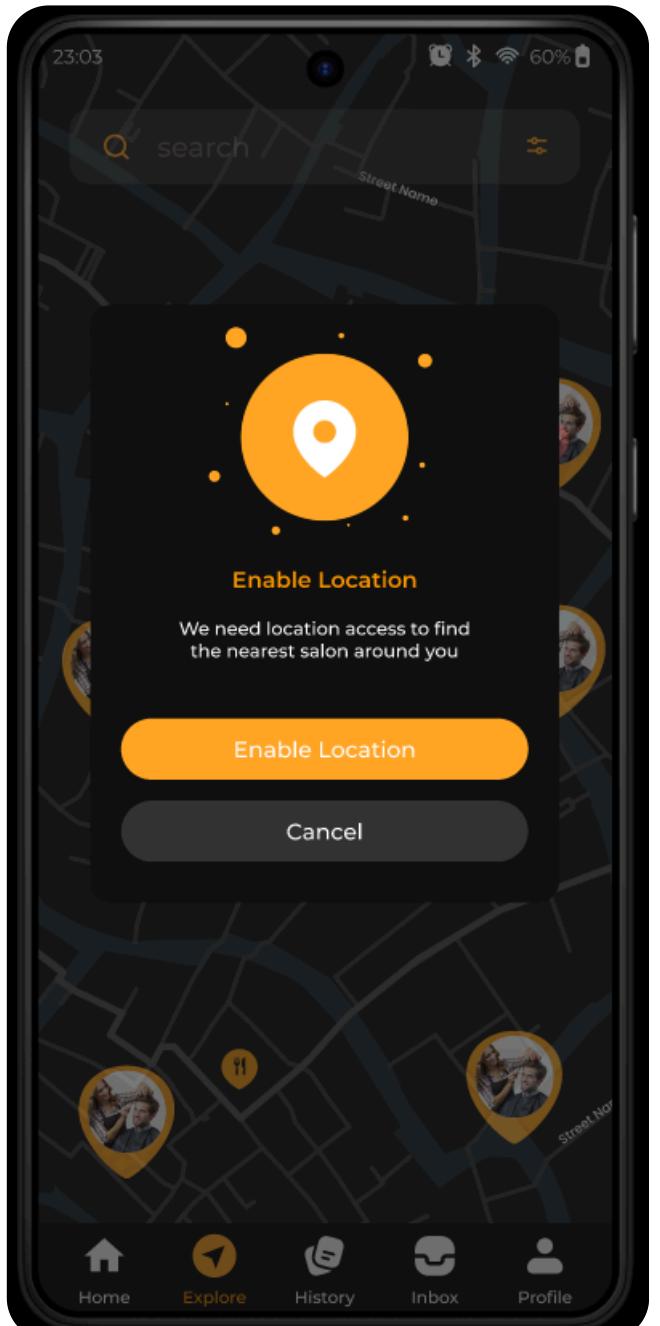
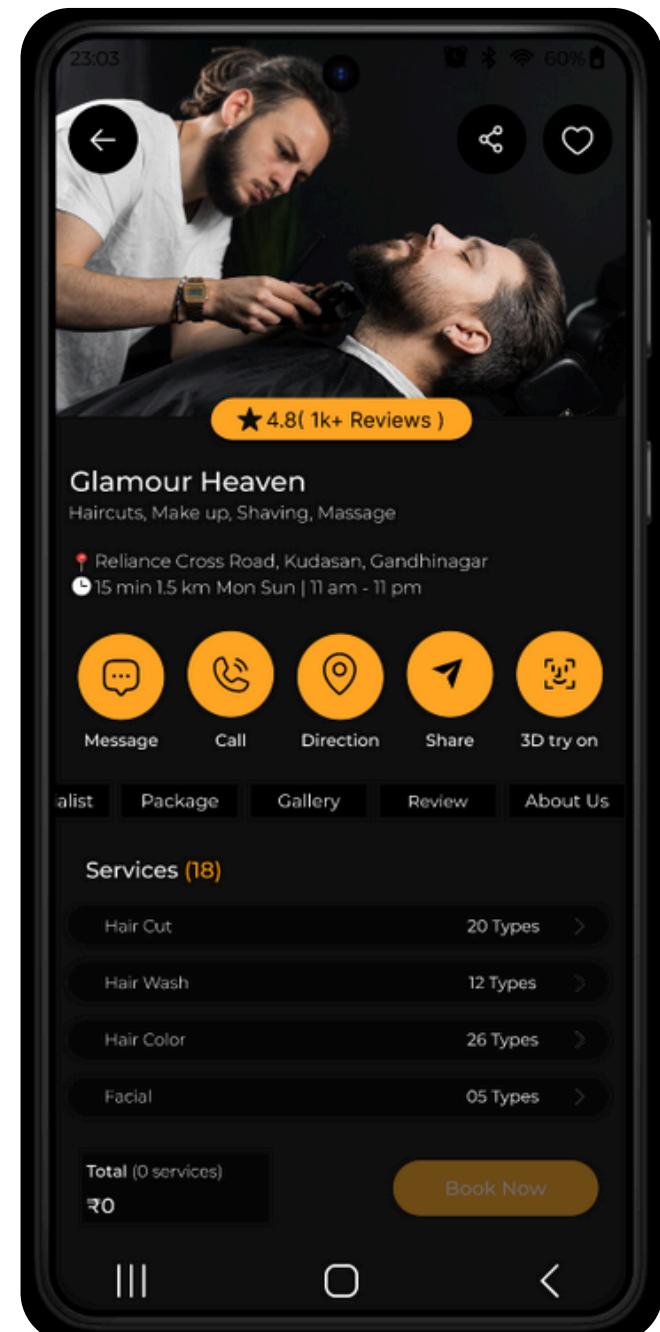
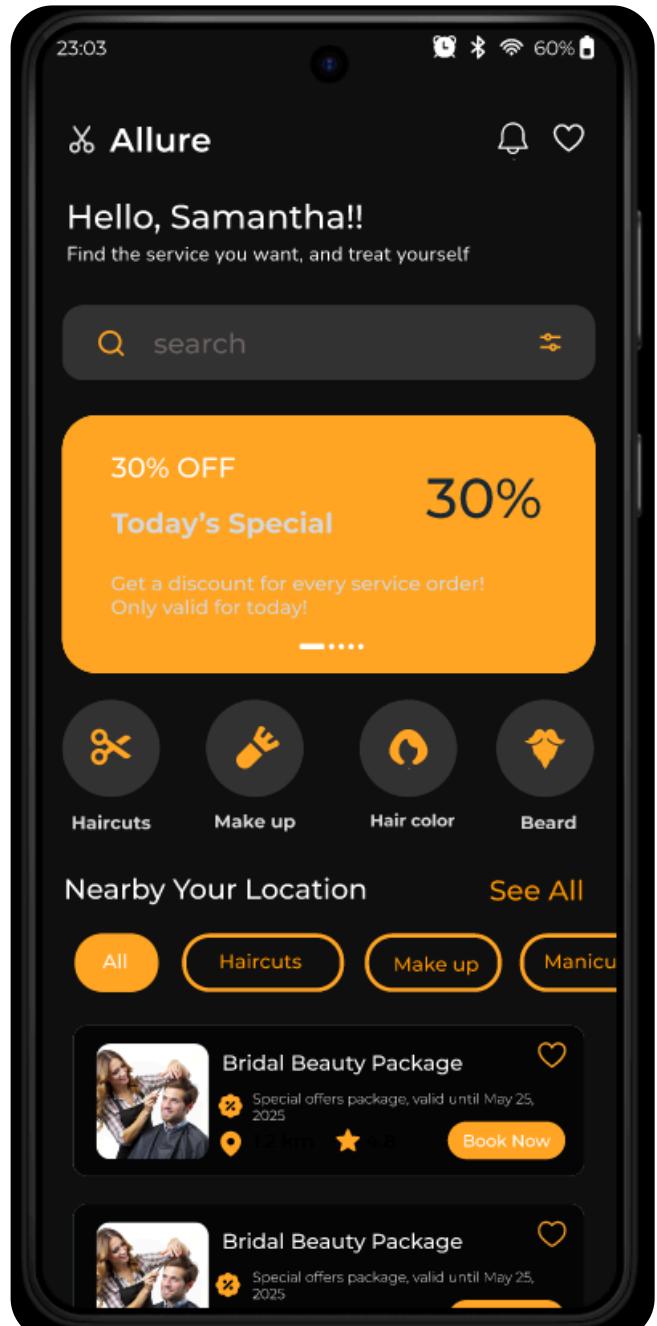


This is the payments page of the respective service user will be selecting and this provides a better enumeration with coupons and offers.

A final making up page will be deployed once your appointment is cleared and a screen will show up to redirect you home back.



# Dark Theme





# User Journey Map

## Stages

## Onboarding

## Profile Setup

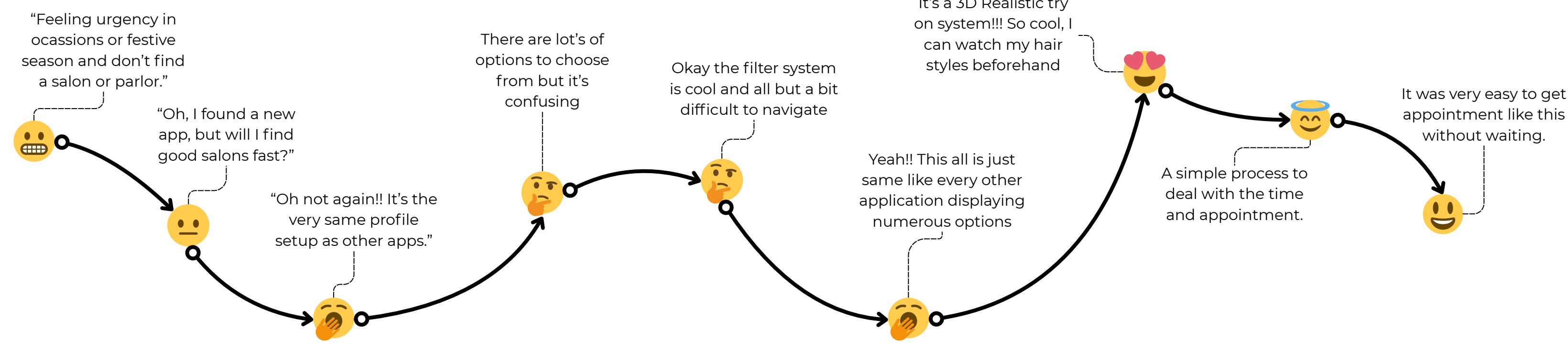
## Search / Find

## Explore

## 3D Try ON

## Booking

### Emotions & Thoughts



### Actions

- |  |  |  |   |   |   |  |
|--|--|--|---|---|---|--|
|  | <ul style="list-style-type: none"><li>Understanding the app functions and basic stuff.</li><li>Working of app displayed in a basic format.</li></ul> | <ul style="list-style-type: none"><li>Profile details to be added to gain basic information and help set mood accordingly.</li><li>Editing information and changing modes is available</li></ul> | <ul style="list-style-type: none"><li>Searching for the best suitable salon or parlor at the end-time or urgency</li><li>Finding different services in different salons in just one app like never before</li></ul> | <ul style="list-style-type: none"><li>Giving variety of options to the user to select from.</li><li>Different services and different stylist at a given shop would be shown</li></ul> | <ul style="list-style-type: none"><li>A futuristic version which will enable to show people hairstyles based on the prompt they would provide on face detection.</li><li>Helps better understand the style.</li></ul> | <ul style="list-style-type: none"><li>Basic option of before service through UPI, card etc would be provided to enforce better conditions of payment.</li><li>Another option of after service is provided.</li></ul> |
|--|--|--|---|---|---|--|

### Opportunities

- |  |  |   |   |  |  |   |
|--|--|---|---|--|--|---|
|  | <ul style="list-style-type: none"><li>Mobile number confirmation should done for better communication and security</li><li>Customer can book an early appointment to avoid waiting in overcrowding</li></ul> | <ul style="list-style-type: none"><li>Profile details could be minimized because customer has already Facebook/Gmail account, so only interest information would be good to start with.</li></ul> | <ul style="list-style-type: none"><li>It would be better to book an early appointment to avoid last min hastiness</li><li>You will get personalized recommendations of the salons and parlors only around you</li></ul> | <ul style="list-style-type: none"><li>Gives more options to find the best suitable time, salon or beauty parlor</li><li>Explore most the styles with 2D feature with VR technology for better experience</li></ul> | <ul style="list-style-type: none"><li>It is always better that you can try a hair style virtually before applying it.</li><li>It uses Advanced AI and VR technology to see the virtual style on your face.</li></ul> | <ul style="list-style-type: none"><li>You book an early appointment for salon or beauty parlor through a seamless process</li><li>On doing a before-service payment, you can get additional discount offers and vouchers.</li></ul> |
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