CSCE 190

Assignment Name: Affinity Diagram
Group Name: Pudding Thieves

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Affinity Diagram

Userbase

People who don't know what haircut suits them

People who are struggling with their looks and what to change

people who are new to an area and don't know any shops

People who want to try a new look from their old look

People who are ill-informed of haircuts in general

People with receding hairlines

Hairy people

People that are getting into style and fashion

Barbers would also benefit because there would be no confusion with what style a customer wants

Styles

Size of face

Hair texture

shows what styles a specific barbershop is proficient in

Styling tutorials

Hair Color

Users can find the hair styles of their favorite celebrities

dyed and unconventional styles

How the cut works with the rest of the body

Uses

Takes a hairstyle you might like and "put it" on your head to see how it looks with your

Users can save or "like" styles that they want to go back to

Users can find and read reviews of barbershops near them

Sections of styles based on hair texture

People can see what hairstyle is going viral or making a comeback.

Hair product recommen-dations

Users can share styles with friends

Users can use their camera to see what hair styles fit them

Saving

Favoriting their barbers

Users can create a profile that saves their haircut at a specific shop

Less time spent trying out cuts manually

Less money spent trying out cuts

barbershops will be more informed on what their client wants

shows users locations

Favorite their barbershops

Promotion

Billboard

Possible partnership with barbers??

Celebrity liking our app and promoting it

Promo Codes for app users

Stadiums and venues promoting our app

Youtube ads- Based on different haircuts/hairstyles

Advertisements on the app to make revenue

could partner with hair product companies to promote their product