



Justin Coleman

Discovery Document

Final Projcet

DISCOVERY COUMENT // JUSTIN COLEMAN



Pitch:
Hair Social App



Portfolio:
JustinColeman.myportfolio.com



Contact:
jccoleman@fullsail.edu



**Justin
Coleman**



Pitch: Hair Social App



Table of Content

Vision	04
Problem	05
Solution	06
Demographics & Targeted Audience	08
Targeted Platform	10
Competitive Analysis	11
Feature List, Project Tasks & Time Estimates	14
References	16

Vision



Vision Statement

As a young up and coming mobile developer I feel as though I should look towards helping others overcome problems by creating innovative solutions. With this in mind I want to enhance the access of natural hair information by creating an app that would act as a hub of information. Which would help users understand their own curl pattern, tailor their feed to that pattern and allow for the creation of guides, images or videos within the app.

This will be successful because it solves a few problems that are faced today such as a person not knowing which curl type they have, what products to use, or struggling to find the information online. This app will solve these problems using the features stated previously, that come together to provide an easier experience for finding natural hair information.





The Problem

Seeing a head of hair is very common being that most people have hair on their heads. Whether they can properly take care of it is another question because it requires knowledge, experience, and patience. Although the problem is, where can a person find this knowledge in an easy to digest and easy to discover way?

As of today, the main places to find this information are YouTube, Instagram, and blogs. Which introduces another problem, all the information is scattered around multiple different sites and services which causes more work for the user to find the information they need.

Not only is the information scattered but will the user even know where to look or what to search for? After reading the comment section of most hair tutorial videos most would notice that some commenters are often needing help figuring out what curl pattern or patterns they have. Without knowing what curl pattern to tailor their search for, the user will be misguided by following the wrong information that was intended for another pattern.

These problems ultimately culminate into a major problem being that, people will be left misguided and uninformed risking hurting their hair more than helping it.

The Solution



I plan to solve the stated problems by building an application that will serve the user the information they need in order to take care of their hair in a way that is tailored to their needs.

First, the user does not need to worry about knowing their hair type because the app will incorporate machine learning to understand what pattern the user has. With this the app will tailor suggestions to the user posts and guides that might be of use to them. The user will then be able to review the guide to assess how helpful or successful the guide was which will then be used to better provide suggestions.



Second, the app will serve as a center of information making it easier for users to find information in a central location instead of having to search one platform and then another for what they need.

Demographic

Research shows that the market for natural hair care has grown 55% while relaxers only accounts for 21% of hair care sales(Holloway-Brown). Since chemical styling has been popular in the past there is a "knowledge gap"(Holloway-Brown) that makes getting hair care services from a salon difficult for those with natural hair. Although today more salons are attempting to fill that knowledge gap of natural hair because of the growing interest(Holloway-Brown).

Target Audience

The target audience for this app is men and women looking for hair care solutions and also looking to share their experience with others. Both people looking for hair care knowledge as well as those willing to share the knowledge they have.

Personas

Joana is a 22 year old college student searching for good but within budget products to use for her hair. She has been struggling to find helpful resources to learn more about what to use. She has been longing for an app or service that would make it easy to discover tips and tricks or products that could help her improve her hair care.

John is a 16 year old high school student in need of help with his hair because nothing he tries seems to work. He has tried asking friends and family what to do or what products to use but still no positive results. He has even done research into hair and discovered that different hair types require different things. Now he has another problem which is that he is unsure which hair type he has. He has been searching for something that could help him figure out which type he has so that he can start figuring out what to use.

Targeted Platform

Since both platforms are close in the smartphone market the best decision would be to have one platform be the primary platform to make sure it is as polished on that one first. Then complete building the app on the other platform ending up with two polished apps.

I decided to make iOS the primary platform for design and testing reasons so that I can get the idea created and polished. There is no research to suggest making the app on only platform so both will eventually be built.



Competitive Analysis

This app is in a unique space because it is a new idea entering the app market. In some ways it does have competition because it will be a social networking app and also because it will need to persuade users to come to it instead of going to its competitors.

SWOT Analysis

Strengths

Built to support users of any hair type, will be tailored to their type and will make it easy for users to create guides to share their knowledge.

Weaknesses

Does not have the audience of its competitors, may not be able to provide as good a UX as competitors and will not have the reach worldwide as the competition can.

Opportunities

Since this type of app does not exist it has potential to be successful and solving the problems that many face will impact how successful it will be.

Threats

Not providing a good enough UX and not solving problems in an effective way will affect the success of the app.

Competitive Analysis



Instagram

Instagram is a social networking app that makes it easy to share moments through images and videos.

Strengths

Has one of the best UX when it comes to images and videos on a mobile device, free and it is available worldwide.

Weaknesses

User complaints of various bugs and when it comes to the topic of hair it is not designed for tailoring content to the user based on their hair needs.

Opportunities

Through receiving they could find ways to fix bugs users are experiencing.

Threats

If these bugs are not fixed then users experiencing them will eventually feel the need to uninstall the app



1 Billion +

Downloads



4.8 Stars

Ratings (iOS)



09/25/17

Last Updated (iOS)



#5

Ranking (iOS)



YouTube

Instagram is a social networking app that makes it easy to share moments through images and videos.

Strengths

The most popular video and entertainment platform, is one of the top 5 most popular free apps.

Weaknesses

While it can suggest videos relatable to what the user has watched, it does not take into account different curl patterns when making suggestions.

Opportunities

The service would have to implement the many factors of hair into its suggestion algorithm to make up for this weakness.

Threats

Not accomadating in some way for these needs would open up an opportunity for another app to get the users' attention.



1 Billion +

Downloads



3.6 Stars

Ratings (iOS)



09/26/17

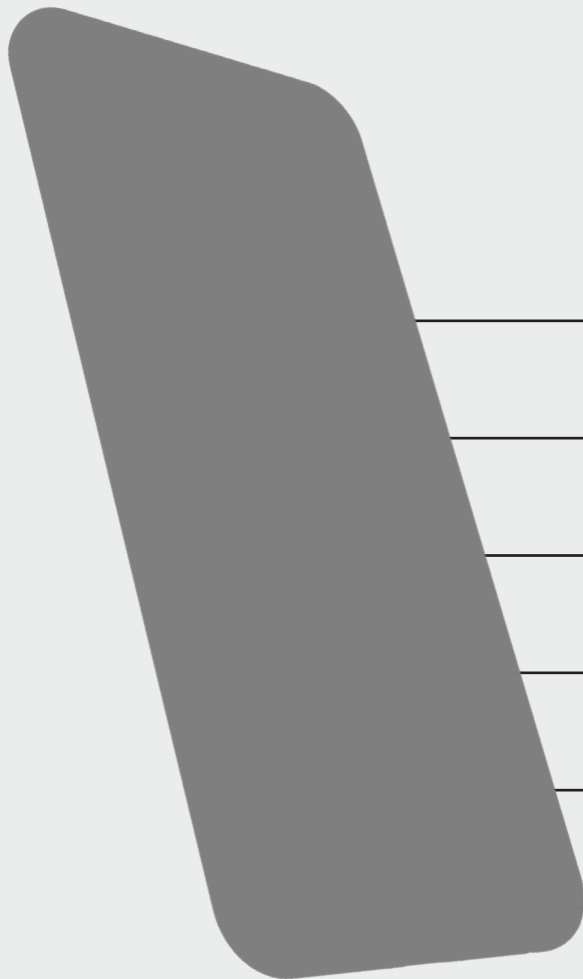
Last Updated (iOS)



#4

Ranking (iOS)

Features



Hair Analysis

» Using machine learning, analyze the type of hair the user has.

Guides

» Users can post guides that give a step by step tutorial for others to follow

Reviews

» Users can leave a review on guides which will be used to make better suggestions

Explore

» Find suggested and featured posts and guides

Social Interactions

» Like, comment & share posts or guides

Share to Instagram

» Show your followers on Instagram your progress since using the app

Project Tasks & Time Estimates

Full Features, Tasks & Time Estimates:

[Features, Tasks & TimeEstimates](#)



References

Business of Apps. (n.d.). App Download and Usage Statistics 2017. Retrieved September 30, 2017, from <http://www.businessofapps.com/data/app-statistics/>

C. (2017, April 11). ComScore Reports February 2017 U.S. Smartphone Subscriber Market Share. Retrieved September 30, 2017, from <http://www.prnewswire.com/news-releases/comscore-reports-february-2017-us-smartphone-subscriber-market-share-300437639.html>

Group, L. (n.d.). Diversity of Hair Types - L'Oréal Group. Retrieved September 30, 2017, from <http://www.loreal.com/media/news/2016/mar/diversity-of-hair-type>

Holloway-Brown, B. (2015, October 29). Are Natural Hair Salons Worth Your Money? Retrieved September 30, 2017, from <https://www.racked.com/2015/10/29/9631428/natural-hair-luxury-salon-devachan>

Statista. (n.d.). Global leading iPhone non-gaming app publishers, by downloads 2017 | Statistic. Retrieved September 30, 2017, from <https://www.statista.com/statistics/697016/leading-iphone-non-gaming-app-publishers-worldwide-by-downloads/>

Images

Gilbert, B. (2017, September 12). This is the new iPhone 8 and iPhone 8 Plus.

Retrieved September 30, 2017, from <http://www.businessinsider.com/apple-iphone-8-release-date-price-specs-features-photos-2017-9>

Photo by João Silas on [Unsplash](#)

Photo by London Scout on [Unsplash](#)

Photo by Nik MacMillan on [Unsplash](#)



Discovery Document

Pitch:
Hair Social App

Portfolio:
JustinColeman.myportfolio.com

Justin Coleman

Contact:
jccoleman@fullsail.edu