

Project summary

项目总结

Have access to your favorite stylist place distance, at the same time you can also see other stylist location nearby.

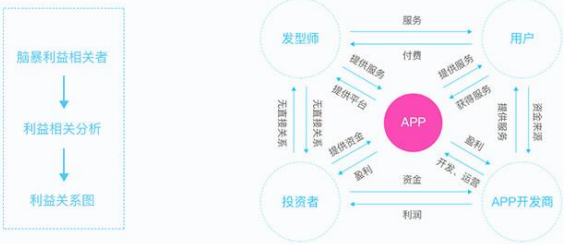
01 需求分析

首先我们从问题出发，我们发现大多数人在理发这个过程中都会遇到各种各样问题，整体的行业满意度比较低。我们发现在理发的过程中遇到的问题大致可以归纳以下两种情况：



02 利益相关者分析和用户画像

利益相关者的分析可以很好的将有关APP项目的利益相关人联系起来，帮助项目更加符合商业需求，在设计中重视谁和谁的合作，最终实现共赢；用户画像可以让设计人员在产品设计的过程中能够抛开个人喜好，将焦点关注在目标用户的动机和行为上进行产品设计

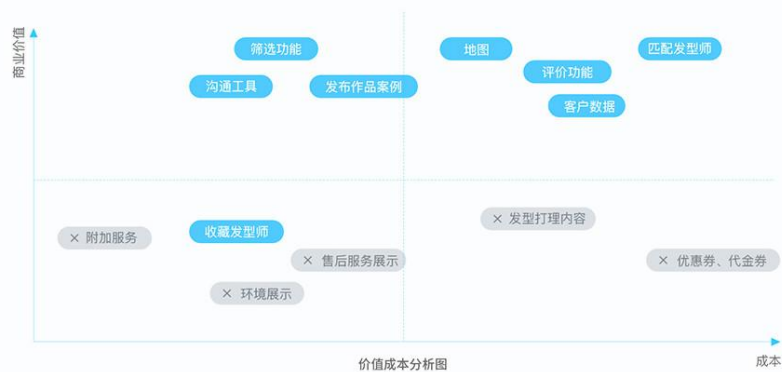


03 确定关键机会点

我们对目标用户进行了访谈，在这一步中我们绘制用户旅程地图去梳理用户的痛点，在反复的思考中我们减去了那些伪需求，逐渐筛选出关键机会点

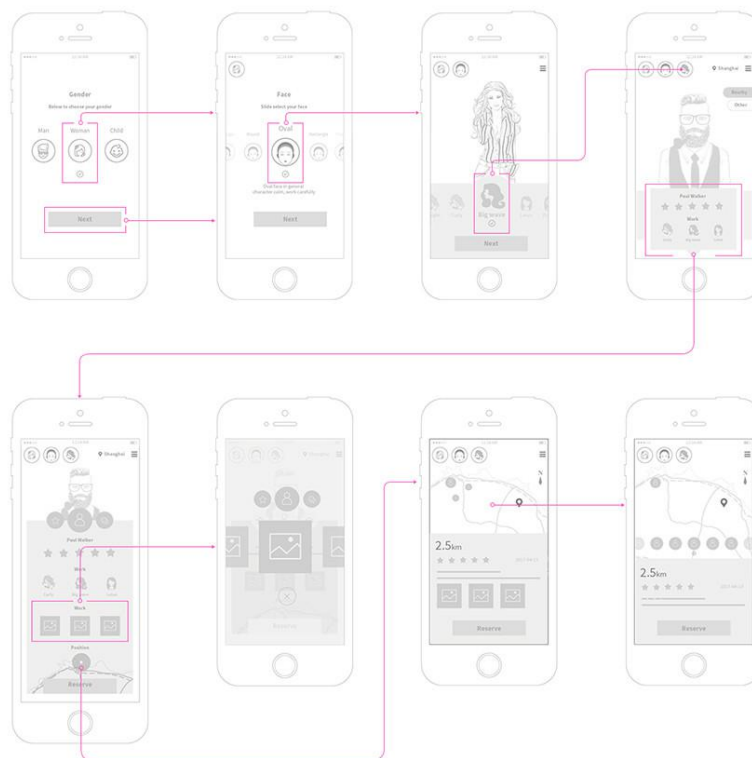
04 头脑风暴（解决方案）

价值成本分析图可以很好的把项目价值和商业结合在一起，在这个图中我们筛选出最优的解决方案，摒弃掉那些没有必要的解决方案



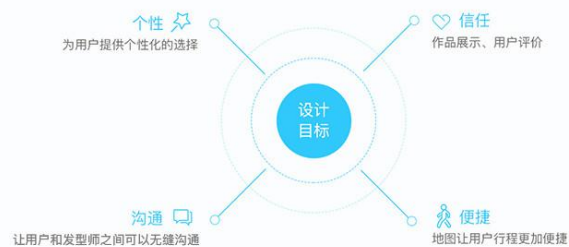
05 原型绘制

筛选出最佳的解决方案，我们开始绘制纸质原型，针对给出的解决方案，我们进行内容的和功能的布局，最终呈现基础的原型



06 确定设计目标

针对用户旅程地图，经过反复的思考和研究，我们逐渐优化我们的方案，最终找到了我们的设计目标：
个性、沟通、信任、便捷



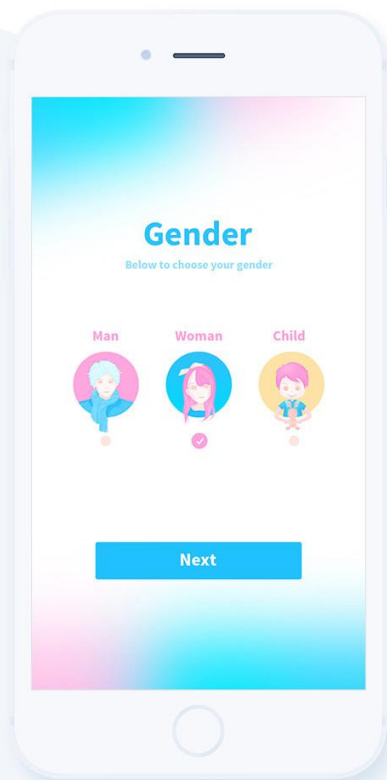
针对设计目标进行设计



Hairstyle

Industry background

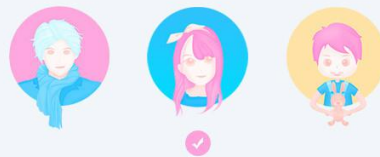
Because people and raising the level of consumption fashion element, hairdressing industry APP development became the rigid demand of industry. Hairdressing industry is a huge market volume, but, at the same time, a low frequency and consumer industries



01 Screening

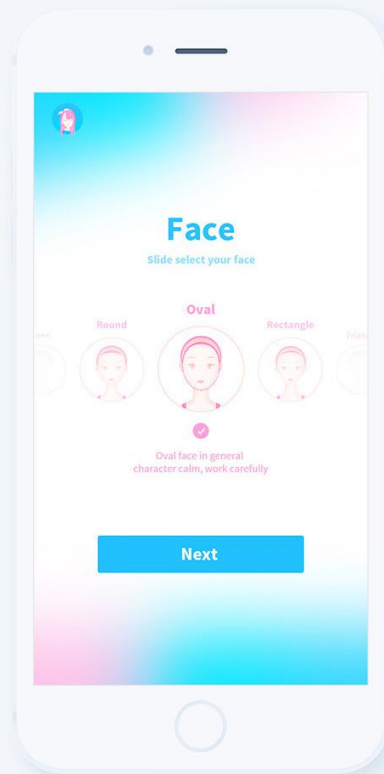
Choose cender

There are men, women, and children for you to choose from



Choose face

Choose corresponding sex and face, the system can select the most suitable for you your hairstyle



02

Choose hairstyle

Choose your favorite style

Preferred by a multitude of hair style style for your choice



Lotus



Fringe



Big wave



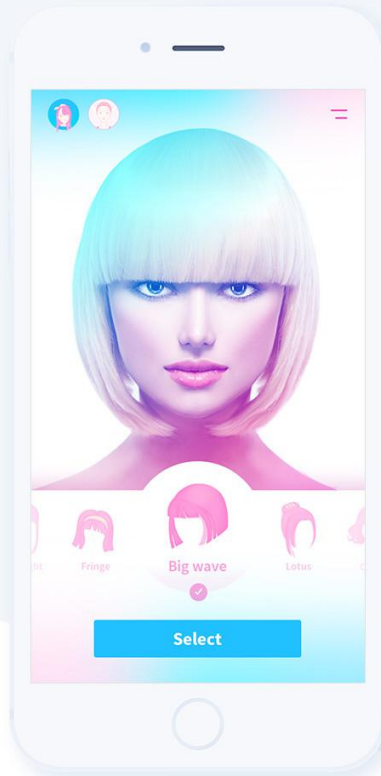
Braid

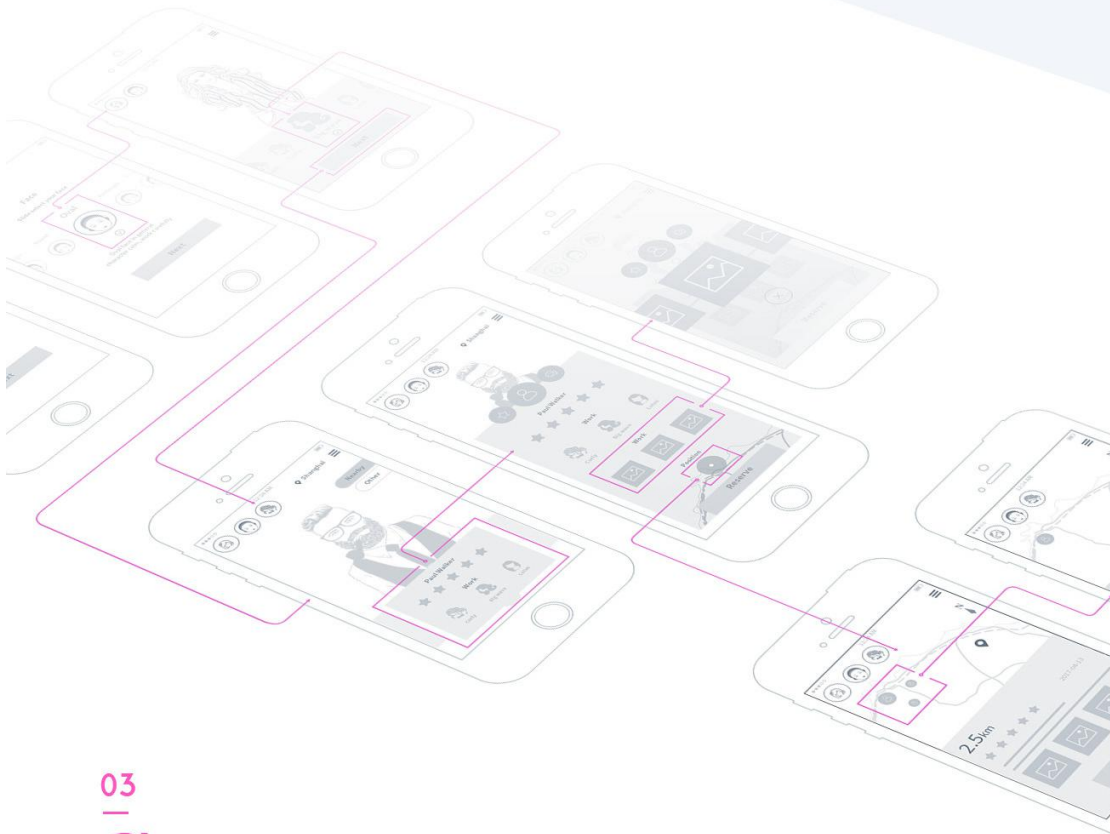


Medium



Short





03

Choose the stylist

Recommended for your hair stylist

We will recommend you to choose the best hair stylist near to you, of course, you can also choose other places hair stylist



Hair Stylist-Open

Slide your fingers to see more specific information

