



Allen Walker  
Male  
31 years old  
Brooklyn, NY  
Film Maker

**Description:**

Given that Allen's workdays can be pretty busy at times due filming, coordinating with actors and traveling it's hard for him to find a good barber when I arrive to a new city. When he arrives to a new city he would like to know the location, hair specialization and pricing of good barbers. Currently he doesn't have the ability to find out these key driving factors unless he goes through a painstaking process of asking friends, coworkers and family for recommendations of good barbershops.

**Problem:**

- Trouble locating good barbershops in the area
- Scheduling appointments are very cumbersome as it's done through text and/or email
- Payment for haircuts is primarily a cash based system where customer fail to accumulate reward points

**Desired Benefits:**

- Streamline locating barbershops by proximity, quality of barber and price.
- Provide a real time view of barber's availability and request appointments
- Provide the ability to pay for haircuts with credit cards vs. cash