

Roadblock, solution and product for Beauty Salon

- Painful current state:

- “I’ve been wanting a nice ombre but that has never happened” (I have copied and pasted customer language directly)

- Desirable dream state:

- “This is the happiest I’ve ever been after a hair salon appointment!” (I have copied and pasted customer language directly)

- Roadblock:

- Their hair isn’t worked on/treated professionally

- Solution/mechanism:

- Their hair needs to be worked on/ treated professionally

- Product:

- X hair salon