

Secondary Research

What is SaaS? Software as a service is a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted. SaaS is also known as "on-demand software". Examples: Boosky, Airbnb, Shopify, Eventbrite, ect.

Why use it for beauty salons? SaaS software could be very beneficial for Beauty Salons, because it would allow them to keep all operations organized while promoting their brand recognition and making their app a destination point for existing clientele.

Competitor analysis

DIRECT COMPETITOR #1 – BOOKSY

"WHETHER YOU ARE IN THE CHAIR OR BEHIND THE CHAIR, THERE IS A BOOKSY FOR YOU"

[Booksy](#), an app that enables appointment-based businesses such as hairdressers and beauty salons to take online bookings and operate other aspects of their business, has closed \$4.2 million in Series A funding. – Techcrunch.com Booksy can be thought of as a Software-as-a-Service for appointment-based businesses to enable them to handle their customer-facing schedules, including being able to take and accept bookings via the Booksy mobile app. The idea, for example, is that a barber will wean its customers off making bookings over the phone or in-person and instead point them to the Booksy app or website.

The upside isn't just a more convenient booking process for both customers and the business owner, but also increased engagement.

booksy.com

322 K Ratings of 4.9 stars | #11 in Lifestyle on Apple Store

Specifics: Vibrant tasteful design , two separate apps for client and for salon owner

DIRECT COMPETITOR #2 – THE CUT

“A MOBILE PLATFORM FOR BARBERS AND CLIENTS MODERNIZING THE BARBERSHOP EXPERIENCE”

There's more than 10k barbers using the app because it is convenient and makes their interaction with clients easier and well organized. Following features make it a destination point for the barbers:

- Manually input appointments
- Client booked appointments
- Comments
- Mobile pay

As for clients, there is no more unanswered phone calls or texts. Users can request an appointment with their barber whenever is most convenient for them.

www.thecut.co

7.2 K Ratings of 4.7 stars | #47 in Lifestyle on Apple Store

Specifics: Uncluttered UI, one app for client and for salon owner

INDIRECT COMPETITOR #1 GLAMSQUAD

“WE BRING BEAUTY TO YOU”

Glamsquad is an on-demand app for hair, makeup and nails in the USA. Their experienced professionals are at fingertips with the Glamsquad beauty app. Simply select a date, time, location and payment method to secure your appointment and their pros arrive fully prepared with tools and products to customize a look.

www.glamsquad.com

11 K Ratings of 4.9 stars

Specifics: Clean and modern UI with labeled icons. Easy to navigate

INDIRECT COMPETITOR #2 RUUBY

“FOR SPECIAL OCCASIONS GLAM”

London’s “Uber for Beauty”, according to Forbes. Get five star beauty to your door with over 200 professionally vetted providers.

www.ruuby.com

184 Ratings of 4.8 stars

Specifics: Blush toned color scheme

INDIRECT COMPETITOR #3 PRIV

“SALON DELIVERED TO YOU”

We offer everything from hair and nails to yoga and massage. Select as many as you’d like – multiple services can be performed at once. It’s like having your own personal beauty team.

www.priv.com

2.1 K Ratings of 4.8 stars

Specifics: User-facing app with a wide array of services. Sharp and clean UI. Filters by events are very convenient for the user

INDIRECT COMPETITOR #4 URBAN

“FELL WELL ON DEMAND”

Book time with a qualified wellness pro for sessions in fitness, beauty, physical wellbeing and more. Online or in-person.

www.urban.co

465 Ratings of 4.8 stars

Specifics: Minimalistic UI, Vibrant yellow for CTA, polished photography in one style

Feature roadmap

Based on competitor analysis and user research, I created the feature roadmap as a supplementary tool to help me work on important features and better prioritize what to focus on.

Must have	Priority	Based on
Log In / Sign Up	High	Competitor analysis
Home	High	Competitor analysis
Account	High	Competitor analysis
Categorized spending	High	User Research
Types of services offered	High	Competitor analysis
Explore / Search	High	Competitor analysis
Price	High	User Research
Details	High	User Research
Policies	High	User Research
Work place photos	High	User Research
Specialists list	High	User Research
Ability to write a note	High	User Research
Nice to have	Priority	Based on
Social media icons	Low	Competitor analysis
Credit score tracker	Med	User Research
Reviews and Ratings	High	Competitor analysis
Favorites	Low	Competitor analysis
Surprising and delightful	Priority	Based on
Advices on budgeting	Med	User Research
About Us	High	Competitor analysis
History of visits	High	User Research
Recommended	Med	Competitor analysis
Near you	Med	Competitor analysis
Can come later	Priority	Based on
Get inspired	Low	Competitor analysis
Events	Low	Competitor analysis
Available today	Low	Competitor analysis
Special offers	Low	Competitor analysis

User Survey

I have used Survey Sparrow software to conduct a survey with 17 participants total. Here is the list of questions I asked to outline the problem and better determine possible solutions:

1. When booking self care / beauty / nail /hair services, do you prefer to do it via call, app, website or in-person? Please explain why you prefer one way over the other if any.
2. What are your favorite beauty or self-care apps if any? What do you like about their UI and why?
3. What information do you normally want to know when booking self care services? Ex: reviews, photos, details, prices ect. Please specify.
4. Would you like to have all the services you normally use available to be booked in an all-in-one app? Please explain your yes/no answer.
5. Would you like to have the ability to save information about your past appointments (photos, color numbers, type of service ect) in your account for future reference? Please explain your yes/no answer.

Considering that SELF is SaaS app for both client and salon owner, I have worked on creating a separate user interview guide for salon owners to better understand their needs:

1. Do you currently have an operating website for your business?If yes, what is working well and what needs improvement?
2. What services does your business currently offer?
3. How do you normally manage the process of scheduling appointments?
4. How many people are on your team?
5. Do you offer any deals / special discounts / referral programs? If yes, what kind?
6. Do you use any admin-facing software to manage your business on a daily basis? If yes, what kind?
7. What goals would you like to achieve with this software?
8. How do you currently promote your business?

User Survey Results

Total participants surveyed: 17 users

Prefer to book via app or website for convenience: 14 users - 83%

Are satisfied with the way appointments are booked (7 and up on the scale): 9 users - 53%

Are dissatisfied with the way appointments are booked (below 5 on the scale): 8 users - 47%

Would like to have the ability to book beauty and self-care services via one app: 15 users - 88%

Some of the apps that users are using for beauty and self care needs: Sephora, Headspace, Treatwell, Skin advisor, Target.

Information that is important for the users: prices, the ability to write a note or ask for customizations, notifications of appointment, details, time needed, ingredients, reviews, comments, workplace photos, good pictures, schedule availability. Note: reviews, photos and prices are the most requested category.

Research Key Takeaways

- Currently, there are various beauty apps available as Urban (for at-home beauty and wellness treatments), Booksy (top scheduling app for busy beauty pros), Styleseat (online destination for beauty pros and clients in USA), Treatwell (for finding salon appointments), LeSalon (for nails on demand), Beyou (for makeup appointments), Blow LTD (for speedy beauty), Glamsquad (on-demand makeup, hair, nails), Ruuby (for special occasion glam), Gloss Genius (platform for salons), Fresha (all-in-one platform for salons), just to name a few. The market is very dense. However, when it comes to the SaaS platform that empathizes with the “Notes” feature, there definitely is a great business opportunity for this type of app in North America.
- Users prefer the UI to be as simple and clean as possible. Some natural tones are welcomed, but overall they prefer not to feel distracted by the visual part of things to better focus on the tasks they want to get done.
- Vast majority of the users would appreciate the ability to book all self care appointments via one app.