

HairFlex

Easily discover hair salons and independent home hair-professionals specializing in black hair near you.

Spec Status: **Draft** / **Peer Review** / Mentor Review / Complete

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Last Updated: November 7th, 2023

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I want to move forward to build this product with a cross-functional team in the Co.Lab Program

- Possibly

Summary

What is it? Think of this as your elevator pitch for your product. Limit it to a few sentences.

HairFlex is a product that simplifies the search and booking process for black women looking for nearby salons and independent home hair professionals specializing in black hairstyles.

Problem Background

Who is the customer, and what is the need or problem we're addressing? Why should we address this problem now? What are all of the things we know? How do we know this is a problem?

According to a study by *The University of South Florida in 2021*, the flexibility of finding salons online and booking appointments makes it easier on guests. Women with disabilities, little social support or busy schedules also find it difficult to fit haircare into their busy lives. It is crucial to explore a much innovative way for them to achieve their desired hairstyles without the limitations of traditional salon visits.

Based on my conducted survey research and user interviews, it's evident that 100% of participants I interviewed that identified as black women experienced significant challenges when searching for hair professionals and also booking hair appointments in advance; this is usually a long process. 71.43% of black women surveyed and interviewed embraced the

idea of home hair professionals especially when they are running on busy schedules or with their personal hairdresser being unavailable. Work from home mothers, women with disabilities and other women who run on busy schedules will benefit from having an app that allows them to find stylists, book ahead of time.

As a product manager, my goal is to do two things - first, to bridge the gap between women and salons, and the second, to connect them with independent home hair-dressers, particularly for women with busy schedules.

Goals

Talk about the general high-level goals of doing this work. What are we trying to accomplish by solving the problem?

1. To create an app with a solid database of black salons and black independent hair-dressers.
2. To showcase several black salons profiles and independent home-hair professional profiles located in Nigeria on HairFlex, so they can find customers for themselves.
3. To connect black women with salons and/or independent home-hair professionals in their local community, so they can have peace of mind when it comes to making their hair.
4. To implement an integrated booking system for both salons and independent home hairdressers, so customers can easily book appointments online.

User Stories

Put 3-5 user stories here. Keep it high level. As a <type of user>, I want to <goal to be accomplished>, so that <reason for the goal>.

1. As a black woman, I want to search for nearby salons and independent hair professionals specializing in black hairstyles, so that I can easily make a decision on scheduling an appointment.
2. As a black woman, I want to find nearby hair salons specializing in black hairstyles, so that I can easily choose a salon or professional to maintain my haircare routine.
3. As a black woman, I want to view hair services on each salon/independent home-hair professional's profile, so that I can effortlessly choose what style to make.
4. As a black woman, I want to view prices on each salon/independent home-hair professional's profile, so that I can be informed of the price before booking.
5. As a black woman, I want to see real time availability on each salon/independent home-hair professional's profile, so that I can book appointments for my hair making.
6. As a black woman, I want to rely on HairFlex to find hair salons or independent home hair professionals specializing in black hairstyles when I'm traveling, so

that I can maintain my hair needs, no matter where I am in the world.

Proposed Solution

What are you proposing is the solution to the problem being tackled? Keep this to a few sentences, again focusing on the WHAT, not the HOW.

The solution is HairFlex. This will streamline the process of discovering, connecting and booking appointments with salons and hair stylists based on the user's location. Users will have the choice to either connect with salons (and) or independent home hair professionals (specializing in black hair).

A possible solution will offer features such as real-time availability, pricing information, appointment tracking, and notifications to enhance the convenience and efficiency of women's hair care experience. In summary, HairFlex is a solution that will simplify and enhance the way women access and book hair services, catering to both their busy schedules and convenience preferences.

Scenarios

What are your key scenarios (based off your user stories)? What is the definition of done (or acceptance criterion) for each of them? Note: This should be finalized as a team.

Scenario #1: User Finds Nearby Hair Salons

Acceptance Criteria:

- The user opens the HairFlex app.
- They enter their location.
- The app displays a list of nearby hair salons within a reasonable radius.
- The list includes the salon's name, distance from the user's location, and a "View Details" option.

Scenario #2: User Books an Appointment at a Salon

Acceptance Criteria

- The user opens the HairFlex app.
- They search for a specific salon near their location.
- They find the salon they want to book at.
- The app provides an option to view available appointment slots.
- The user selects a time slot.
- The app asks for confirmation and personal information.
- Upon confirmation, the user receives a booking confirmation notification.

Scenario #3: User Discovers Independent Home Hair Professionals near them

Acceptance Criteria:

- The user opens the HairFlex app.
- They enter their location.
- The app displays a list of independent home hair professionals offering services near their location.
- The list includes stylist names, services offered, and an option to view profiles with a gallery of previously professionally done hair.

Scenario #4: User Tracks an Upcoming Appointment with a Home Hair Professional

Acceptance Criteria:

- The user opens the HairFlex app.
- They navigate to the "Appointments" section.
- The app displays a list of upcoming appointments.
- The list includes appointment details, date, time, stylist name, and an option to track the appointment.
- The user receives notifications for appointment reminders and the stylist's estimated arrival time at the user's home.

Scenario #5: User Searches for Stylists While Traveling out of location

Acceptance Criteria:

- The user opens the HairFlex app in a new location.
- They select the "Find Stylists While Traveling" option.
- The app detects the new location.
- It provides a list of nearby hair stylists and salons in the new area.
- The user can easily browse and book appointments as if they were in their home location.

Measuring Success

Co.Lab Success Metrics

What would you consider success to look like by Demo Day for your team? What would be the definition of done for your product by that point? Note: This should be finalized as a team.

1. A clear and concise product portfolio for HairFlex
2. A high fidelity onboarding page for HairFlex App
3. The amount of salons and independent hair professionals who specialize in black hairstyles interested in my app at the end of the program.

Product Success Metrics

Consider metrics you'd want to measure to consider the product a success. How would we know if we've solved the problem? What are the things we'd want to measure?

1. **User Adoption and Growth:** Tracking the number of users who have downloaded and are registered on the app. 100 downloaded and 50 registered new users in the first month. 30 new users every month for the first 3 months.
2. **The number of users downloading HairFlex app versus using HairFlex app:** Calculating the conversion rate from app downloads to completed bookings, this will indicate how effectively the app converts users into customers. This includes user engagements.
3. **Customer Feedback and Ratings:** Collecting and analyzing user reviews, ratings, and feedback on the app stores.
4. **Retention Rate:** Tracking how many users continue to use the app and book appointments over time.
5. **Analysis of Geographical Reach:** The expansion of HairFlex's reach by measuring the number of areas or cities it covers, whether users in various locations find the app valuable.

Milestones & Timeline

What are the milestones and project stages within Co.Lab? How will you consider your roll-out plan? What about extending beyond?

Each milestone will depend on the success of each ideation phase.

Within Co.Lab:

- Create 2-3 onboarding pages designed for the Hair Flex app, in order to show my stakeholders a look and feel of the HairFlex app.
- Research how to develop a database of black salons and black independent hair professionals.

Rollout Plan:

- Gather developers, designers and other cross functional team members to work on the app deployment.
- Finalize mockups of HairFlex app
- Finalize Salon and Hair Professionals database

Beyond Co.Lab:

- Quality Assurance
- HairFlex Advertisements
- Expansion to other countries.

Open Questions

For any open questions about the problem or any assumptions that you might have. This could be related to open questions that have not been resolved by the research so far, further thoughts, etc.

My Further thoughts are that the HairFlex app will be better implemented in Nigeria, Africa, as there are less competitors for HairFlex within that geography area. Also users will have a variety of salons and home-hair professionals willing to showcase their talent and connect with potential customers. When I started this project, I chose Canada, however the demographic of independent home hairstylists is more promising in Africa.

Another thought is security and safety are concerns for customers interested in connecting with Home Hair Professionals. A form of verification/security check will be required before the black professional stylists and salons are officially uploaded on our app.

My final thought is how customers will make payments to the salons and hair professionals through the app. Booking and payment of the hair service can be done on the app.

Appendix

Cobanoglu, C., Dogan, S., Berezina, K., & Collins, G. (2021). Hospitality And Tourism Information Technology. USF Digital Commons.
<https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1189&context=m3publishing>

Research Synthesis: [Tumi's Research Synthesis Data](#)