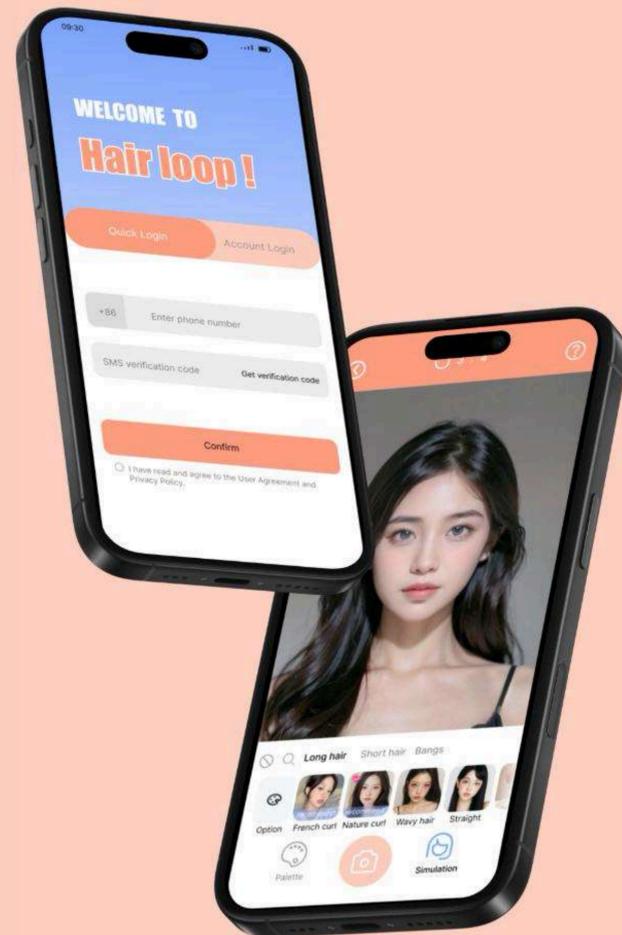


Hair loop

Zero-Risk Beauty Transformation Experience Design

overview

Facing the high trial-and-error costs and communication barriers in hairdressing consumption, HairLoop builds a bridge connecting users' inspirations with the professional services of hairstylists by integrating AR color trials, intelligent matching, and transparent booking. This project aims to transform uncertain spending into predictable satisfaction, creating a new hairdressing ecosystem based on visual trust.



Inspiration

There is a popular saying, 'Going to a hair salon is the biggest gamble.' In today's internet age, many netizens have shared their unpleasant haircut experiences and received widespread empathy.



For me, I once had a rather terrible hairdressing experience.

During this haircut experience, I spent more than expected, but ended up with a hairstyle that was completely unsuitable for me.

Then, I searched for 'haircut fail' on social media and found that many people had similar experiences.

How to avoid a haircut disaster

I had a haircut disaster

The worst haircut I've ever had



During my next haircut, I asked the barber and discovered that not only customers have deep concerns about the haircutting process.....

So, I decided to find the real problems that confuse and trouble both consumers and barbers, and to build feasible solutions.

Background

1. User perspective and merchant perspective



User perspective :

Existing hairdressing tools generally have the issues of 'high trial-and-error costs' and 'a disconnect between inspiration and consumption'.

Merchant perspective :

The **online transformation** of the beauty industry is an inevitable trend. How to **leverage technology** to enhance the experience is key to increasing business value.



The **core challenge** lies in the disconnect between hair inspiration and booking. Closing this gap requires a **seamless journey** integrating AR try-on, appointment scheduling, and personalized recommendations.

2. Hairdressing technology market trends



Nearly 70% of young consumers aged 20-35 actively seek hair inspiration and select salons on **online platforms**.



Over 50% of consumers believe that 'being able to see **virtual effects** before purchase' significantly influences their decision.



A 5.4% annual market growth underscores the potential in bridging the **online-to-offline disconnect** faced by 70% of young consumers.

Data sources: Statistics from Grand View Research, iResearch, and eMarketer

Research

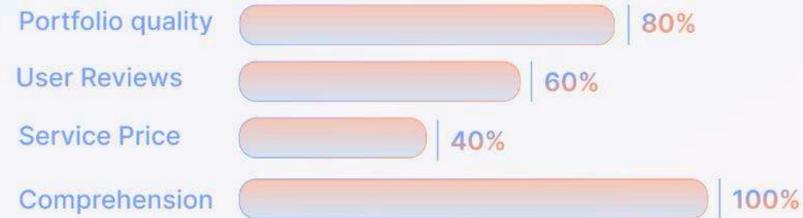
1. User interviews

I interviewed 8 target users, including 5 regular customers of hair salons and 3 hairdressers, and asked them to share their unpleasant hairdressing experiences.

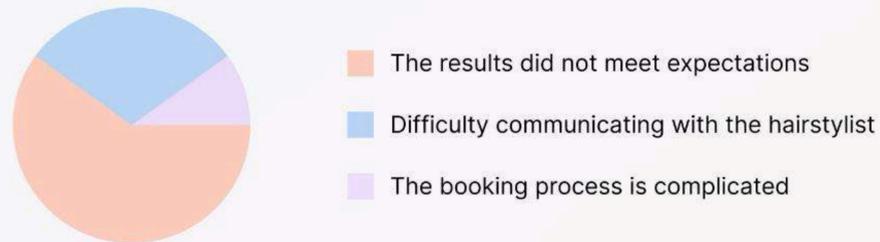
I saved more than ten online pictures, but the hairstylist said my hair texture and face shape wouldn't suit them. At that moment, I felt truly hopeless.

Many customers cannot clearly describe the effect they want and can only say 'cut it shorter,' resulting in very high communication costs.

The most important factors customers consider when choosing a hairstylist :



Distribution of the customers' current biggest pain points :



Persona

personality

Trend Explorer



Zhang
Female
22 years old
Student

"Can I really pull off this hairstyle?"

User Requirements

- Look for unique hairstyle inspiration that matches my face shape and temperament.
- Select cost-effective stylists skilled in trendy hair colors and creative cuts.

User pain points

- The effect in online pictures differs greatly from real life.
- It's difficult to communicate with the hairstylist.
- The cost of trial and error is high.

personality

Pragmatic elite



Zhu
Male
39 years old
Manager

"I just need a reliable barber."

User Requirements

- Quickly find a hairstylist who is technically skilled and communicates smoothly.
- High haircut efficiency.
- Easy-to-manage styles.

personality

Barber



Li
Male
26 years old
Hairstylist

"I hope guests know what they want."

User Requirements

- Need to better showcase the portfolio.
- Efficiently manage appointments.

User pain points

- High customer communication costs.
- Lack of channels to showcase works.



"She needs a guide that allows her to foresee styles with zero risk."



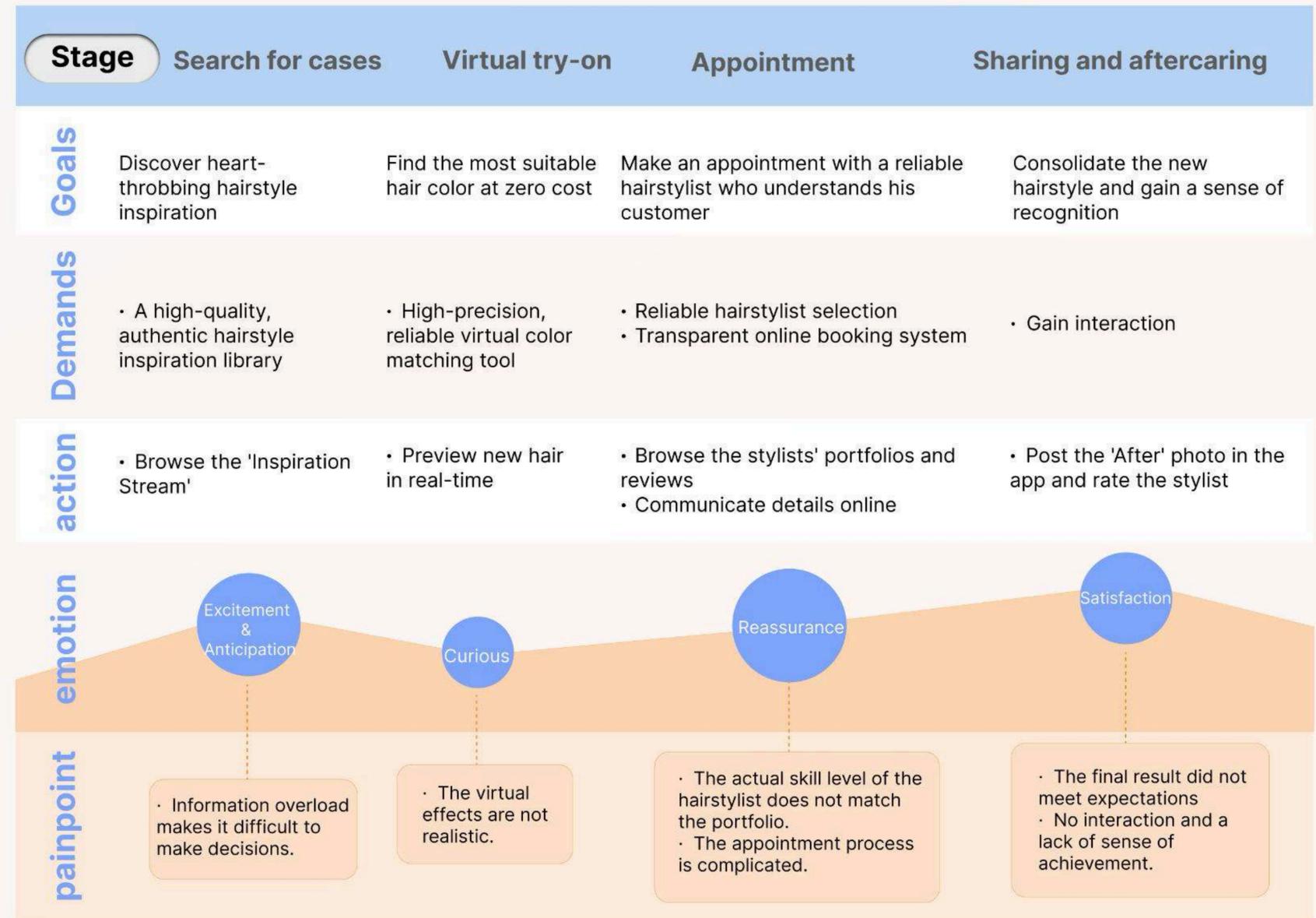
"What he is looking for is a time-saving, reliable, no-nonsense haircut solution."



"He longs for a platform that can help him accurately connect with clients and amplify his professional value."

They seem to be at opposite ends of the hairdressing process, yet they face the same fundamental problem: a lack of a reliable bridge when it comes to 'change'.

User journey map



Competitive analysis

	Comprehensive Lifestyle Platform	Image beautification tool	Vertical hairdressing tool
Type	 Dianping  Meituan	 Meitu Pic	 Hot Pepper
Feature	<ul style="list-style-type: none"> Life services User reviews Transaction closed loop 	<ul style="list-style-type: none"> Powerful photo beautification Rich AR effects virtual makeup try-on 	<ul style="list-style-type: none"> In-depth service information Accurate appointment system
Strength	<ul style="list-style-type: none"> High level of trust Huge user base 	<ul style="list-style-type: none"> High user engagement Fun gameplay 	<ul style="list-style-type: none"> Information specialization Smooth workflow
Weakness	<ul style="list-style-type: none"> Lack of professional hairdressing simulation tools Higher decision-making risks 	<ul style="list-style-type: none"> Unable to complete service appointment Gap between the effect and the actual product 	<ul style="list-style-type: none"> Difficult to inspire users' creativity Weak interaction and content



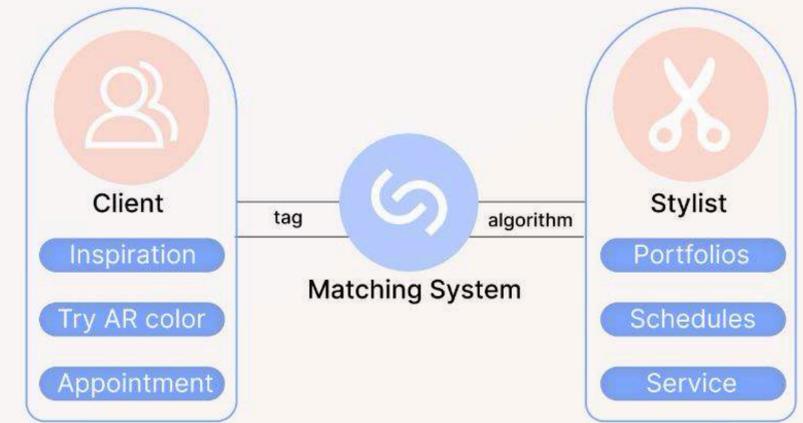
Market gap There is a lack of an all-in-one platform that can combine Meitu Xiuxiu's 'fun trial', Hot Pepper's 'professional reliability', and Meituan's 'convenient transactions'.

Core opportunity HairLoop can be positioned as an 'inspiration-tool-service' integrator, connecting virtual exploration with real services through AR color trials, filling the gap in the market.

Concept

1. Ideation

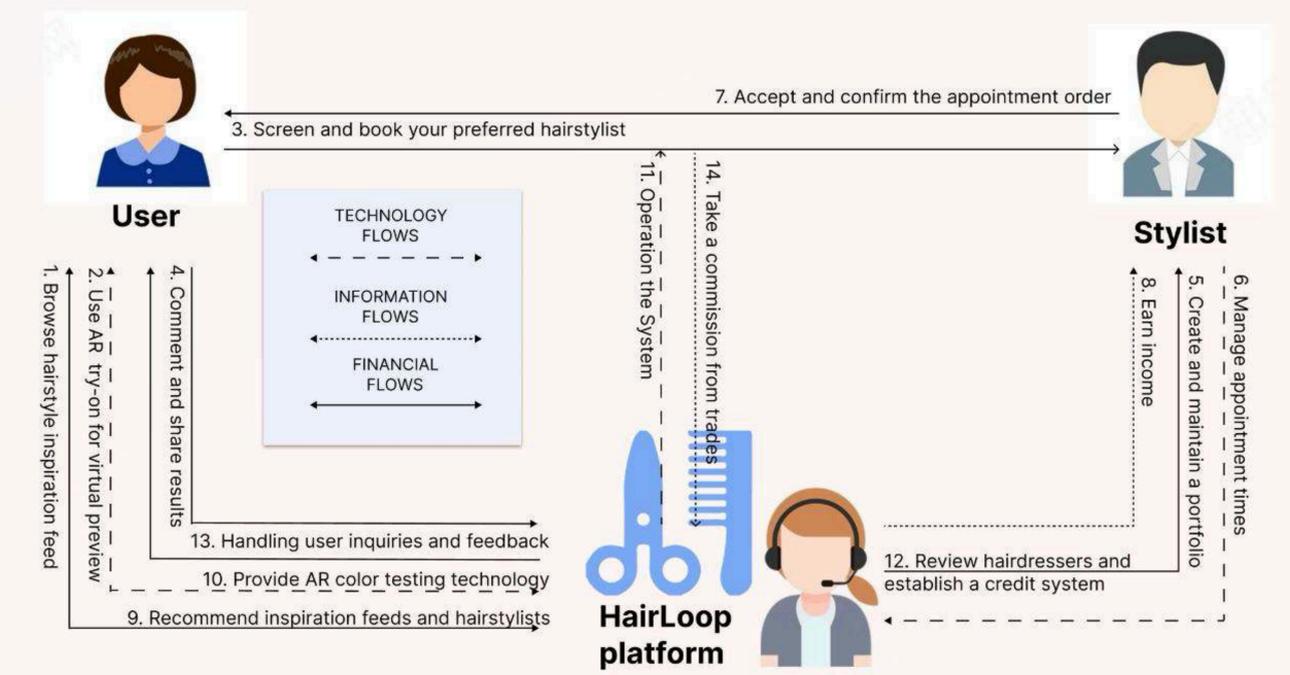
Build a **service platform** that connects **users, hairstylists, and data**, transforming hair inspiration into **definite satisfactory results** through precise matching and virtual color trials.



2. SWOT

<ul style="list-style-type: none"> AR Color + Try-On Intelligent Matching Targeting young consumers who value individuality <p>SO</p>	<ul style="list-style-type: none"> Seeking cooperation with a large hair salon chain Looking for vertical niches <p>WT</p>
<ul style="list-style-type: none"> Continuously optimize AR algorithms and matching accuracy Establish strict and transparent data privacy policies <p>ST</p>	<ul style="list-style-type: none"> Avoid direct competition with major players in the early stages Focused on high-quality small and medium-sized hairstylist studios <p>WO</p>

System map

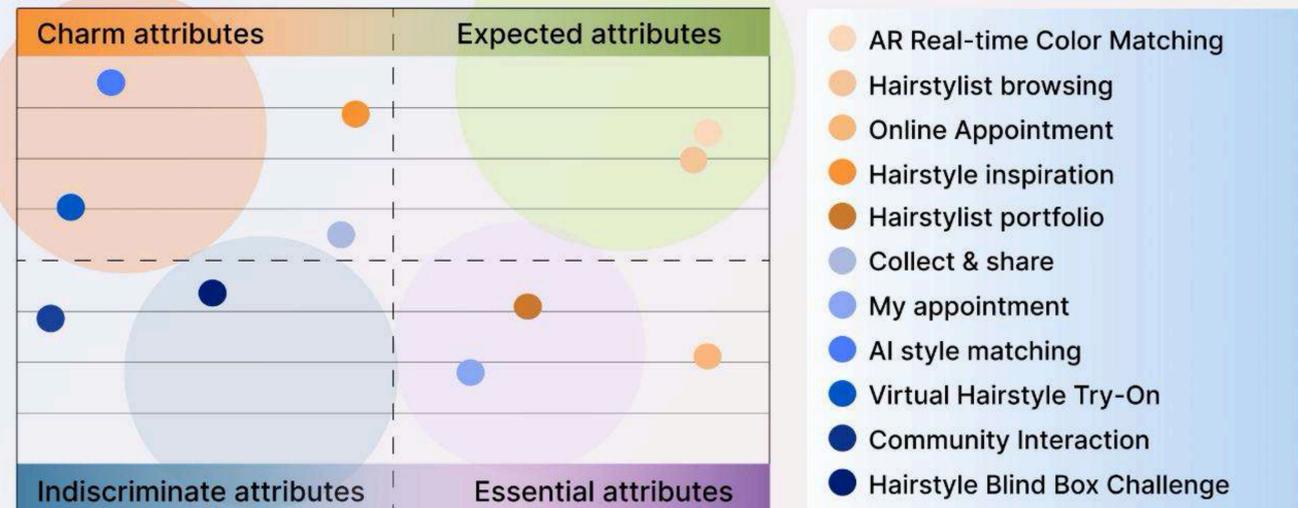


<p>User</p> <ol style="list-style-type: none"> Browse personalized hairstyle inspirations Use AR color try-on for virtual preview Screen and book your preferred hairstylist Publish evaluations and share results 	<p>HairLoop platform</p> <ol style="list-style-type: none"> Recommend hairstyle inspirations and match them with hairstylists Provide high-precision AR color try-on technology Manage booking and payment systems Review hairstylists and establish a credit system Handle user inquiries and feedback Take commissions from successful transactions Maintain community interactions Define platform rules
<p>Stylist</p> <ol style="list-style-type: none"> Create and maintain a portfolio Manage available appointment times and services Receive and confirm booking orders Earn income and reputation through the platform 	<p>Stylist</p> <ol style="list-style-type: none"> 5. Create and maintain a portfolio 6. Manage appointment times 7. Receive and confirm booking orders 8. Earn income 9. Create and maintain a portfolio 10. Manage appointment times 11. Review hairdressers and establish a credit system 12. Review hairdressers and establish a credit system 13. Handling user inquiries and feedback 14. Take a commission from trades 15. Manage appointment times 16. Define platform rules

Interaction design

1. Scope of functions

better



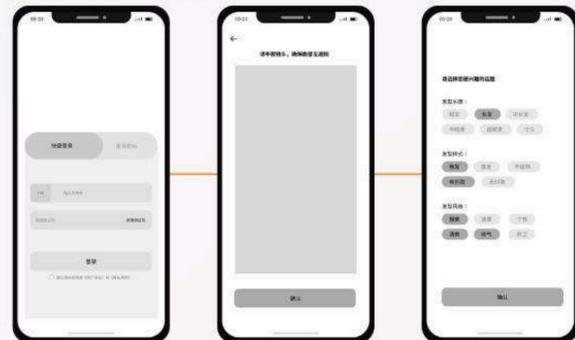
- AR Real-time Color Matching
- Hairstylist browsing
- Online Appointment
- Hairstyle inspiration
- Hairstylist portfolio
- Collect & share
- My appointment
- AI style matching
- Virtual Hairstyle Try-On
- Community Interaction
- Hairstyle Blind Box Challenge

Summary

Charm attributes	Core Innovations and Market Competitiveness	<ul style="list-style-type: none"> Hairstylist portfolio AI style matching Virtual Hairstyle Try-On
Essential attributes	The cornerstone of user experience	<ul style="list-style-type: none"> Hairstyle inspiration My appointment
Expected attributes	Leverage for linearly increasing satisfaction	<ul style="list-style-type: none"> AR Real-time Color Matching Hairstylist browsing
Indiscriminate attributes	Low-priority feature	<ul style="list-style-type: none"> Community Interaction Hairstyle Blind Box Challenge

2. Information architecture

Logging-in page



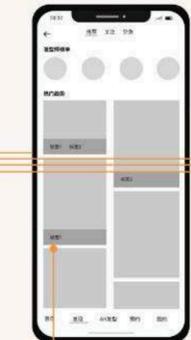
After logging in, users first record their facial information, based on which interest tags are recommended.

The homepage includes quick access to main features as well as the latest news.

Homepage



Discover page



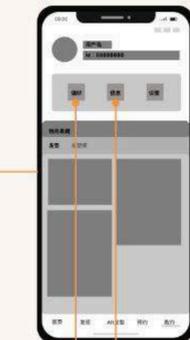
AR Simulation



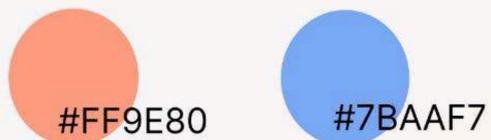
Booking Page



Personal Center



3. Moodboard & Component Library



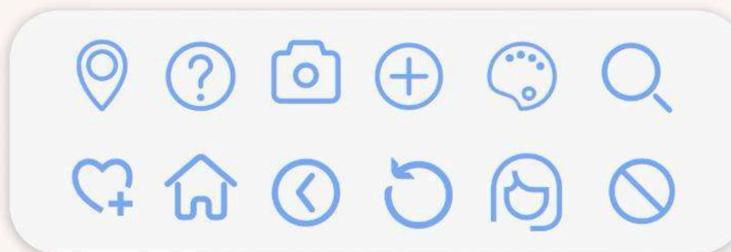
Main Button

Background color is #FF9E80, corner radius is 89.5, text is black



Secondary Button

The border color is #7BAAF7, the background is transparent



The content at this level is the jump content from the previous level.



After completing the AR simulation, you can immediately proceed with hairstylist matching.

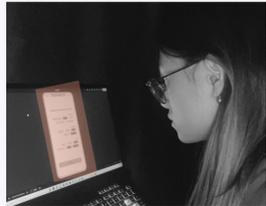


User test

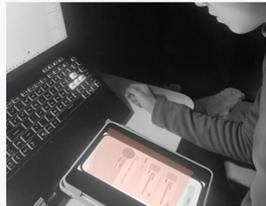
I invited three people to try my prototype design and asked them to imagine themselves as users of the software. They provided some very valuable suggestions for improvements.



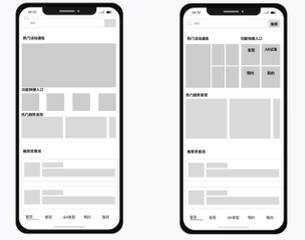
- The feature entry points are confusing
- Information priority is unclear
- The layout information is cluttered



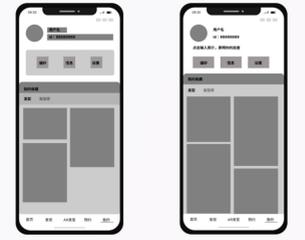
- The page hierarchy layout is somewhat redundant
- Personal information section is unclear



- Navigation is lacking
- Page layout space utilization is uneven



before revised

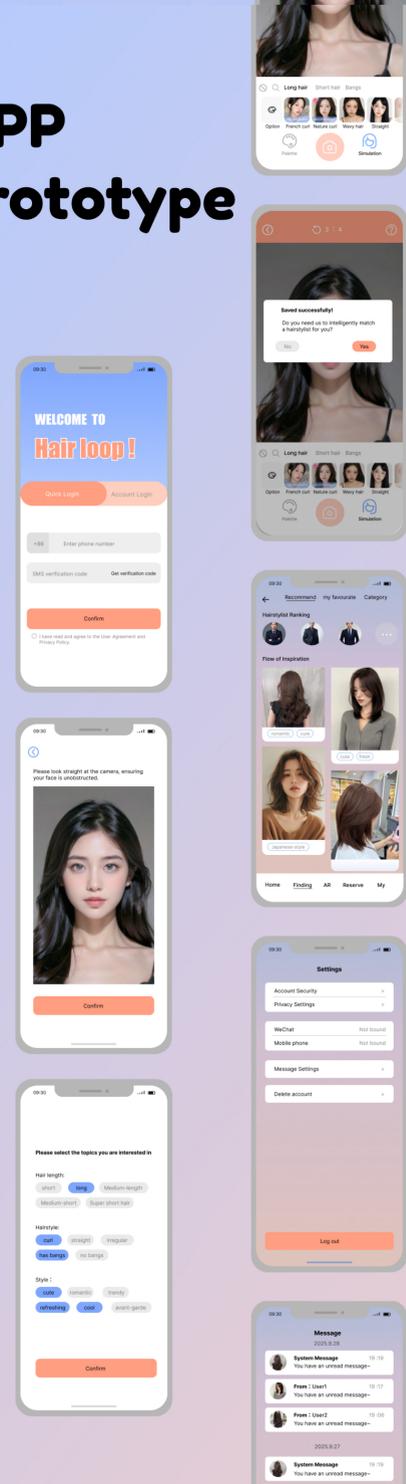


before revised



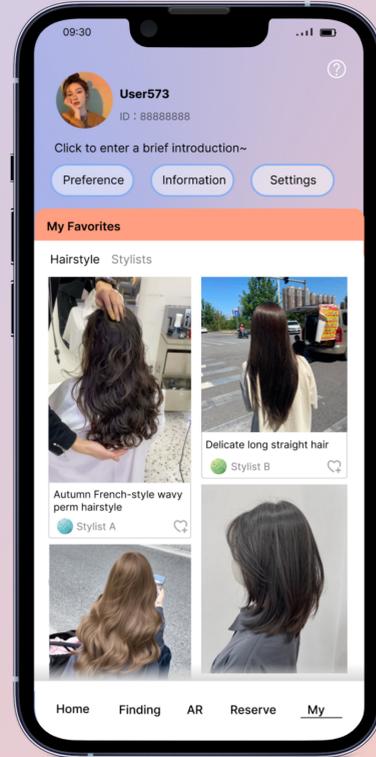
before revised

APP Prototype



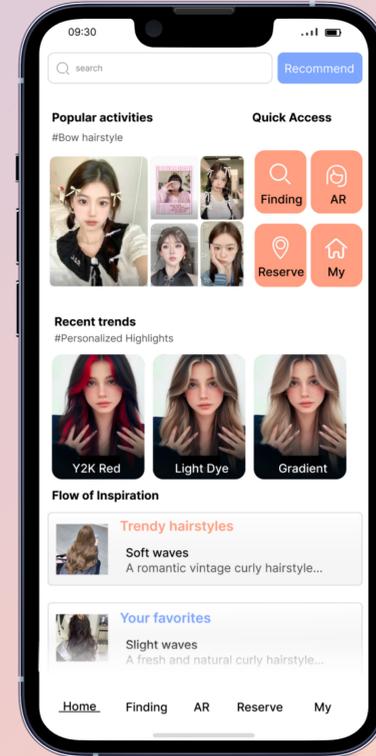
Booking Page

Users can view the barber's portfolio and past reviews, and make an appointment.



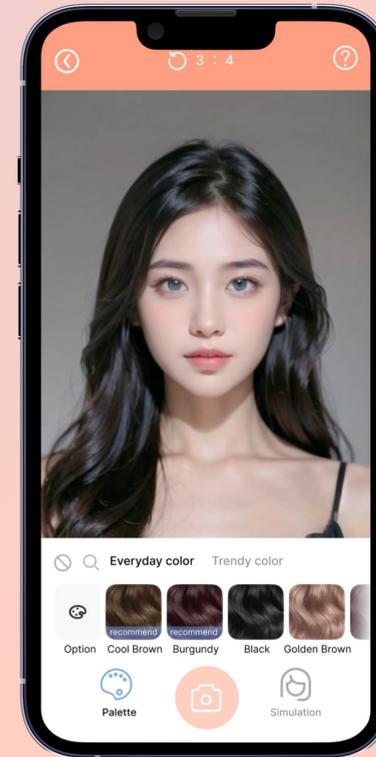
AR Simulation

Users can use AR technology to simulate hair color and hairstyles to find their desired look.



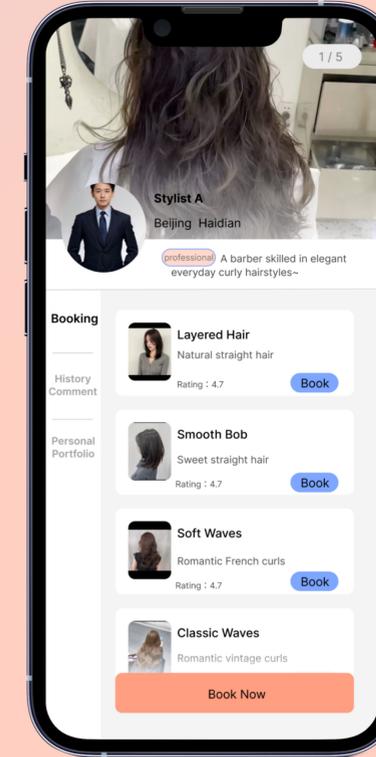
Homepage

Users can browse popular hairstyle inspirations recommended by big data.



Personal Center

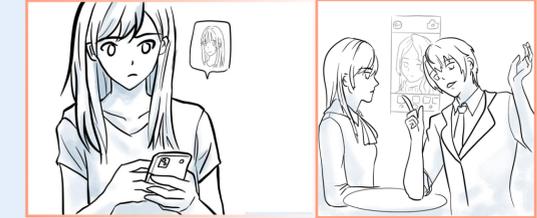
Users can view the hairstyle inspirations and barbers they have favorited.



Story board

Young designer Emily is passionate about collecting hairstyle inspirations on social media, but due to multiple miscommunications and results not meeting her expectations, she has developed a deep fear of changing her hairstyle.

Inspiration and Anxiety



Emily was considering changing her hairstyle, and a friend recommended an all-in-one hairdressing app.

Find a solution



Emily used the app to try out different hairstyles.

Precise intelligent matching



Based on her color swatch preferences, the app recommended several hairstylists skilled in that style and displayed a rich collection of their real works. Emily browsed through them carefully.

Booking and Consumption



Emily chose a hairstylist whose aesthetic matched hers and visited the salon.

Efficient in-store communication

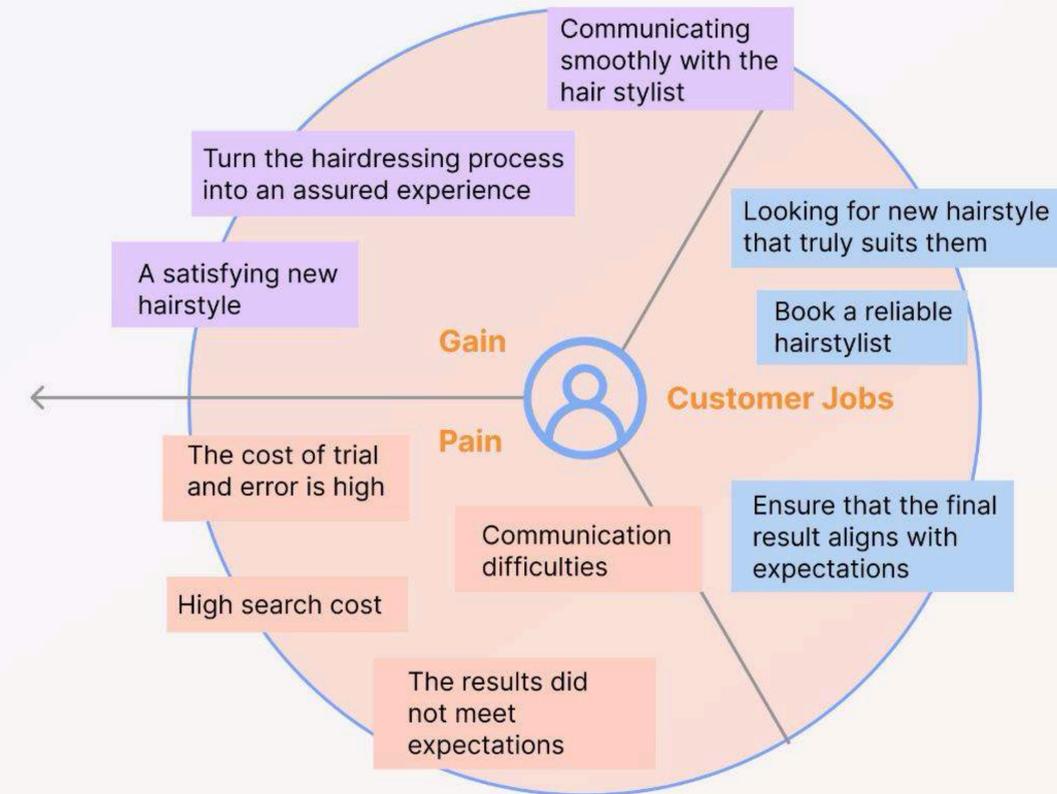
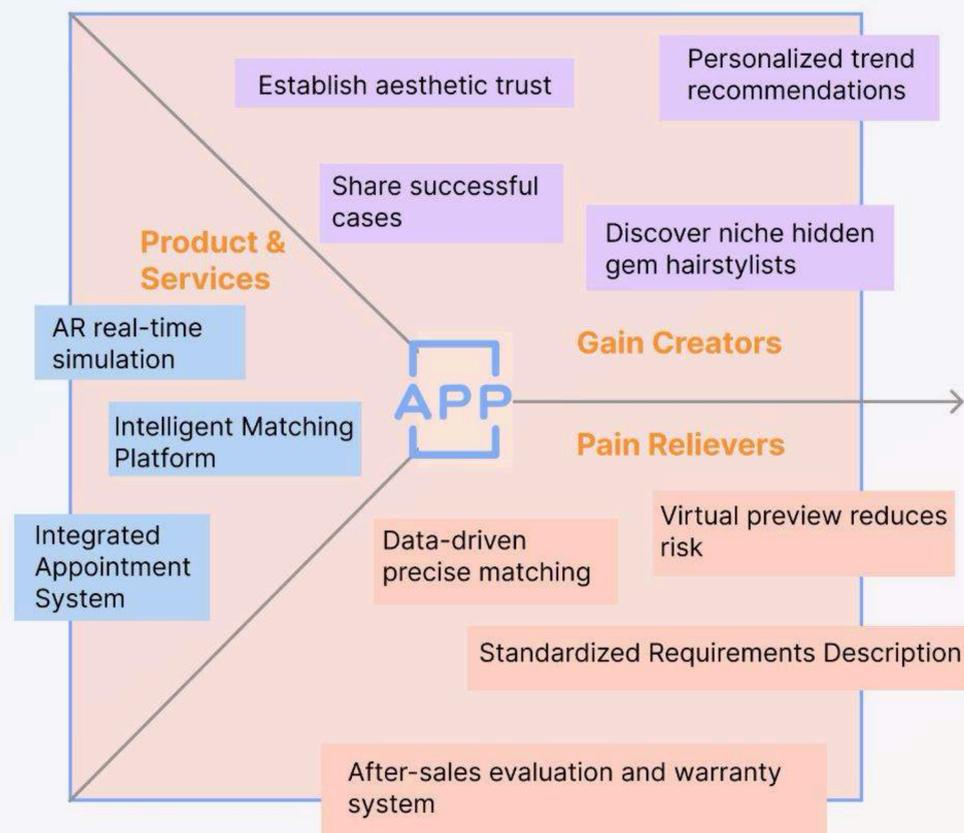


Satisfactory result



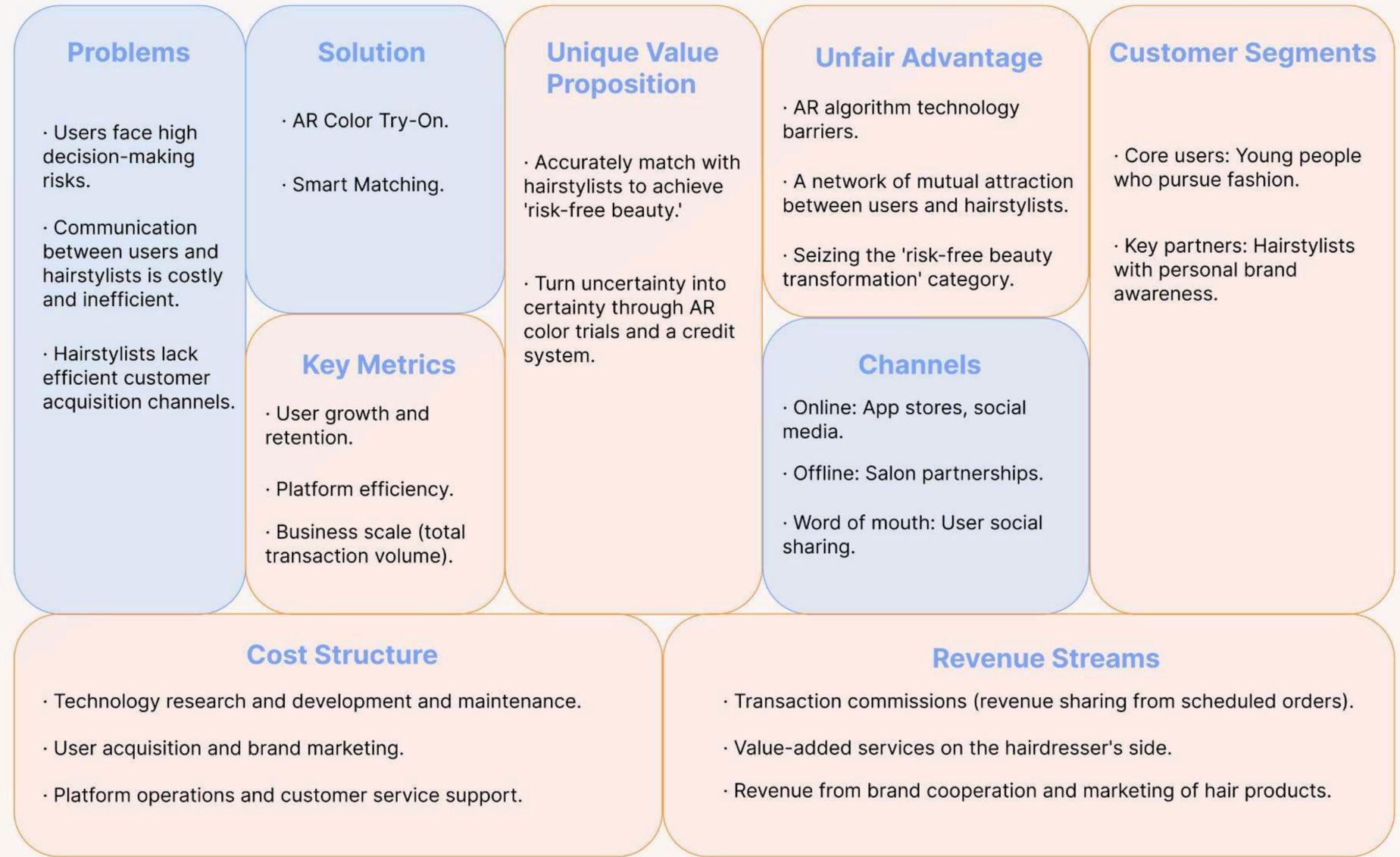
Emily confidently used her AR try-on images to bridge the communication gap with the stylist. With her new hairstyle perfectly done, a satisfied Emily left a sincere review and photos on the app.

Value Proposition



This app transforms haircare consumption from **'blind decisions'** to **'predictable satisfaction'** through AR color trials and intelligent matching. It accurately addresses the core pain points of uncertain results and poor communication, creating **'zero-risk beauty enhancement'** value for users and providing precise clientele for hairstylists, ultimately building a service loop that connects inspiration and trust.

Lean canva

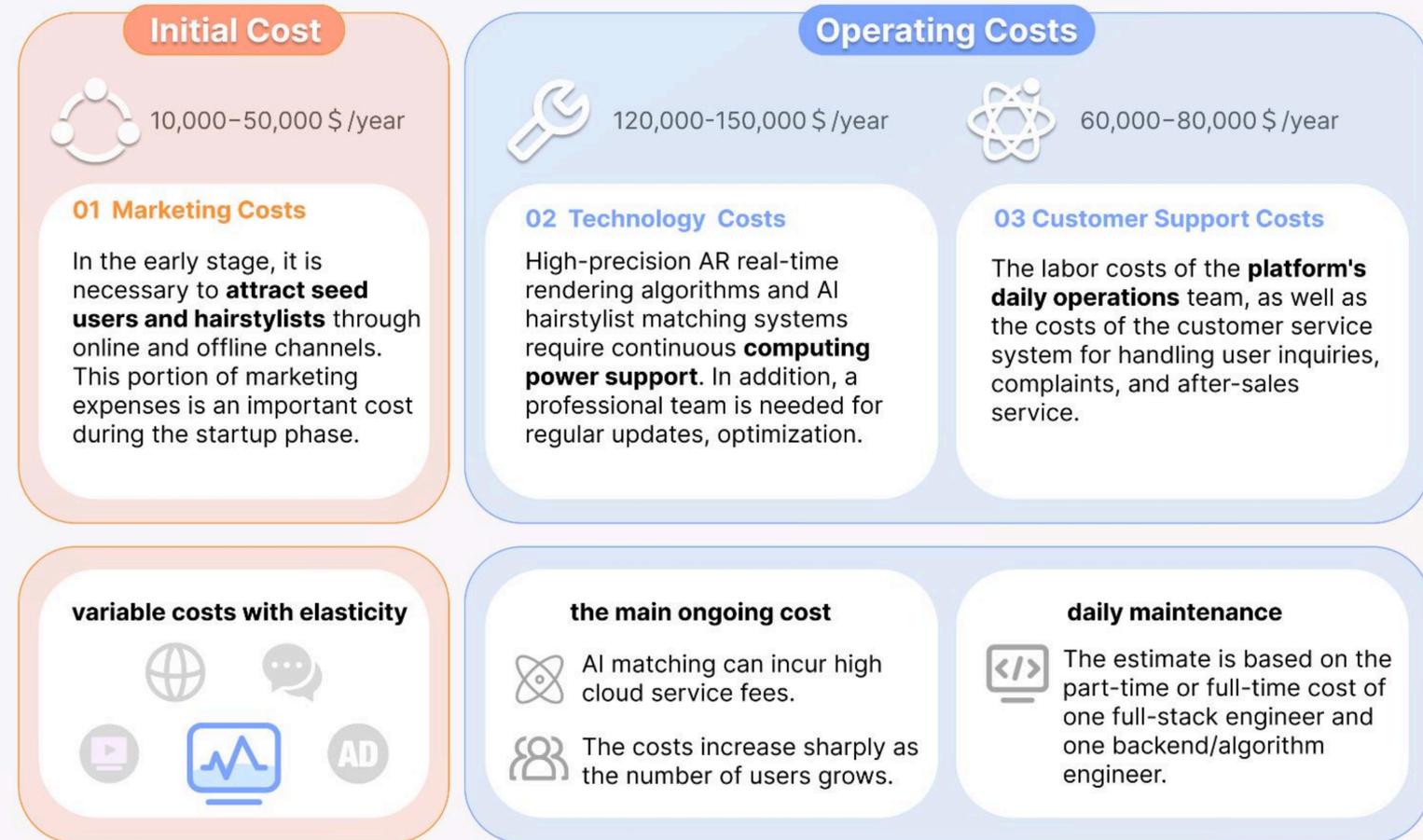


Business Feasibility

Questions about operating costs, profit models, and target customer groups are crucial for turning a conceptual design into a sustainable business project. Here is the in-depth thinking and planning I have carried out.

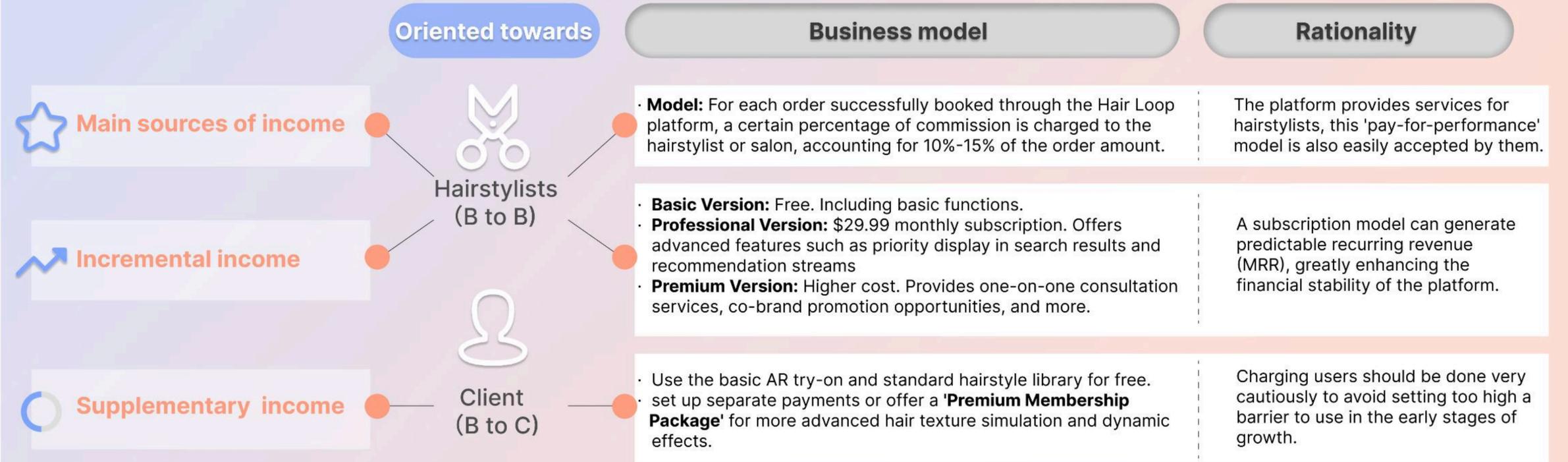
1. Analysis of Software Operating Costs

For a platform like Hair Loop, which integrates advanced technologies such as AR try-on and AI matching, the operating costs primarily come from the following core modules:



2. Profit Model and Revenue Generation Strategies

The design of the revenue model needs to serve the platform's three core participants: users, hairstylists, and the platform itself, creating a healthy business ecosystem.



Conclusion :

In summary, launching and operating a **tech-driven platform** like Hair Loop requires a considerable initial investment and ongoing capital support. However, through a reasonable **pricing strategy** and an accurate understanding of **user psychology**, it is possible to effectively manage risks, gradually validate the business model, and ultimately achieve **sustainable profitability** and growth.