



# Major project

Crit Session 1,2

By **Muhammad** 😊

# Project Idea

A Website  
On  
Men **Hair and**  
*HairStyles*



# What I have thought of including

- Every possible kind of Men's hairstyle
- Trending, less popular and obsolete
- What styles are best for what shapes of faces
- From ponytails to fades
- In accordance with the hair type and texture
- Problems and Grooming techniques
- Perfect hair for a particular scalp type/shape
- How it can be beneficial for hair grooming
- Hair products
- How to grow naturally



# Problems faced

- Lack of knowledge of Grooming and hair nourishing techniques
- Less information of hairstyle for a particular hair and scalp type or face shape
- Diversified and hence overwhelming information on the internet
- Which PRODUCTS to trust
- Acceptance to face the hair problems and seeking for solution



# What solutions my project gives?

- To provide with the best information of men hairstyles
- To provide the knowledge of all hairstyles from ponytails to fades
- To help people find the right hairstyle according to their hair type and hair texture and shapes of their faces.
- To make them aware of the right and wrong products
- Providing the right information about hair treatments and genuine products.



# Aim

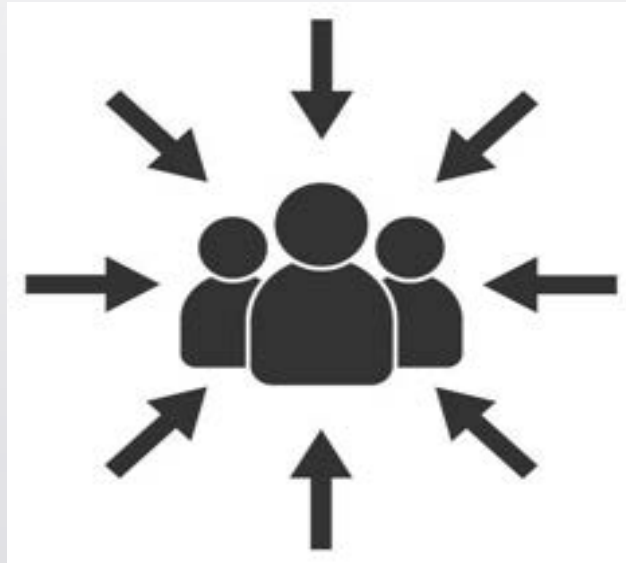
**Hair is important, so is  
hairstyle !**



Aim is to provide solutions to hair problems with the help of right hairstyles, hair products and natural ways to grow hair with the help of hair specialist and to create an awareness in people to talk about the hair and its problems without being insecure.



# Target Audience





## Anas Ansari

**Age:** 23 years  
**Education:** M. Tech  
**Hometown:** Lahore  
**Occupation:** Developer in JP Morgan & Chase

*“Male pattern baldness is common in my family and I am afraid I am going to get it.”*

### Goals

- Wants to find out home remedies that his grandmother used to create, which helps in maintaining hair growth naturally.

### Frustrations

- Annoyed with high-cost products which tend to degrade his hair a little more.
- He cannot find any DIY remedies on the internet.

Anas is a working professional living in London. He has always seen his father & distant male relatives getting almost bald before the age of 30. He knows his eating habits & lifestyle is concerning. He wants to take precautions before the damage.





**Anubhav Kashyap**

**Age:** 28 years

**Education:** MBA

**Hometown:** India

**Occupation:** Finance Analyst

*"I wish I could be caught up with the latest hairstyle trends to keep up with everyone"*

### Goals

- Wants to find out which hairstyle will suit him best as per his face size & type, personality, and build.
- He wants a hairstyle that is a mix of casual & formal.

### Frustrations

- He has been to several salons, and the hairdressers ask him what style he wants instead of suggesting him.
- He wants to actually see how different hairstyles will look on him first.

Anubhav has recently shifted to London in search of a job and found a major style difference compared to his home country. He feels a little conscious and wants to be more presentable in front of people who already live here.



## George Weinberger

Age: 40 years

Education: M. Sc.

Hometown: United States

Occupation: Talent Acquisition

*“My hair is very dry and I have a lot of dandruff.  
I have no clue on what to do.”*

### Goals

- Wants trustworthy suggestions on the products that he can use to control his dandruff and dryness on the scalp.

### Frustrations

- He is not sure about whom to trust for suggestions.
- He cannot find any reliable source which seems to help him.

George lives in the United States and is concerned about his hair health. He wants someone to help him with his hair care and is looking for suggestions. He dyes his hair most of the time, as per his wife's suggestion.

# Business Context



**How will my website  
be different ?**

- A hair website that provides solution to hair problems by having correct hairstyle.
- For a particular hair type
- On a particular scalp type and face shape.
- A website which provides both natural and artificial ways to protect and grow hair.
- Provides almost all data on one place for hairstyles and products

# Empathy Map

## Overall Goals

1. Look for suggestions on hairstyle as per their face type.
2. Help users with awareness & importance of hair care in their life.
3. Suggest hair care products as per their hair type.
4. Connect user with a trusted hair consultant, so they feel comfortable.
5. Read article on how to take care of their hair at home by DIY remedies.

## Feelings

1. Worried about loss of hair.
2. Confused about which product to use for their hair.
3. Hopeful about finding the website which contains all the content related to hair.
4. Mistrust on all the websites out there.
5. Conscious about their looks.



## Tasks

1. Create awareness on how to style different hair.
2. Create awareness about hair care.
3. To create a website which will have a shopping page, where users can find and buy hair products as per their hair type.
4. To create a website which help users in finding a suitable hairstyle that will look visually appealing on them.

## Pains Points / Frustrations

1. Can't seem to find trustworthy websites.
2. Tired of using several products.
3. Wants to see how the hairstyle will look on them before actually changing their style.
4. Don't know what products or remedies to do to take care of their hair.

# Information Architecture



Homepage

Hairstyles

Face shape and  
matching  
hairstyle

Hair type vs  
hairstyles

Scalp type  
vs Hairstyles

Hair Problems  
and Products

Trending

Oval face  
shape

Styles for  
Thin hair

Styles for  
oily scalp

Dandruff and  
products

Less  
Popular

Diamond  
face shape

Styles for  
Thick hair

Styles for  
dry Scalp

Baldness and  
Products

OLD

Round face  
shape

Styles for  
curly hair

Styles for  
normal Scalp

Grooming and  
Hair growth

Styles for  
oily hair

# SWOT Analysis

## Strengths

- My personal experience of diverse hairstyles
- Help from a hair specialist
- Open source
- Almost all about hairstyles at one place

## Weaknesses

- Providing accurate information
- Needs a lot of research
- Providing a lot of data consuming time and energy

## Opportunities

- If it works people would start trusting online products and information
- To automate the process of choosing the hairstyles according to hair type, scalp type, face shape etc.

## Threats

- Men hair has been a sensitive matter. People are afraid to talk and know
- People lose hope out of frustration
- Information conflicts

# Content Strategy



- text and images both
- illustrations
- Maybe visual Methods
- links to verified content
- Research from internet with specialist advice and analysis
- only verified products from verified companies with people reviews



**Thankyou 😊**