



cinta | **salon**
KEVIN LESSY

www.kevinlessy.com

hello@kevinlessy.com

about the|salon

A classic urban destination where creativity flows as clients and stylists **interact**. Whether you're looking for an outrageous change or a simple cleanup, our highly skilled professionals will tailor their fresh, cutting-edge techniques to **fit your style**. Personal grooming doesn't end with your visit. You'll leave our salon with **great ideas, professional products**, and **expert tips** to maintain your look **at home**.



Located at the heart of San Francisco, where technology advances quicker than any other cities, Cinta is at the perfect spot to incorporate this to its salon, and bringing the future closer to the world of salon experience.

This vision is to make a **direct, personal and an enhanced relationship with its clients and to keep them maintained at home as well.**

Services:

- Hair (Style/Shampoo/Cut/Dye/BlowDry/Highlight)
 - Special Occassion
 - Make Up
 - Nails
 - Facial
- Variety of Skin Services (including body)

This enhanced experience should be these 4 things:

1. Interactive Tech
 2. Simple & Easy
 3. Personalized Experience
 4. Strong Relationship
-

Current top 10 trending technologies we have today:

1. NFC
2. Computers
3. Smartphone/Tablet
4. Interactive Screens
5. Wearable Devices
6. Augmented Reality
7. Robots
8. Social Media
9. Scans
10. 3D Printing

What the **customer** want:

- Full Service
 - Care from Salon
 - Use same products
 - Personalized Styles
-

What the **salon** want:

- Want them to stay longer
 - Keep coming back
 - Enhanced Experience
 - Satisfied clients
 - Buy products
-

What the **customer values** from **salon**:

- Experience
- Education
- Entertainment

SWOT

- S** A modern salon that uses tech
Relationship to client
Easy appointment
No other salons do it
- W** Some just want come in and out
Might have some extra costs
Dependent on stylist
- O** Gaining a name being techy
Sell more products
- T** Other salons will follow
System down
Lose customers because too techy

Target

Women

b/w 16-50 yo

Working women

College Students

Sweet 16

Special Occasion (grad, wedding, etc)

Mid to High Income

Knows how to use tech

Frequent customer

Ideas:

1. Pinterest Connectivity
 2. Stylist Scheduling (Profile/Social)
 3. Instagram Hashtag (Social Screen)
 4. iPad Tipping/Pay/RATE (NFC compatible)
 5. Point system for Stylist (Relationship/Star)
 6. Augmented Reality Hair
 7. If usual stylist not there, notes
 8. 3D print Nail
 9. Robot help
 10. Entertainment (connectivity from your account)
 11. Email from stylist (at home)
 12. Reminders
-

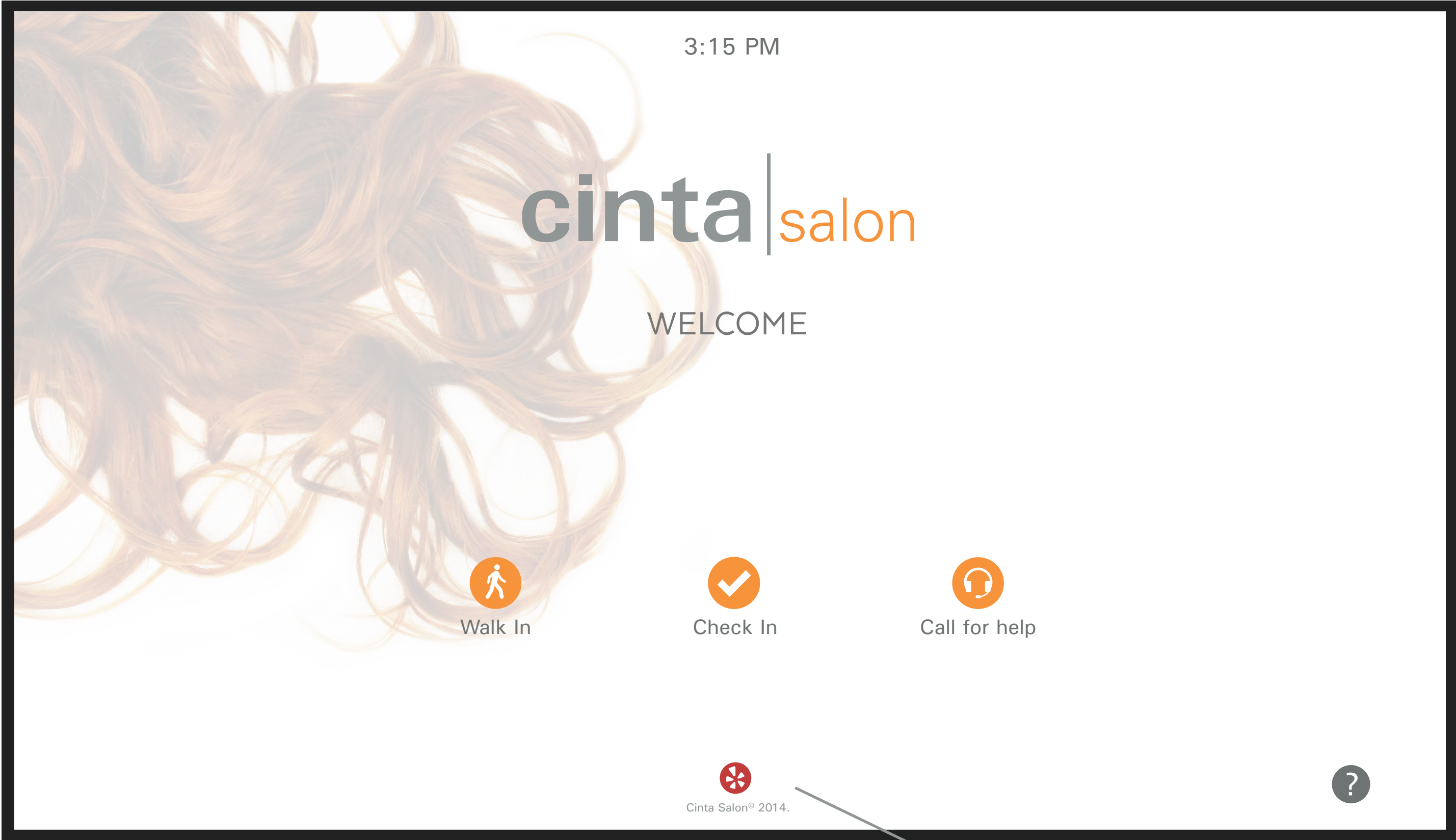
“Consumer behavior shapes the future, not tech,
real magic happens with people”

- Leon Alexander -

WELCOME
SCREEN

Welcome Screen Mock Up

27" Diagonal Touch Screen



Cinta Salon® 2014.

Tap Yelp Icon for "Virtual Business Card"

Tap your phone for quick check in/ account pull up

Check In

Please enter the phone number you booked with

415 -



123

456

789

0

Confirm



Stephanie, You're Checked In!



Yay! Go take a seat, relax, and wait for Pepper to tell you what's next...



Cinta Salon® 2014.



3:16 PM

cinta|salon

WELCOME



Walk In

Cinta Salon

Hair Salons, Skin Care

402 reviews

\$\$\$



Today 9:00 am - 6:00 pm

[Details](#)



Tap to view on your phone



Call for help



Cinta Salon® 2014.



Stephanie, You're Checked In!

We'll try our best to fit you to our schedule if there's a spot avialable.



Hair



Skin



Nails



Okay, what kind of hair service would you like?

By the way, you can tap more than one!



Color



Cut



Blow-Dry



Perm



Shampoo



Extension



Cinta Salon® 2014.



Cool! We got a spot for you at:
What would you like to do?

5:00
pm

5:30
pm

7:30
pm



Awesome, a staff member will assist you...

P.S. Did you know we have an app with a new experience?



P.S. Did you know we have an app with a new experience?



Cinta Salon® 2014.



3:17 PM

cinta|salon

WELCOME



Walk In



Check In



Call for help

Need help?

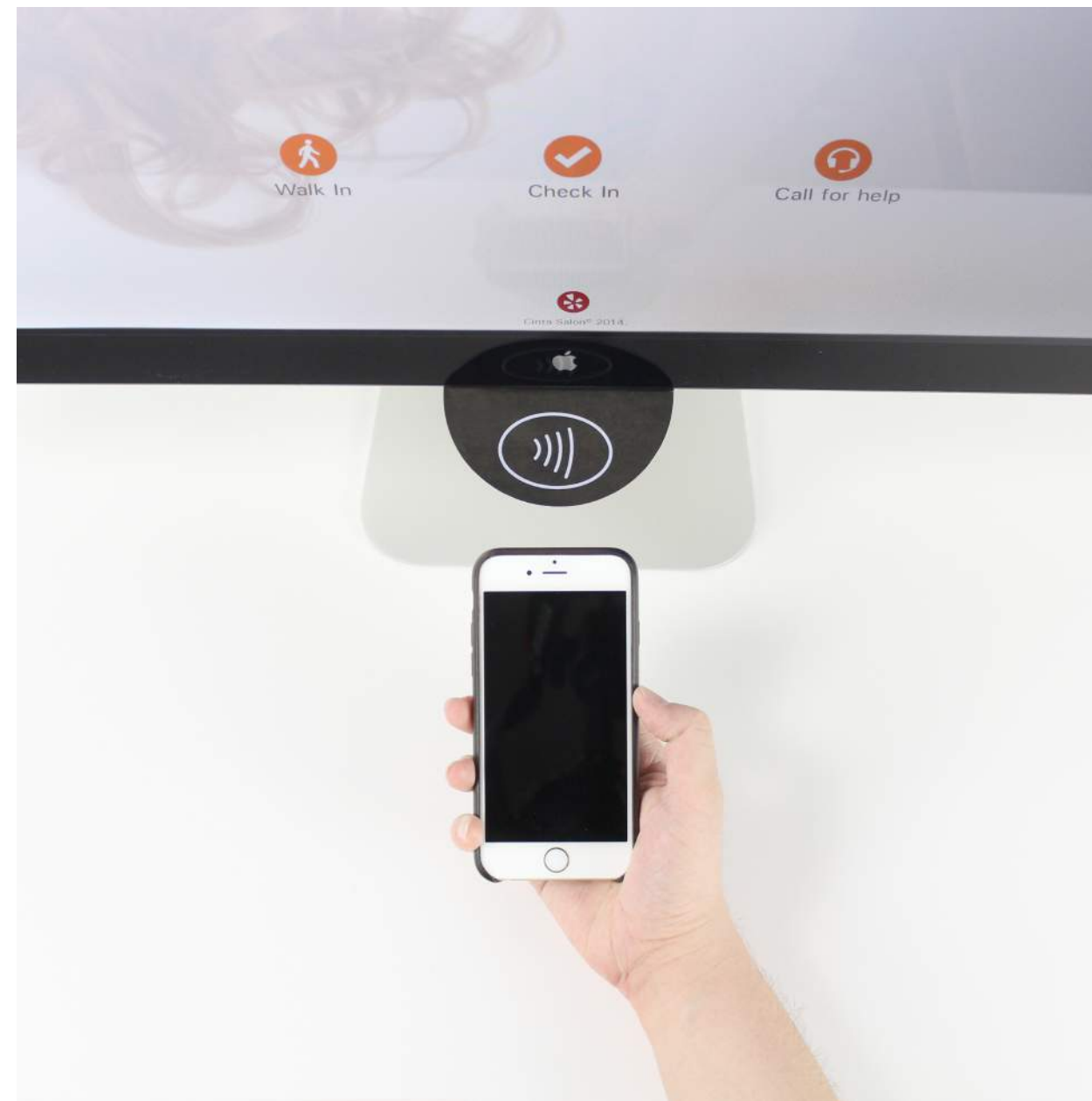
In each screen, this would be the guide to what you should tap or do. Also, we put in our call help button here as well...



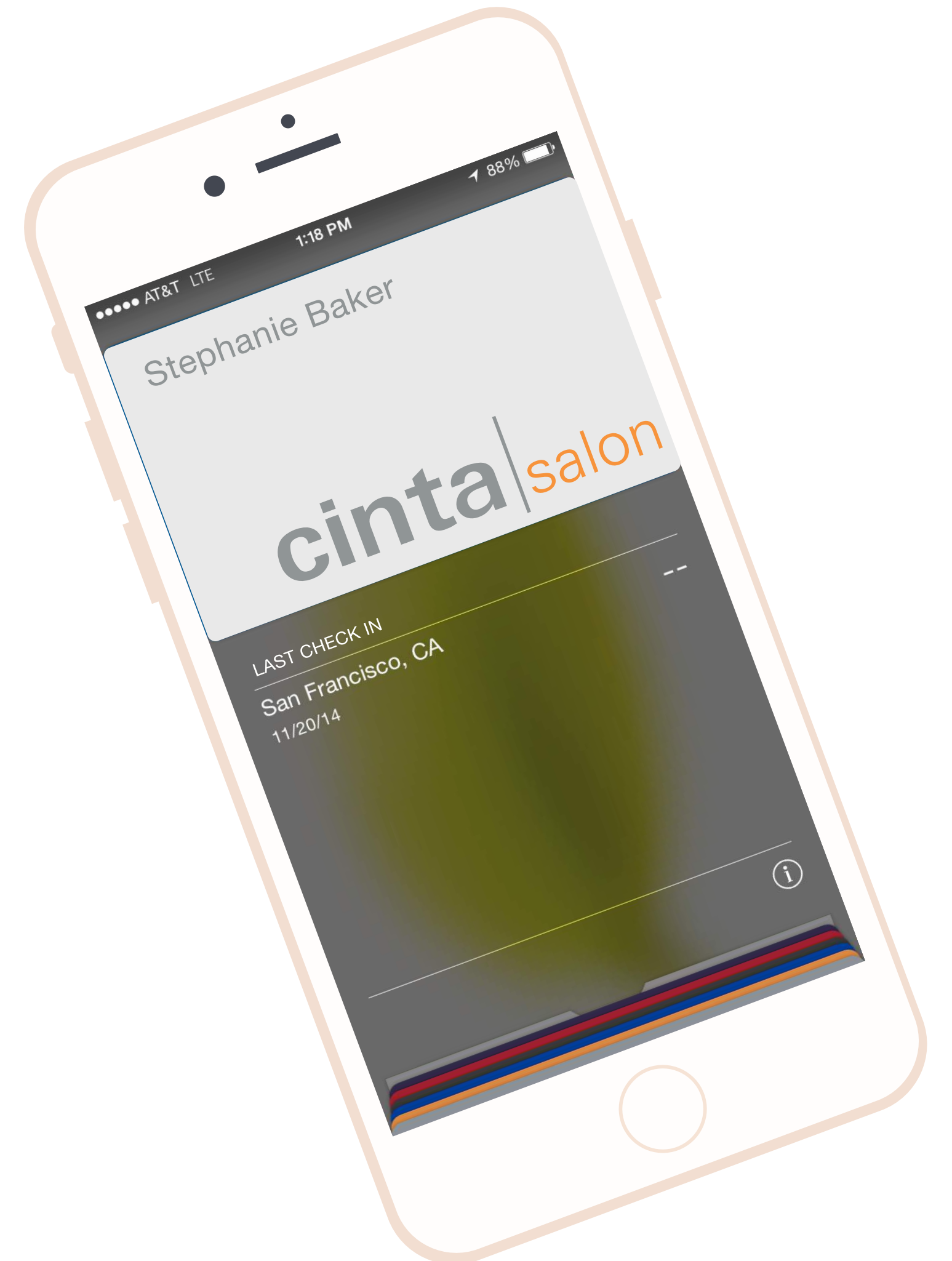
Cinta Salon® 2014.



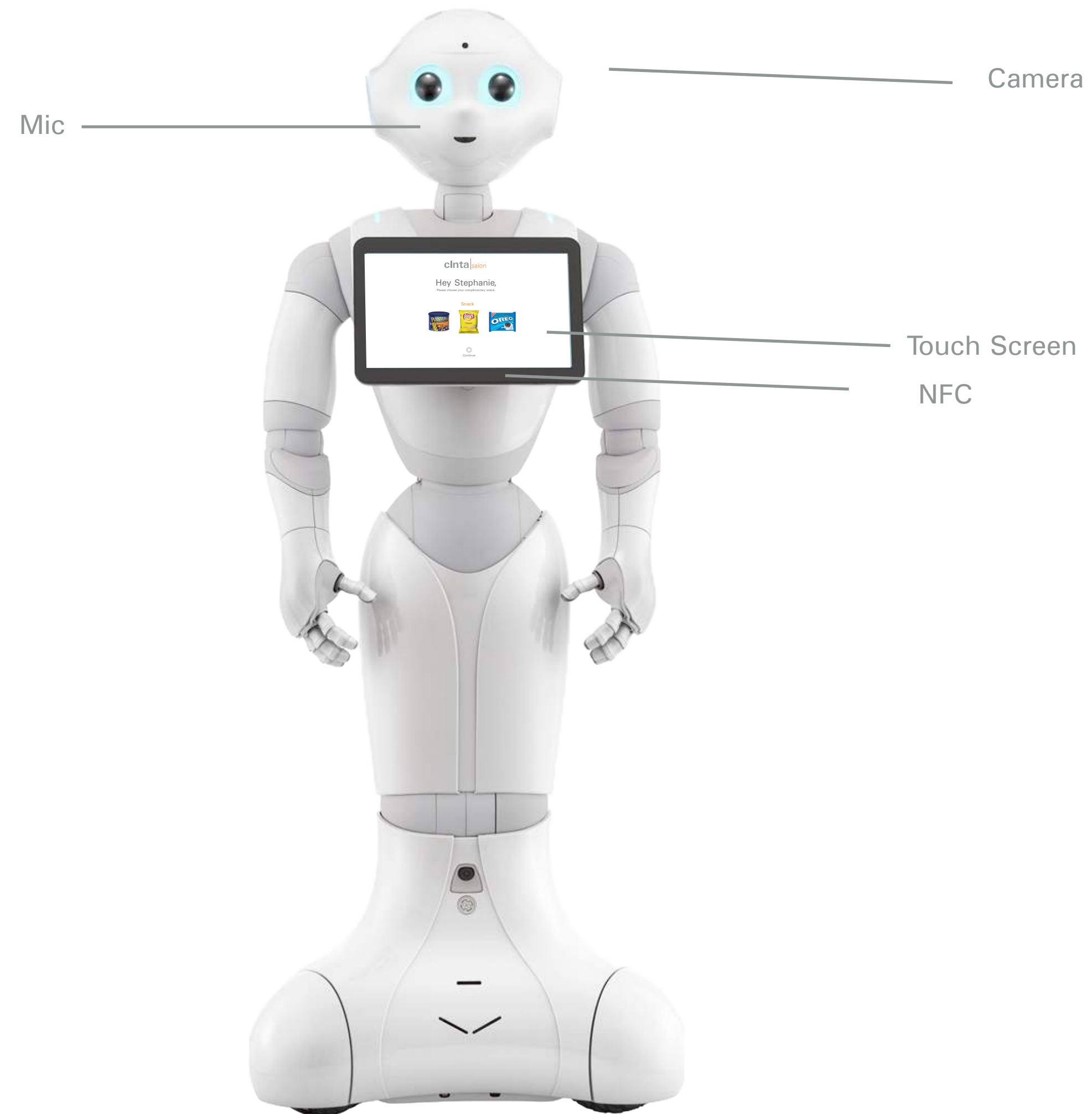
Cinta Salon© 2014.



Electronic Account

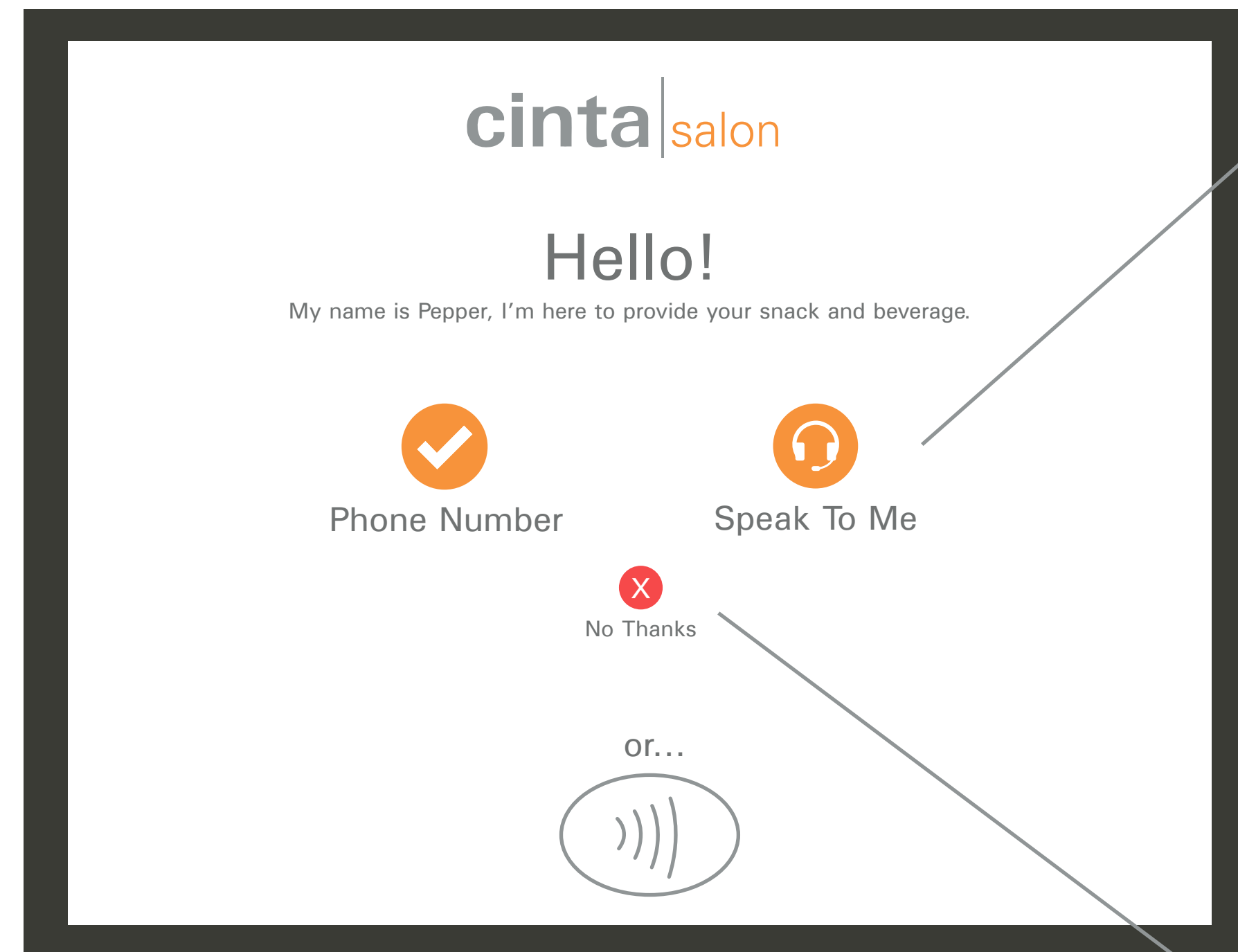


PEPPER
SCREEN



Pepper's task is to provide snack/beverage and coat check in.

You can talk to Pepper using on screen commands



NFC utilized to bring up quick account pull up

If you don't need complimentary snacks/beverage or coat check in

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Hey Stephanie,

First of all, any coats/jackets you want me to hold for you?



No



Yes

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Hey Stephanie,
Please choose your complimentary snack.

Snack



Continue

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Hey Stephanie,
Please choose your complimentary beverage.

Beverage



Back



Done

cinta|salon

Thank you.

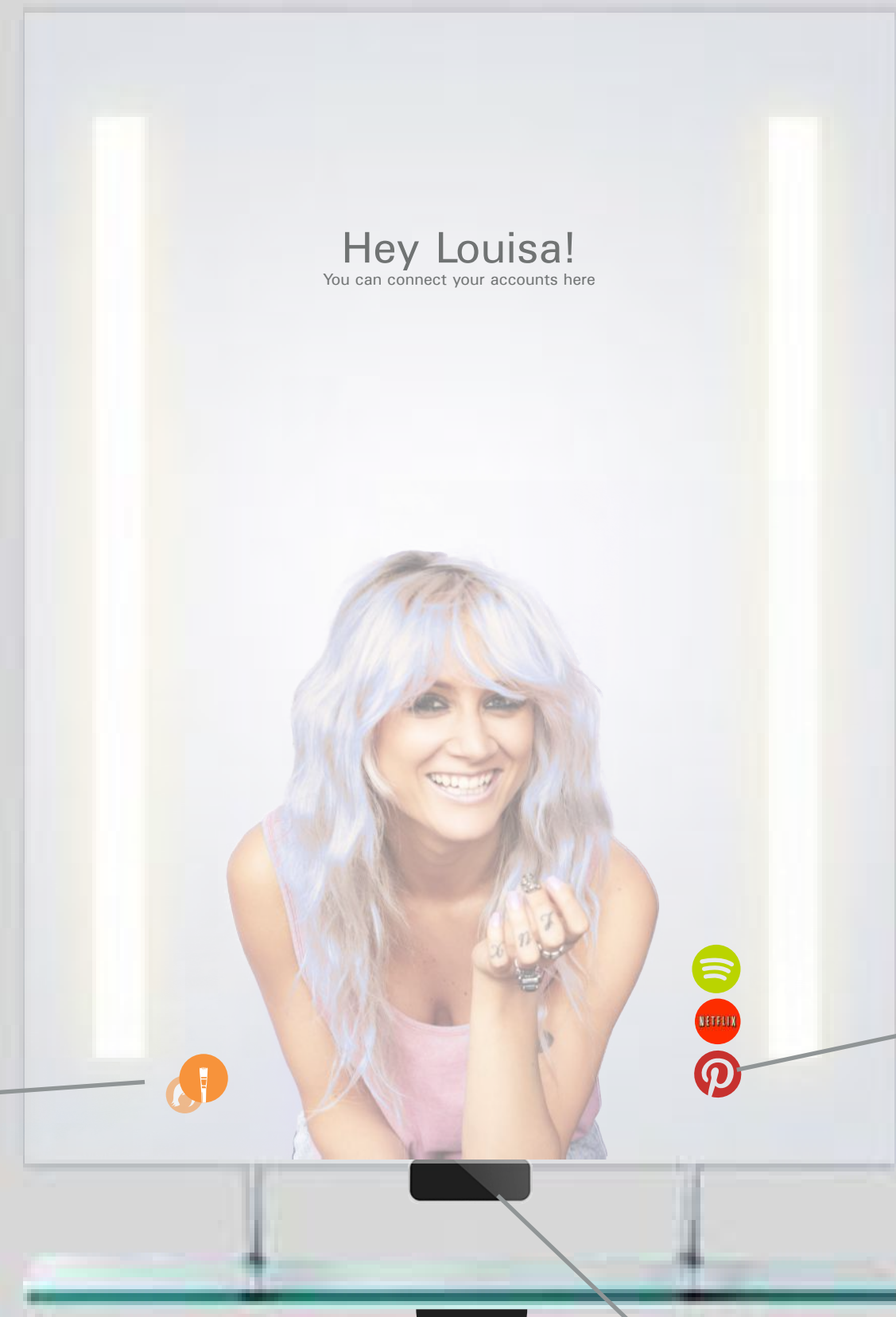
I will bring it to you, based on where your phone is.





MIRROR
SCREEN



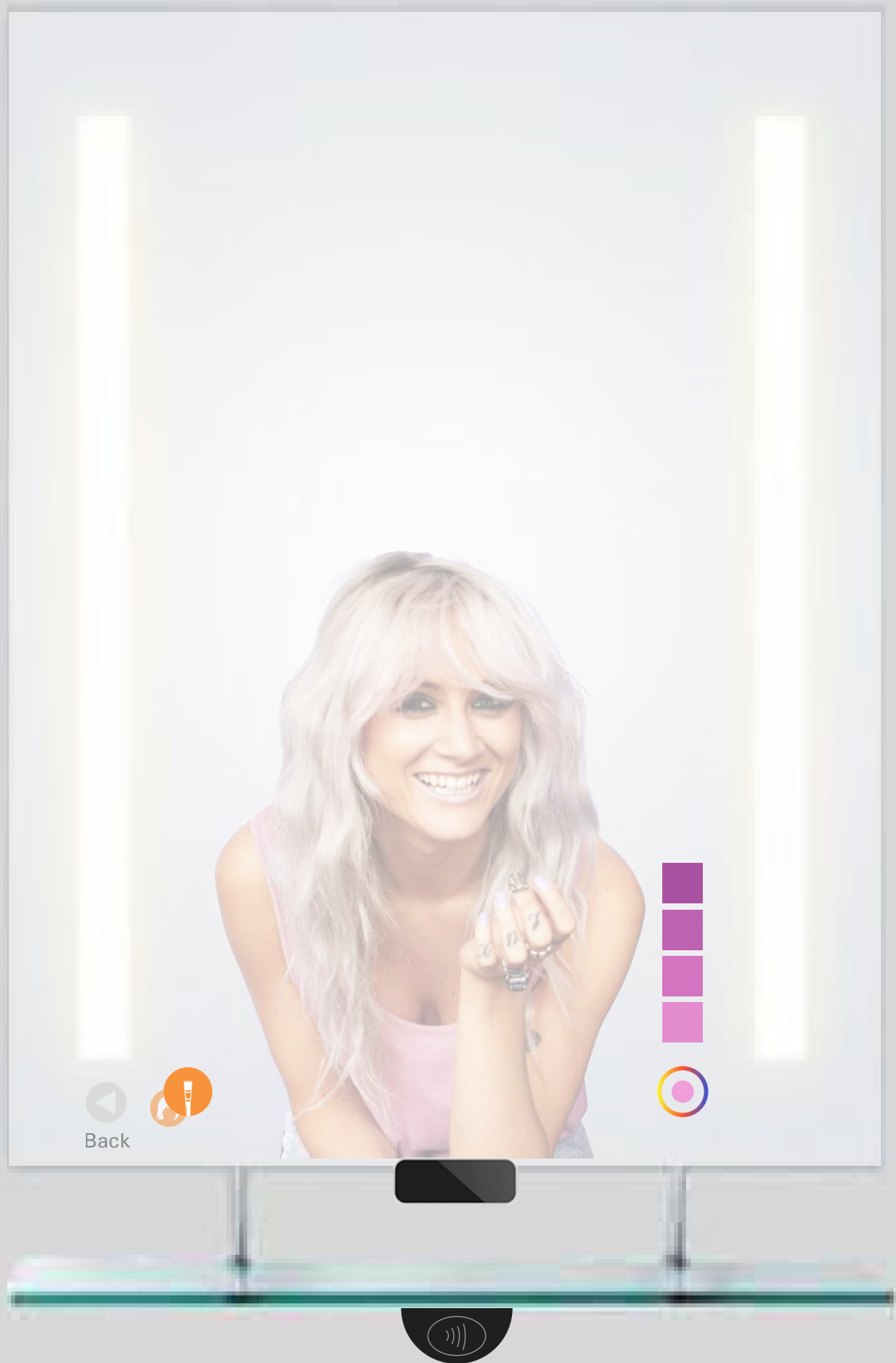


Hair UI

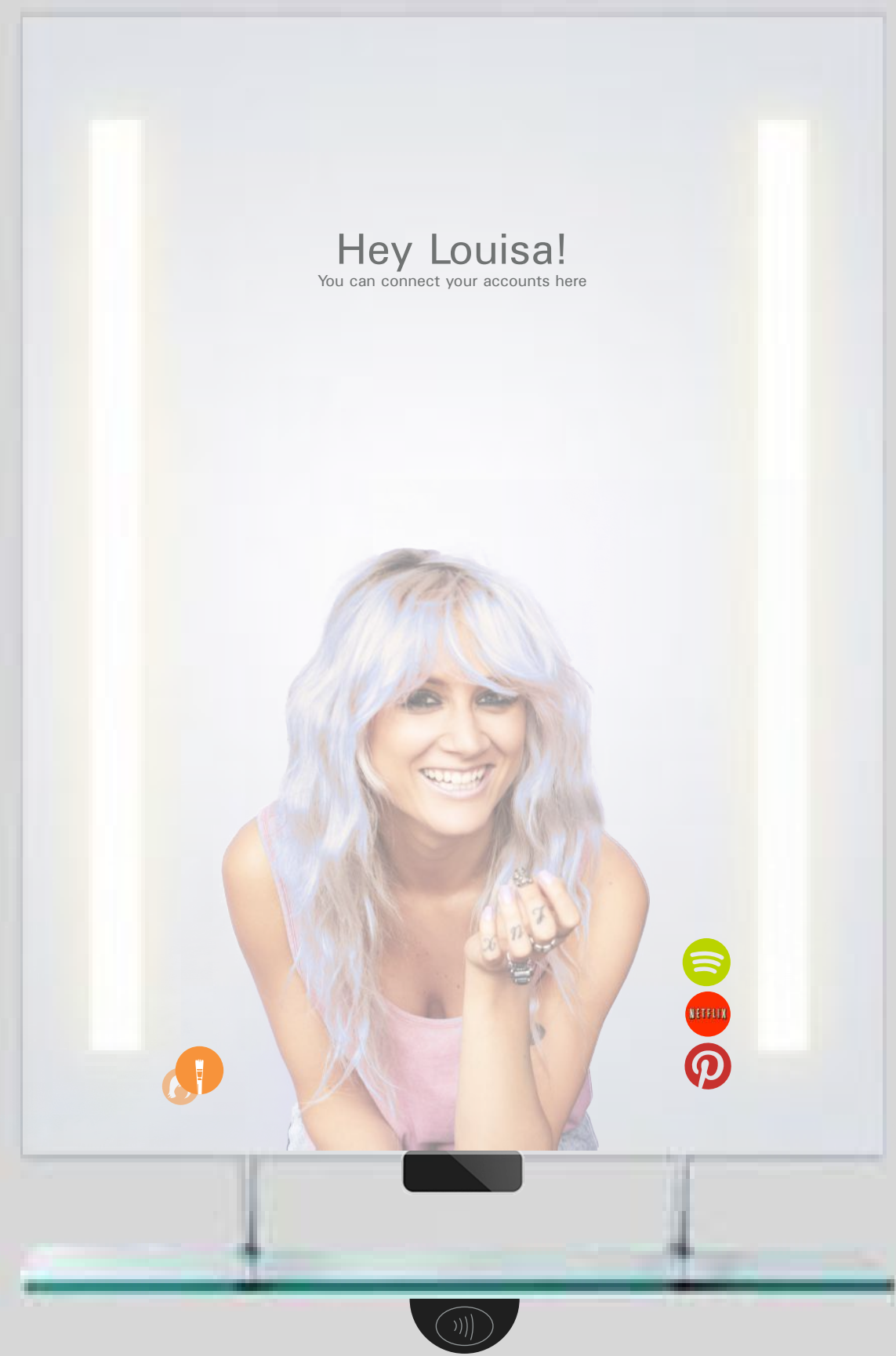
Entertainment UI/
Secondary UI

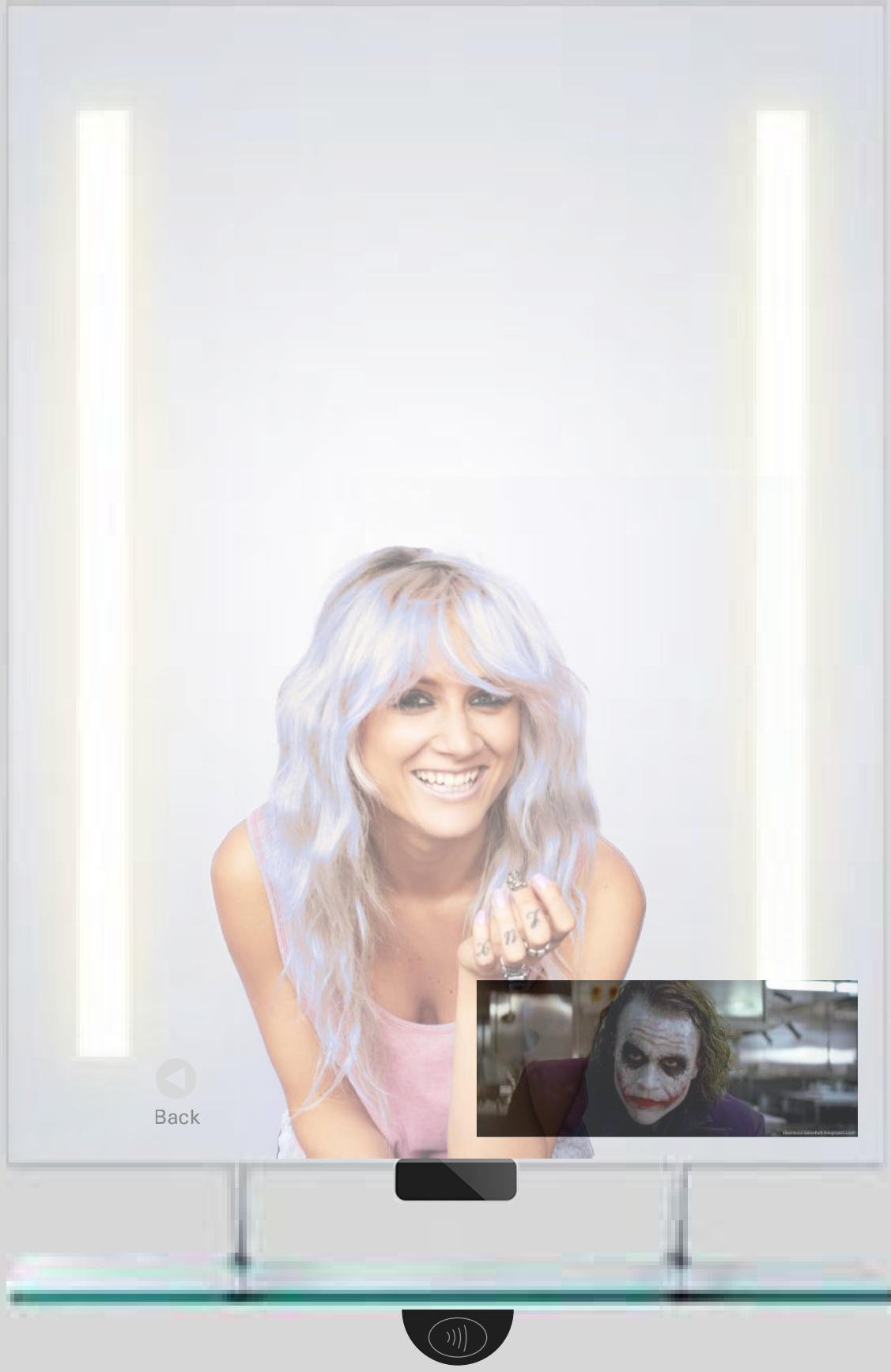
Camera for augmented reality

Tap your phone for quick check in/ account pull up









3D PRINT NAILS

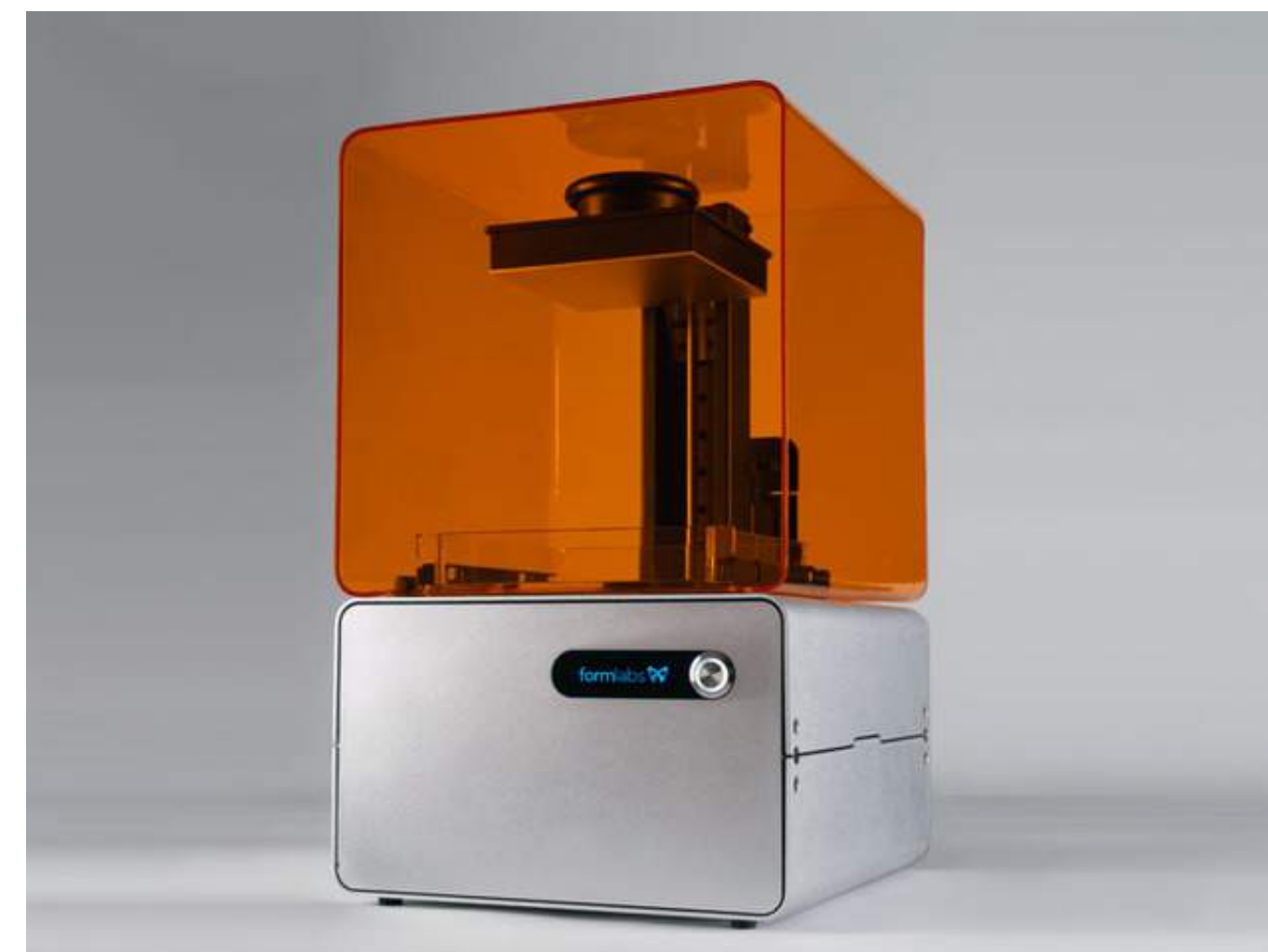
CONCEPT



Besides pedicure and manicures, Cinta Salon provides the new 3D Printed Nails.

Send in your design early
or create one in store.

Send your picture, and Cinta can
also print images on the nails.



STYLIST SOCIAL PAGE

SCREEN CONCEPT

JULIE M.

Julie started her beauty salon career at Aveda Institue of San Francisco. Prior to Cinta Salon, she had worked in named fashion magazines.

SCHEDULE

LIKES

Morning Jog
Long Dog Walks
Food Hunting

MUSIC/MOVIE

Sia
Titanic
Horror Genre

SPECIALIZE

Hair Blow Dry
Hair Cut

SOCIAL



mail.google.com

Google

Gmail

More

1 of 365

COMPOSE

Inbox

Starred

Important

Sent Mail

Drafts (1)

Circles

[Mailbox]

Deleted Messages

CNN.com Recently Published/Updated - Out of battery? Charge your phone in a 'Strawberry Tree' - 2 hours ago

Web Clip

Jessica, you got a message from Julie S. of Cinta Salon

Inbox x

Julie S <julies@cintasalon.com>

Dec 13 (2 days ago)

to me

Hi Jessica,

Hope you are doing well. Don't forget that you need to take 5 drops of the conditioner that I mentioned to you last time. It will stimulate the hair cells so that it will look shiny and soft just like you wanted. Attached are some videos from Cinta regarding conditioners from Kerastase. Let me know if you have any questions. Oh, and congrats on the new puppy! He looks adorable <3.

Best,
Julie.

(415-222-2222)
julies@cintasalon.com

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Related Google+ Page

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Cinta

Follow

SOCIAL SCREEN

MOCK UP



Tag us in your picture for this social feed!

#cintadidthis
@cintasalon



Tag us in your picture for this social feed!

#cintadidthis
@cintasalon

IPAD TIP/PAY/RATE

MOCK UP

cinta|salon



◀ cinta|salon

415 -



1	2	3
4	5	6
7	8	9
0		

Confirm



Thank You.



Rate Julie

Personas:

1. Recent Grad
 2. Working Woman
 3. Elderly Woman
-

Recent Grad



Name: Stephanie Baker

Age: 18

Purpose: To get ready for Grad celebration dinner

Want: To get her hair, nails and make up done.

Expected time: Long (+/- 3 Hours)

Working Woman



Name: Jessica Thompson

Age: 37

Purpose: To look trendy and still appropriate for work

Want: To get a fresh new cut/look/color

Expected time: Long (+ /- 1 Hour)

Elderly Woman



Name: Mary Ferguson

Age: 71

Purpose: To get her hair done

Want: To come back for a frequent hair dye, blowdry and haircut

Expected time: Quite Long (+ /- 2 Hours)



Name: Stephanie Baker

Age: 18

Purpose: To get ready for Grad celebration dinner

Want: To get her hair, nails and make up done.

Expected time: Long (+ /- 3 Hours)

Screen

Welcome

Taps

NFC

Pepper

Drink

Hair

Service

Nail

Manicure

Make Up

Service

Tip

Pay



Name: Jessica Thompson

Age: 37

Purpose: To look trendy and still appropriate for work

Want: To get a fresh new cut/look/color

Expected time: Long (+ /- 1 Hour)

Screen

Welcome

Taps

Walk In

Pepper

Coat

Hair

Service

Shop

Products



Name: Mary Ferguson

Age: 71

Purpose: To get her hair done

Want: To come back for a frequent hair dye, blowdry and haircut

Expected time: Quite Long (+ /- 2 Hours)

Screen

Welcome

Taps

Help

Pepper

Drink

Hair

Service

Shop

Products

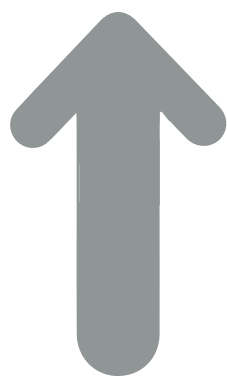
Infographic

There are **86,000** salons in US

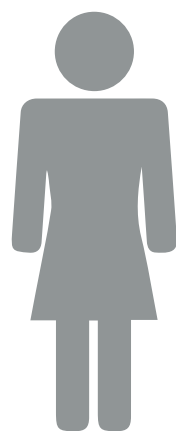


Total revenue will reach **\$58.7** billion by 2019

Profits have increased from **1.9%** in 2009 to **5.7%** in 2014.



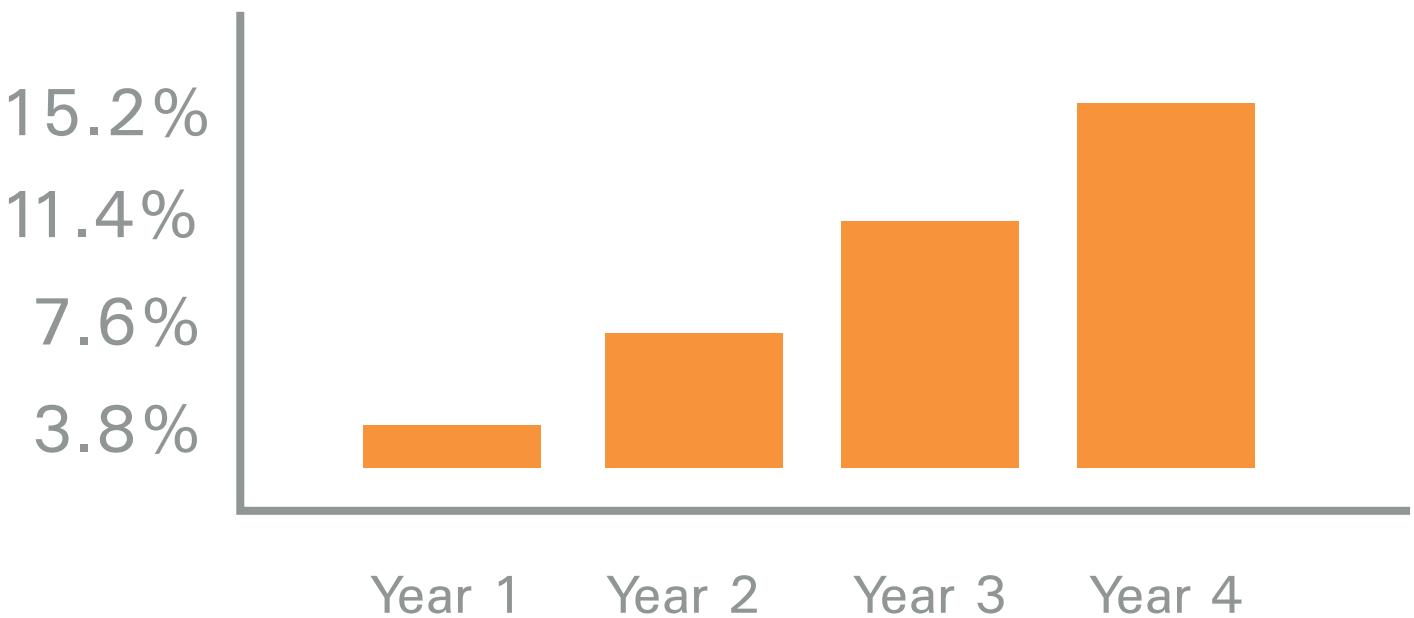
Salary for Salon Owner
\$30,000-\$80,000
a year (depending on location)



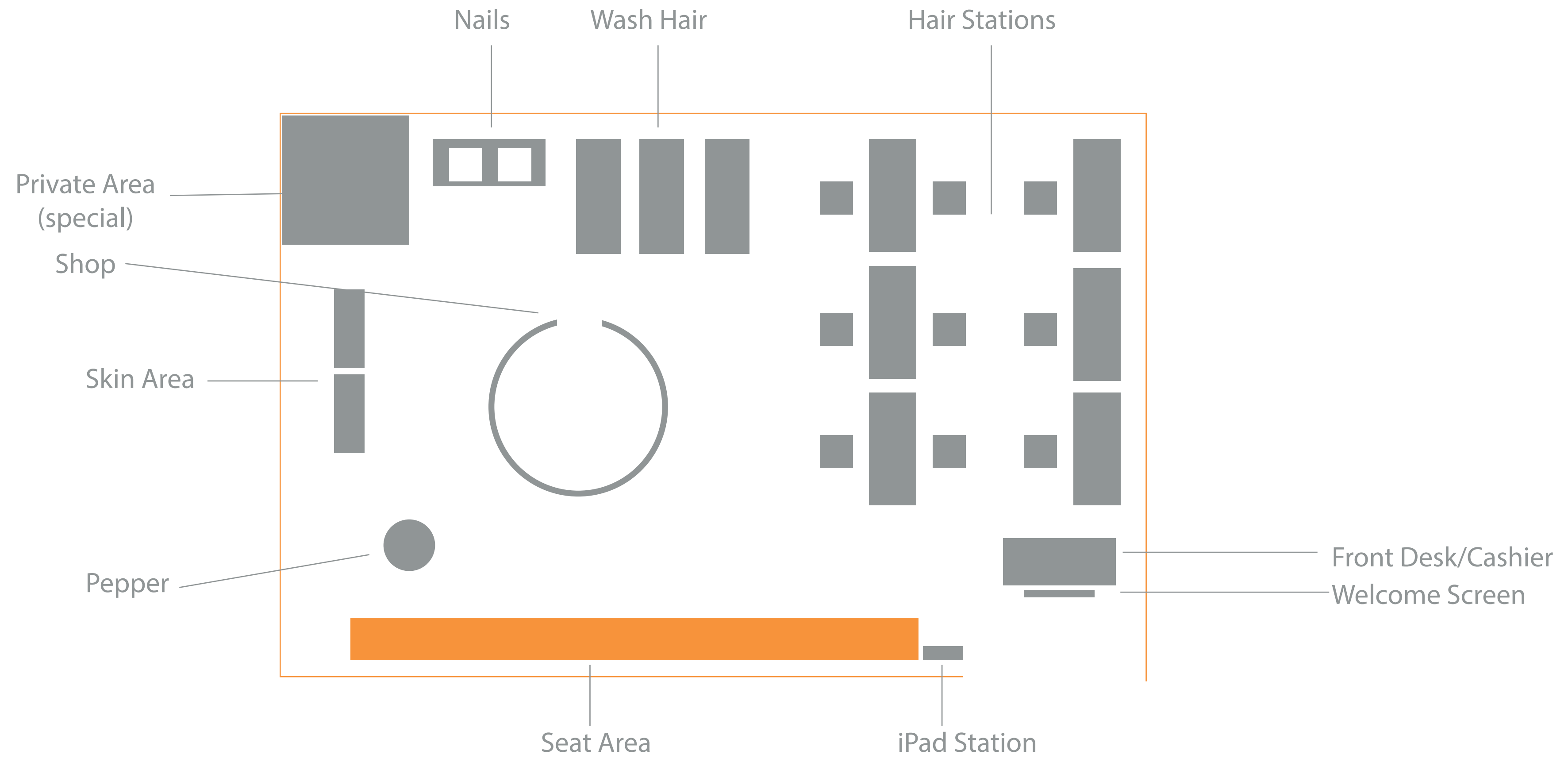
Overall employment of barbers, hairdressers, cosmetologists, and shampooers is expected to grow **14%** by 2020.

2020
14%

Beauty salon employment is increasing by **3.8%** per year.



Flow Map



RATING SYSTEM

IMPORTANCE

Goal:

To have a better connection with clients.

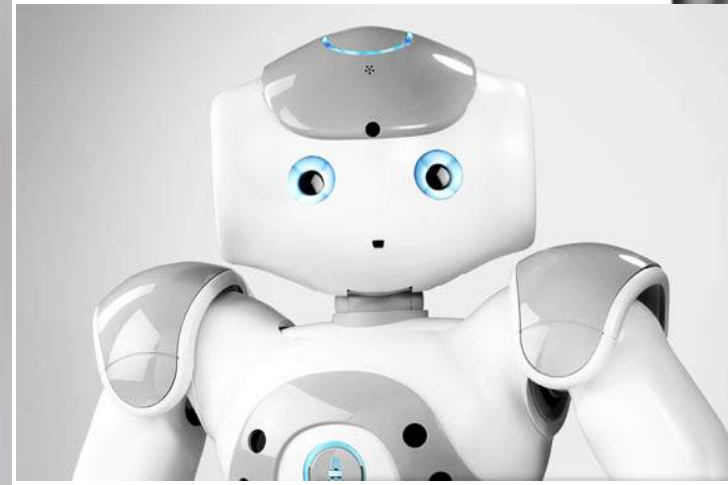
They're more than just a client.

Better rating = featured stylist of the month (benefits)

To Reach Goal:

Stylist build a personal one on one relationship.

Reviewed by clients online



<http://www.photo-dictionary.com>

Video



[Click to view video](#)

Research

<http://www.amazon.com/Transparent-Cutting-Barber-Shampoo-Haircut/dp/B00ONLYZR00>

<http://cinta.com>

<http://www.avenuefive.com/future-prospects-for-working-at-a-hair-salon-infographic/>

<http://www.netsuiteblogs.com/hair-salon-chain-pins-future-growth-to-the-cloud>

<http://www.apetogentleman.com/apesh/hair-salon-of-the-future.../>

<http://www.salonstylerevo.com/index.php?id=41>

<http://www.engadget.com/2014/08/02/hair-coloring-patterns-research/>

<http://www.salontoday.com/blogs/The-Consumer-of-the-Future-201675981.html>

<http://www.larrygaynor.com/index.php/2014/02/25/the-future-of-the-hair-salon-business/>

<http://www.salontoday.com/blogs/The-Consumer-of-the-Future-201675981.html>

<http://www.hji.co.uk/hair/the-future-of-hair-salons-and/>

http://www.ehow.com/facts_7257048_use-technology-hair-beauty-salon.html

