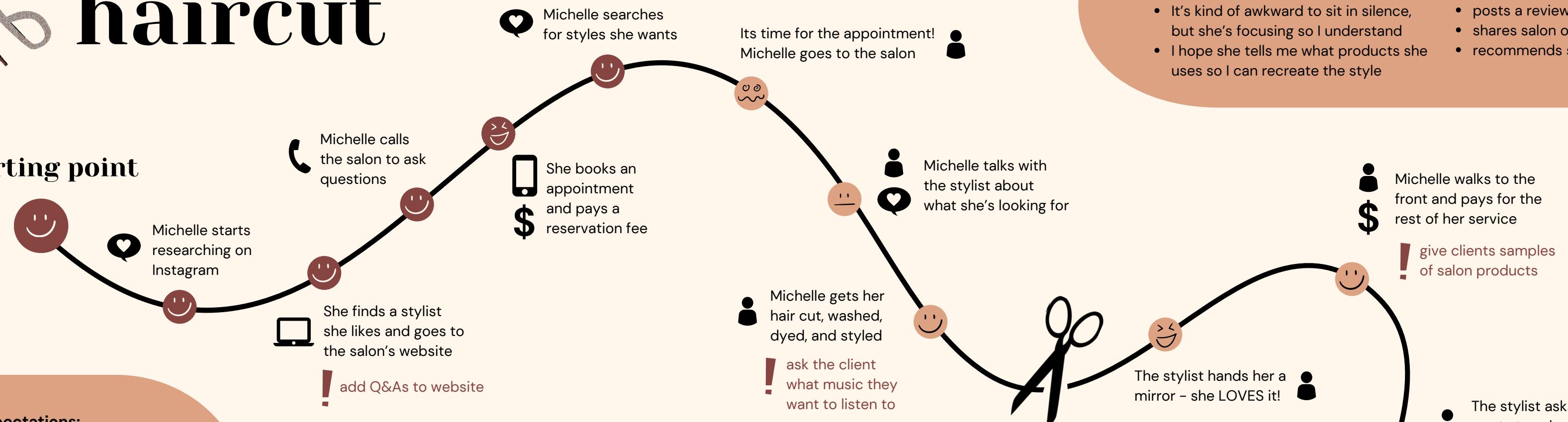




getting a haircut

starting point



- I need to make a hair appointment before it's too late!
- I wonder if anyone around here does alternative hairstyles?

- asking friends/co-workers/clients
- searching on social media
- visiting salons

meet michelle

Michelle is a 26-year-old tattoo artist looking to refresh her look for her upcoming wedding. She is relatively new to Knoxville, Tennessee and hasn't gotten her haircut in over a year; she prefers to cut and dye her hair at home. She wants to find someone who does alternative styles and could give her a look she's comfortable and confident in for her wedding.



symbol key

mobile app

internet

social media

in person

payment

phone call

area of improvement

Michelle books her next appointment for 6 months later

Michelle walks out of the salon feeling ready for her wedding!

- I feel so beautiful! I can't wait to show my fiance and friends
- posts a review
- shares salon on social media
- recommends salon to others