



getting a haircut

thoughts/expectations:

- I hope the stylist can do what I'm looking for
- It's kind of awkward to sit in silence, but she's focusing so I understand
- I hope she tells me what products she uses so I can recreate the style

actions & channels:

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

starting point

thoughts/expectations:

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

actions & channels:

- 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

