

This is the result of survey done by us in different cities which consists Vellore, Bengaluru and Ramanagaram

ABSTRACT:

This survey aims to understand barbershop owners' perspectives on common challenges and their openness to digital solutions for managing customer flow. Key areas of focus include the impact of peak-hour rushes, customer wait times, and the likelihood of customers leaving due to crowds. The survey also explores whether shops currently use appointment systems, take phone bookings, or have certifications, and gauges their interest in using an app for scheduling and customer management. Additional questions assess willingness to accept a commission fee, offer home services, or transition to freelance or online-only models. Lastly, it seeks feedback on potential challenges of app adoption and overall interest in using the platform for appointments and customer engagement.

Question asked for Survey:

- Do you find that rush hours at certain times of the day are problematic for your business?
- Do customers often have to wait a long time at your shop?
- Are customers likely to leave if they see a crowd or long wait at your shop?
- Do you currently use any type of appointment system for scheduling customers?
- Do you accept appointments over the phone?
- Do you hold any certifications or qualifications for your services?
- If adding your shop to our app were easy, would you be willing to use it for scheduling appointments?
- Would you use our app if it required a 5–10% commission on each appointment?
- Are you interested in offering home services to clients?
- Are you open to working as a freelancer instead of through a physical shop?
- Would you consider transitioning to an online-only shop focused on home services?
- What potential challenges might you face in using our app for appointments?
- Given the opportunity, would you use our app for managing appointments?
- How do you currently manage walk-in customers during peak hours?
- How do you inform customers about their expected wait times?
- What methods do you currently use to manage customer flow and reduce wait times?
- Are customers generally satisfied with the waiting experience at your shop?
- Have you ever used any digital or online platforms to manage appointments before?
- Would you prefer a system that notifies you of customer bookings automatically?
- Would having a calendar or scheduling system within an app help you manage appointments more efficiently?
- Do you think an online appointment system would increase customer retention?
- If we offered training on using our app, would you be interested in it?

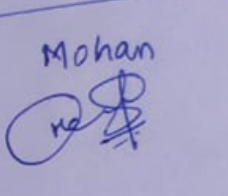
Vellore

SURVEY RESEARCH

Shop Name	Decision	Customer/ day	Signature	Picture
HairPort Unisex Salon	Agreed	100	Md. Fazil Hussain	
HairPort Mens Salon	Agreed	100	Md. Adil Hussain	
Pro Cut	Agreed	30-35	NAZEEM (NAZEEM) 88 25 42 85 34	
Lee & Guy	Agreed	30-40	Junaid (JUNAID)	
The Posh	Disagree	50-60	Shil (SAHIL)	
Bilal Shiekh	Agreed	Home Service	Bilal	
Nithya	Agreed	10-20	Bharathi	Cannot take picture
Bharathi	Agreed	10-20	Riya	Cannot take picture

Ramanagaram (KARNATAKA)

SURVEY RESEARCH

Shop Name	Decision	Customer/ day	Signature	Picture
Guru Men Salon	Agreed	30-35	Javed. (JAVED)	
Guru Men Salon	Agreed	""	Tanveer	
Mohan Shri Hair Salon	Agreed	30-40	Mohan 	
Hemachandra Laxmi Hair Dresses	Agreed	50-60	ನೂ <u>GURU</u>	
Geetha Salon	Agreed	30-40	ಮಧುಸೂದನ ಸ MADHUSUDHAN	
Model Salon	Agreed	40-50	ರಾಜ್ Rajhu	
New Look Salon (Unisex)	Disagree	15-20	ಮುರ್ಸಲಿನ್ MURSALIN	

Shop Name	Decision	Customer/ day	Signature	Picture
First Look Man Salon	Agreed	20-25	Madhu MATHO	
Royal Touch Saloon	Agreed	25-30	Rihan Ali Sameer	 
XI Salon	Agreed	30-40	1) Faim (FANIM) 2) Rihan (RIHAD)	

Survey Pictures:





Bengaluru (KARNATAKA)

SURVEY RESEARCH

Shop Name	Decision	Customer/ day	Signature	Picture
New Classic Salon	Agreed	35-40	Mohammad Imran	
MH Men Salon	Agreed	30-40	Imran	
Classic Mens Salon	Disagree	20-30	MOHAMMED NASAR	
S2 Friends Mens Salon	Agreed	20-30	Mohd Junaid	
Asha Salon	Agreed	15-25		
BTM Hair Studio	Agreed	30-40	MOHD TAWED	

Conclusion Of The Research

Our initial survey results indicate strong interest in our application, especially among younger barbers. We highlighted the simplicity of the app and reassured them that it would not impact their earnings negatively, which helped them understand its potential benefits. Customers also showed willingness to download the app, seeing it as a convenient way to avoid wait times and secure appointments easily.

We conducted the survey around VIT Vellore University, engaging with local barbers who could serve university students. Out of the survey, we found that four to five barbers are already eager to connect with the app once it's available, enabling students to book appointments directly and avoid queues.

One of the prominent barbershops, Hairport, which has three branches near the university, expressed strong interest. With a daily capacity of 200-300 customers, they're prepared to integrate with our app once it's launched, making them ideal for initial testing.

Our strategy is to launch a beta version for VIT students and nearby barbershops, using this university-based launch as a testing ground before expanding on a larger scale. This phased approach will allow us to refine the app based on real feedback before we aim for a wider rollout.

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