

The Research of Platform with a Case Study in the Hair Salon Market through Website Design

Wei-Ju Ting¹

National Tsing Hua University, Taiwan

Abstract. Most people care about their appearance. Besides the wearing, the hairstyle plays an important role to make others judging you at the first sight. The exaggerated impact of the impression is related the halo effect. It could influence your following comments from people. Therefore, more and more people think that it is essential to have a decent looking. As the development of the information technology, it is easy to get the sufficient information through the search engine. However, it takes more time to pick an appropriate hair stylist from such large range of information source. The aims of this study is to offer a solution to this kind of situation. The proposed website is a platform to facilitate the interaction between hair stylists and customers. The platform displays the clear information under the given requirements, the comment, and the evaluation. The clear content avoids customers' similar and trivial questions. This study expects to provide a convenient tool to make the messy information in hair salon market clear.

Keywords. Website design, platform economy, hair salon market, information technology

Introduction

Nowadays, it is common for everyone to make themselves more beautiful or decent. Besides makeup, hair is the most noticeable part of people's looking. Also, it can make you look professional and capable. As a result, more and more population ask for good skill of hairstylists and good service no matter what it takes. To find a hairstylist with satisfying service, it takes not only money but also time to get sufficient information. We can't make it right when your new hair style is terrible after all. With the rapidly evolution of information technology, people could easily access thousands of information about the hair salon around you on personal computer or mobile device. Therefore, finding a right and satisfied hair stylist from tremendous information is time-consuming and also a great task. Everyone makes a decision based on intuition and try his/her luck. It is common that there is always someone regretting his/her decision after experiencing a bad service.

Based on the above reason, the proposed website provides a platform for hairstylists and customers to have a good interaction and information sharing. For

¹ Department of Industrial Engineering and Engineering Management
National Tsing Hua University, Hsinchu, Taiwan, 30013, R.O.C
e-mail: s106034537@m106.nthu.edu.tw

hairstylists, they can offer their works, information and the price. They also can know the current marketing and set the fair price. For customers, they can get sufficient and integrated information on the platform. The comments on the website page are feedbacks to the corresponding hair stylist. There is no one-way information anymore. This study would establish a database to collect all customers' experience, feedback and hairstylists personal information. After well integration, display the appropriate outputs with clear suggestion to the users. The paper is organized as follows. In chapter 1, we discuss the revolution of information technology, hair salon market and platform economy. Chapter 2 illustrates the methodology and the framework in this study. The application to the hair salon market is discussed in chapter 3. Conclusions and potential research issues for future study are given in chapter 4.

1. Literature Review

1.1 The revolution of information technology

The information technology has had profound effects on the human's life. Society have to handle both the good and bad implication. The good part is that technology enables greater the power of knowledge about international issues, values, and cultures; on the other hand, it brings new type of crimes.

The advanced computer hardware become available around the year 2000, including portable computers, parallel processors and public information networks. Besides, it is followed by the application of sophisticated software, likes personal assistants, electronic shopping and expert systems. The social behaviors study involved makes information technologies widely implied (William, 1993).

That the communication technology is often mentioned with the information technology is called ICT. The revolution is characterized by three major trends. The first characteristic of the digital era was marked by the omnipresence of microchips. Secondly, the cost of computing decreases dramatically. Thirdly, there was significant reduction in data costs. The term digital economy was coined to describe this new economy, which is driven by ICT (Chinien & Boutin, 2013). As information technology becomes ubiquitous, workers will increasingly need an appropriate set of digital skills to access and process information using digital systems and tools. They reshape the world economy in the recent year (Chinien & Boutin, 2013).

1.2 Hair salon marketing

Every hair salon that intents to keep their market sharing with the changing technologies to maintain a competitive edge. Addition to offering good haircut and service, it is important to translate the customer's appreciation to loyalty and new clients. In reality, technology can help your salon management, provide virtual imaging and work on social media marketing. They are used to protect, texturize and style your client's hair.

Hairstyle imaging allows client to see your previous works before your service. It only takes a few minutes and simple photographic equipment to show everyone how would look like in different styles. If your works is eye-catching, it would attract new clients. That giving the information about your offering latest physical and chemical

technologies are also an advertisement. It makes customers notice your hard working in order to offer a better service through taking a class or training.

1.3 Platform economy

MIT Professor Michael Cusumano defines a platform economy as follows: “A platform or complement strategy differs from a product strategy in that it requires an external ecosystem to generate complementary product or service innovations and build positive feedback between the complements and the platform. The effect is much greater potential for innovation and growth than a single product-oriented firm can generate alone.”

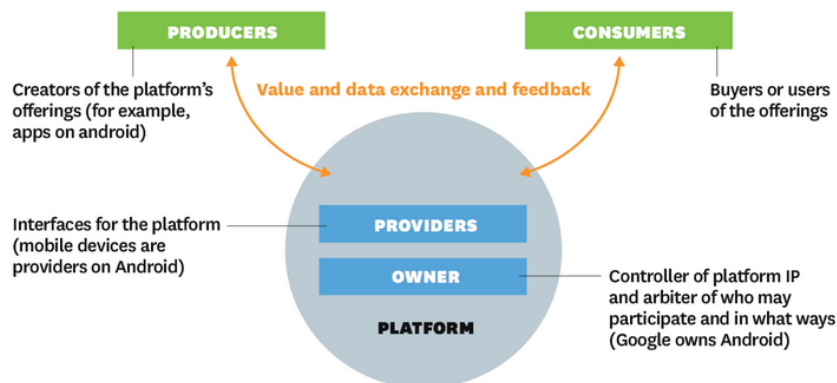
This age of the platform has changed the way businesses think about innovation. It connects buyer and seller and allows that seller paid for a single task or good at a time. There are a lot of advantages of platform because you have lots of control, though equally you need big scale and market share and lots of service support to achieve it. (Shahid, 2016)(Konsus, 2017)

There are four different types of platforms: innovation platforms, transaction platforms, integration platforms, and investment platforms.

- ◆ innovation platforms: Attract a large amount of innovators who come from everywhere and serves as the foundation which innovators offer products and services, such as google android play store.
- ◆ transaction platforms: Facilitate different entities have good interaction and commercial transactions, like Amazon.
- ◆ Integration Platforms: Offer the capabilities of both innovation and transaction platforms for their developer, like Apple and Google.
- ◆ Investment platforms: allow users to buy and sell shares and funds and see all their assets in one place.

The Players in a Platform Ecosystem

A platform provides the infrastructure and rules for a marketplace that brings together producers and consumers. The players in the ecosystem fill four main roles but may shift rapidly from one role to another. Understanding the relationships both within and outside the ecosystem is central to platform strategy.



1.4 Summary

As the development of the information technology, the platforms becomes more and more common and various. It effects most of strategies or business models of current markets and brings convenience to the users. For these reasons, this study would establish a platform to be a bridge between hair stylists and customers. The aims of the platform are not only to facilitate the interaction but also to make the transaction more transparent. It integrates the hair stylists' information according to the needs of customers. Save the time to look for information from several websites.

2. Method

The aim of this study is to establish a hair salon information integration system, which could display appropriate suggestion through users' given needs.

This study establishes an information collections platform through website design and connects with database which stores the needed data. Few hairstylists are used to be examples to display different content of each user who is expert in various haircut and styles. Another part is the information integration part establishment. The website allows user to insert their requirements and displays the corresponding result as a suggestion.

2.1 AS-IS Behavior Process

In the AS-IS behavior process, people who want to have a new hair style will surf the Internet and seek an ideal hair stylist. It is a time-consuming to find a suitable one, and don't know is there a better alternative to choose. Therefore, if there is a platform to gather all hair stylists who provide their own works, it will be more efficient. The AS-IS behavior process is shown in Figure 1. We conclude the AS-IS model in the following steps:

Step 1. The customer surfs the Internet to get more information.

Step 2. The customer finds hair stylists who offer good service and haircut.

Step 3. The customer asks the details of the service and the price with the hair designer.

Step 4. The customer makes a reservation with the hair designer.

Step 5. The customer shows up at the assigned time and location and pay for the service.

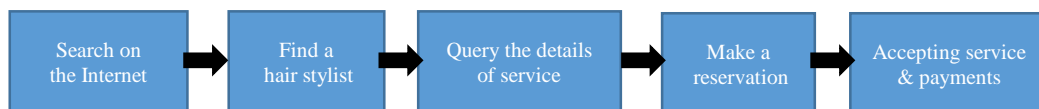


Figure 1. AS-IS behavior process

2.2 TO-BE Behavior Process

Based on the AS-IS behavior model. We can notice that:

1. It takes a lot of time to search for hair designers from multiple websites.
2. The order of the display of the search engine may not be appropriate.

To solve the problem which were mentioned above, this study proposes a TO-BE model. In the AS-IS behavior process, the website serves as platform which can that you set a selection standard. It allows platform to find the results which meet user's needs rapidly. If there is a hair style which attracts you, you can see all works from the same hair stylist through visiting her/his homepage. Besides, when you already decide the certain hair designer, you can directly search the his/her homepage directly. The TO-BE model is shown in the Figure 2.

We conclude the TO-BE behavior process for customers below:

Step 1. The customer registers a new account and log in the website.

Step 2. The customer can search the certain hair designer's homepage or insert their required service to get the corresponding suggestion rapidly.

Step 3. Leave the message to ask the details of the service.

Step 4. Make a reservation on the platform.

Step 5. Give the feedback about the service as additional information to other customers

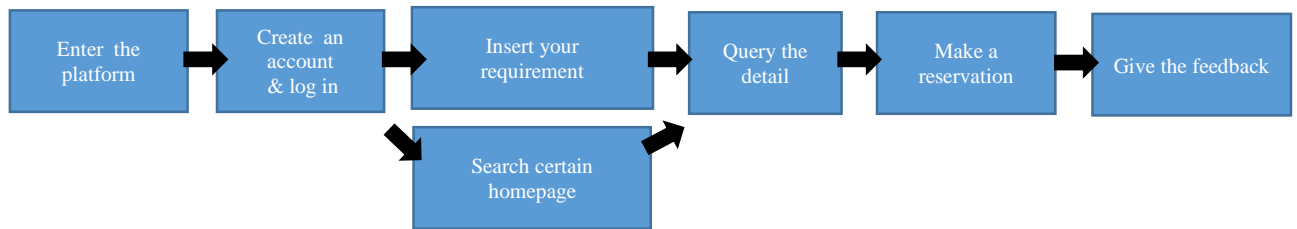


Figure 2-1. TO-BE behavior process for customers

We conclude the TO-BE behavior process for hair stylists below:

Step 1. The hair stylist registers a new account and log in the website.

Step 2. The hair stylist can update the introduction of his/her homepage and upload the works and description of the works.

Step 3. Reply the message which is left by customers.

Step 4. Check the reservation on the platform.

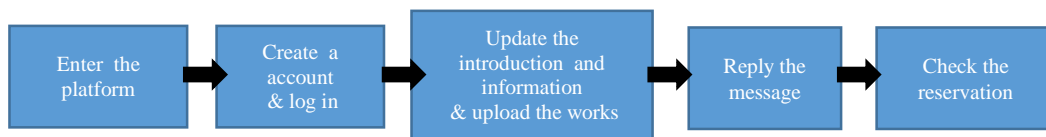


Figure 2-2. TO-BE behavior process for hair stylist

2.2.1 The drill down of update the information

The drill down of update the information in the TO-BE model is shown in the figure 3. If the customer is the first time to use the platform or wants to change information, it will modify the data including the database.

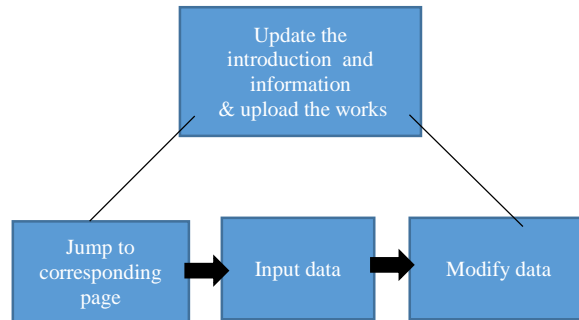


Figure 3. The drill down of update the information

2.2.2 The drill down of check the reservation

The drill down of update the information in the TO-BE model is shown in the figure 4. If the customer is the first time to use the platform or wants to change information, it will modify the data including the database.

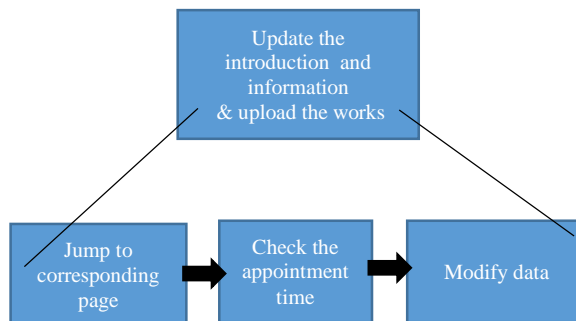


Figure 4. The drill down of update the information

3. Case Study

3.1 Data Collection

This study collect the hair stylists' information form the Internet as the users whose user type are designer. The information contains posters, introduction, and the service items. We assume they already are the users in the platform.

3.2 Homepage Establishment

In this study, the homepage is established after the users sign up and the homepage preparation. The homepages are different between the designers' and the customers' and are decided by the user type they choose during the registration.

For the homepage of the designers, there are many functions for its owner including header to the certain homepage, updating the information, checking whether there is a new reservation, writing a post, editing the posters, seeing the feedback of the service, seeing the comment, and relying the message. There are different functions for its visitor including header to the certain homepage, making a new reservation, the posters, seeing the feedback of the service, seeing the comment, and relying the message. The designers' homepage in different views are shown in figure 5.

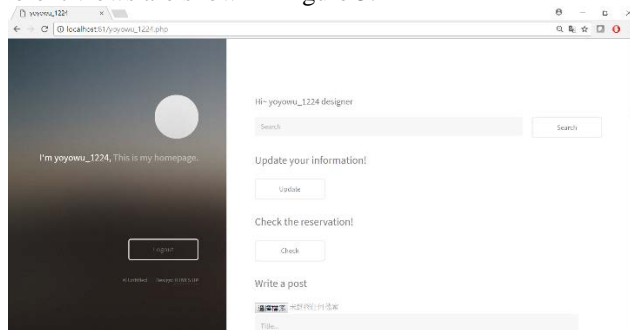


Figure 5-1. the functions of header, updating, checking the reservation in owner's view.

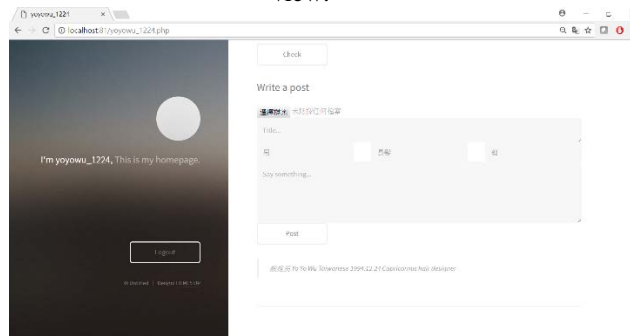


Figure 5-2. the functions of writing a post in owner's view.

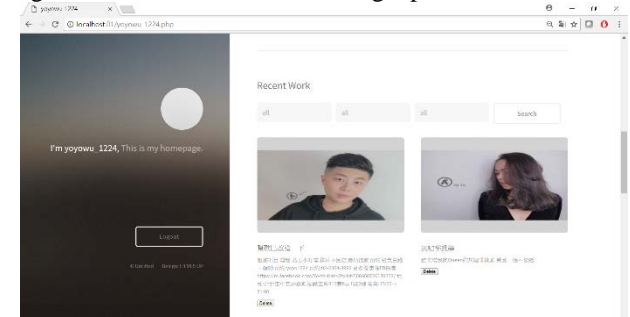


Figure 5-3. the functions of editing the posts. in owner's view.

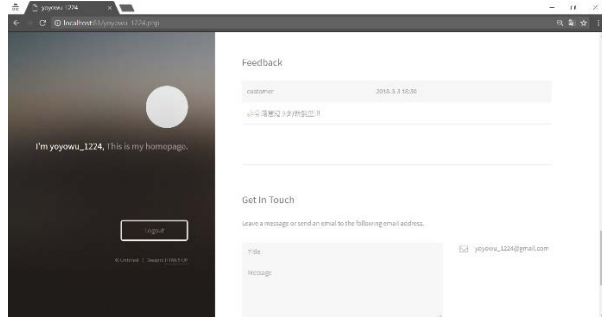


Figure 5-4. the functions of displaying feedbacks in owner's view.

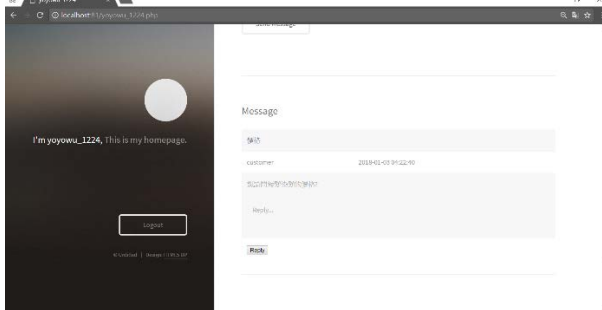


Figure 5-5. the functions of replying the message in owner's view.

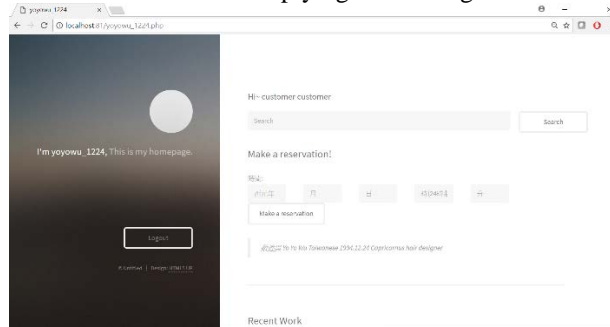


Figure 5-6. the functions of header, making a reservation in customer's view.

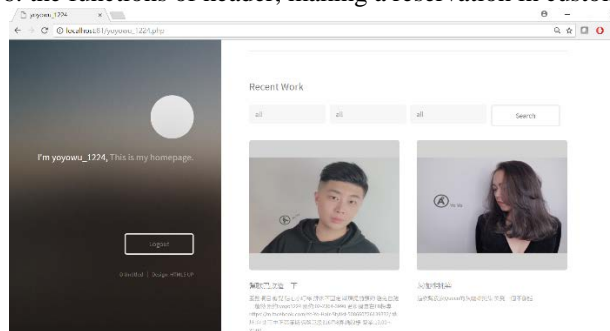


Figure 5-7. the functions of seeing the recent work in customer's view.

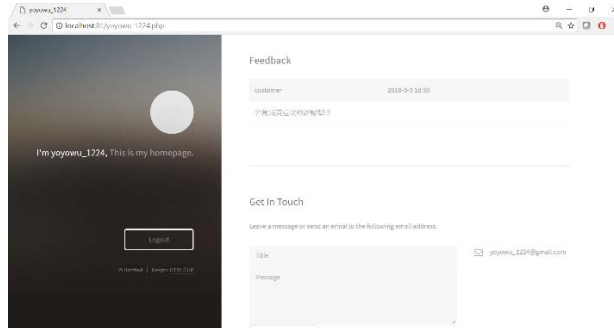


Figure 5-8. the functions of displaying feedbacks and leaving a message in customer's view.

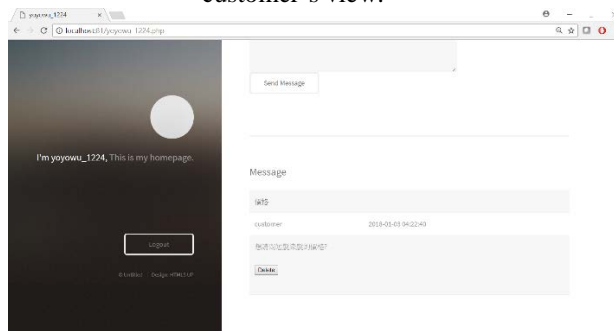


Figure 5-9. the functions of displaying feedbacks and leaving a message in customer's view

For the homepage of the customers, there are also many function for its owner including header to the certain homepage, updating the information, checking the condition of the reservation, and checking the rely of the comment. Considering the customers' privacy, the content of the homepage would not display any details to visitors. After experiencing the service, customers can deliver their feedback. The feedback will show up at the corresponding hair stylist's homepage. This helps other customers to judge the hair stylist is suitable or not. The customers' homepage in different views are shown in figure 6.

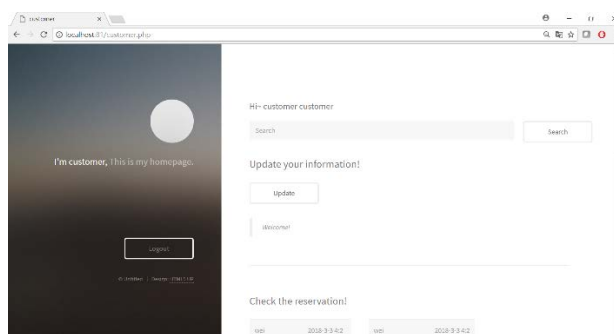


Figure 6-1. the functions of header, updating in owner's view.

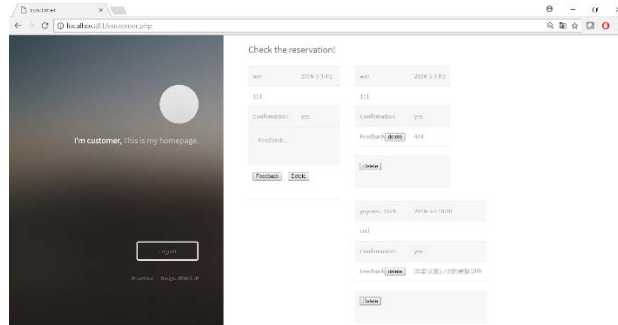


Figure 6-2. the functions of checking the reservation in owner's view.

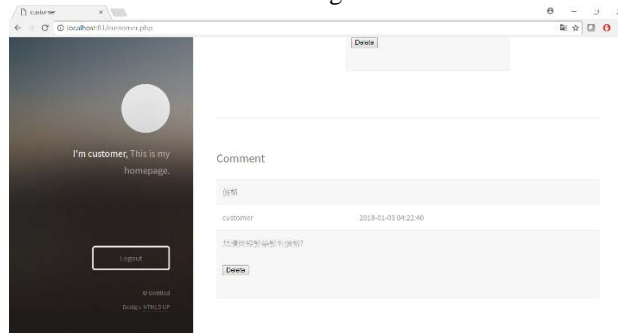


Figure 6-3. the functions of displaying the comments in owner's view.

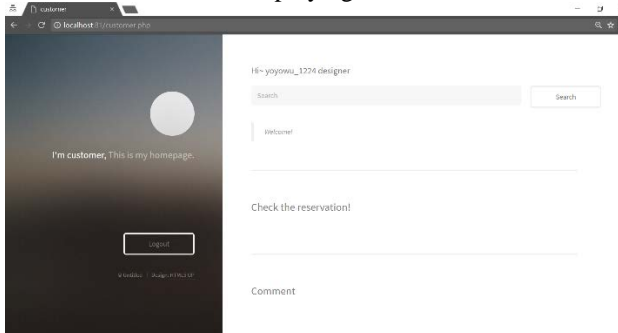


Figure 6-4. the display of the customers' homepage in visitors' view.

3.3 Integration page Establishment

For all users, there is an integration page which contains all information in the database of the platform. It helps the users who don't know which hair stylist is suitable for them to get an overview. Besides, users can insert the required service item to narrow down the range of the outputs. There are its own content and a button to go to the corresponding hair stylist in every single poster. It is convenience to knows more details and works of the interested designer.

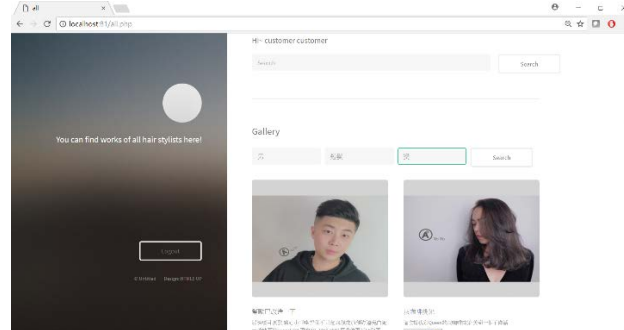


Figure 7. the display of the Integration page

3.3 Information updating interface

For all owner of the homepages, there is a button connecting the information updating page with the homepage. The page shows all your details. If users want to update it, they have to input the password simultaneously to confirm the identification of the current users. The information which you can modify includes name, profile picture, email, password, introduction, and block quote.

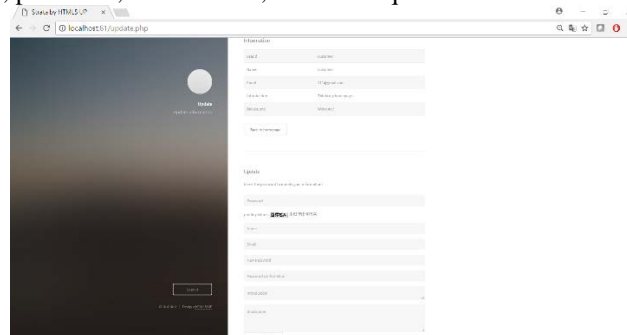


Figure 8. the display of the information updating interface

4. Conclusions

This research construct a platform integrate a large amount of the information of hair stylists and the feedbacks from the customers. It saves the customers a lot of time to search interested hair stylists from multiple personal blogs. The real condition of the service is difficult to tell from the content given by their own. On the contrary, the feedbacks from the platform are more reliable. The reservation and comment function in the platform allows users to realize the overall situation of their schedule and the unreplied message by integrating all of them together.

In the future, our research hopes to extend to more complicated requirements such as location, price, and comments which can be considered. It makes users easily to choose a better alternative under restricted condition. The history of the reservation is also an important conditions needed to be consideration. Finally, to integrate the whole process in the hair salon market, it is inevitable to cooperate with the platform which offers online payment solution.

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