ODDITY SpoiledChild App Focus Group

Target Customer Segment
Men and women aged 25-65 who are experiencing hair thinning or are concerned about hair health.

Hypotheses
Hypothesis 1: The biggest challenges associated with using hair growth serums relate to forgetting to apply the product regularly. **Hypothesis 2:** Users desire more educational content within hair care products for better understanding and usage. **Hypothesis 3:** Interactive elements such as custom scalp massages or real-time feedback would enhance user engagement with the hair care app. **Hypothesis 4:** Integration of advanced technology like AI to personalize hair care treatment would be seen as a revolutionary feature in a hair care app.

Job To Be Done

Social Perspective
- Connect with others who have similar goals and challenges: Users often feel more encouraged and committed when they are part of a community facing similar challenges. The app should enable users to share experiences, tips, and progress with peers who are also using the serum. Users want to feel recognized for their efforts and improvements. The app could provide a platform for sharing achievements like before/after photos and milestones in a public or semi-public forum, where users can receive support and positive feedback from others. The app should facilitate access to professionals (like dermatologists or trichologists) and experienced peers who can offer guidance, answer questions, and provide moral support, enhancing the user's confidence in the treatment regimen.

Emotional Perspective
- The treatment process can be anxiety-inducing, with users worried about its efficacy and the visibility of results. The app should provide emotional reassurance through regular motivational messages, success stories, and visual evidence of progress to bolster confidence and reduce anxiety. Users need to feel they are actively improving their situation rather than passively hoping for results. The app can empower users by providing detailed tracking features, personalized feedback on application techniques, and customized advice that make users feel in command of their hair health. Transform the routine of applying hair serum from a chore into a pleasurable, ritualistic activity. This could involve integrating elements such as soothing sounds, visual themes, or gamified elements that reward consistent application.

Functional Perspective
- Users need clear, concise instructions on how to properly apply the serum to maximize its effectiveness. The app should provide easy-to-follow, step-by-step tutorials and

reminders to help users apply the serum correctly every day. It's crucial for users to see tangible progress to remain motivated. The app should offer features that allow users to log daily usage, take and store periodic photos, and visualize their progress over time through graphs or timeline views. The app should fit effortlessly into the user's existing daily routine. This could be achieved through customizable notifications that remind the user to apply the serum at optimal times that align with their other daily activities. Users should be able to easily access detailed information about the A22 serum, including ingredients, potential side effects, and updates on product formulation or usage tips. This helps in building trust and ensuring that users are well-informed about the treatment they are using.

Interview Guide

Focus Group: Lindsey (26, Physical Therapist), Cat (26, Psychologist), Melissa (25, Mixed Media Journalist), Joseph (26, Investment Banker), Melina (28, Engineer), Sydney (30, Entrepreneur), and Liz (31, Business Development)

Individual Interviews: Heather (48, Yoga Instructor), Amy (63, Retired Realtor), and Brian (64, Retired Contractor)

Section 1: Understanding the Customer
- Tell me about your daily routine. How do you integrate hair care into your schedule?
- What importance does hair care hold in your daily life?
- What hair growth or care products have you used in the past?
- What has been your experience with these products?

Section 2: Pain Points
- What are the biggest challenges or frustrations you've faced while using hair growth serums or similar products?
- How do these challenges impact your motivation to continue the treatment?
- Can you describe how you typically remember or forget to use daily care products?
- What factors typically influence whether you consistently follow a hair care regimen?

Section 3: Current Solutions and Practices
- How do you currently track or remember to use your hair care products?
- What features or tools do you find helpful or unhelpful in maintaining your regimen?
- How well do you feel you understand the products you use for hair care?
- What kind of information or support do you wish you had access to?

Section 4: Mobile App Interaction and Features
- What motivates you to use an app regularly?
- What are your typical reasons for discontinuing the use of a mobile app?
- Imagine a perfect app that helps you manage your hair care routine; what features would it include?
- How would you like the app to assist you in maintaining the consistency of your hair care regimen?
- How would you feel about features such as progress tracking, before/after photo uploads, and daily reminders?
- What are your thoughts on interactive elements like custom scalp massages or real-time feedback on the application process?

- What would convince you to download and use a mobile app for hair care?
- How do you decide whether to keep using an app regularly?
- If you could suggest any innovative idea for a hair care app, what would it be?
- Are there any technologies or tools you think could revolutionize how you manage your hair growth treatment?

Closing
- Is there anything else about your hair care experience or mobile app usage that you would like to share?

Individual Interview Synthesis

Section 1: Understanding the Customer
- Across different demographics, daily routines incorporate basic to extensive hair care practices. Heather, a yoga instructor, integrates organic and rejuvenating products into her routine to maintain a youthful appearance, reflecting the high importance she places on hair care. Amy, retired and less tech-savvy, prefers straightforward products and keeps her routine minimal. Brian, also retired and somewhat tech-savvy, focuses on maintaining his existing hair due to concerns about balding. Users' experiences with hair care products are mixed, with some, like Liz and Melina, choosing specific brands for their quality, while others like Cat use whatever is readily available.

Section 2: Pain Points
- Challenges with hair care products often include their ineffectiveness or the inconvenience of using them regularly. For instance, Liz and Brian both noted that no products have produced drastic enough results to keep them motivated, which is a sentiment echoed by others who have tried various treatments with little to no noticeable effects. Users typically remember to use their hair care products by associating them with other routine activities or keeping them in visible locations. The motivation to continue using these products heavily depends on the perceived effectiveness and ease of use.

Section 3: Current Solutions and Practices
- Most interviewees did not use any formal system to track their hair care product usage, relying instead on memory and routine. Desired information includes more transparent details about what the products actually do, as voiced by Melina, who seeks clarity about the real benefits of hair care products. The simplicity of product use and its integration into daily routines are crucial for consistent use. Features like easy-access storage and reminders are valued.

Section 4: Mobile App Interaction and Features
- Engagement and integration into daily habits are primary motivators for app usage. Features that resonate well include progress tracking, reminders, and integration with other lifestyle or health apps. Discontinuation of app use typically results from boredom, lack of content, or the app becoming more of a chore. Consumers, such as Syd and Lindsey, suggest that apps need to provide continuous value, such as regular updates or engaging content, to keep them interested. Amy, however, discontinued using an app if its interface was too complicated to navigate.

Section 5: Value Proposition and Potential Solutions

- The potential for apps to significantly impact hair care routines is recognized, especially if they offer personalized, easy-to-use features that accommodate the user's lifestyle and hair care needs. Suggestions for app innovation include integration with existing lifestyle apps, detailed usage instructions tailored to the user's hair type, and advanced technologies for product recommendation. The decision to download and continue using a hair care app hinges on its ability to provide clear, tangible benefits without adding complexity to the user's life. Features such as voice commands for ease of use, as suggested by Amy, and integration with health monitoring devices, as mentioned by Melina, would be considered revolutionary.

Closing Thoughts

- Across the board, there's a clear call for hair care solutions that are not only effective but also fit neatly into users' lives, whether through enhanced product functionality, improved information transparency, or smarter, more user-friendly applications.

Overall Conclusions

Hypothesis 1: Multiple interviewees mentioned forgetting to use products as a significant challenge. They typically rely on visual cues or routine integration to remember product application, suggesting that forgetting is a primary obstacle to consistent product usage.

Hypothesis 2: Respondents expressed a desire for more transparent information about what products do and how they work. There's a clear need for educational content that helps users understand product benefits and applications, indicating that this hypothesis is proven.

Hypothesis 3: Users showed interest in features that provide real-time feedback and personalized advice. Features like custom scalp massages were specifically mentioned as appealing, suggesting that interactive elements would likely increase engagement and make the app more valuable to users.

Hypothesis 4: Although not directly mentioned in every interview, the interest in personalized features and technology integration (like linking with other lifestyle or health apps) supports the idea that using AI to personalize treatments would be highly valued. Respondents favored app functionalities that adapt to their personal routines and conditions, which AI could facilitate.