Halo Hair

THE APP FOR NATURAL HAIR

An all-in-one app empowering black folk in their natural hair care.

App features:

- Product reviews and ingredient lists
- Q&A forum
- Live advice sessions
- Basic hair care guides
- Styling tutorials

For people with transitioning and natural 4a, 4b and 4c hair.

BLACK HAIR IS GOOD HAIR
OUR PURPOSE

- To foster pride and respect for natural hair
- To support black folk in pursuit of healthy hair
- To support quality black-owned and black-run hair brands
- To build a vibrant, uplifting community of black women who share our mission
- To rethink the vocabulary that surrounds our natural hair (nappy, unprofessional, unruly etc.)

Ultimate goal: To help black folk achieve mental wellbeing through pride in their appearance
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- Have your questions answered
- Connect with a vibrant community
- View product reviews
- Search by ingredients and type
- View and receive live advice and support
- Learn the basics of black hair care
- View sample wash day routines
- View styling tutorial videos
- Upload your own

Forum
Tutorials
Products
Learn
Live
Privacy in mind
• Profiles only contain first name and, optionally, city
• Sharing personal information is discouraged

User engagement
• Allow users to monetize their popular tutorial uploads
• Users can both give and receive advice, creating a symbiotic community
• Users can engage as much or as little as they want

Economic Model
• Hair products, suppliers and salons that meet certain quality standards can apply to advertise
• They are still subject to reviews

HOW IT WORKS
By and for black folk
• Users can select an avatar that reflects their appearance
• Tutorial videos require written instructions to promote accessibility
• Products are given a score from 1 to 10 based on whether the business is black-owned or black-run
• App support is carried out by an all-black team that understands and supports the larger mission
• "Learn" section provides a gentle, comprehensive introduction to natural hair for beginners

Building Community
• The forum allows users to share anecdotes, ask questions, share photos of their hairstyle attempts etc.
• Users can join different streams for their unique hair care concerns
• Reaction buttons such as a thumbs up, clapping, and heart-eyes can be used to celebrate achievements and milestones
• Community guidelines enforce a policy of uplifting, positive energy. Soft guidelines include: no harmful hair vocabulary, a focus on positive feedback over criticism. Hard guidelines include: no cyberbullying or hateful conduct, following Twitter's model
• Users can report misconduct for review by a staff member. A strike system will be used for penalties, ultimately resulting in being banned from the app.
• Staff members will be present in large streams to set the tone for discussions
• Live sessions allow for one-on-one connection and are carried out through third-party apps