

ABSTRACT

Hair care and styling are important aspects of daily life that contribute to an individual's identity and self-confidence. However, limited access to accurate information about hair care and styling remains an obstacle for most people. The research method refers to the five-step design thinking framework developed by Stanford d.school (2010), with a philosophical foundation according to Tim Brown (2009). Data collection techniques were carried out through interviews, observations, questionnaires, and literature studies. The analysis was carried out using the comparison matrix method, user persona, empathy map, and user journey as a solution in hair care and styling with a user needs-based approach. The results of this research are expected to provide innovative solutions in the hair care and styling industry by providing services that are more personalized, informative, and easily accessible to users.

Keywords: *Design Thinking, Mobile Application, Hair Styling, Hair Care*