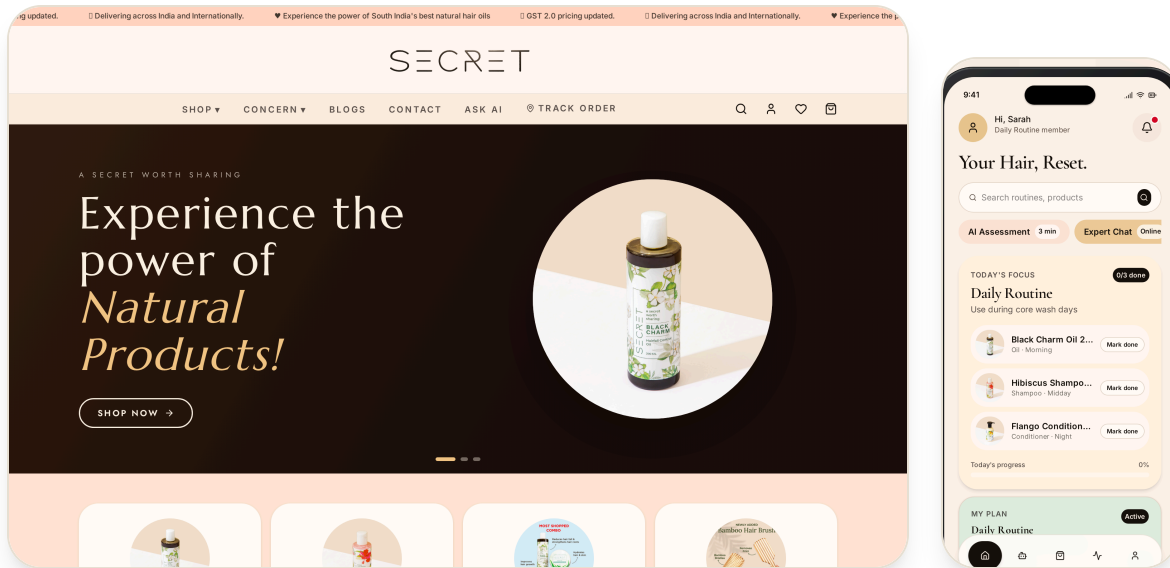




The Secret Hair Care

Proposal — Intelligent Hair Care & Tracking Platform

Interactive Prototype is hosted at
<https://secrethaircare.online>



This proposal strategically leverages prototype screens and representative data to enhance the visualization and clearly articulate the functionality and value of each module.

Introduction

Dear Team,

Thank you for the opportunity to present this proposal. We appreciate the trust extended to us and recognize the strategic importance of this initiative in revolutionizing personal hair care through data, tracking, and personalized routines.

Our agency specializes in designing and delivering AI-driven consumer platforms for complex, highly personalized journeys — particularly where health, wellness, and e-commerce intersect. Through our analysis of the *The Secret Hair Care* prototype, it is clear that the modern consumer struggles with generic hair care advice, fragmented routines, and a lack of measurable progress tracking. Addressing this requires a unified, intelligent system connecting assessment, personalized routines, progress tracking, and product discovery into a single ecosystem.

This proposal is guided by four principles:

- Hyper-Personalization — routines built around real individual hair profiles, not generic demographics.
- Visual Validation — seamless photo tracking and side-by-side comparisons to prove product efficacy.
- Frictionless UX — an intuitive, mobile-first design that builds daily habits effortlessly.
- Embedded Intelligence — AI insights integrated into product recommendations and routine adjustments.

Warm regards,

The Development Team

1. Executive Summary

We propose to design and implement **The Secret Hair Care**, a cloud-based, AI-enhanced ecosystem that transforms how users understand, manage, and track their hair health. The platform is divided into four dedicated interfaces: **Consumer Mobile App**, **Consumer Web App**, **Expert's Panel**, and **Admin Panel**.

The unified user flow:

Assess Profile → Generate Routine → Track Progress → Analyze Results → Recommend Adjustments

Expected Outcomes

- +40% increase in routine adherence via smart scheduling and push reminders.
- Highly engaged user base — the visual progress tracker creates a powerful weekly habit loop.
- Data-driven product sales through algorithm-matched recommendations based on porosity, density and scalp health.

2. Understanding of Business & Current Challenges

The platform operates at the intersection of three verticals:

1. Personal Grooming & Wellness
2. Habit Tracking & Analytics
3. E-commerce / Product Discovery

Key Challenges Identified

- Fragmented routine management — users track wash days and treatments in their head or generic note apps, leading to missed treatments and stalled progress.
- Lack of visual proof — without a dedicated visual timeline, users lose motivation between Day 1 and Day 60.
- Product confusion — users don't know their porosity or scalp type and end up with incompatible products that cause buildup or breakage.
- No feedback loop — generic platforms can't adapt routines as a user's hair transitions from damaged to healthy.

3. Solution Overview — The Secret Hair Care

The Secret Hair Care is designed as an intelligent ecosystem connecting assessment, scheduling, professional consultation, and product discovery into a single habit-building engine.

Core Capabilities

- **Smart Profile Assessment** — comprehensive onboarding capturing hair type (1A to 4C), porosity, scalp condition, goals and environmental factors.
- **Dynamic Routine Builder** — automatically translates the profile into a weekly schedule with wash days, deep conditioning, oiling and trims.
- **Visual Journey Tracker** — secure private photo diary with grid overlays to visualize length retention and thickness improvements.
- **Expert Guidance** — dedicated channel for trichologists and hair experts to review progress, tweak AI routines and prescribe products.

4. End-to-End Workflow

1. **Onboarding & Assessment** — quiz on current hair state, past chemical treatments and goals.
2. **Routine Generation** — algorithm produces a personalized 30-day calendar.
3. **Daily Execution** — gentle push reminders for today's tasks (e.g. "Scalp Massage — 5 mins" or "Clarifying Wash Day").
4. **Logging & Tracking** — user logs completion and uploads bi-weekly progress photos to The Journey.
5. **Expert / Algorithm Adjustment** — system or assigned expert reviews data and adjusts the routine dynamically.
6. **Product Discovery** — user shops for or discovers new products exactly when their routine calls for them.

5. Solution Architecture

- **Frontend** — a responsive web dashboard for management and planners, paired with a mobile app designed for on-the-floor staff to update statuses and receive alerts instantly.
- **Backend** — secure, highly scalable cloud-based microservices that ensure if one module (like ordering) experiences heavy traffic, it doesn't slow down the rest of the platform.
- **Database** — MongoDB for flexible user profiles, routines and product catalogs with secure cloud storage for the private photo gallery.
- **Stack** — full-stack MERN (MongoDB, Express, React, Node) for a single, unified JavaScript codebase across web, mobile and server.
- **Intelligence Layer** — custom algorithms mapping hair types and concerns to structured routines and ingredient lists.

6. Product Experience & Application Interfaces

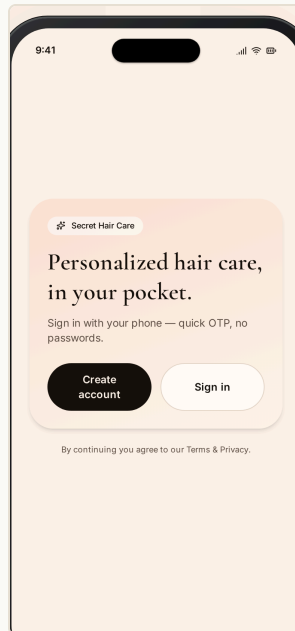
To deliver a comprehensive ecosystem, the platform is divided into four distinct portals, each tailored to its specific user persona. The screenshots that follow are taken directly from the live interactive prototype.

6.1 Consumer Mobile App (PWA)

The daily companion for end-users, optimized for on-the-go tracking and bathroom usage.

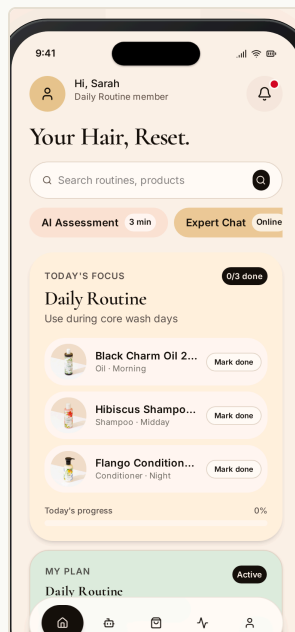
- Welcome & OTP Sign-in — phone-first, password-less authentication; signup captures full name, email and phone in three short steps.
- Today's Dashboard — greeting, hair-health streak and Today's Focus checklist (pre-poo, wash, deep condition) with quick actions.
- AI Hair Assessment — adaptive quiz on porosity, density, scalp condition, chemical history and goals; produces the user's Hair ID.
- Shop & Product Cabinet — Hair-ID-filtered catalog with concern, type and category filters, wishlist, cart and Razorpay-style checkout (UPI · Card · Netbanking).
- The Journey (Tracking) — photo diary with grid overlays, Compare slider between any two dates and consistency metrics.
- Profile & Subscriptions — saved address, order history, active subscription plan, expert chat, notifications and support FAQ.

Consumer Mobile App — Screens



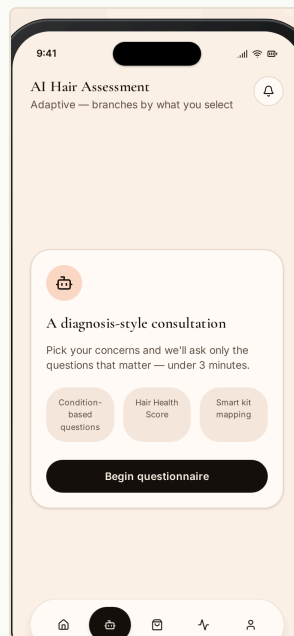
Welcome & Sign-in

Frictionless OTP-first onboarding — 'Personalized hair care, in your pocket'. Two clear paths: Create account or Sign in.



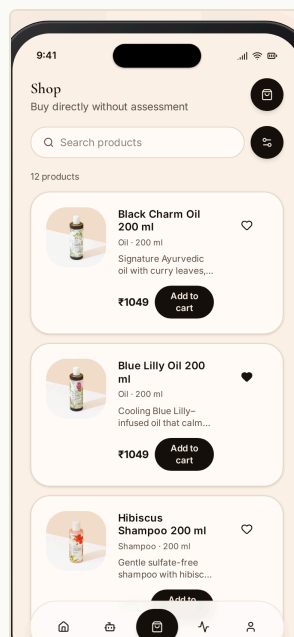
Today's Dashboard

Daily greeting, hair-health streak, Today's Focus checklist (pre-poo, wash, deep condition) and quick actions.



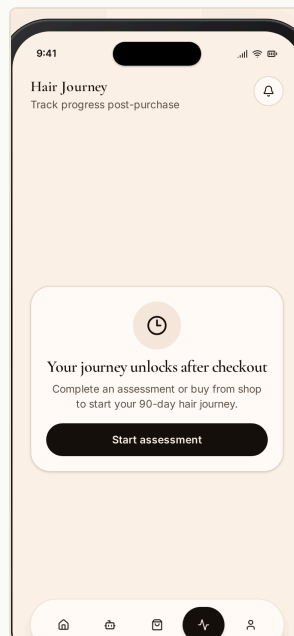
AI Hair Assessment

Adaptive quiz – porosity, density, scalp condition, chemical history and goals – produces the user's Hair ID.



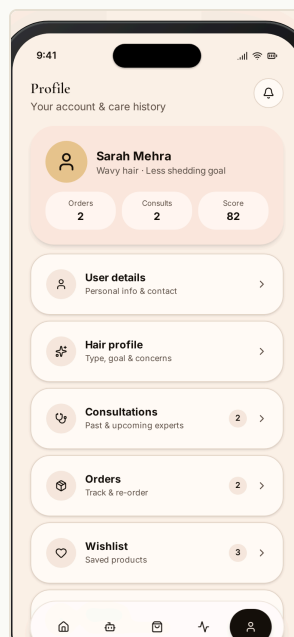
Shop & Product Cabinet

Catalog filtered by Hair ID, with concern/category filters and the user's wishlist and cart.



The Journey – Tracking

Photo diary with grid overlays, Compare slider between two dates and consistency metrics.



Profile & Subscriptions

Account, saved address, orders, active subscription plan, support and notifications.

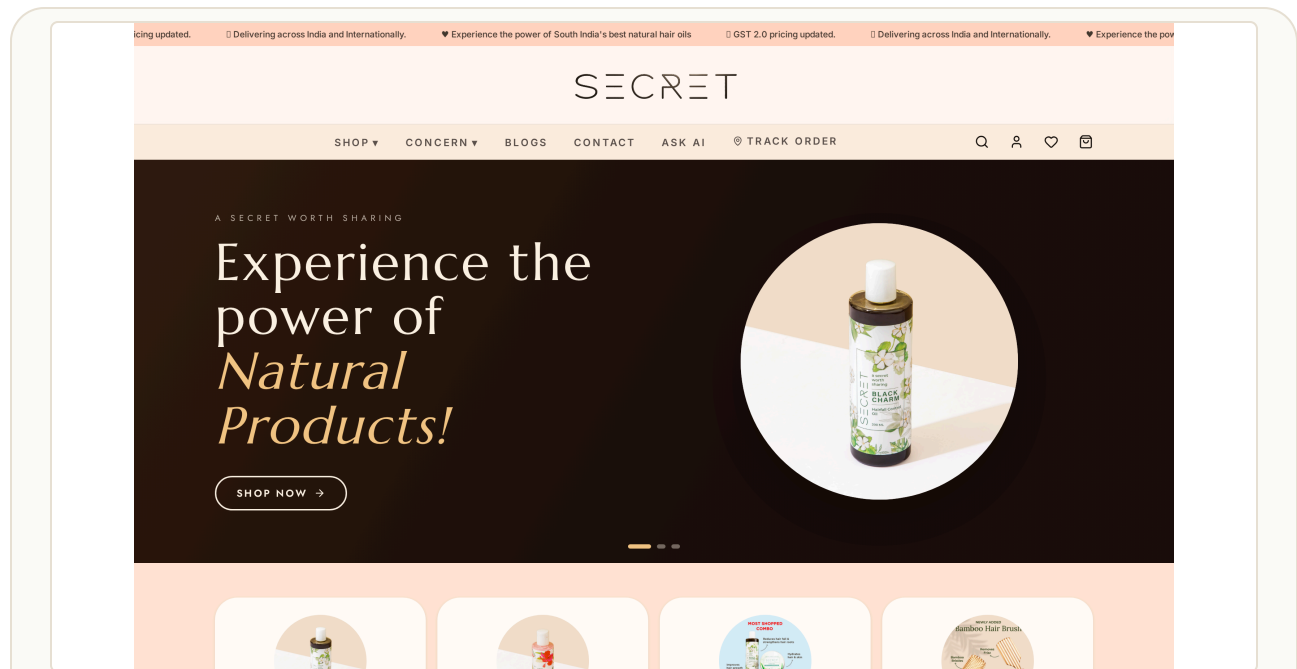
6. Product Experience (cont.)

6.2 Consumer Web App

The desktop hub for deep-dive analytics, shopping, and long-term planning.

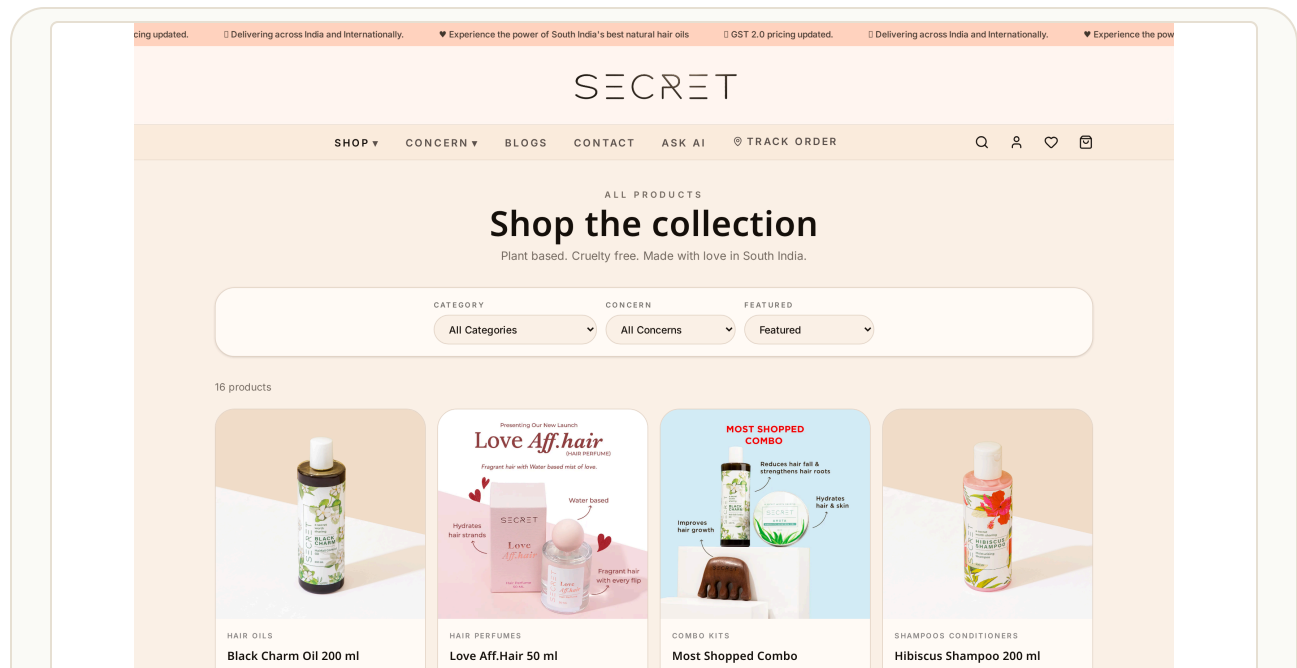
- Storefront & Brand — premium responsive home with hero, brand story and gateways into Shop, Ask-AI and the Journal.
- Shop, Categories & Concern Hubs — global catalog plus curated category and concern landing pages (e.g. Hair Fall) bundling routines, products and content.
- Product Detail — ingredient transparency, reviews, recommended-with picks and add-to-cart with one-tap subscription.
- Cart, Checkout & Order Tracking — single-page checkout with applied coupons and shipping estimate; live order status and carrier ETA from the account.
- Account & Hair ID — saved profile, addresses, order history, active subscription and the user's Hair ID card.
- Ask AI — conversational assistant that answers questions and turns the quiz into an instant personalized routine.
- Journal & Reviews — internal SEO blog content, plus verified reviews with photos and ratings breakdown.
- About & Contact — brand story and direct support channels.

Consumer Web App — Screens



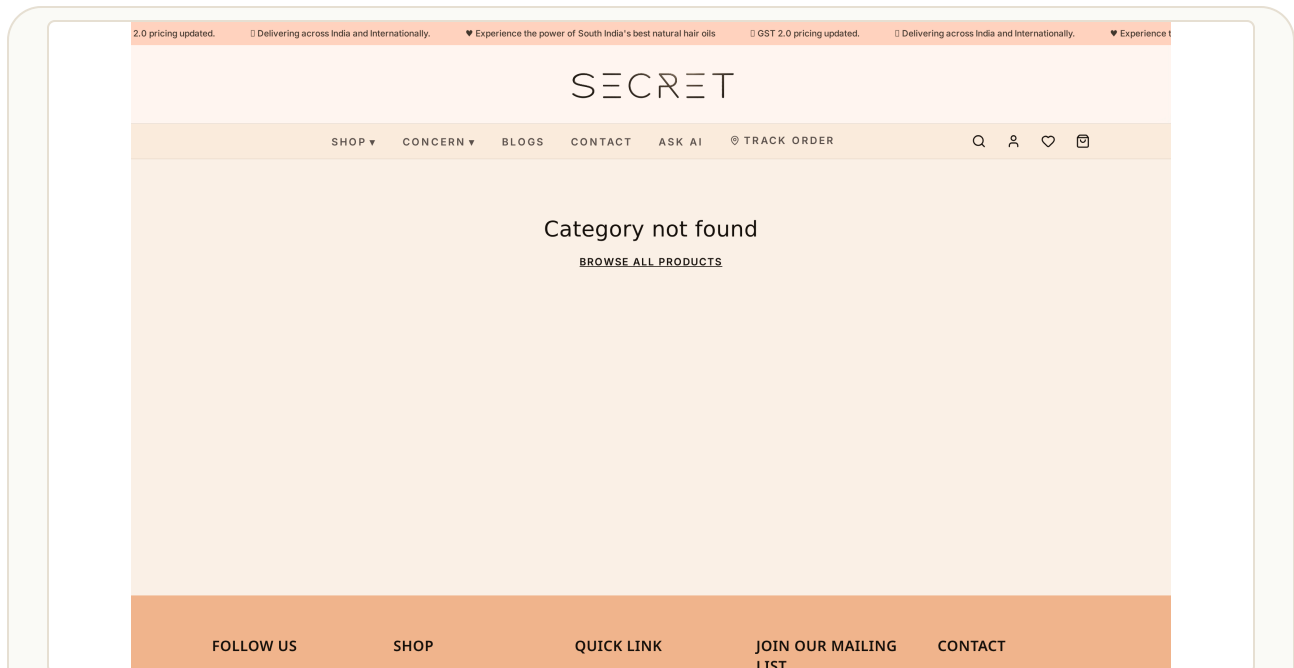
Home / Storefront

Premium responsive landing – hero, brand story and gateways into Shop, Ask-AI and the Journal.



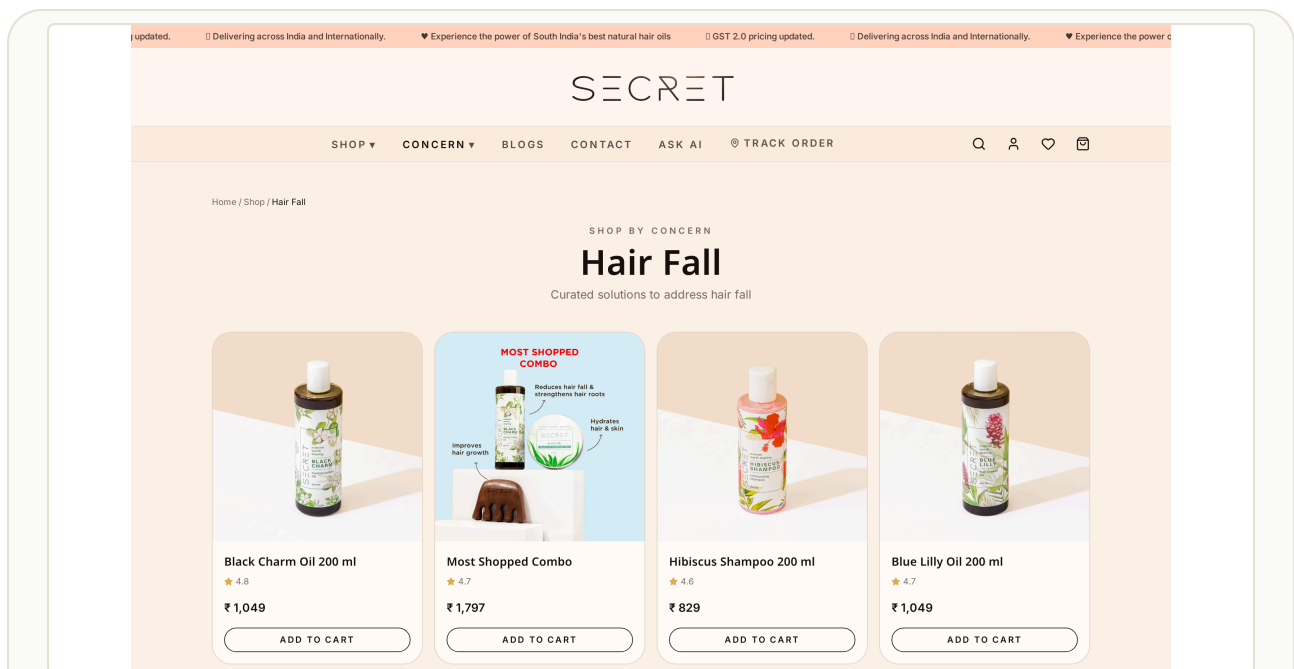
Shop – Product Matchmaker

Global catalog filtered by the user's Hair ID – only compatible products surface, with Ingredient Decoded highlights.



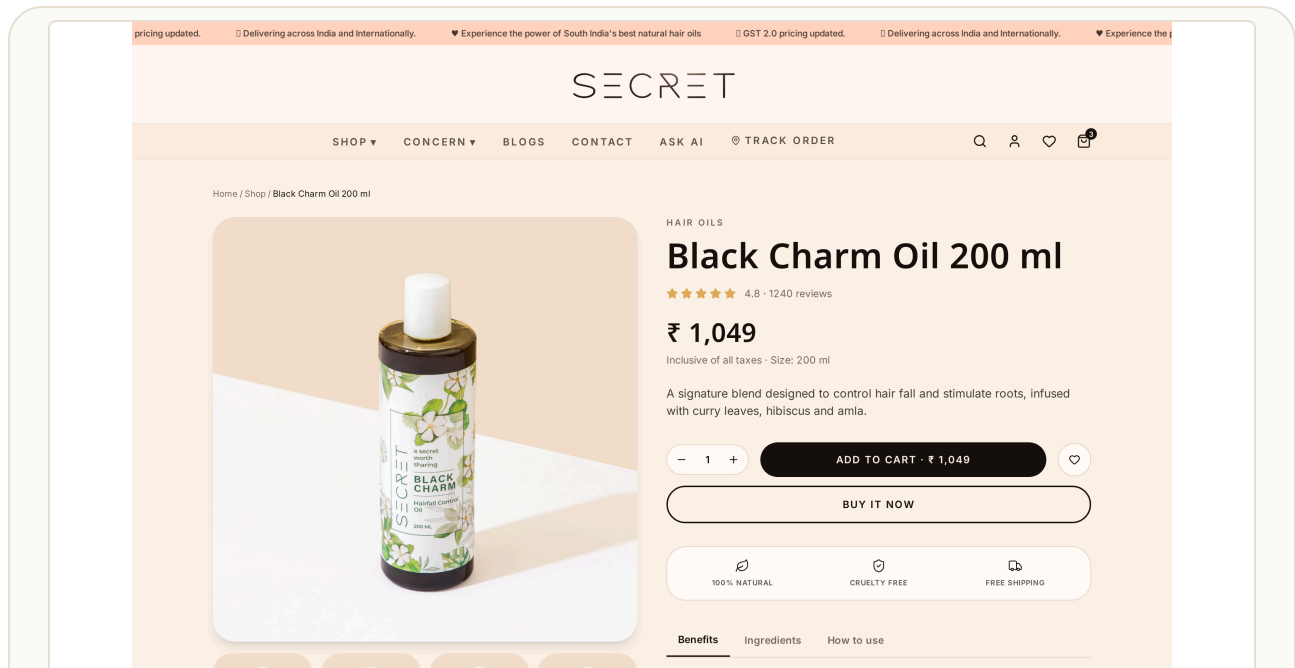
Category Page

Curated category browsing (Treatments, Oils, Cleansers) with concern, type and price filters.



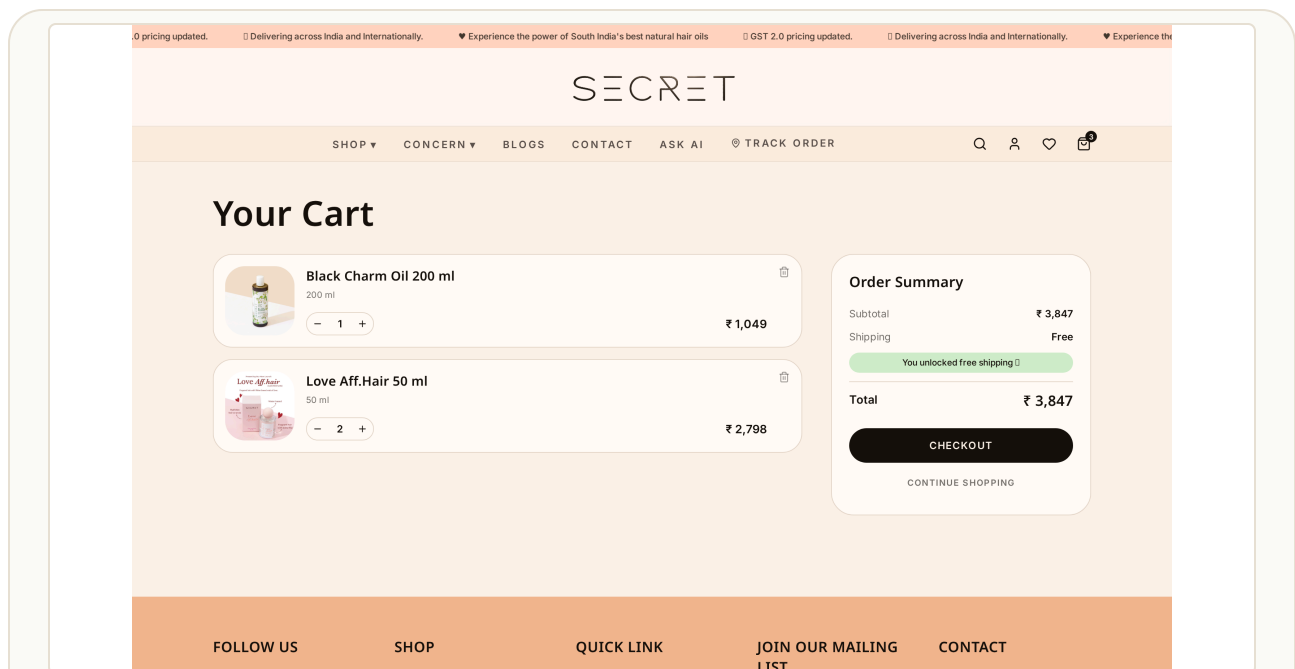
Concern Hub

Concern-driven landing pages (e.g. Hair Fall) bundling routines, products and journal content.



Product Detail

Ingredient transparency, reviews, recommended-with picks and add-to-cart with subscription option.



Cart

Editable cart with applied coupons, shipping estimate and progress to free-delivery threshold.

pricing updated. Delivering across India and Internationally. Experience the power of South India's best natural hair oils GST 2.0 pricing updated. Delivering across India and Internationally. Experience the po

SECRET

SHOP CONCERN BLOGS CONTACT ASK AI TRACK ORDER

Checkout

1 CONTACT 2 ADDRESS 3 PAYMENT

Contact information

EMAIL
you@example.com

PHONE
+91 98765 43210

CONTINUE TO ADDRESS

Order Summary

Black Charm Oil 200 ml Qty 1	₹ 1,049
Love Aff.Hair 50 ml Qty 2	₹ 2,798
Subtotal	₹ 3,847
Shipping	Free
Total	₹ 3,847

Secure encrypted checkout

FOLLOW US SHOP QUICK LINK JOIN OUR MAILING LIST CONTACT

Checkout

Single-page checkout – address, payment (UPI / card / netbanking) and order summary.

pricing updated. Delivering across India and Internationally. Experience the power of South India's best natural hair oils GST 2.0 pricing updated. Delivering across India and Internationally. Experience the po

SECRET

SHOP CONCERN BLOGS CONTACT ASK AI TRACK ORDER

ORDER TRACKING

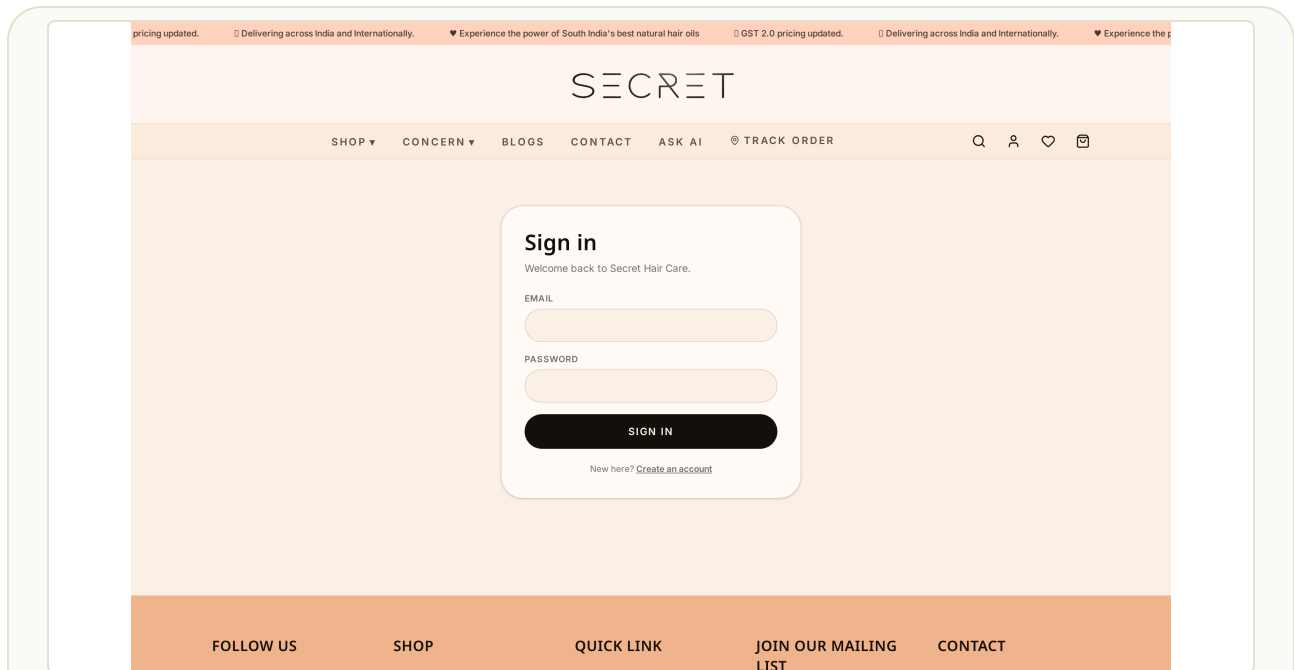
Track your order

Q Enter your order ID (e.g. SH12345) TRACK

FOLLOW US SHOP QUICK LINK JOIN OUR MAILING LIST CONTACT

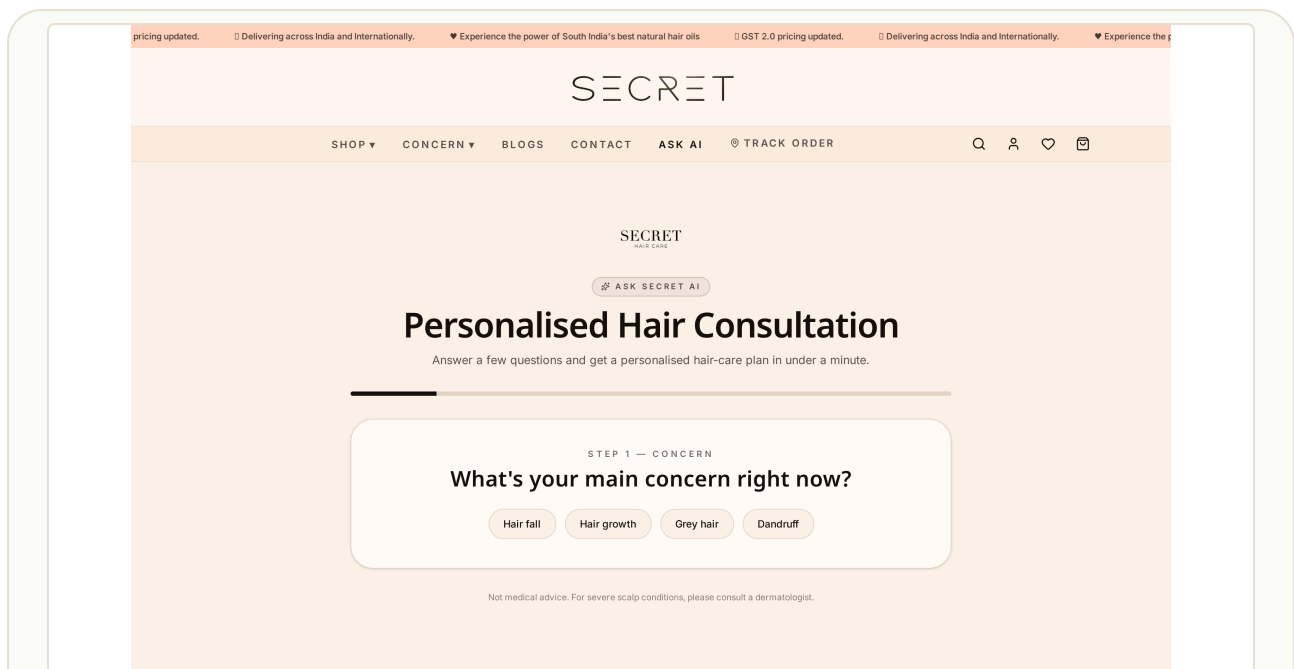
Order Tracking

Real-time order status, carrier tracking and delivery ETA from the user's account.



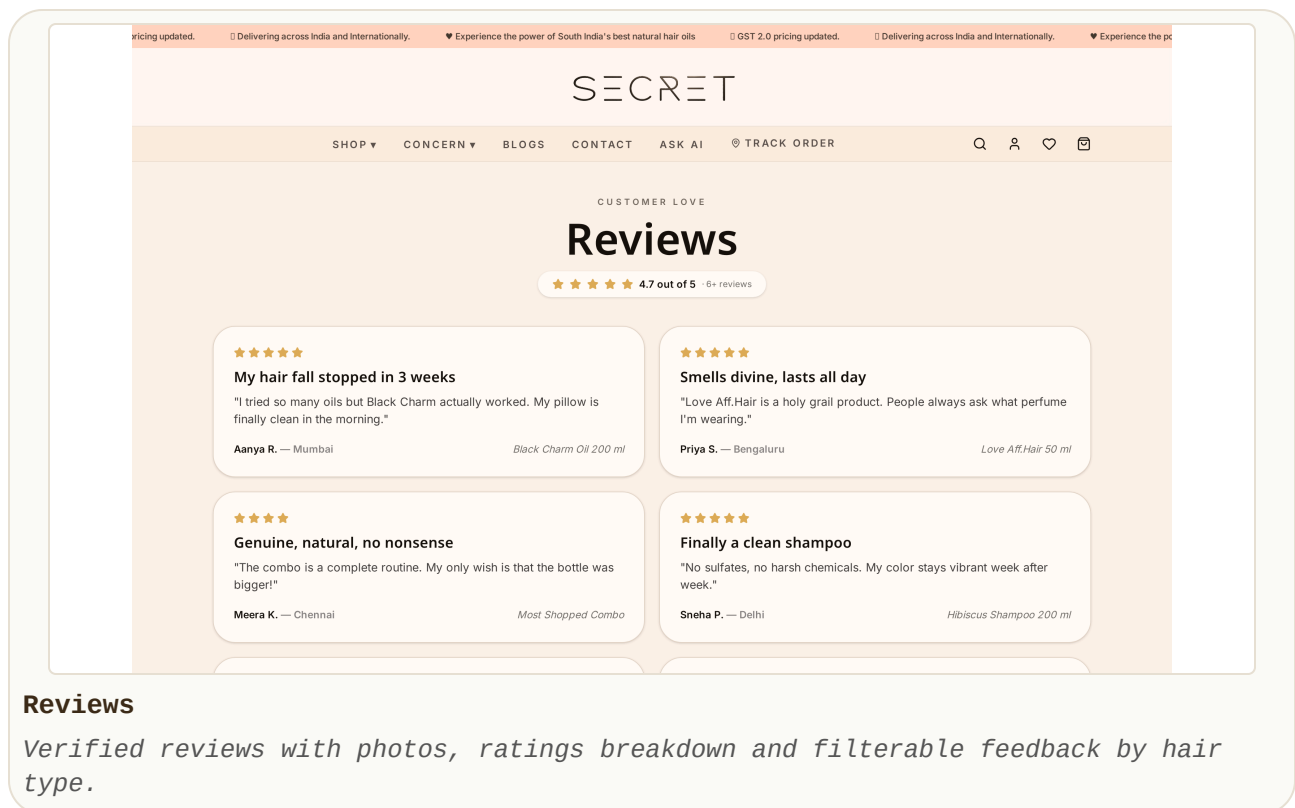
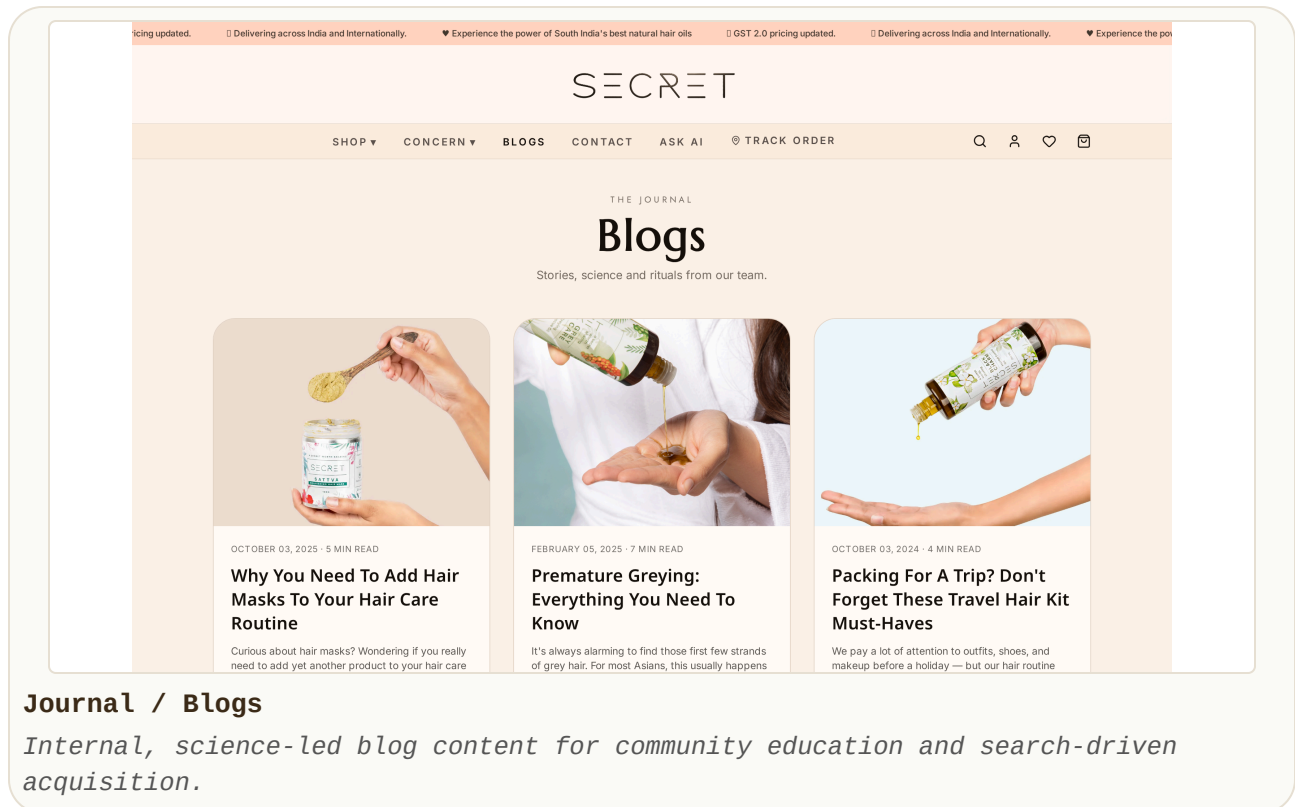
Account / Hair ID

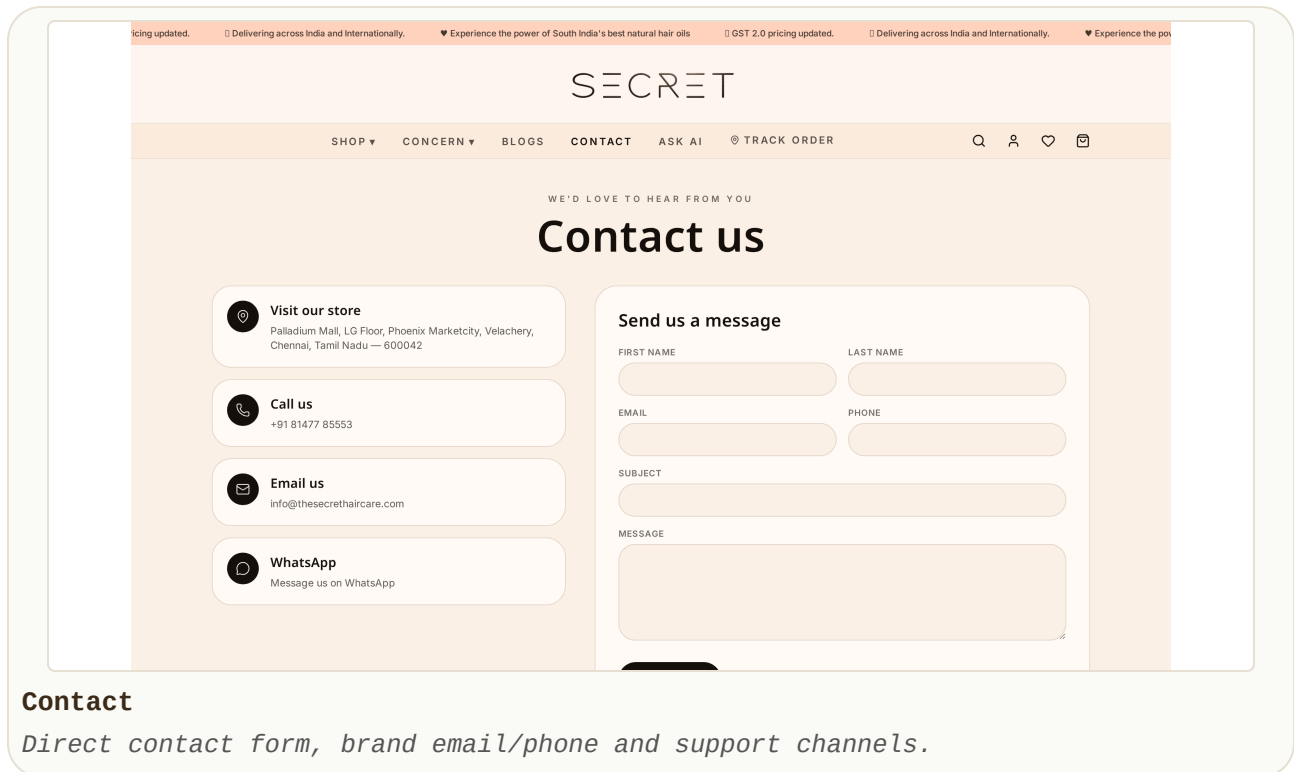
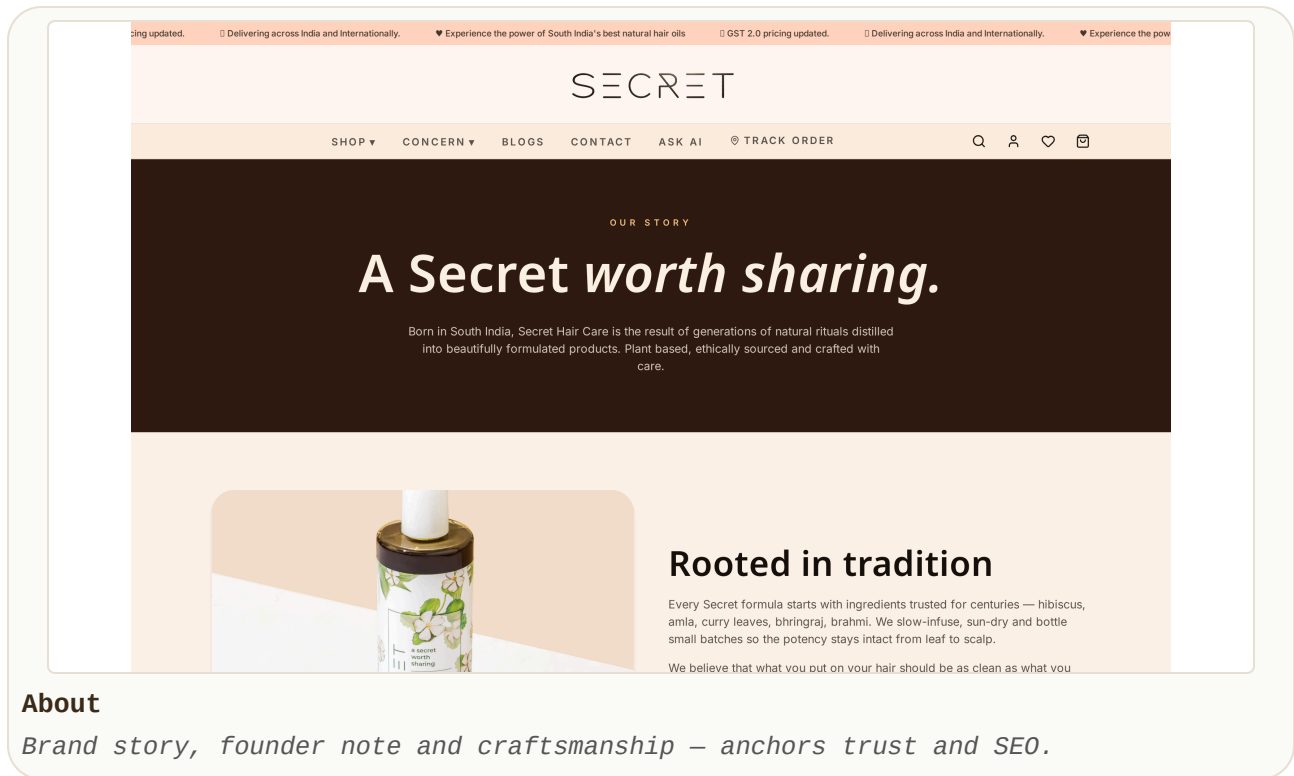
Customer profile, saved addresses, order history, active subscription and Hair ID card.



Ask AI

Conversational assistant – answers questions and turns the quiz into an instant personalized routine.





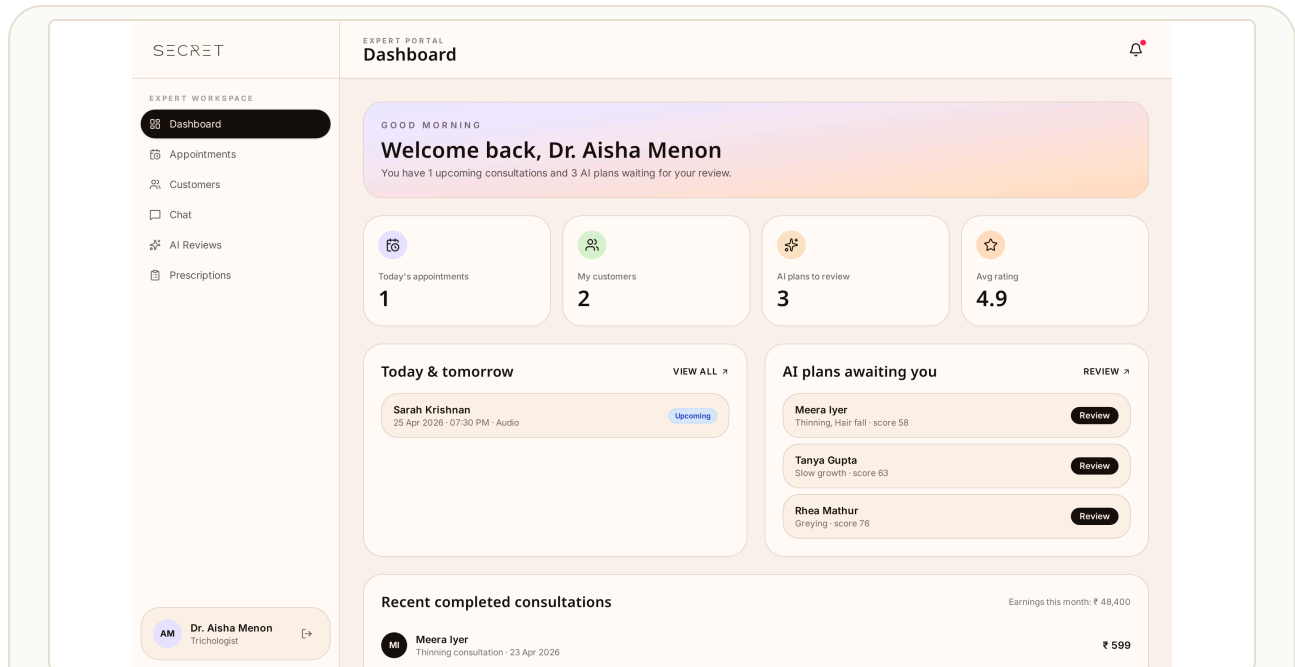
6. Product Experience (cont.)

6.3 Expert's Panel

The professional portal for Trichologists, Stylists and Dermatologists to monitor and guide clients.

- Dashboard — high-level view of all assigned clients with alerts for falling consistency or adverse reactions.
- Appointments — calendar of consultations, reschedules and follow-ups across video, chat and phone.
- Client Portfolio — Hair IDs, complete quiz results, chemical history and active routines per client.
- Prescriptions & Routine Editor — override AI routines, add custom treatments or swap products with full notes.
- Client Chat — secure 1:1 messaging synced with the consumer app's expert channel.
- AI Review — inspect AI-generated routines for assigned clients and approve, edit or override.
- Earnings — per-consultation revenue, pending payouts and tax-ready statements.

Expert's Panel — Screens



The Expert Dashboard is a high-level client view for Dr. Aisha Menon, a Trichologist. It features a sidebar with navigation options: Dashboard, Appointments, Customers, Chat, AI Reviews, and Prescriptions. The main content area includes a welcome message, a summary of today's appointments (1), my customers (2), AI plans to review (3), and an average rating of 4.9. It also displays a list of AI plans awaiting review, including Meera Iyer, Tanya Gupta, and Rhea Mathur. Recent completed consultations are shown, including a thinning consultation for Meera Iyer. The dashboard also displays earnings for this month as ₹ 48,400 and ₹ 599.

SECRET

EXPERT WORKSPACE

- Dashboard
- Appointments
- Customers
- Chat
- AI Reviews
- Prescriptions

EXPERT PORTAL

Dashboard

GOOD MORNING

Welcome back, Dr. Aisha Menon

You have 1 upcoming consultations and 3 AI plans waiting for your review.

Today's appointments
1

My customers
2

AI plans to review
3

Avg rating
4.9

Today & tomorrow [VIEW ALL](#)

Sarah Krishnan
25 Apr 2026 - 07:30 PM - Audio [Upcoming](#)

AI plans awaiting you [REVIEW](#)

Meera Iyer
Thinning, Hair fall - score 58 [Review](#)

Tanya Gupta
Slow growth - score 63 [Review](#)

Rhea Mathur
Greying - score 76 [Review](#)

Recent completed consultations

Meera Iyer
Thinning consultation - 23 Apr 2026 [View](#)

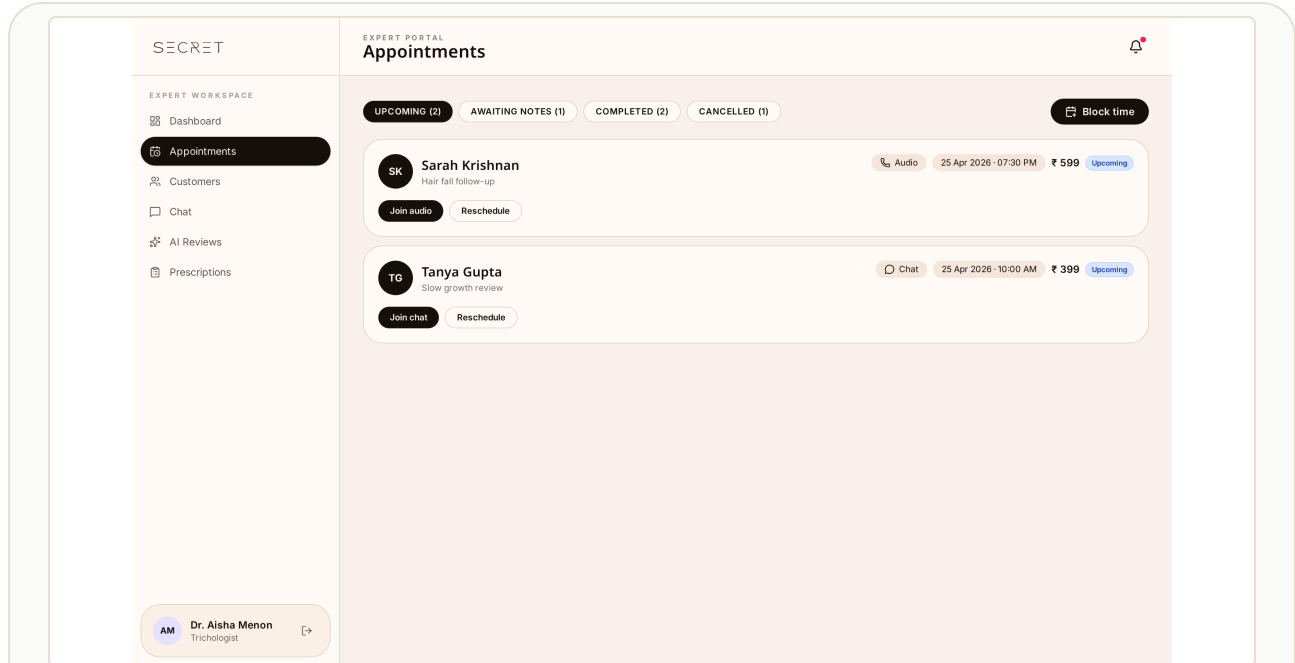
Earnings this month: ₹ 48,400

₹ 599

Dr. Aisha Menon
Trichologist

Expert Dashboard

High-level client view with alerts for falling consistency or reported reactions.



The Appointments screen shows a calendar of consultations, reschedules, and follow-ups across video, chat, and phone. It features a sidebar with navigation options: Dashboard, Appointments, Customers, Chat, AI Reviews, and Prescriptions. The main content area includes a filter for upcoming appointments (2), awaiting notes (1), completed (2), and cancelled (1). It displays a list of appointments, including Sarah Krishnan (Hair fall follow-up) and Tanya Gupta (Slow growth review). The appointments are categorized by type (Audio, Chat) and time (25 Apr 2026 - 07:30 PM, 25 Apr 2026 - 10:00 AM). The appointments are also categorized by status (Upcoming, Completed, Cancelled). The appointments are also categorized by price (₹ 599, ₹ 399).

SECRET

EXPERT WORKSPACE

- Dashboard
- Appointments
- Customers
- Chat
- AI Reviews
- Prescriptions

EXPERT PORTAL

Appointments

UPCOMING (2) **AWAITING NOTES (1)** **COMPLETED (2)** **CANCELLED (1)** [Block time](#)

SK Sarah Krishnan
Hair fall follow-up [Audio](#) 25 Apr 2026 - 07:30 PM [₹ 599](#) [Upcoming](#)

[Join audio](#) [Reschedule](#)

TG Tanya Gupta
Slow growth review [Chat](#) 25 Apr 2026 - 10:00 AM [₹ 399](#) [Upcoming](#)

[Join chat](#) [Reschedule](#)

Dr. Aisha Menon
Trichologist

Appointments

Calendar of consultations, reschedules and follow-ups across video, chat and phone.

SECRET

EXPERT WORKSPACE

Dashboard

Appointments

Customers

Chat

AI Reviews

Prescriptions

AM

Dr. Aisha Menon

Trichologist

[+]

EXPERT PORTAL

Customers

Q Search customers

My customers

2 active customers assigned to you

SK

Sarah Krishnan

Mumbai

72

AI SCORE

Wavy

Hair fall

Smart Refill

ORDERS 6

SPENT ₹ 12,480

Chat

MI

Meera Iyer

Chennai

58

AI SCORE

Wavy

Thinning

Smart Refill

ORDERS 9

SPENT ₹ 18,770

Chat

Other customers in the network

Visible for cross-coverage and second opinions

AR

Aanya Reddy

Bengaluru

81

AI SCORE

Curly

Frizz

Complete Recovery

ORDERS 4

SPENT ₹ 8,140

Chat

PS

Priya Sharma

Delhi

65

AI SCORE

Straight

Dryness

ORDERS 2

SPENT ₹ 3,240

Chat

SP

Sneha Patel

Ahmedabad

70

AI SCORE

Curly

Dandruff

ORDERS 3

SPENT ₹ 5,980

Chat

RM

Rhea Mathur

Hyderabad

76

AI SCORE

ORDERS

SPENT

Chat

TG

Tanya Gupta

Pune

63

AI SCORE

ORDERS

SPENT

Chat

KN

Kavya Nair

Kochi

84

AI SCORE

ORDERS

SPENT

Chat

Client Portfolio

Detailed Hair IDs, quiz results, chemical history and active routines per client.

SECRET

EXPERT WORKSPACE

Dashboard

Appointments

Customers

Chat

AI Reviews

Prescriptions

AM

Dr. Aisha Menon

Trichologist

[+]

EXPERT PORTAL

Prescriptions

Prescription plans you've authored — customers see these directly inside the mobile app.

+ New prescription

RX-1 - 23 APR 2026

Sarah Krishnan

Issued by Dr. Aisha Menon

Black Charm Oil 200 ml

Apply 2x weekly, leave overnight, wash next morning.

Hibiscus Shampoo 200 ml

Sulfate-free wash 2x a week.

Blue Lilly Oil 100 ml

1 capsule daily after breakfast for 60 days.

Next review: 21 May 2026

Send to customer

RX-2 - 20 APR 2026

Meera Iyer

Issued by Dr. Aisha Menon

Blue Lilly Oil 200 ml

Apply growth serum nightly to scalp partings.

Blue Lilly Oil 100 ml

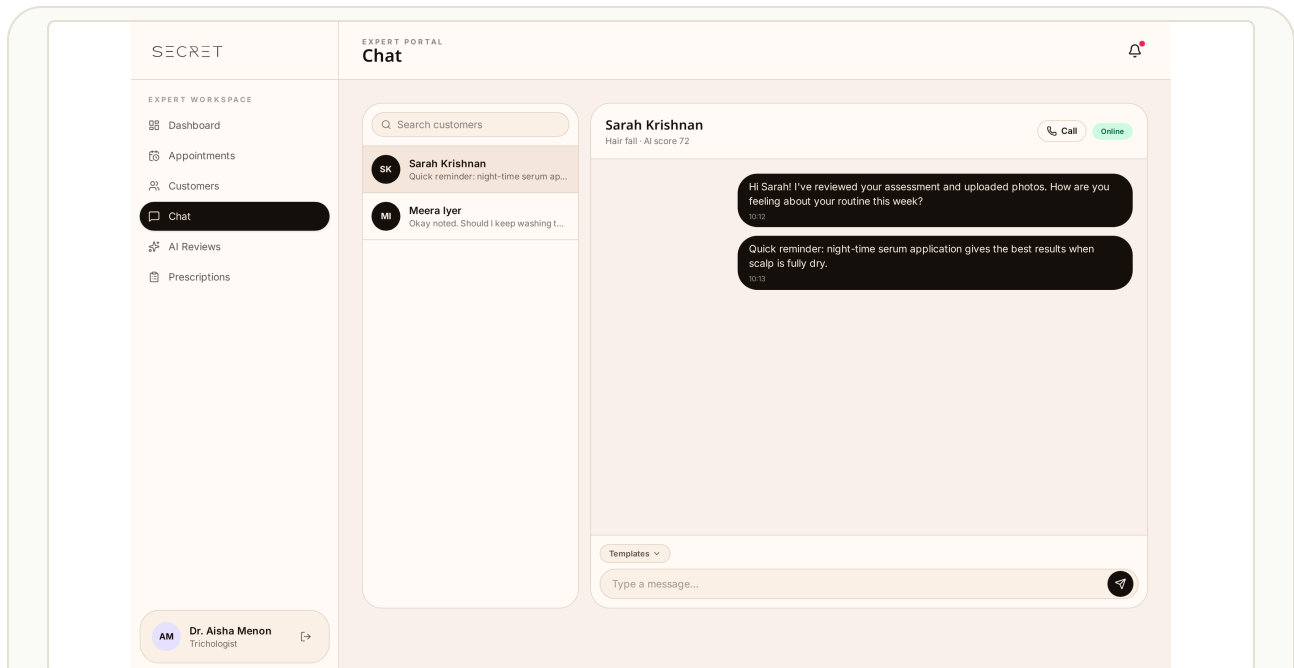
1 capsule daily after meals.

Next review: 18 May 2026

Send to customer

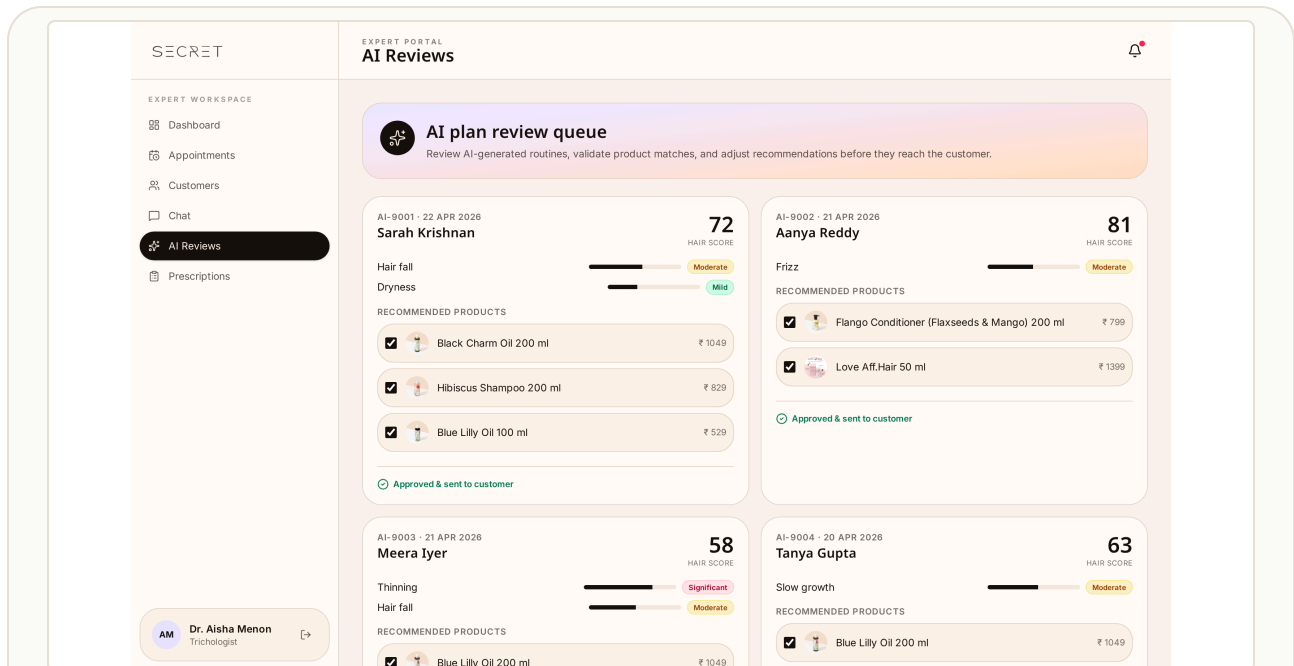
Prescriptions / Routine

Routine Editor and consultation notes – override AI routines, add custom treatments.



Client Chat

Secure 1:1 messaging with clients – synced with the consumer app's expert channel.



AI Review

Inspect AI-generated routines for assigned clients and approve, edit or override.

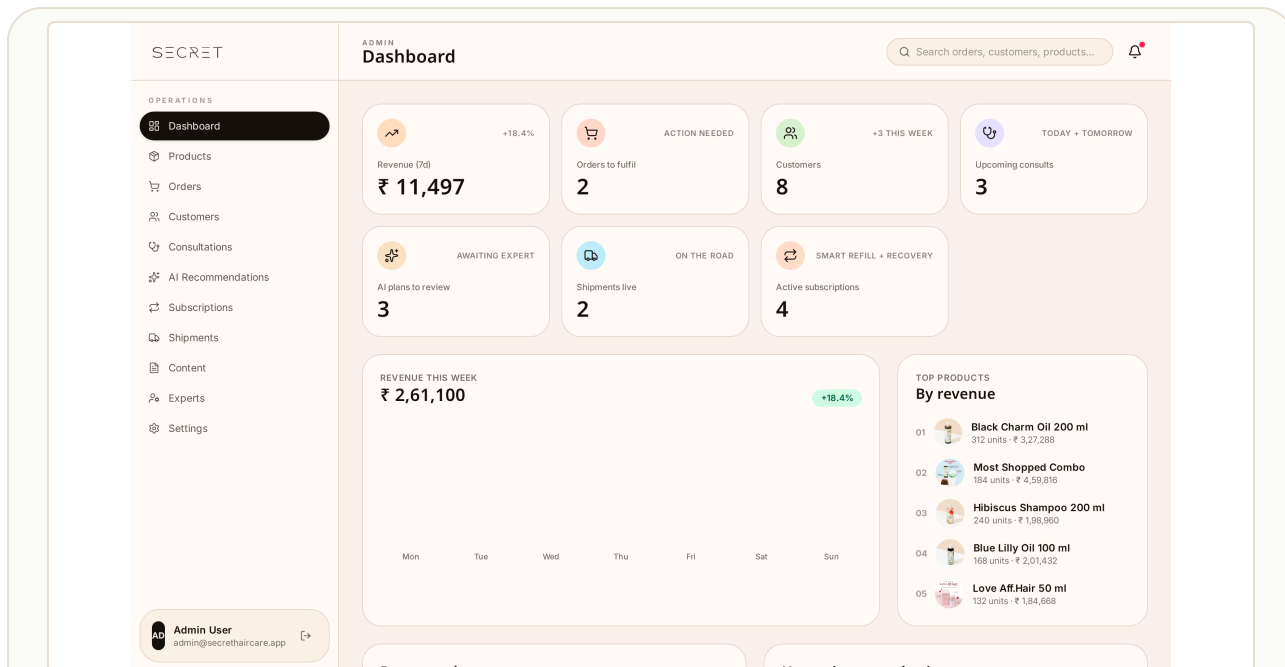
6. Product Experience (cont.)

6.4 Admin Panel

The command center for platform owners to manage users, content and the business.

- Control Tower (Dashboard) — platform KPIs including DAU, retention, popular products, subscriptions and revenue.
- Orders & Shipments — single source of truth for orders, refunds, carrier tracking, ETAs and exceptions.
- Product Database (CMS) — add and tag products with ingredients so they surface correctly in the Matchmaker.
- Customers, Experts & Consultations — onboard and vet experts, assign clients, manage tickets and view all bookings.
- Subscriptions — recurring revenue cohort with active plans, churn, MRR and renewal pipeline.
- Content & Journal CMS — author and schedule blog posts, banners and announcements.
- AI Recommendations — tune the matchmaker / routine builder rules without engineering involvement.
- Settings & Roles — brand settings, payment gateways, shipping zones and team role management.

Admin Panel — Screens



Control Tower (Dashboard)

Platform KPIs – DAU, retention, popular products, subscriptions and revenue at a glance.

SECRET **ADMIN Orders**

OPERATIONS

- Dashboard**
- Products
- Orders**
- Customers
- Consultations
- AI Recommendations
- Subscriptions
- Shipments
- Content
- Experts
- Settings

Admin User
admin@secrethaircare.app

All statuses

ORDER	CUSTOMER	DATE	PAYMENT	TOTAL	STATUS
SHC-3041	Sarah Krishnan sarah.k@example.com	23 Apr 2026	UPI	₹ 1,878	Processing
SHC-3040	Aanya Reddy aanya.r@example.com	23 Apr 2026	Card	₹ 1,797	Pending
SHC-3039	Meera Iyer meera.i@example.com	22 Apr 2026	UPI	₹ 1,578	Shipped
SHC-3038	Tanya Gupta tanya.g@example.com	22 Apr 2026	Card	₹ 1,399	Delivered
SHC-3037	Priya Sharma priya.s@example.com	21 Apr 2026	COD	₹ 1,597	Delivered
SHC-3036	Sneha Patel sneha.p@example.com	20 Apr 2026	Net Banking	₹ 409	Cancelled
SHC-3035	Rhea Mathur rhea.m@example.com	19 Apr 2026	UPI	₹ 2,199	Delivered
SHC-3034	Kavya Nair kavya.n@example.com	18 Apr 2026	Card	₹ 1,399	Refunded
SHC-3033	Sarah Krishnan sarah.k@example.com	16 Apr 2026	UPI	₹ 1,049	Delivered

Orders

Single source of truth for orders with status timelines, refunds and bulk fulfillment actions.

SECRET

ADMIN

Shipments

Q Search orders, customers, products...

OPERATIONS

Dashboard

Products

Orders

Customers

Consultations

AI Recommendations

Subscriptions

Shipments

Content

Experts

Settings

AD Admin User

admin@secrethaircare.app

→

SHC-3041

Sarah Krishnan

Label created

Carrier

Delhivery

Tracking

DLV89124501

ETA

27 Apr 2026

Destination

Mumbai, MH

View on carrier

SHC-3039

Meera Iyer

In transit

Carrier

BlueDart

Tracking

BLR77129022

ETA

26 Apr 2026

Destination

Chennai, TN

View on carrier

SHC-3038

Tanya Gupta

Delivered

Carrier

Delhivery

Tracking

DLV88123410

ETA

22 Apr 2026

Destination

Pune, MH

View on carrier

SHC-3037

Priya Sharma

Delivered

Carrier

Ekart

Tracking

EKT55671220

ETA

21 Apr 2026

Destination

Delhi, DL

View on carrier

SHC-3035

Rhea Mathur

Out for delivery

Carrier

Shadowfax

Tracking

SHX44128771

ETA

Today

Destination

Hyderabad, TS

View on carrier

Shipments

Carrier tracking, ETAs and exceptions across active shipments.

SECRET

ADMIN

Products

Q Search orders, customers, products...

OPERATIONS

Dashboard

Products

Orders

Customers

Consultations

AI Recommendations

Subscriptions

Shipments

Content

Experts

Settings

AD Admin User

admin@secrethaircare.app

→

Q Search products

All categories

+ Add product

PRODUCT	CATEGORY	CONCERNS	PRICE	STOCK	RATING
 Black Charm Oil 200 ml 200 ml	Hair Oils	Hair Fall Thinning	₹ 1,049	In stock	☆ 4.8
 Love Aff.Hair 50 ml 50 ml	Hair Perfumes	Dryness	₹ 1,399	In stock	☆ 4.9
 Most Shopped Combo Bundle	Combo Kits	Hair Fall Thinning	₹ 1,797	In stock	☆ 4.7
 Hibiscus Shampoo 200 ml 200 ml	Shampoos Conditioners	Hair Fall Dryness	₹ 829	In stock	☆ 4.6
 Blue Lilly Oil 200 ml 200 ml	Hair Oils	Growth Thinning	₹ 1,049	In stock	☆ 4.7
 You, Me & SECRET Gift Box Box set	Combo Kits	Growth Dryness	₹ 2,199	In stock	☆ 4.9
 Bamboo Paddle Hair Brush Single	Hair Masks Combs	Scalp Care	₹ 799	In stock	☆ 4.8
 Ahuta Aloe vera Gel 100 gms 100 g	Hair Masks Combs	Scalp Care Dryness	₹ 349	In stock	☆ 4.7
 Elephant Head Massager Single	Hair Masks Combs	Scalp Care	₹ 399	In stock	☆ 4.6
 Flango Conditioner (Flaxseeds & Mango) 200 ml	Shampoos Conditioners	Dryness	₹ 799	In stock	☆ 4.6

Product Database (CMS)

Product catalog with ingredient tagging that feeds directly into the Matchmaker algorithm.

SECRET

ADMIN

Customers

Q Search orders, customers, products...

Q Search customers

8 customers

SK

Sarah Krishnan

Mumbai - joined 12 Jan 2026

Smart Refill

ORDERS 6

SPENT ₹ 12,480

AI SCORE 72

sarah.k@example.com

+91 98765 12340

Hair: Wavy

Concern: Hair fall

Dr. Aisha Menon

AR

Aanya Reddy

Bengaluru - joined 04 Feb 2026

Complete Recovery

ORDERS 4

SPENT ₹ 8,140

AI SCORE 81

aanya.r@example.com

+91 90873 22310

Hair: Curly

Concern: Frizz

Dr. Rhea Kapoor

PS

Priya Sharma

Delhi - joined 18 Feb 2026

No plan

ORDERS 2

SPENT ₹ 3,240

AI SCORE 65

priya.s@example.com

+91 98810 11220

Hair: Straight

Concern: Dryness

Dr. Neil D'Souza

MI

Meera Iyer

Chennai - joined 20 Feb 2026

Smart Refill

ORDERS 9

SPENT ₹ 18,770

AI SCORE 58

meera.i@example.com

+91 90040 55671

Hair: Wavy

Concern: Thinning

Dr. Aisha Menon

SP

Sneha Patel

Ahmedabad - joined 01 Mar 2026

No plan

ORDERS 3

SPENT ₹ 5,980

AI SCORE 70

sneha.p@example.com

+91 90877 14422

Hair: Curly

Concern: Dandruff

Dr. Rhea Kapoor

RM

Rhea Mathur

Hyderabad - joined 11 Mar 2026

Smart Refill

ORDERS 5

SPENT ₹ 11,320

AI SCORE 76

rhea.m@example.com

+91 90121 88823

Hair: Straight

Concern: Greying

TO

Tanya Gupta

Pune - joined 22 Mar 2026

Complete Recovery

ORDERS 7

SPENT ₹ 14,500

AI SCORE 63

KN

Kavya Nair

Kochi - joined 02 Apr 2026

No plan

ORDERS 1

SPENT ₹ 1,399

AI SCORE 84

kavya.n@example.com

Admin User
admin@secrethaircare.app

Customers

Customer directory with Hair IDs, lifetime value, orders and support history.

SECRET

ADMIN

Experts

Q Search orders, customers, products...

Onboard, manage and pay your trichology and consultation team.

+ Invite expert

AM

Dr. Aisha Menon

Trichology & scalp recovery

Active

RATING ★ 4.9

CONSULTS 312

EARNINGS ₹ 2,48,400

aisha.menon@secrethaircare.app

+91 98452 11220

11 years

English

Hindi

Malayalam

RK

Dr. Rhea Kapoor

Hair nutrition & routine planning

Active

RATING ★ 4.8

CONSULTS 184

EARNINGS ₹ 1,56,300

rhea.kapoor@secrethaircare.app

+91 98212 33445

8 years

English

Hindi

Punjabi

ND

Dr. Neil D'Souza

Scalp sensitivity & styling damage

Active

RATING ★ 4.7

CONSULTS 221

EARNINGS ₹ 1,92,800

neil.dsouza@secrethaircare.app

+91 90080 56712

9 years

English

Hindi

Marathi

AI

Dr. Ananya Iyer

Postpartum & hormonal hair loss

On leave

RATING ★ 4.9

CONSULTS 401

EARNINGS ₹ 3,12,500

ananya.iyer@secrethaircare.app

+91 98410 77821

13 years

English

Tamil

Hindi

Admin User
admin@secrethaircare.app

Experts Management

Onboard and vet experts, assign clients, set fees and monitor expert performance.

SECRET

OPERATIONS

Dashboard

Products

Orders

Customers

Consultations

AI Recommendations

Subscriptions

Shipments

Content

Experts

Settings

Admin User

admin@secrethaircare.app

ADMIN

Consultations

UPCOMING

2

AWAITING NOTES

1

COMPLETED

2

CANCELLED

1

CUSTOMER	EXPERT	DATE / TIME	MODE	CONCERN	FEE	STATUS
Sarah Krishnan	Dr. Aisha Menon	25 Apr 2026 · 07:30 PM	Audio	Hair fall follow-up	₹ 599	Upcoming
Tanya Gupta	Dr. Neil D'Souza	25 Apr 2026 · 10:00 AM	Chat	Slow growth review	₹ 399	Upcoming
Aanya Reddy	Dr. Rhea Kapoor	24 Apr 2026 · 06:15 PM	Audio	Frizz routine plan	₹ 599	Awaiting Notes
Meera Iyer	Dr. Aisha Menon	23 Apr 2026 · 01:30 PM	Audio	Thinning consultation	₹ 599	Completed
Priya Sharma	Dr. Neil D'Souza	22 Apr 2026 · 08:30 AM	Audio	Dryness onboarding	₹ 399	Completed
Sneha Patel	Dr. Rhea Kapoor	20 Apr 2026 · 04:15 PM	Chat	Dandruff	₹ 399	Cancelled

Consultations

All consultation bookings – upcoming, awaiting notes, completed and cancelled – across modes.

SECRET

OPERATIONS

Dashboard

Products

Orders

Customers

Consultations

Subscriptions

AI Recommendations

Shipments

Content

Experts

Settings

Admin User

admin@secrethaircare.app

ADMIN

Subscriptions

ACTIVE SUBSCRIBERS

4

RECURRING REVENUE / CYCLE

₹ 8,196

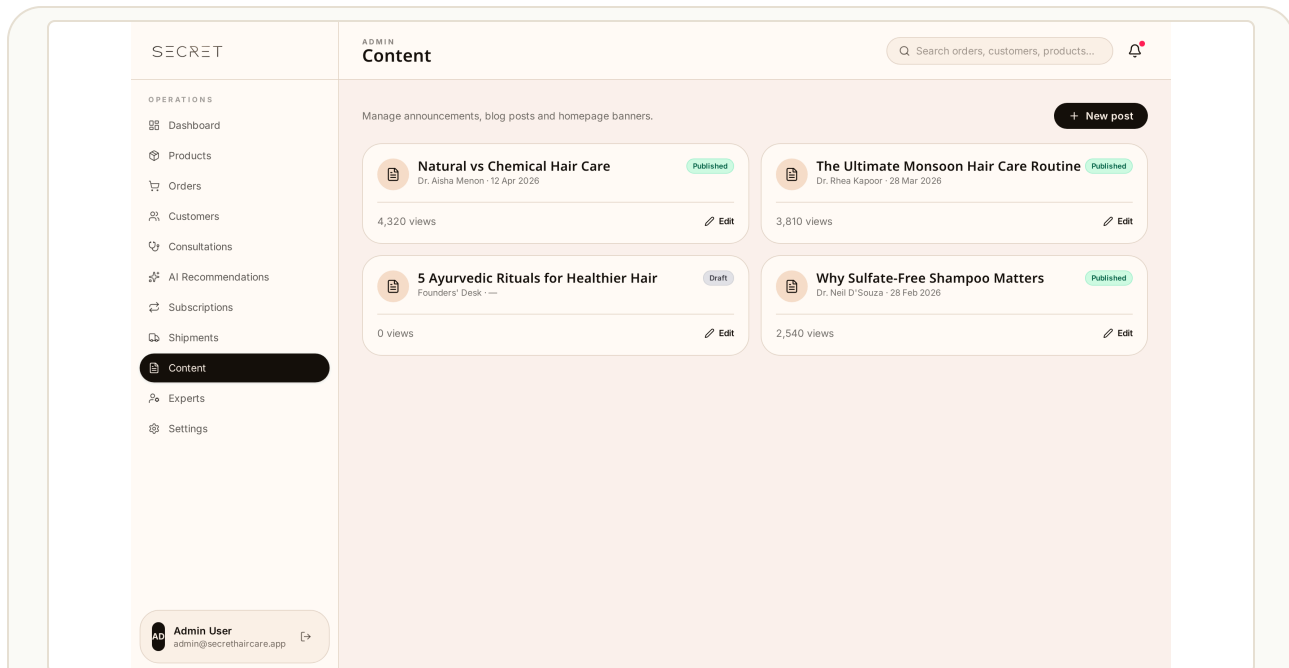
AVG ADHERENCE

80%

SUBSCRIPTION	CUSTOMER	PLAN	STARTED	NEXT BILLING	CYCLES	ADHERENCE	STATUS
sub-501	Sarah Krishnan	Smart Refill	12 Mar 2026	12 May 2026	2	84%	Active
sub-502	Aanya Reddy	Complete Recovery	08 Feb 2026	30 Apr 2026	3	91%	Active
sub-503	Meera Iyer	Smart Refill	20 Feb 2026	05 May 2026	3	78%	Active
sub-504	Tanya Gupta	Complete Recovery	22 Mar 2026	—	1	60%	Paused
sub-505	Rhea Mathur	Smart Refill	11 Mar 2026	11 May 2026	2	88%	Active

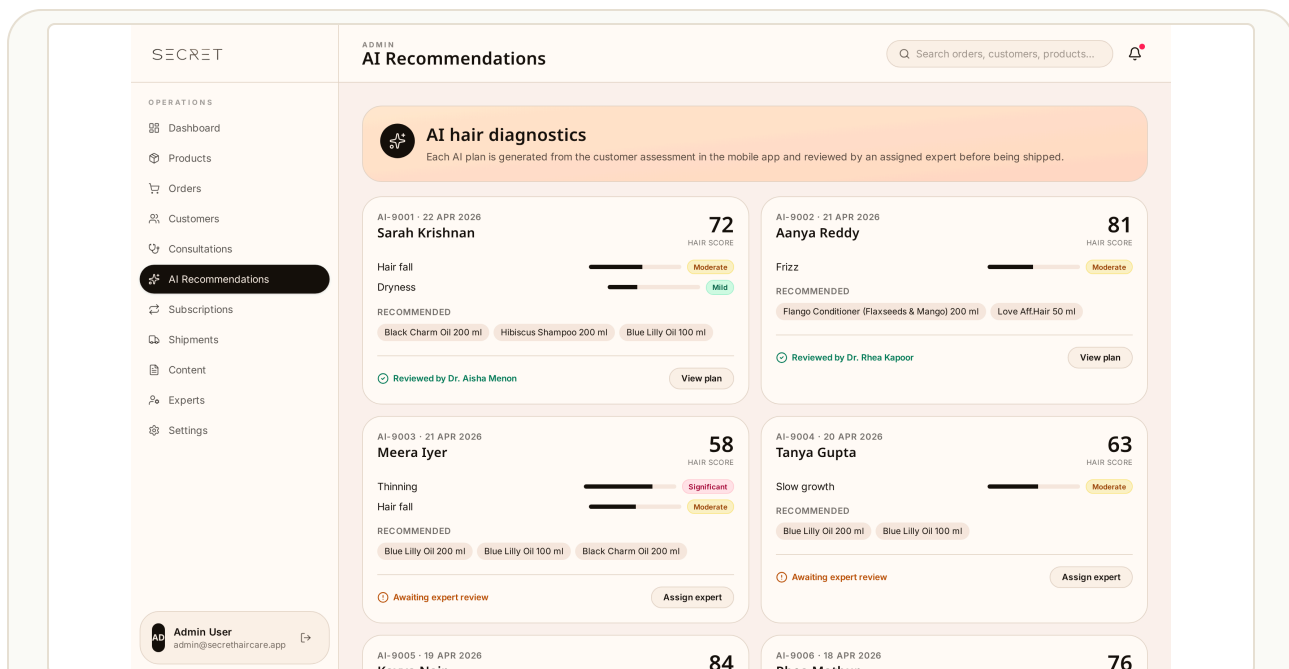
Subscriptions

Recurring revenue cohort – active plans, churn, MRR and renewal pipeline.



Content & Journal CMS

Author and schedule blog posts, banners and announcements – drives SEO and education.



AI Recommendations

Tune the matchmaker / routine builder rules without engineering involvement.

SECRET

ADMIN Settings

Q Search orders, customers, products... 🔔

OPERATIONS

- Dashboard
- Products
- Orders
- Customers
- Consultations
- AI Recommendations
- Subscriptions
- Shipments
- Content
- Experts
- Settings**

Brand

Brand name Secret Hair Care

Domain thesecrethaircare.com

Support email info@thescrethaircare.com

Support phone +91 81477 85553

Storefront

Default currency INR (₹)

GST Inclusive — GST 2.0 enabled

Free shipping above ₹ 999

International shipping Enabled

Operations

Pickup warehouse Chennai – Velachery

Admin User
admin@secrethaircare.app

Settings & Roles

Brand settings, payment gateways, shipping zones and team role management.

7. Implementation Roadmap (4 Phases)

The project will be delivered over an accelerated 12-week timeline, mapped to a total project cost of **₹9.30 Lakhs + 18% GST**, divided into four distinct, value-driven phases that deliver all four interfaces.

Phase	Timeline	Scope of Work	Cost (INR)
Phase 1 Foundation & Consumer Core	Weeks 1 - 3	UI/UX design system finalization, cloud infrastructure, unified database, secure role-based authentication (User · Admin · Expert), Hair Assessment Quiz, Consumer Mobile App (PWA) core — Today's Dashboard and Routine Calendar.	₹2,32,500
Phase 2 The Journey & Product Matchmaker	Weeks 4 - 6	Intelligent algorithm matching profiles to care schedules, secure photo upload & storage, Compare slider for The Journey, Consumer Web App — Analytics dashboard and Product Cabinet/Matchmaker, push notification & email reminder system.	₹2,32,500
Phase 3 Expert & Admin Portals	Weeks 7 - 9	Expert's Panel — Client Portfolio, Journey Reviewer, Routine Editor. Admin Panel — Control Tower, User Management, Product Database CMS. Linking expert portal to consumer accounts for routine override and notes.	₹2,79,000
Phase 4 Optimization, QA & Go-Live	Weeks 10 - 12	End-to-end QA across all 4 platforms, performance optimization for image loading and database queries, User Acceptance Testing, final production deployment and codebase handover.	₹1,86,000

8. Team Structure

Role	Key Responsibilities
Project Manager	Primary point of contact; ensures every milestone is hit on time and within budget.
UI/UX Designer	Crafts the intuitive interface ensuring the apps look premium, clean and engaging across all personas.
Full-Stack Developer	Writes the core logic, builds the four interfaces and connects the frontend to backend databases.
QA Engineer	Conducts rigorous automated and manual testing to keep the platform bug-free and data secure across all portals.

9. Commercials

Option 1

Total Project Cost: ₹9,30,000 + 18% GST

The structure is divided into milestone-based payments aligned with the four delivery phases to ensure continuous value delivery.

Note: This proposal covers custom software design, development and deployment services. It does not include third-party hosting costs (e.g. AWS / Vercel) or domain registrations.

Milestone Payment Schedule

Phase	Milestone	% Allocation	Amount (INR)
Phase 1	Foundation & Consumer Core	25%	₹2,32,500
Phase 2	The Journey & Product Matchmaker	25%	₹2,32,500
Phase 3	Expert & Admin Portals	30%	₹2,79,000
Phase 4	Optimization, QA & Go-Live	20%	₹1,86,000
Total	Full End-to-End Delivery	100%	₹9,30,000

All amounts above are exclusive of taxes. 18% GST will be applicable on each milestone invoice.

Option 2

Total Project Cost: ₹6,30,000 + 18% GST

Robust, scalable and modern ecommerce website and mobile app without AI recommendation and subscription modules.

Note: As both the e-commerce website and mobile application are designed to operate on a shared backend infrastructure, choosing to proceed with only one of these platforms will result in a cost reduction of ₹84,000, as the common backend development is shared across both solutions.

10. Expected Business Impact

- High Retention — health and habit-tracking apps with visual progress see ~3x higher 90-day retention vs. standard utility apps.
- Monetization Readiness — naturally lends itself to affiliate marketing, brand partnerships, or a premium tier (e.g. 'The Secret Hair Care PRO').
- Community Building — a central hub where users feel understood and guided builds immense brand loyalty.

11. Risks & Mitigation

Risk	Mitigation
User Drop-off	Gamification (streaks, achievement badges) and well-timed, non-intrusive push notifications keep users engaged.
Data Privacy	Hair and face photos are highly personal — enterprise-grade encryption and strict privacy policies ensure user data is never compromised.
Scope Creep	With four portals, scope is tightly managed via strict agile delivery, MVP boundaries in Phase 1, and change-request protocols.

12. Future Roadmap (Post-Launch)

While the initial four phases cover the complete core ecosystem, the architecture is built to support future scaling:

- Native App Stores — wrap the PWA into React Native for official deployment on the App Store and Google Play.
- AI Computer Vision — machine-learning models to automatically analyze uploaded photos for split ends, frizz or thinning.

ACCEPTED BY CLIENT

FOR THE DEVELOPMENT TEAM

Name, Designation & Date

Authorised Signatory & Date



*Prepared by Kods – for The Secret Hair Care.
Document classification: Confidential.*

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