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**EXTENDED ABSTRACTS**

**e-BOOK**

# EXTENDED ABSTRACTS e-BOOK

THE 13th INTERNATIONAL  
INNOVATION, INVENTION &  
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# BARBERODA: INNOVATING GROOMING EXPERIENCES WITH MOBILE CONVENIENCE

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## ABSTRACT

In an age emphasizing convenience and tailored experiences, BarbeRoda presents an innovative solution to the inefficiencies inherent in conventional barber services. BarbeRoda aligns its operations with the ethos of innovation and accessibility. Central to its vision is the deployment of a Mobile Barber Vehicle, leveraging technology to revolutionize grooming experiences. A user-friendly mobile app facilitates seamless booking, payment, and service selection, catering to the needs of professionals, students, travelers, and the elderly, eliminating the inconvenience of physical travel and waiting times associated with traditional barbershops. This novel approach brings personalized grooming services directly to the customer's doorstep, emphasizing quality, affordability, and customer satisfaction. BarbeRoda's innovative strategy positions them as pioneers in mobility solutions, challenging existing market norms and setting new standards in the grooming industry. By integrating entrepreneurship with social science, BarbeRoda not only seeks to attract investment, but also aims to redefine grooming standards, promising a transformative impact on the market.

**Keywords:** BarbeRoda, Mobile Barber, Grooming, Mobile app

## 1. INTRODUCTION

In today's fast-paced world, where convenience and personalization are increasingly valued, traditional services are undergoing transformative innovations. One such innovative concept is the integration of mobile technology with barber services, epitomized by the pioneering venture of BarbeRoda. This new approach seeks to address the inefficiencies and limitations of traditional barber shops by introducing the concept of a Mobile Barber Vehicle, equipped with advanced technology to deliver grooming services directly to customers' doorsteps. Through the deployment of a user-friendly mobile application, BarbeRoda streamlines the entire process, allowing customers to effortlessly book appointments, make payments, and select their desired services with just a few taps on their smartphones. This integration of mobile app technology with mobile barber services not only enhances convenience but also reflects the growing trend of digitalization transforming various industries (Reinartz et al., 2019).

Furthermore, the emergence of ventures like BarbeRoda presents an exciting opportunity for aspiring entrepreneurs to capitalize on the intersection of technology and service industries. By recognizing and addressing the evolving needs of modern consumers, entrepreneurs can carve out innovative niches within established markets, as demonstrated by the success of BarbeRoda. This innovative business model not only offers a viable solution to existing challenges, but also

showcases the potential for entrepreneurship to drive meaningful change and redefine industry standards. As such, ventures like BarbeRoda serve as inspiring examples of how entrepreneurial endeavours can leverage technological advancements to create value and meet the demands of contemporary society.

## **2. METHODOLOGY**

The methodology employed in the development of the innovative BarbeRoda concept heavily relies on the principles of design thinking, which empathizes with the needs and experiences of customers to generate innovative solutions. Initially, the process involved conducting comprehensive document reviews to gather insights into the challenges and inefficiencies prevalent in traditional barber services. This step allowed the BarbeRoda team to gain a deeper understanding of the pain points faced by customers, such as long waiting times and the inconvenience of physical travel to barber shops. Subsequently, interviews were conducted with a diverse range of potential customers, including busy professionals, students, travelers, and the elderly, to gather firsthand perspectives and identify common needs and preferences. Additionally, group discussions were organized to facilitate brainstorming sessions, encouraging collaboration and the exchange of ideas among team members. By synthesizing the findings from document reviews, interviews, and group discussions, the BarbeRoda team was able to iteratively refine and develop the concept, ensuring that it effectively addressed the identified customer needs and preferences.

Following the ideation phase, the BarbeRoda team proceeded to translate the conceptual ideas into tangible prototypes through a series of design and development iterations. Leveraging insights gathered from the empathetic understanding of customer needs, the team employed rapid prototyping techniques to quickly generate a design with multiple iterations of the Mobile Barber Vehicle and accompanying mobile application. This iterative approach allowed for continuous feedback and refinement, ensuring that the final design effectively met the desired objectives and delivered a seamless grooming experience to customers. By integrating customer feedback throughout the prototyping process, BarbeRoda was able to validate and refine its ideas in a systematic manner, ultimately resulting in the successful realization of the innovative mobile barber service.

## **3. THE ENTREPRENEURIAL POTENTIAL**

The innovative concept of BarbeRoda holds significant potential for entrepreneurship, offering a promising opportunity for individuals to create and grow their businesses within the burgeoning mobile service industry. By introducing a novel approach to barber services that leverages mobile technology and prioritizes customer convenience, BarbeRoda opens new avenues for entrepreneurial ventures to thrive. Entrepreneurs can capitalize on this emerging market by establishing their mobile barber businesses, catering to the needs of busy professionals, students, travelers, and the elderly who seek convenient grooming solutions. As evidenced by the success of similar mobile services ventures, such as food delivery and ride-sharing platforms, the demand for on-demand services continues to grow, presenting fertile ground for entrepreneurial innovation (Mazla et al., 2019). With the right vision, strategy, and execution, aspiring entrepreneurs could carve out a niche within this evolving landscape, driving economic growth and reshaping the future of the service industry (See Figure 1)



**Figure 1** The Conceptual Framework of BarbeRoda

#### 4. CONCLUSION

In conclusion, the innovative concept of BarbeRoda represents a paradigm shift in the delivery of traditional barber services, leveraging mobile technology to provide convenient and personalized grooming experiences to a diverse customer base. Through the integration of a Mobile Barber Vehicle and a user-friendly mobile app interface, BarbeRoda offers a solution to the inefficiencies of traditional barber shops, catering to the needs of busy professionals, students, travelers, and the elderly. By embracing entrepreneurship and design thinking principles, BarbeRoda exemplifies the potential for innovative ventures to address evolving consumer demands and reshape industry standards. Moving forward, the success of BarbeRoda underscores the importance of continuous innovation and customer-centric approaches in driving entrepreneurial endeavours and meeting the ever-changing needs of modern society.

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