



Moveable Salon

Alisha khan

Bachelor student

Guided by: Ar. Kanak Sahu

Assistant Professor

School of architecture planning and design

Sanjeev Agarwal Global University Bhopal, Madhya Pradesh

ABSTRACT

This paper explores mobile salons as a modern solution to the growing demand for beauty services, emphasising their ability to offer **24-hour convenience** and **easy mobility** to reach customer locations. It examines the current limitations of mobile salon designs, which are often modelled after vanity vans and lack creativity. The research highlights a **lack of modern facilities** in existing mobile salon units and proposes the development of a **fully functional, mobile, and easily manoeuvred** salon that can meet the diverse mobility needs of clients. Additionally, the study recommends implementing a simple booking system to improve **usability** and expand the **scope for end-users**. By addressing the existing shortcomings, this research identifies improvements that could revolutionise the mobile beauty service industry, helping meet new customer needs and enhancing the profitability and effectiveness of mobile salons.

KEYWORD: Movable salon, compact salon design, 24-hour service, Lightweight materials, Santorini style.

1-INTRODUCTION

The concept of a mobile home salon emerges as a significant innovation catering to modern demands for convenience and flexibility, addressing the lively lifestyles of city consumers. Unlike traditional salons, mobile salons provide grooming and beauty services to clients directly, avoiding the need for time-consuming travel. This convenience has driven the increasing popularity of mobile salons, especially in urban areas while extending their reach to remote and rural areas.

The popularity of mobile home salons is heavily influenced by their interior design. Given their small size, creative designs are required to create useful, pleasant, and visually appealing rooms. Innovations like modular designs, smart interiors, environmentally friendly materials, and efficient spatial layouts are necessary to optimize both client and stylist experiences.

In India where the country has different states and the beauty sector is getting the globalization point, the idea of mobile home salons is quite promising. This article attempts to identify the architectural, operational, and sustainable issues related to mobile home salons in India. As for the method, the study of everywhere case and the application of a sustainable design view, the study provides realistic insights into repurposing the mobile beauty services.

Also, the paper analyses the larger concept of mobile homes as a transformational response to modern housing requirements. It explores the integration of mobility and functionality in service-based mobile homes, proposing advanced features such as increased flexibility and mobility and user-friendly booking systems. The findings attempt to fill gaps in current mobile service designs while proposing creative solutions to address changing demands efficiently. This project aims to contribute to the developing storyline of mobile beauty and housing services by providing sustainable and efficient design solutions for modern lifestyles.

2- LITERATURE REVIEW

MOBILE SALON

1. Paper name -Salon Truck

By: Jaylan Mansour Malki

This research highlights entrepreneurship's role in economic growth through value creation, employment, and innovation. Mobile salon trucks offer cost-effective, portable solutions for beauty professionals, especially in cities with high rental costs. With low overheads and essential tools like styling devices and water supply, these ventures present lucrative opportunities and collaboration potential.

2. STARTING A MOBILE HAIR SALON IN TAMILNADU: A DESCRIPTIVE STUDY.

By - Ajay Adithya .M

This research aims to understand mobile salons that have emerged as an innovation after COVID by providing beauty services at the customer's doorsteps. Concerning models, equipment, licensing, and marketing, it discusses their prospects to grow to meet modern convenience and safety needs. Mobile Salon and Spa: A Project Feasibility Study"

3. By: Ma. Cathrisha Isabel E. Moreno, Paulene Andrea Rosalia C. Supena, and John Luster I. Tobias

This research examines the feasibility of establishing mobile salons and spas in Santa Rosa, California with an understanding of how much competition may affect clients' accessibility. It concerns the possibilities of the business's further development in new directions.

4. Salon Truck

By: Jaylan Mansour Malki

This study examines the advantages of mobile salon trucks as startups compared to traditional salons.

Mobile salons lower costs, particularly in urban areas, and enable access to a broader client base.

Clients prefer mobile salons for their affordability, flexibility, and convenience. The research explores the concept, necessary tools, licensing, and marketing strategies, presenting mobile salon trucks as innovative, cost-effective, and practical business models for modern entrepreneurs.

3-LITERATURE CASE STUDY

1. Salon Name: Hannah's Hair Salon

Owner: Hannah Oliver

Location: Garden Room at the owner's residence, UK

Hannah's Hair Salon combines contemporary design and garden aesthetics to create an efficient and elegant space. Its tranquil location enhances the client experience, offering exclusivity and comfort while addressing common challenges home-based stylists face. The salon's smart layout optimises minimal space for a warm, close-knit atmosphere, seamlessly balancing professional and personal responsibilities. Integrating modern aesthetics with functionality ensures smooth operations and memorable client visits, making it a standout choice for style and comfort.

2. Glam Mobile:

Owner:

Location: San Francisco, California

The Glam Mobile Salon, also known as Salon on Wheels, is a unique and new exciting service in California where stylists and make-up artists bring haircuts, makeovers and grooming services to clients'

homes. This mobile concept also includes all essential salon products which enable ease and convenience, especially for those with tight schedules or those in rural areas. The company saves a lot of money because it does not have to pay for expensive overheads since it does not have a specific location. Automation helps minimise the challenges of logistics and strict sanitation protocols help to address the challenges of efficient space/time utilisation and cleanliness respectively

5- CASE STUDY

Name – Mehazabeen khan

Age- 54

Experience – 24 years (Owner)

Faima Parlor: address Indus Empire near Shahpura Thana

She has been running her home-based salon for 24 years, showing great professionalism and experience. Her salon was part of her home but slightly separate, offering a distinct setup for clients. However, the space is not well-organized, which causes privacy issues. This example works as a live case study, showing her skills and growth and highlighting the need to solve space and privacy problems.

Name – Ranu Yadav

Age- 40

Experience – 6 years (Employer)

Address – Rose Beauty Parlor Jhangirabad

She has six years of experience in the beauty profession and works in a salon with three floors: the ground floor for haircuts, the second floor for manicures, pedicures, and spa services, and the top floor for makeup. However, the salon faces challenges like poor space management, inadequate seating compared to customer needs, and the lack of a proper waiting area. These issues highlight the need for better planning to enhance functionality and customer experience.

PROBLEM STATEMENT

In India, many people run salons from their homes, often leading to challenges in separating professional and personal life. This setup can make clients feel uncomfortable due to the lack of dedicated space.

RESEARCH QUESTIONS

How can lightweight materials and innovative interior design solutions improve mobile salons' functionality, mobility, and client experience while addressing space management and privacy challenges?

How can interior designers address the challenges of space management and privacy in mobile salons?

RESEARCH GAP

Full-service salons can't always reach customers, and while options like UrbanClap exist, many homes lack the space for comfortable services. Mobile salons, however, are often limited to one or two people or personal use, resembling vanity vans.

5-AIM

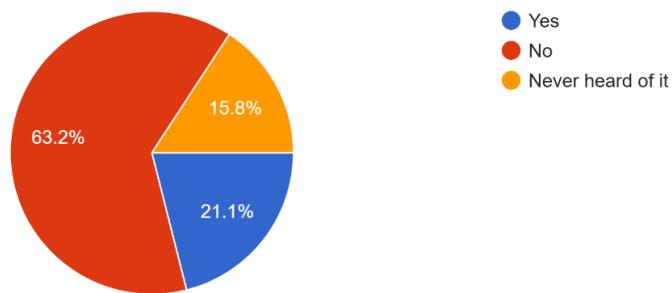
To Develop an movable 24-hour salon that could provide greater flexibility to meet the needs of modern lifestyles across various locations.

6- FINDINGS

The survey results show the trend dominating the market at the moment, affecting the popularity of mobile home salons, especially in areas where convenience is a priority. Customers still like the idea of beauty treatments being brought to them instead of having to go to these salons. These salons are very helpful where few destination weddings are to be held since they provide services in different locations in India. The report concludes that spatial efficiency and the use of sustainable materials should be enhanced while designing Mobile Salons. Successful service factors include having to confirm that the service exists, is operating, and is available to clients.

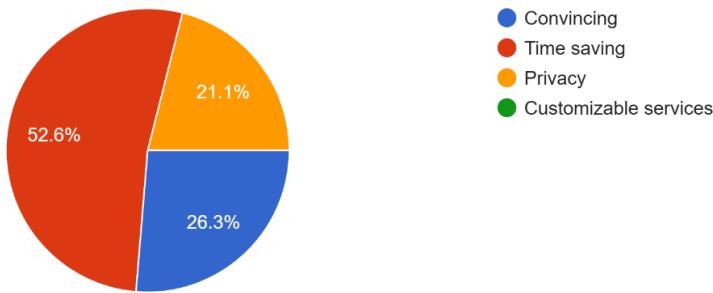
Have you ever used a mobile salon service?

19 responses



What do you think is the biggest benefit of a mobile salon?

19 responses



Convincing

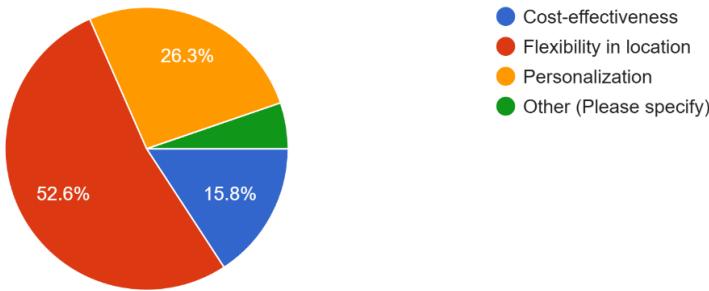
Time saving

Privacy

Customizable services

What would make you choose a mobile salon over a traditional one?

19 responses



Cost-effectiveness

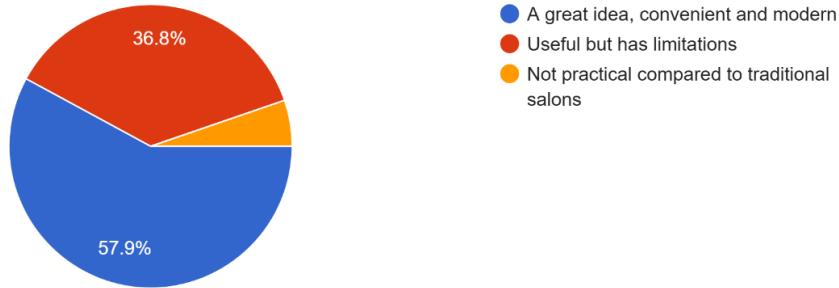
Flexibility in location

Personalization

Other (Please specify)

What do you think of movable mobile salon services?

19 responses



A great idea, convenient and modern

Useful but has limitations

Not practical compared to traditional salons

CONCLUSION

As this study shows, more research is needed to overcome the challenges connected with mobile salons' high functionality and low aesthetics. The challenge is to create a compact and movable furniture design that maintains a standard salon's comfort, functionality, and business-like appearance, which is difficult due to constraints such as space, mobility, and resources.

On the other hand, this study proposes unique approaches for overcoming these obstacles through lightweight materials, efficient space utilisation, and practical design solutions. This demonstrates that incorporating good interior design into compact and mobile places encompasses practical mobility and usable spaces in future mobile Salon.

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