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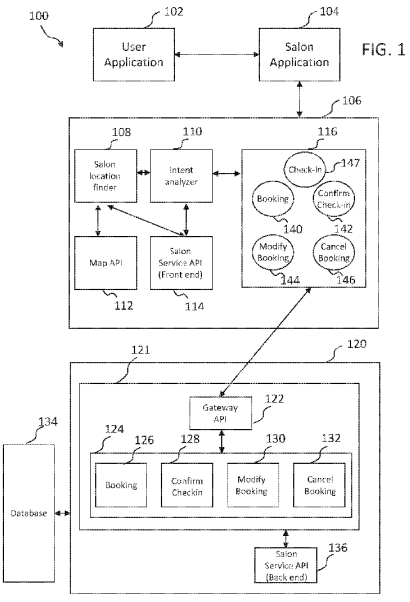

FIG. 1

(57) Abstract: A demand generation platform includes a salon finding application associated with a social media, wherein an intent for finding a salon is expressed by a user on the social media. The architecture includes an intent analyzer deciphering the intent of the user, a salon service application program interface (API) finding a salon based on the intent, and a database interface responding to a request for making an appointment with the salon.

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