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(54) Title: PROVIDING FEEDBACK TO A USER OF A SHAVING DEVICE DURING A SHAVING OPERATION

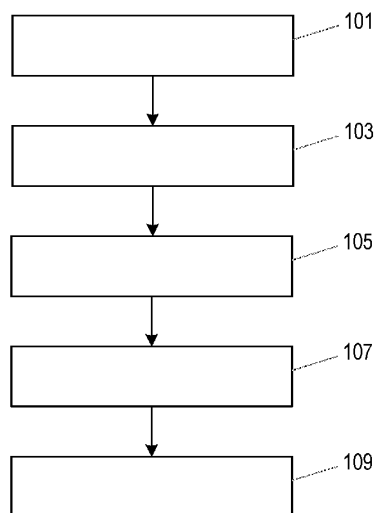


Fig. 2

(57) Abstract: According to an aspect there is provided a computer-implemented method of providing feedback to a user of a shaving device during a shaving operation. The method comprises determining values for one or more parameters, the one or more parameters comprising at least one of: (i) a shaving frequency measure indicating how often the user performs a shaving operation using the shaving device, (ii) a skin irritation measure indicating skin irritation experienced by the user during and/or following a shaving operation with the shaving device, (iii) a shaving closeness measure indicating how short the user desires their hair to be after a shaving operation with the shaving device, and (iv) whether the shaving device is used on wet or dry skin during the shaving operation. The method further comprises determining a pressure range for the user based on the determined values for the one or more parameters, wherein the pressure range has an upper pressure threshold and a lower pressure threshold; during a shaving operation using the shaving device, receiving pressure measurements representing the pressure with which the shaving device is being applied onto the skin of the user; comparing the received pressure measurements to the determined pressure range to determine feedback for the user relating to the applied pressures with respect to the determined pressure range; and outputting a feedback control signal to a feedback component associated with the shaving device, wherein the feedback control signal is for controlling the feedback component to provide the determined feedback to the user. Other aspects provide a corresponding apparatus and computer program product.

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