3

User Test

Slide show

StyleNx

Choose from top
rated stylist nearby

❸ SIGN UP   LOGIN ❷
❶ ▬ ▬ ▬

Book appointments
on the go

SIGN UP   LOGIN
▬ ▬ ▬

Save hair styles to build
your inspiration board

SIGN UP   LOGIN
▬ ▬ ▬ ❹

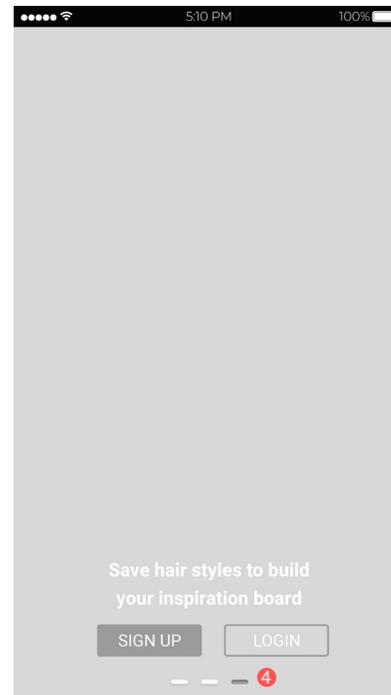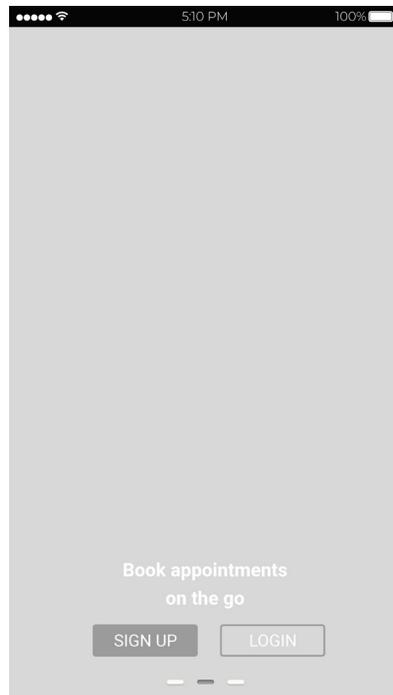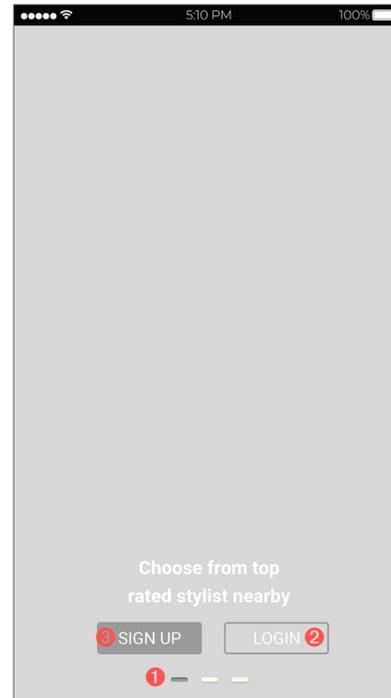**Painpoints**
1. Not able to find stylist near-by — **Search**
2. No proper booking process — **Book**

Additional feature
Save hair styles to build your inspiration board

What problem does it solve?
The joy ride establishes rapport with new users and explain the benefits of using the app
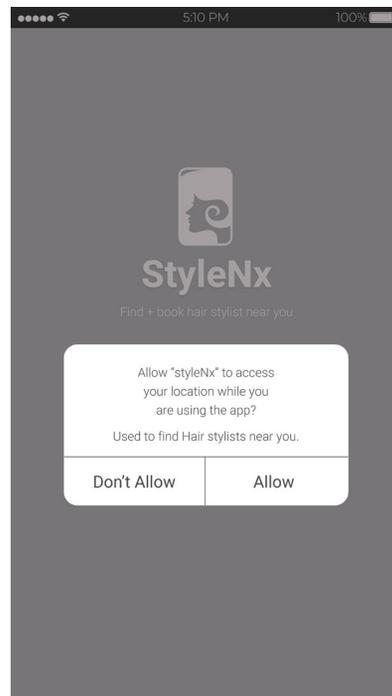
How does it work?
❶ Users can choose to swipe through the joyride

❷ Existing users can get started right away using the login button

❸ New users can get started right away with the sign up button

❹ In this flow, the user swipes left through the joyride and taps "Sign Up", which is prominent and a solid button

Problems and Observations
• App icon is not appealing

• Use a more conversational language keeping the flow of the conversation from the start screen

User Test

Joy ride screens

Screen 1
Please choose one of this option

❶ Find a hair stylist
Create a client Account

Power my business
Create a stylist Account

Screen 2
Sign in with:

f Facebook ❷

g+ Google +

or

Name

Email

Password

Sign Up

Already have an account?   sign in

Screen 3
Log in with Facebook

StyleNx

StyleNx will receive:
your name and profile picture and
phone number and email address.

Continue as Ana ❸

Cancel

Screen 4
StyleNx
Find + book hair stylist near you

Enter Zipcode

or

Use my current location

Screen 5
StyleNx
Find + book hair stylist near you

Allow "styleNx" to access
your location while you
are using the app?

Used to find Hair stylists near you.

Don't Allow | Allow

Painpoints
1. Not able to find stylist near-by — **Search**
2. No proper booking process — **Book**

What problem does it solve?
Gives the users to choose options whether user is looking for a hair stylists or as a further extension of this app can be for hair stylist to power their business. After selecting that you are looking for hairstylist it gives application permission to source information from Facebook, google or can even create account with style NX to confirm user's identity. Connecting to Facebook will allow the application to access information about user's location which is impartant for this app
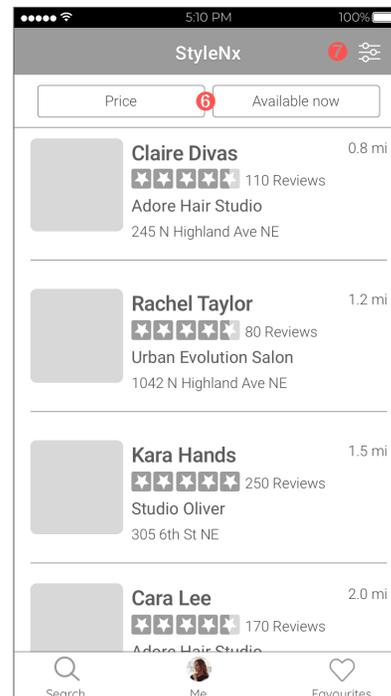
How does it work?

❶ A Button is used to confirm that you are looking for a hair stylist

❷ Facebook will use blue, google will use red and sign up will use the main colour of the app and all options are highlighted by solid rectangle

❸ In this flow, the user taps "Find a hair stylist" button than "Facebook" button which takes user to facebook and than user give permission by taping "use my current location" button and than user gives access to use its location

Problems and Observations

• "Create a Client" account seems too direct

• Its google not google plus

• Consider new user who don't want to sign up

• Is this Ana's account or yours ?

User Test

Select and search for stylist screens
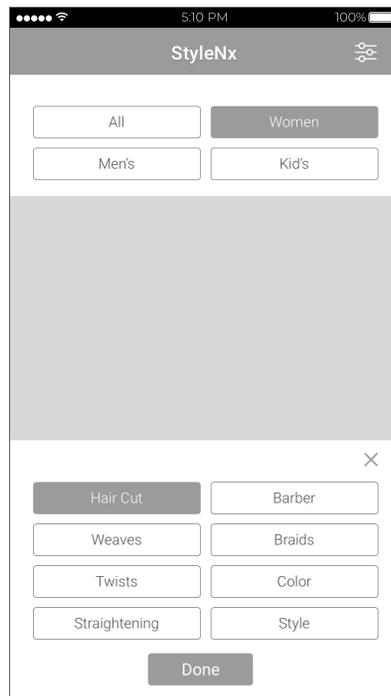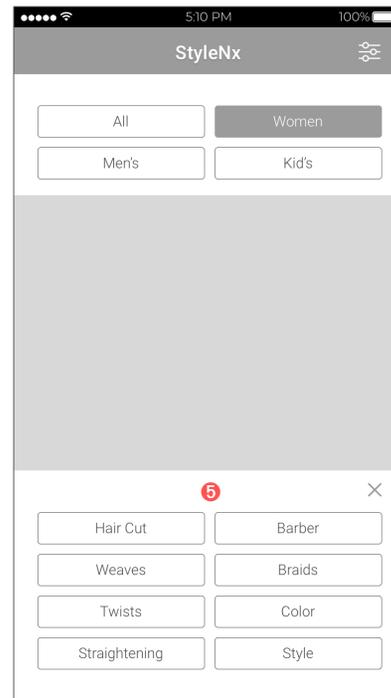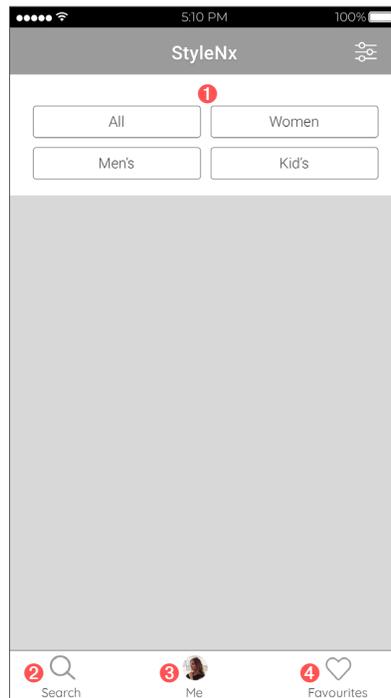
What problem does it solve?
Gives user freedom to choose options and accordingly the system can aggregate result for the user

How does it work?

❶ A Button is used to confirm what kind of user you are a women, men, kid or all kinds of user and its services user is looking

❷ By taping the search icon user can do a quick search for a particular stylist or services

❸ User can tap the profile icon to go to user profile information

❹ User can tap the favourites icon to access all saved pictures and its information

❺ Once the user taps on what kind of user they are a modal slides from the bottom for user to select a particular service as per user type and tap "Done" after selection. In this modal user can select more than one service

❻ Once the list of stylist is generated as per user input users have more options to select as per their preference of now available stylist and their price range

❼ By clicking on the filter icon user gets in-depth filter options which helps to further aggregate information as per user choice

❽ In this flow, the user taps "women" button and than selects "hair Cut" button which helps system to generate information of all near by hair stylist

Problems and Observations

• It should be women's or women?

• Done button below more filter should be their on both screens or it comes after user select the options?

• Its better if a user can see all information on one screen specially Cara lee her information is getting cut

User Test

Filter, search and analyse review screens

Screen 1 — Filter

5:10 PM 100%

✕ Filter ❶

Sorting by

New stylist this week ⬤

Popular ⬤

Available now ⬤ ❷

Price
$ 0 $ 500

$ 300

Distance
0 mi   100 mi

10 mi ❸

Apply

Search | Me | Favourites

Screen 2 — StyleNx

5:10 PM 100%

StyleNx

$$$ | Available now

Rachel Taylor   1.2 mi
★★★★☆ 80 Reviews
Urban Evolution Salon
1042 N Highland Ave NE

Kara Hands   1.5 mi
★★★★★ 250 Reviews
Studio Oliver
305 6th St NE ❹

Daniel Ward   2.2 mi
★★★★☆ 130 Reviews
BeGlammed
29 12th St NW

Sara Bits   2.6 mi
★★★★☆ 170 Reviews

Search | Me | Favourites

Screen 3 — Kara Hands profile

5:10 PM 100%

‹ Back   ♡ ❻ ⬈ ❼

❺

See All 20

Kara Hands
Studio Oliver
Master stylist

I love creating individual vision for every client, so you can be sure that you leave with a look that is stylish, beautiful, and uniquely you. I specializes in cut, color, Keratin and Bridal.

★★★★★ 250 Reviews ❽

View all reviews

My services

Shampoo (Relaxed Hair Only)   BOOK
$55 and up for 45 Minutes ⓘ

Screen 4 — Recommended Reviews

5:10 PM 100%

‹ Back ❾

Recommended Reviews
Kara Hands

★★★★★ 250 Reviews

Sarah Green   ★★★★★
Best Hairdresser!   Jan, 04, 2019
After years of her wonderful shaved haircuts I thought it was about time I better leave a rave review for my fabulous hair stylist Kara. I could not let anybody else touch my locks...I have never in 6 years had a single badly cut strand of

Sarah Green   ★★★★★
Best Hairdresser!   Jan, 04, 2019
After years of her wonderful shaved haircuts I thought it was about time I better leave a rave review for my fabulous hair stylist Kara. I could not let anybody else touch my locks...I have never in 6 years had a single badly cut strand of

Sarah Green   ★★★★★
Best Hairdresser!   Jan, 04, 2019
After years of her wonderful shaved haircuts I thought it was about time I better leave a rave review for my fabulous hair stylist Kara. I could

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Painpoints

1. Not able to find stylist near-by — **Search**

What problem does it solve?

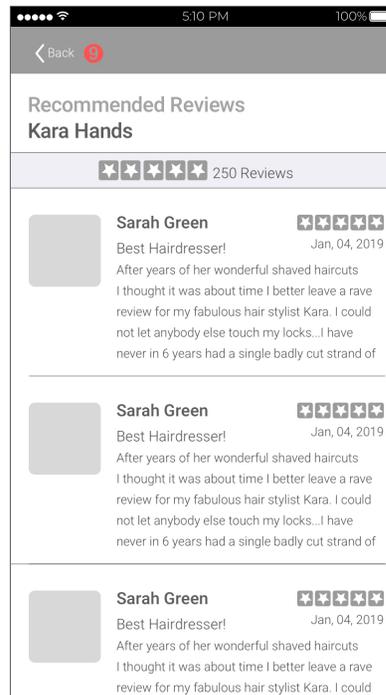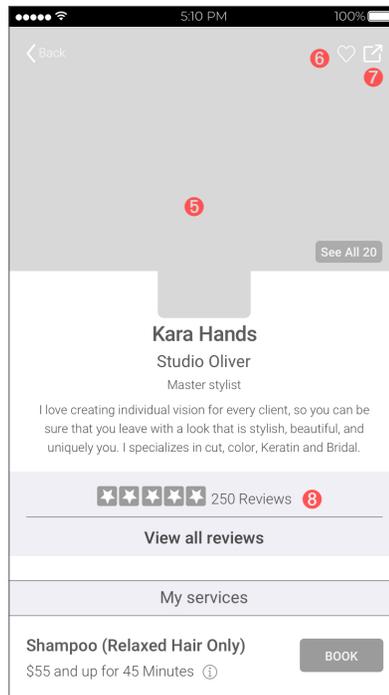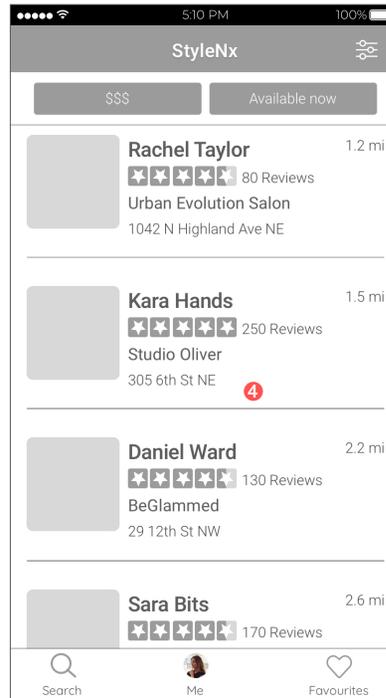Gives user freedom to fill out options and accordingly the system can aggregate result for the user. User can see individual stylist information and reviews

How does it work?

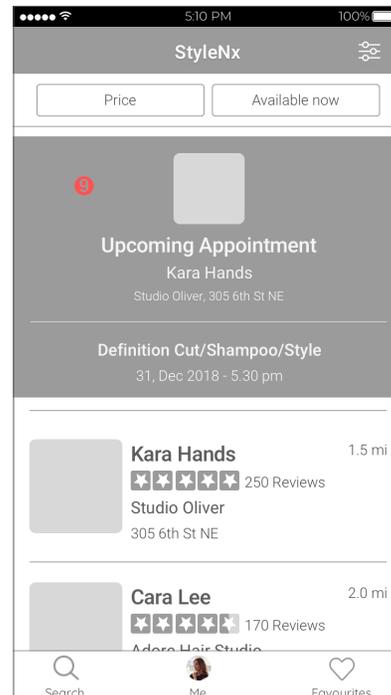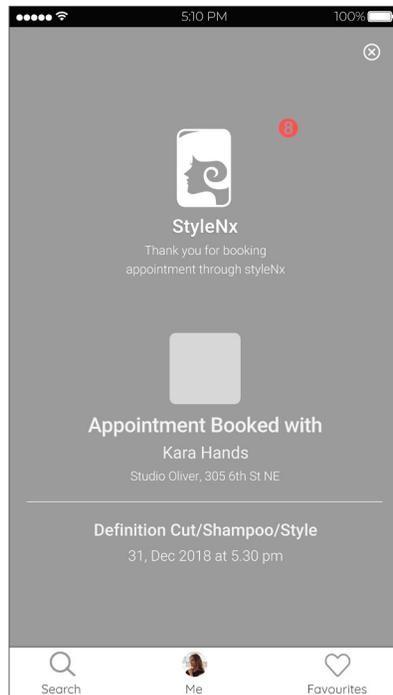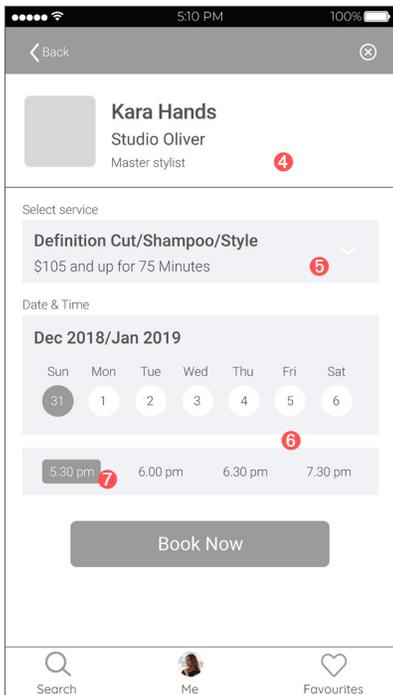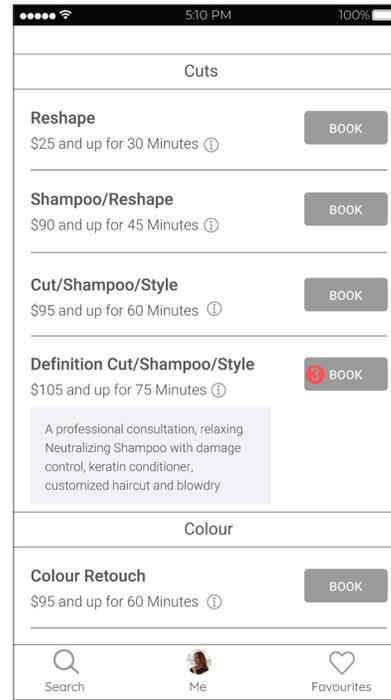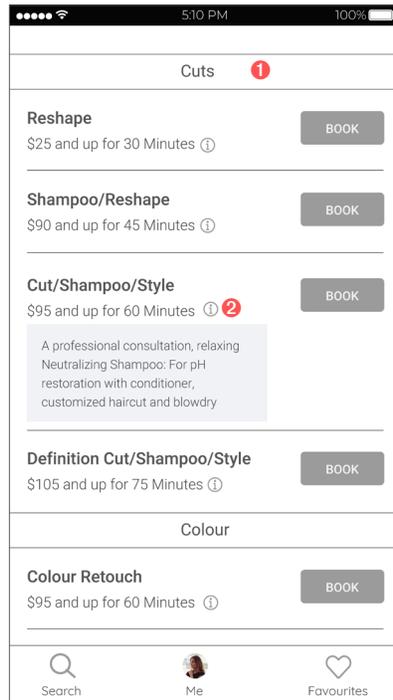❶ Filter modal gives user more detailed options and as further extension of this app it can be increased as per user needs and feedback

❷ An easy slider is used to give out information in order to save time

❸ User filters out all the information as per their choice and taps on "Apply" button which is dark and prominent or if they don't need this filter they have the option to close the modal by clicking on the cross icon on the top left

❹ A long list of stylist information is generated by scrolling down user will be able to see all

❺ The user can swipe left to see all pictures

❻ User can tap the favourite icon to save any picture in the favourite folder

❼ Through share icon user can share pictures or stylist profile with anyone

❽ User can tap on the review to see all reviews about the stylist

❾ The back icon helps user to go back at any given stage

❿ In this flow, the user fills out information as per choice, taps "Apply" and slides to see all hair stylist list and taps to see a particular hair stylist and its reviews

Problems and Observations

• What about the filter options user choose earlier

• Price is just an icon and available now is written in text is their a reason?

• With share icon will I be able to share with friends or social media too?

User Test

Stylist booking process

Screen 1 (Cuts list):

Cuts ❶

Reshape
$25 and up for 30 Minutes ⓘ — BOOK

Shampoo/Reshape
$90 and up for 45 Minutes ⓘ — BOOK

Cut/Shampoo/Style
$95 and up for 60 Minutes ⓘ ❷ — BOOK

A professional consultation, relaxing Neutralizing Shampoo: For pH restoration with conditioner, customized haircut and blowdry

Definition Cut/Shampoo/Style
$105 and up for 75 Minutes ⓘ — BOOK

Colour

Colour Retouch
$95 and up for 60 Minutes ⓘ — BOOK

Search | Me | Favourites

Screen 2 (Cuts list 2):

Cuts

Reshape
$25 and up for 30 Minutes ⓘ — BOOK

Shampoo/Reshape
$90 and up for 45 Minutes ⓘ — BOOK

Cut/Shampoo/Style
$95 and up for 60 Minutes ⓘ — BOOK

Definition Cut/Shampoo/Style
$105 and up for 75 Minutes ⓘ ❸ — BOOK

A professional consultation, relaxing Neutralizing Shampoo with damage control, keratin conditioner, customized haircut and blowdry

Colour

Colour Retouch
$95 and up for 60 Minutes ⓘ — BOOK

Search | Me | Favourites

Screen 3 (Booking page):

‹ Back ⊗

Kara Hands
Studio Oliver
Master stylist ❹

Select service
Definition Cut/Shampoo/Style
$105 and up for 75 Minutes ❺

Date & Time
Dec 2018/Jan 2019

Sun Mon Tue Wed Thu Fri Sat
31   1   2   3   4   5   6

❻

5.30 pm ❼ 6.00 pm 6.30 pm 7.30 pm

Book Now

Search | Me | Favourites

Screen 4 (Confirmation):

⊗ ❽

StyleNx
Thank you for booking appointment through styleNx

Appointment Booked with
Kara Hands
Studio Oliver, 305 6th St NE

Definition Cut/Shampoo/Style
31, Dec 2018 at 5.30 pm

Search | Me | Favourites

Screen 5 (Upcoming Appointment):

StyleNx ⚙

Price | Available now

❾

Upcoming Appointment
Kara Hands
Studio Oliver, 305 6th St NE

Definition Cut/Shampoo/Style
31, Dec 2018 - 5.30 pm

Kara Hands   1.5 mi
★★★★★ 250 Reviews
Studio Oliver
305 6th St NE

Cara Lee   2.0 mi
★★★★☆ 170 Reviews
Adore Hair Studio

Search | Me | Favourites

Painpoints

1. Not able to find stylist near-by — **Search**
2. No proper booking process — **Book**

What problem does it solve?

Gives user freedom to choose from list of service options and easy booking process as per their convenient and stylist availability

How does it work?

❶ All list of services are segregated with a subhead for easy viewing

❷ By taping the information icon it gives user an easy and quick information about the service

❸ Taping the "Book" button user can easily book the service

❹ After taping the book button it will take user to stylist availability page where date and time is mention for user to select

❺ User can tap on the down arrow and select a different service if change in mind

❻ Slide left to select and view all available dates and time of the stylist

❼ Once the user select the date and time by taping it is highlighted in dark and than can tap on the "Book now" for confirmation

❽ A confirmation modal for user that their request is been processed and user can close it by clicking on the close icon top right

❾ User appointment information is displayed on the screen

❿ In this flow, the user sees more information, tap on "Book" button than selects date and time and Taps on "Book Now" button, sees confirmation and close it

Problems and Observations

• Information icon is not visible looks misplaced and plus will it changed after user have clicked on it

• If user clicked available now filter do we need all other date selection?

• What about payment can user pay now or do have to pay later?

• It will take user to home screen or filter screen?

Feedback information screens
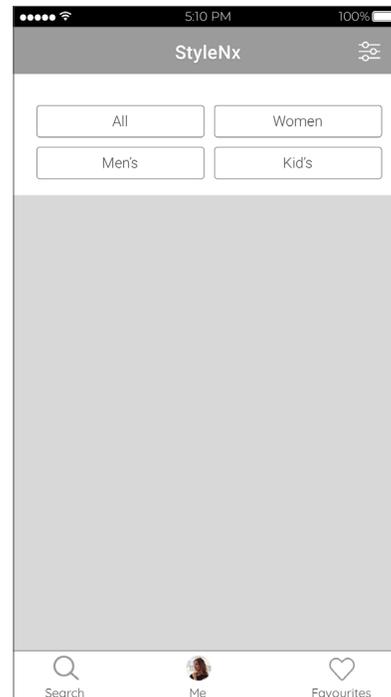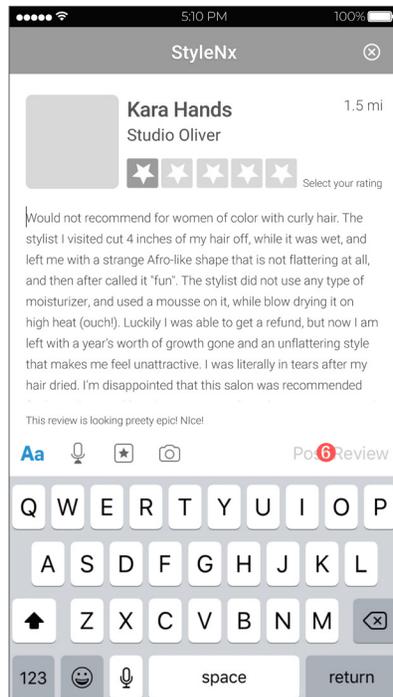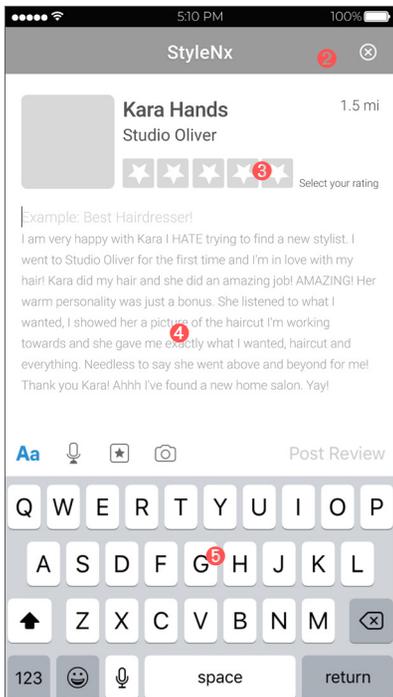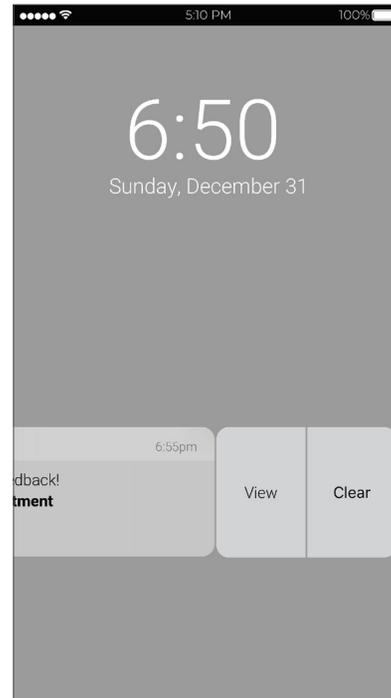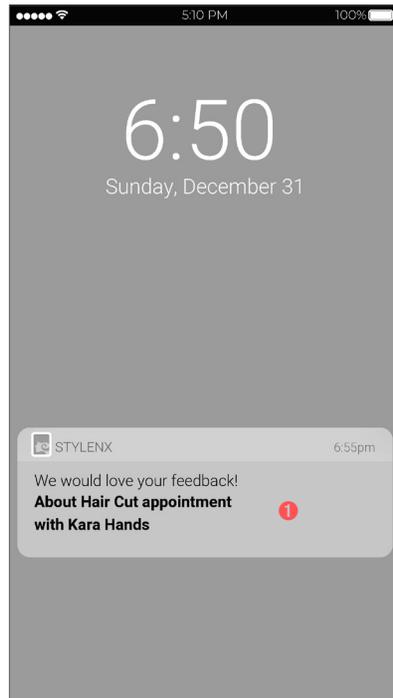
Painpoints
Rate/review individual hair stylist for public view — **Review**

What problem does it solve?
Notify user to leave a review about the service they had and their review /rating will help out other users before they go with the particular stylist

How does it work?

❶ A notification pops on once the appointment is done, this will encourage user to leave a review at that very moment

❷ User have option to close or write a review

❸ Hair Stylist information with blank rating icons, user need to tap on the stars to give their rating

❹ A review is already written to make it user friendly if they wanted to use it and post or can write another one

❺ As user need to type a keyboard slide in from the bottom

❻ By taping on "Post Review" users review will be posted

❼ In this flow, User sees the notification, slides left and taps on View, rate stylist, write a review and post it

Problems and Observations
• The time on the phone need to be same everywhere