1 Story

Varsha Makwana, 32 years old

Persona and Pain points

In December, my friend Ana and her husband Eric from California visited Atlanta. They were here on 27th evening and were going to stay till Jan 2nd. Since they were visiting for the first time, we showed them around for a couple days, visiting Helen, downtown Atlanta, live music venues in Midtown. We were doing things and sight-seeing on the go so we hadn't planned anything specifically for New Year's Eve. A few of our friends called at noon on 31st suggesting a New year's party in WestIn downtown. We checked and it looked like a fun party so we decided to go and have a blast welcoming New year.

Me and Ana decided on what to wear for the party, but both of us badly needed a haircut. She was solely dependent on me for recommending a good hair stylist as me being a local. But I had just moved to midtown a month ago, so even I was unsure of any recommendations for hair stylists. So naturally we kinda freaked out, hair cut omg! We did what anybody in our situation would naturally do, googled looking up good stylists nearby. Since our entire evening was at stake, we went through a bunch of Salon reviews, making calls to check for open appointments (1&2). But almost all the reviews online were for Salons and nothing about Stylists who worked there (3). After 7-8 calls we started getting nervous, as most of the stylist were either booked or not open. But finally, we found a nearby Salon, and we got haircut appointments for 5pm. We reached the place at 4:45pm and the place was swarming with customers, we were glad we had booked over call. We had pictures of the hairstyle we wanted to get and we showed it our stylists. In the next 45mins our haircuts were done Ana was looking really good, but my hairstylist did a not so good job. She cut my hair shorter than I had wanted. We wanted to both rate our individual stylist, but there was nothing on the website or anywhere online we could rate individual stylists (3). Even though I was a little disappointed with my haircut, we did end up having a lot of fun at the party.

Pain points

1. Not able to find near-by stylist — Search
2. No proper booking process — Book
3. Rate/review individual stylist — Review

App purpose and benefits

The app I am proposing is a data (an organization involved in compiling information from detailed databases on individuals and selling that information to others) and a review aggregator (a website that aggregates reviews of movies or other products or services) which aims to Better understanding between clients and stylist and improve the client experience and provide a better platform for stylists as well.

The app I am designing further would be from my part of the pain points of the story.

Pain points to brag points

Painpoints

SEARCH

Not able to find stylist near-by

BOOK

No proper booking process

REVIEW

Rate/review individual stylist

Brag points

SEARCH

Hair stylist based on Geo-location and their availability

BOOK

Appointments without any hassle

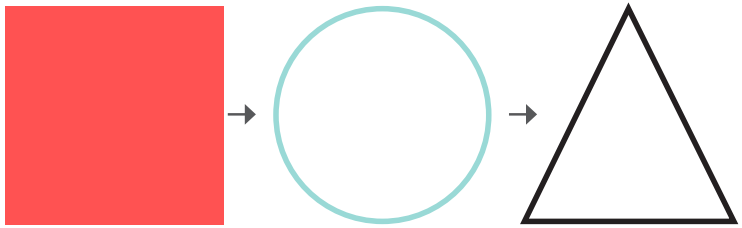
REVIEW

Rate individual hair stylist for public view

Additional Feature
Save hair styles to build your inspiration board

Flows

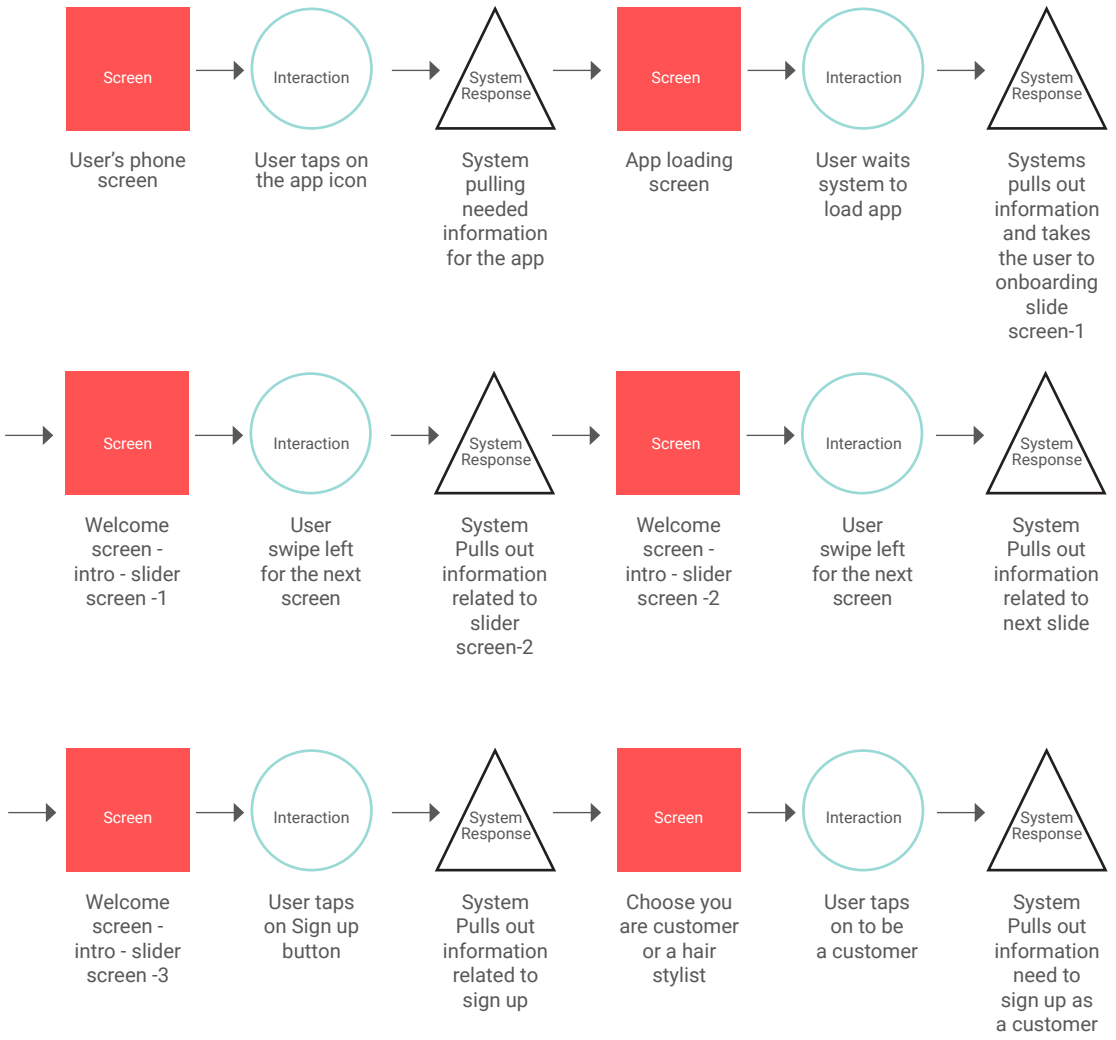
Breakdown of interactions and views planned for the proof of concept.



2

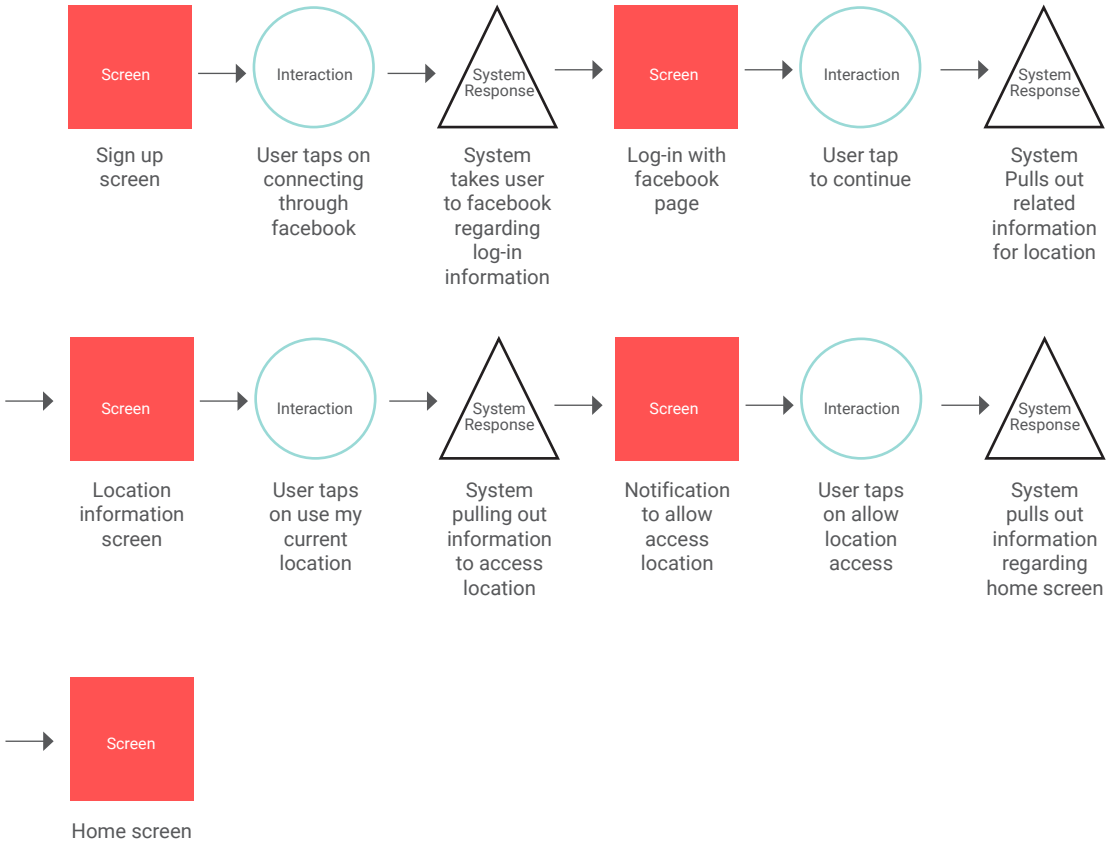
User Flow

Joyride



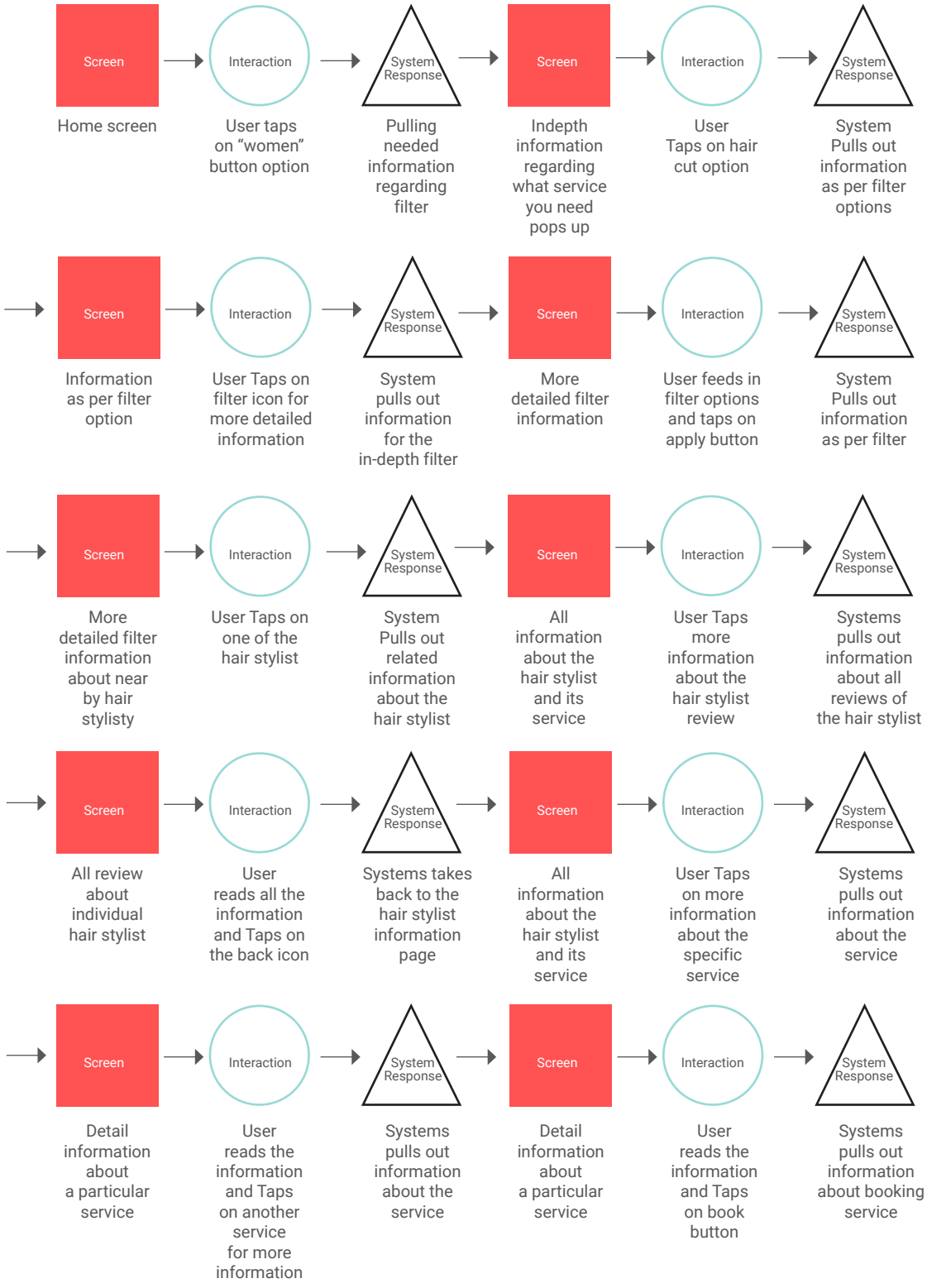
User Flow

Onboarding log in flow



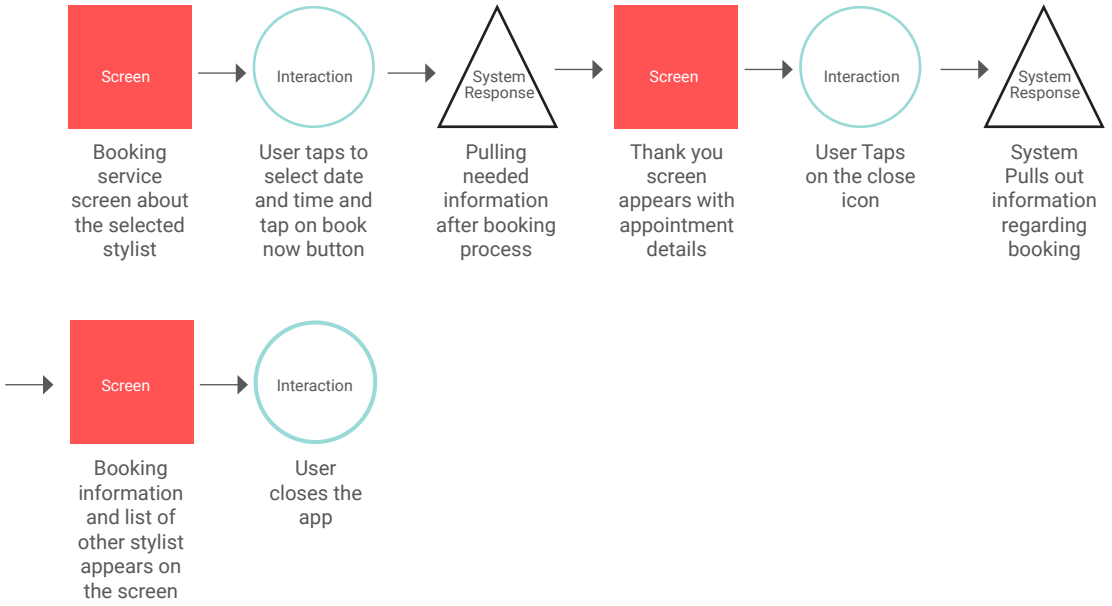
User Flow

Search hair stylist



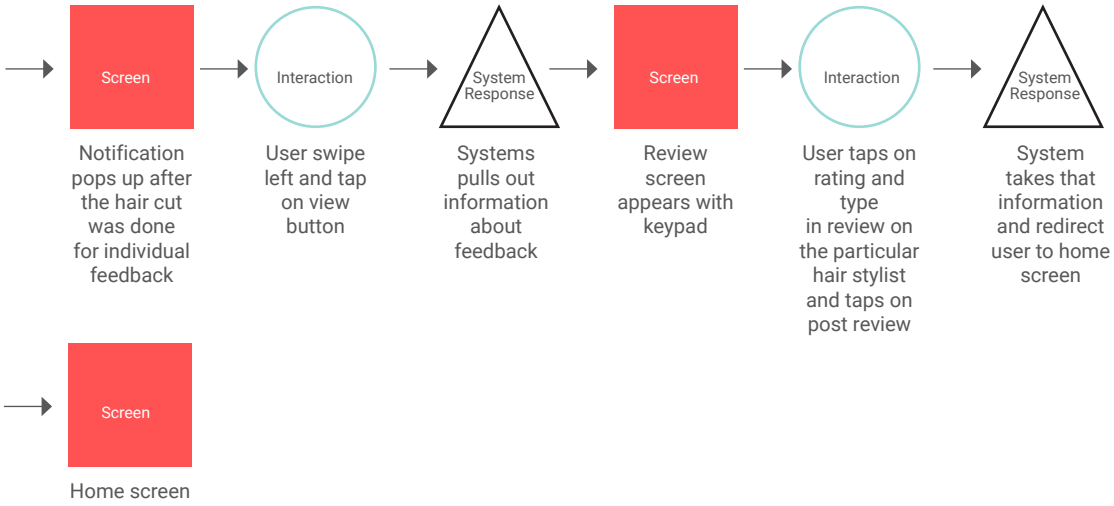
User Flow

Book hair stylist



User Flow

Review hair stylist



3

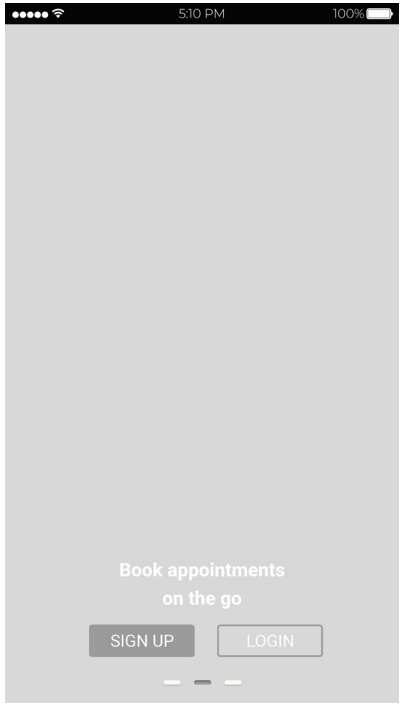
User Test, Findings and Refine

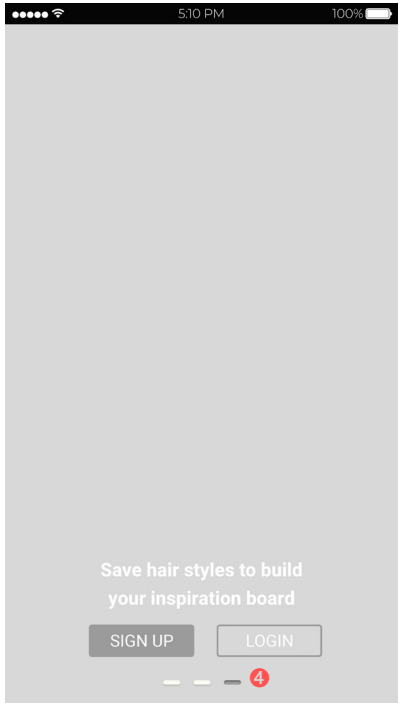
Usability testing is a technique used in user-centered interaction design to evaluate a product by testing it on users. This can be seen as an irreplaceable usability practice, since it gives direct input on how real users use the system.

3

User Test

Slide show





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

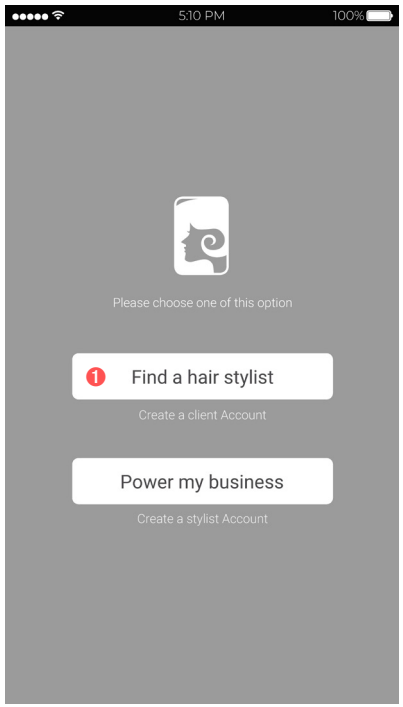
❹ In this flow, the user swipes left through the joyride and taps “Sign Up”, which is prominent and a solid button

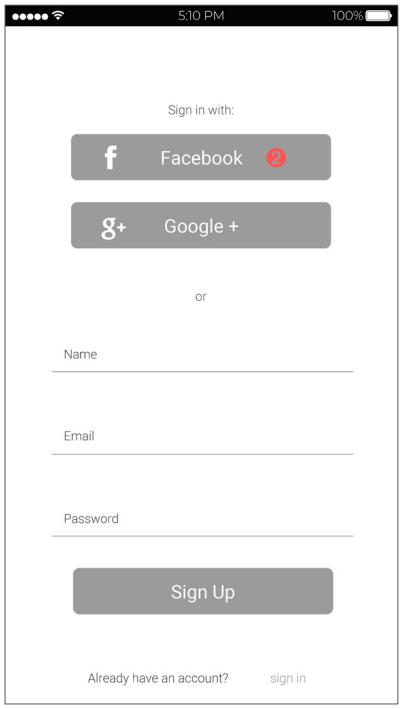
Problems and Observations

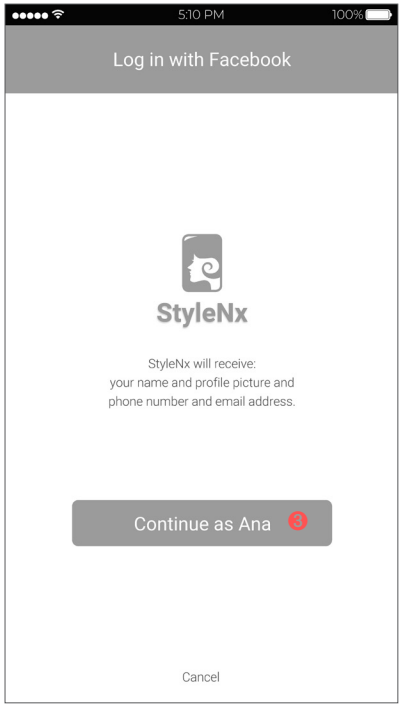
- App icon is not appealing
- Use a more conversational language keeping the flow of the conversation from the start screen

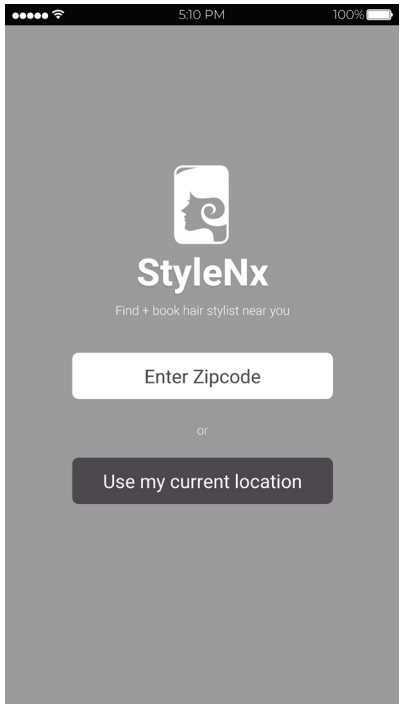
User Test

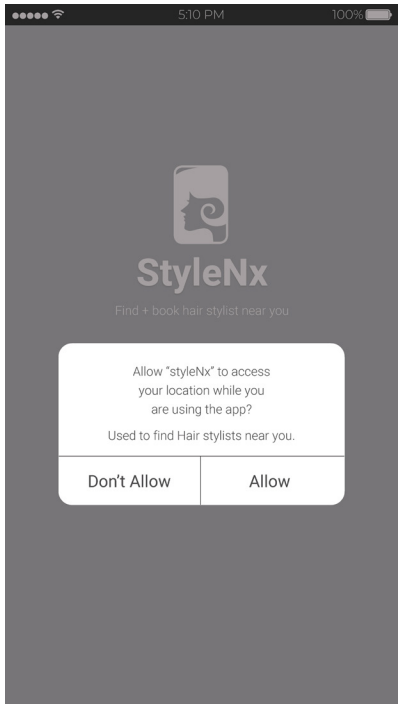
Joy ride screens











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

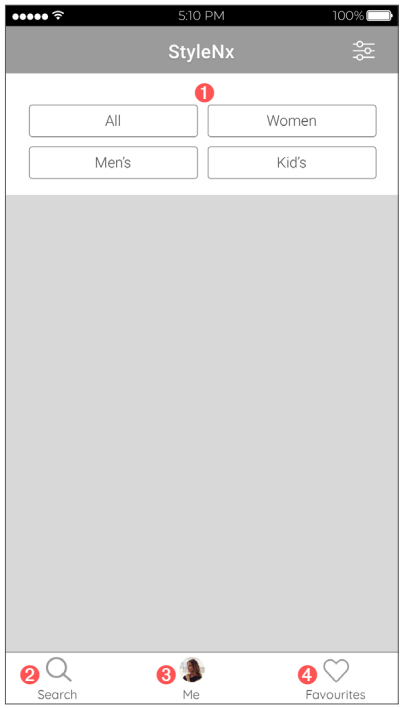
❸ In this flow, the user taps "Find a hair stylist" button than "Facebook" button which takes user to facebook and than user give permission by taping "use my current location" button and than user gives access to use its location

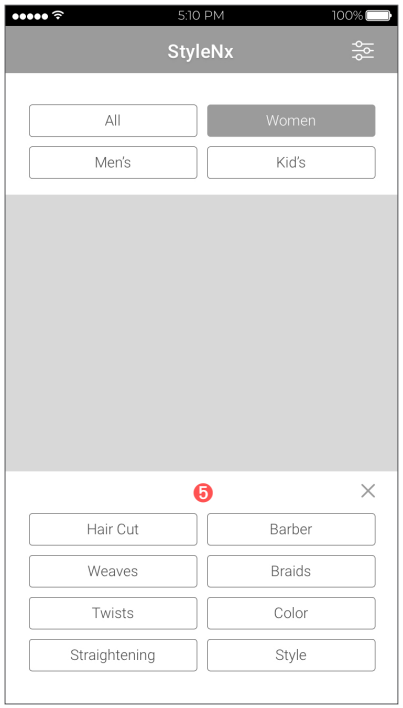
Problems and Observations

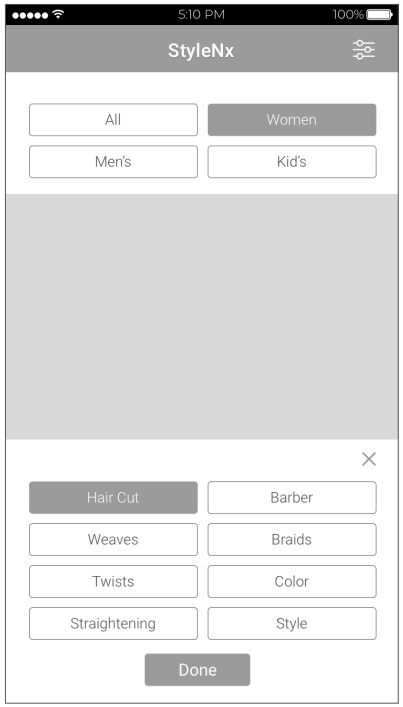
- "Create a Client" account seems too direct
- Its google not google plus
- Consider new user who don't want to sign up
- Is this Ana's account or yours ?

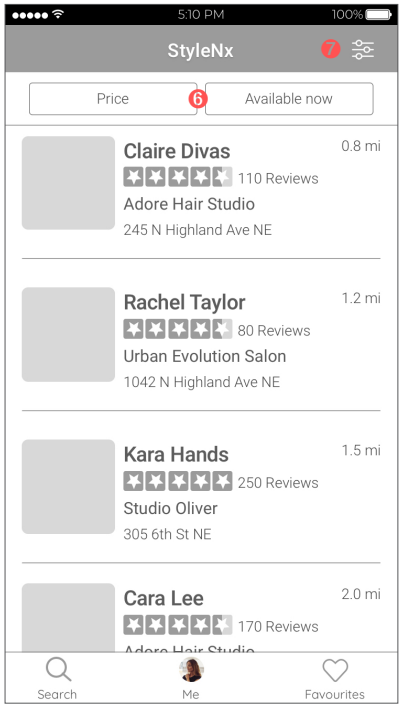
User Test

Select and search for stylist screens









Painpoints

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

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

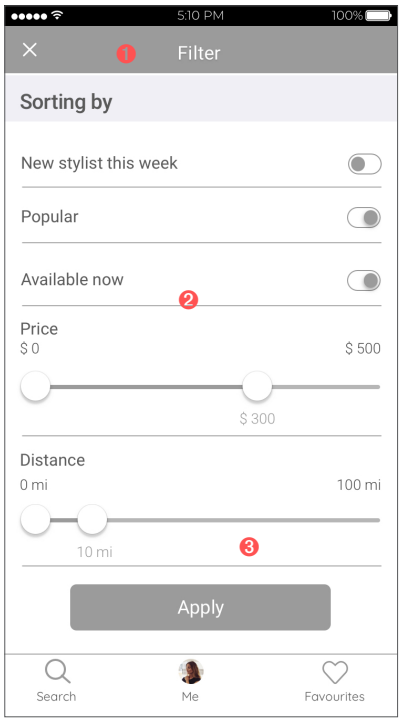
❽ In this flow, the user taps “women” button and than selects “hair Cut” button which helps system to generate information of all near by hair stylist

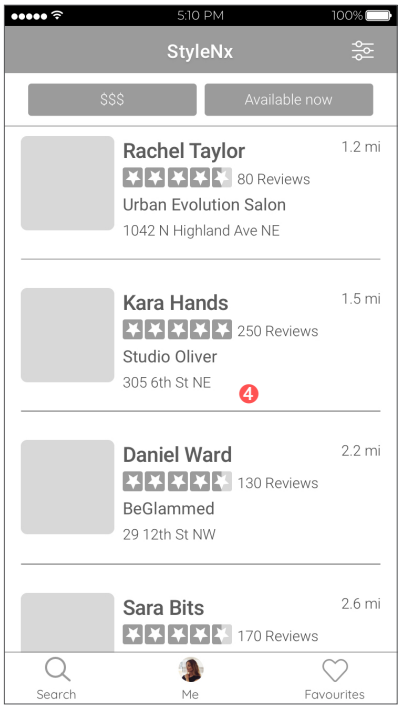
Problems and Observations

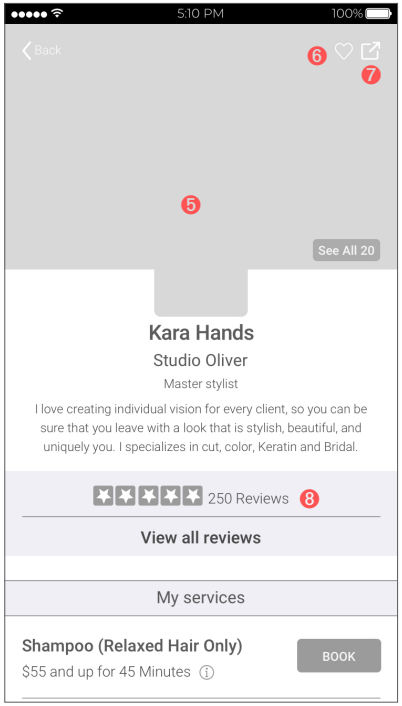
- It should be women’s or women?
- Done button below more filter should be their on both screens or it comes after user select the options?
- Its better if a user can see all information on one screen specially Cara lee her information is getting cut

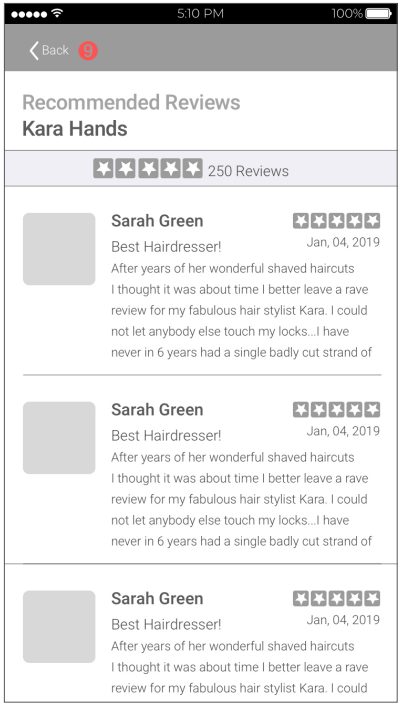
User Test

Filter, search and analyse review screens









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

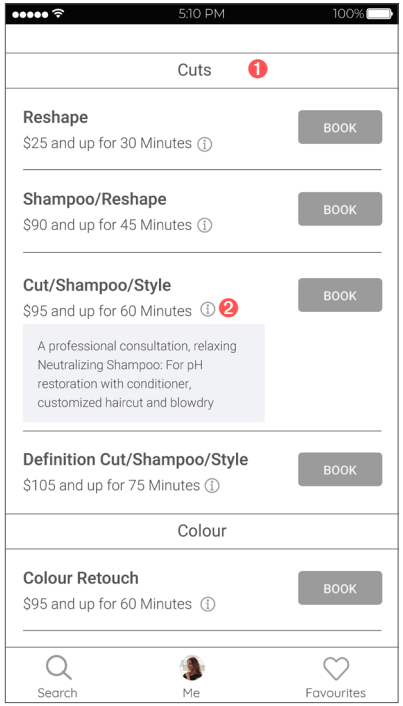
❿ In this flow, the user fills out information as per choice, taps "Apply" and slides to see all hair stylist list and taps to see a particular hair stylist and its reviews

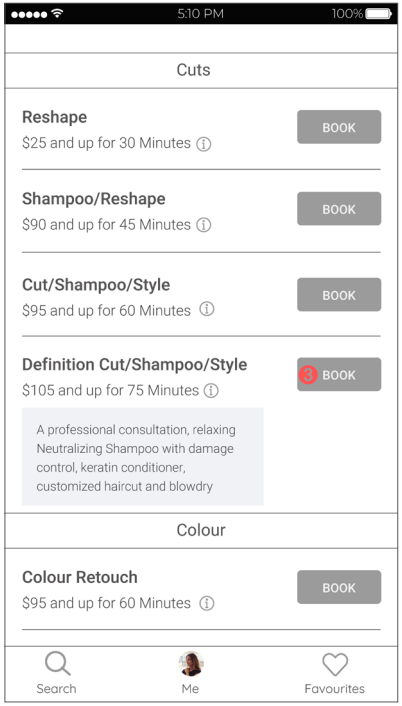
Problems and Observations

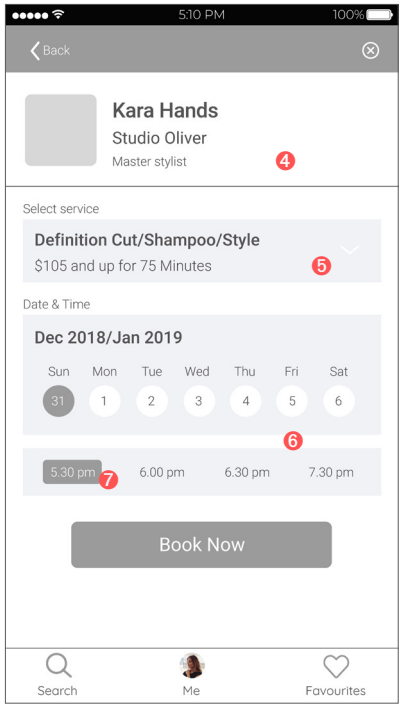
- What about the filter options user choose earlier
- Price is just an icon and available now is written in text is their a reason?
- With share icon will I be able to share with friends or social media too?

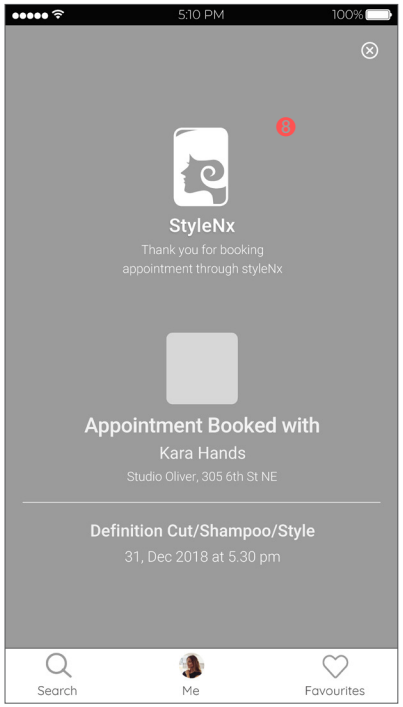
User Test

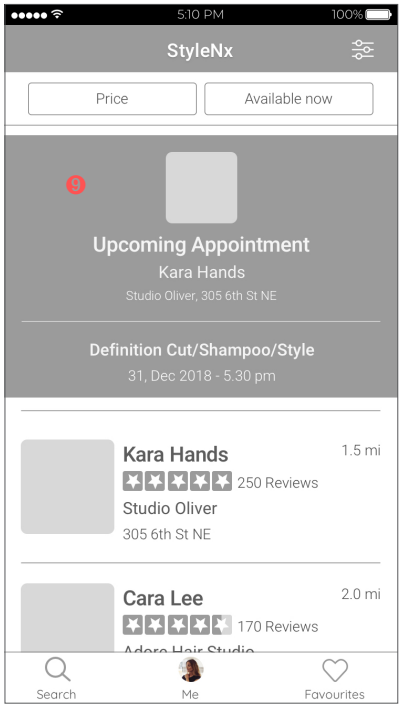
Stylist booking process











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

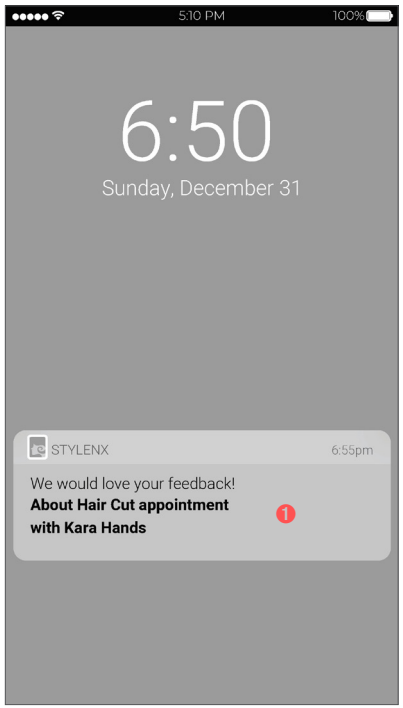
❿ In this flow, the user sees more information, tap on "Book" button than selects date and time and Taps on "Book Now" button, sees confirmation and close it

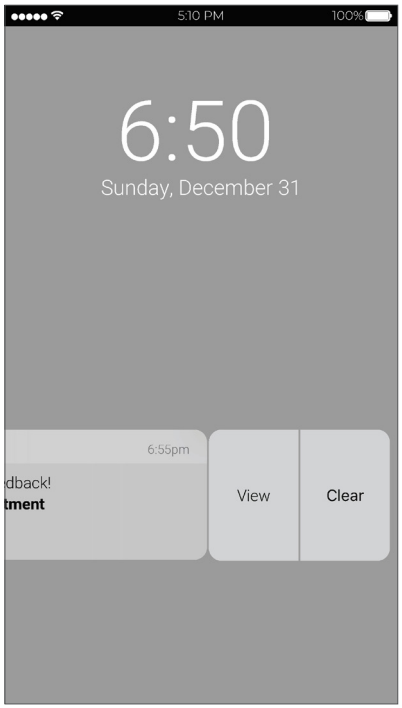
Problems and Observations

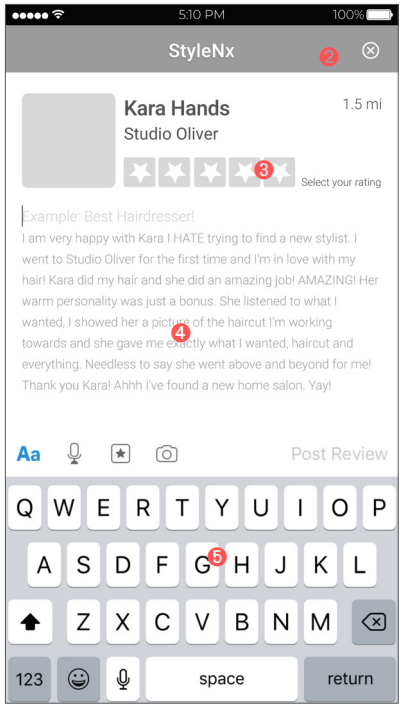
- Information icon is not visible looks misplaced and plus will it changed after user have clicked on it
- If user clicked available now filter do we need all other date selection?
- What about payment can user pay now or do have to pay later?
- It will take user to home screen or filter screen?

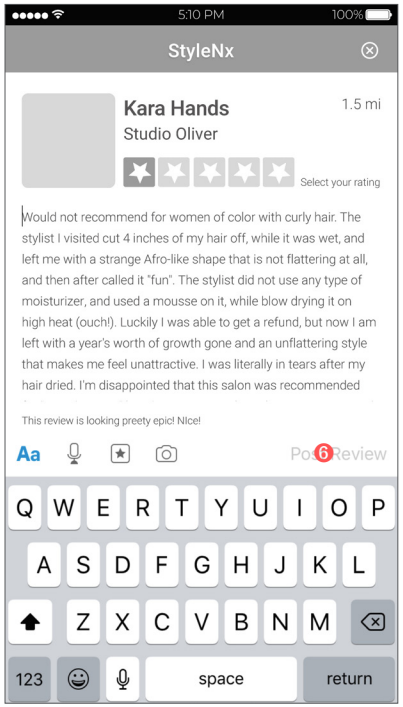
User Test

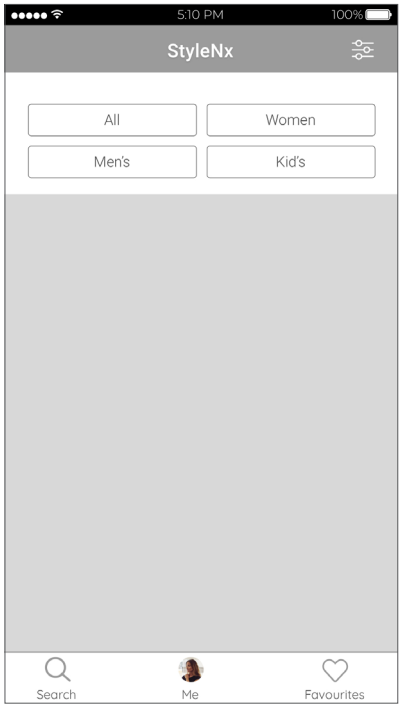
Feedback information screens











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?

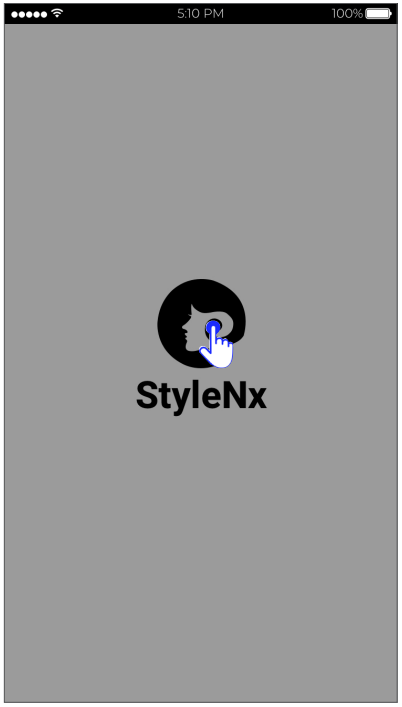
1. A notification pops on once the appointment is done, this will encourage user to leave a review at that very moment
2. User have option to close or write a review
3. Hair Stylist information with blank rating icons, user need to tap on the stars to give their rating
4. A review is already written to make it user friendly if they wanted to use it and post or can write another one
5. As user need to type a keyboard slide in from the bottom
6. By taping on "Post Review" users review will be posted
7. 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

Final Design app flow after User Testing

Breakdown of interactions and views planned for the proof of concept.



Action Button
where the user taps

About the screen

Intention in making the screen

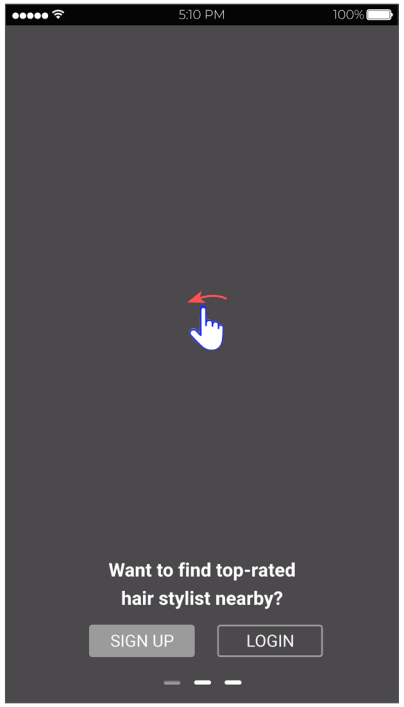
App Icon on user screen

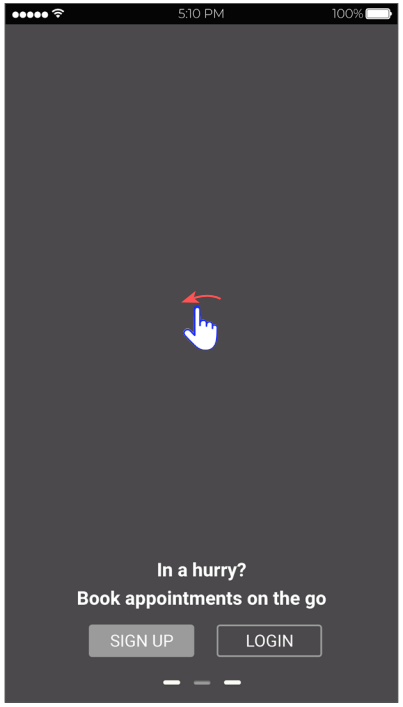
Using Flat and prominent icon which is eye catchy

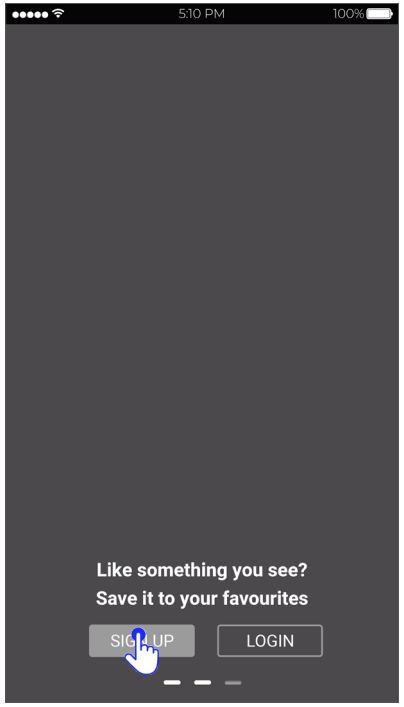
App opening screen

Simple and clean for direct message

Action Button
where the user taps







About the screen

Intention in making the screen

On boarding-1

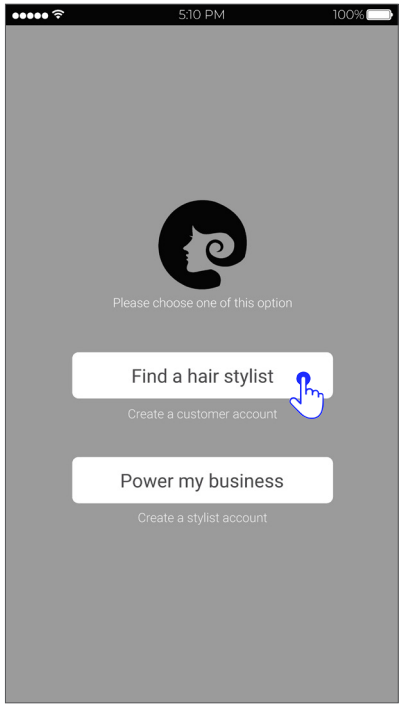
Making clear statements about what the user is searching for and to make it more human like question as if somebody asks for it and user will say yes!

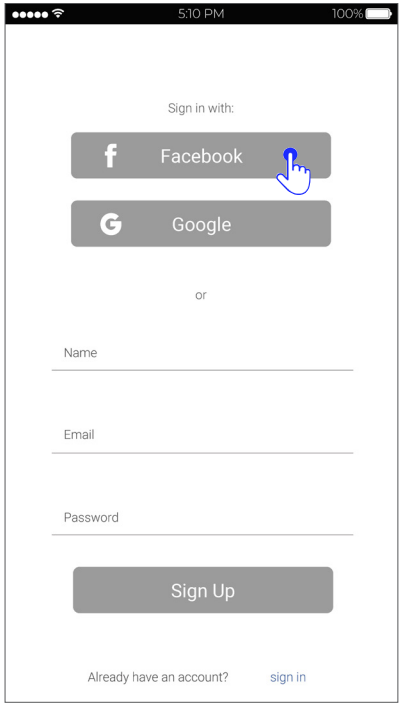
On boarding-2

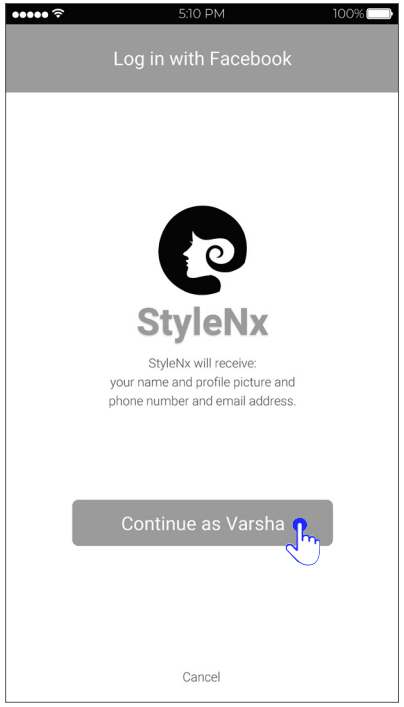
Taking care of user who is in hurry as per story. Basically thinking how user thinks.

On boarding-3

Giving a direct alternative if you like you can save it which is generally a human behaviour so that it helps later on for reference.







Action Button
where the user taps

About the screen

Sign up-1

Intention in making the screen

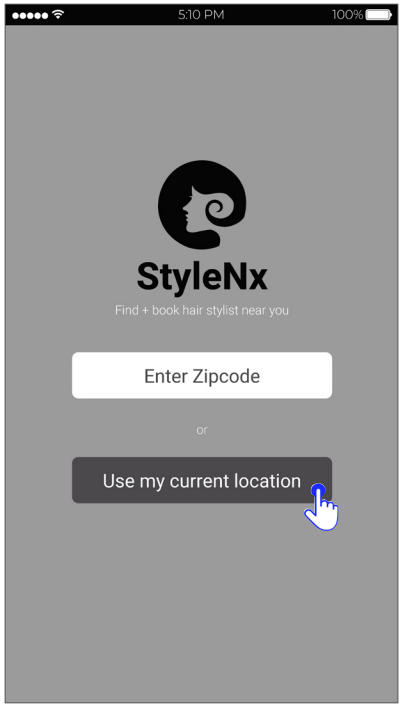
Clear selection statements on user type. Who the user is and their goal will be achieved a per selection. As for future extension of this app it can be beneficial for both customer and stylist.

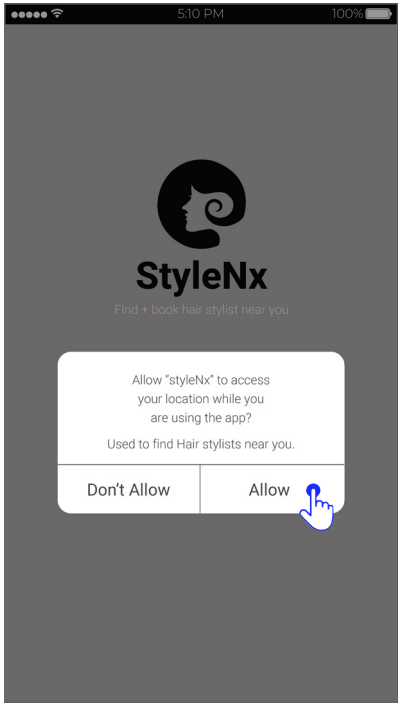
Sign up-2

Give user many options as possible to sign up as to make the sign up process easier.

Sign up Though facebook

After user chooses to sign up through facebook it takes user to the facebook screen and asks to continue if ok. Its a default process.





Lets dive in more what happens once you are on this app.

Action Button
where the user taps

About the screen

Location notification

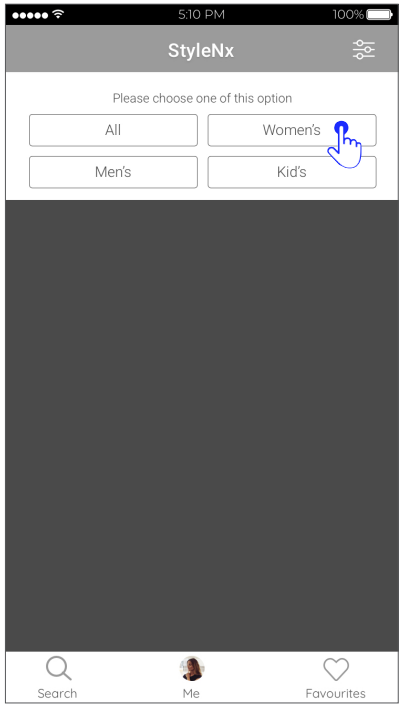
This helps the app to aggregate information a per user location

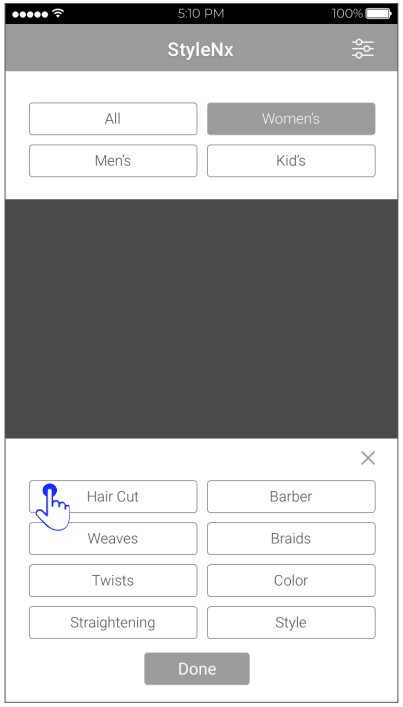
Intention in making the screen

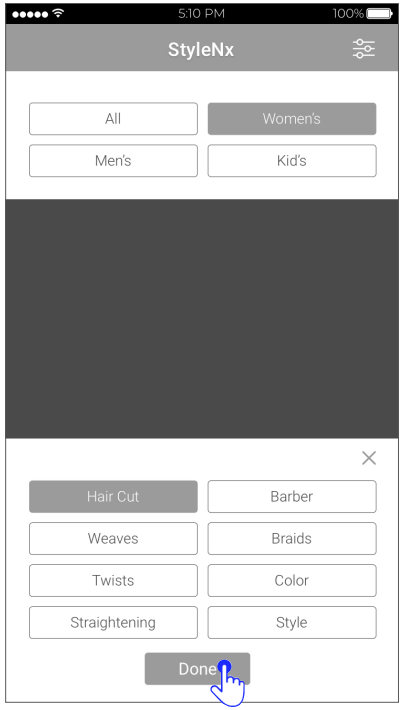
Allow location notification

By allowing means user have give app the permission and go ahead and find information as per location. Its important for privacy issue.

Action Button
where the user taps







About the screen

Intention in making the screen

Home-1

Home screen helps user to select options as per their preference. Direct search icon for quick search if they know what they want. User profile to see history or feed in additional information. Favourite icon for their inspirational board. Filter icon for additional filter if needed.

Home-2

As per user selection a slider slides from the bottom for more detail information about what the user wants. This will help gain confidence from the user as the app is providing more detailed information what the user wants.

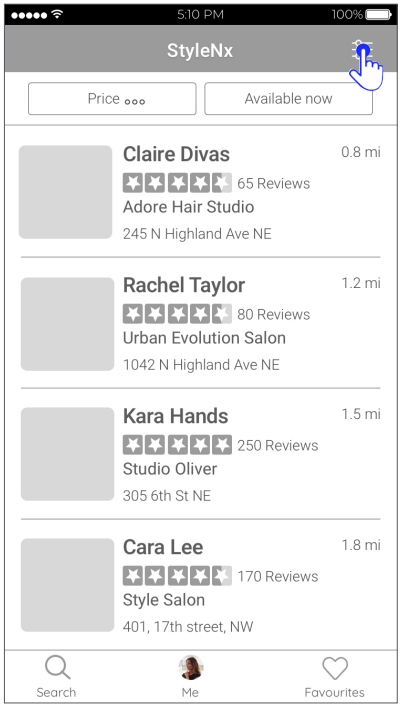
Home-3

Once user is satisfied with selection user needs to tap Done so that system can find information as per selection and can move forward.

Action Button
where the user taps

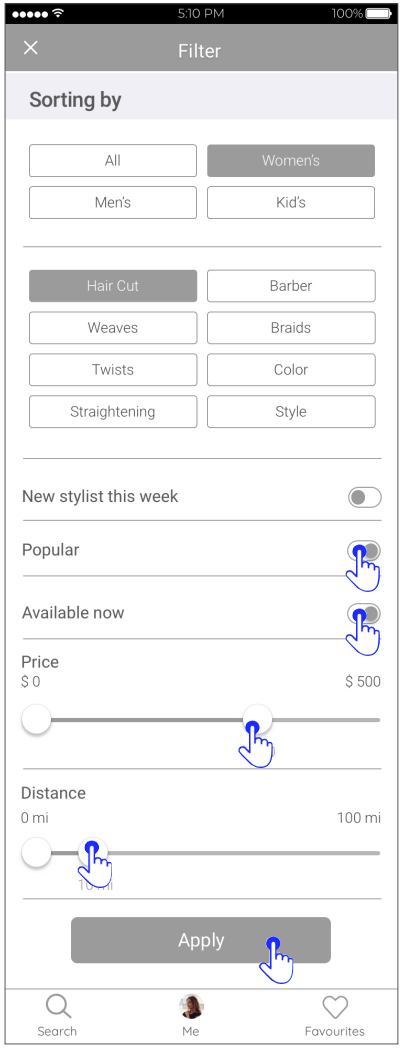
About the screen

Intention in making
the screen



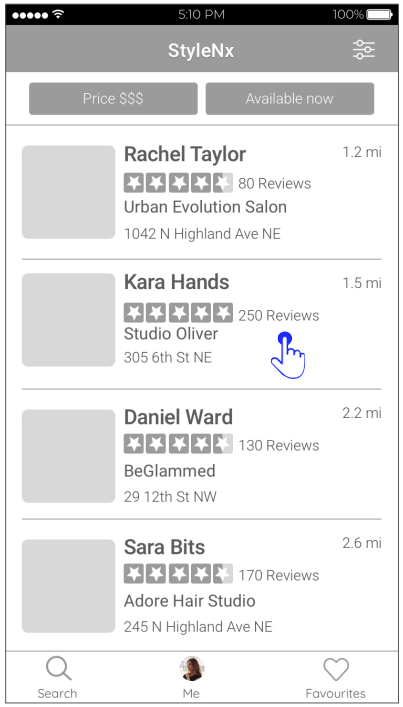
Stylist list

After user finish doing default selection the list of stylist appears as per who is near by. This is as per stylist not by salon so you will see the name of the stylist first. User taps on the filter screen for more in depth search result.



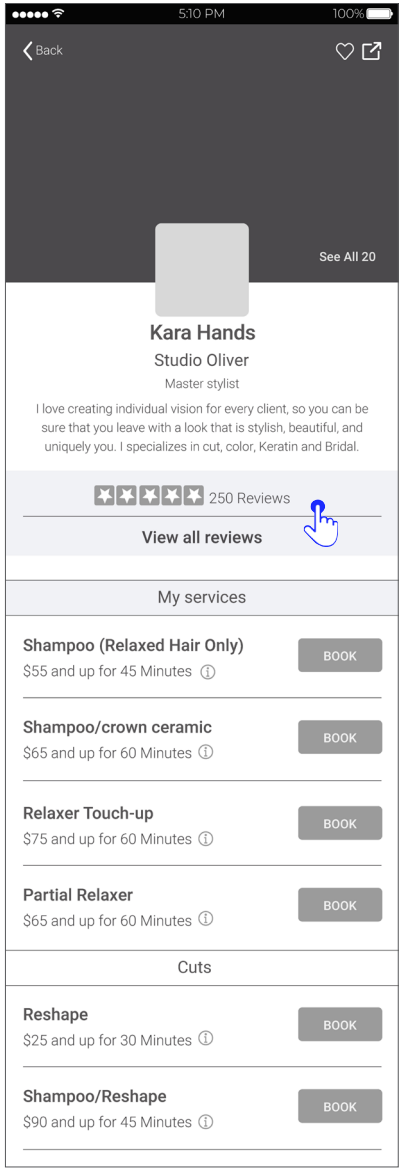
Filter

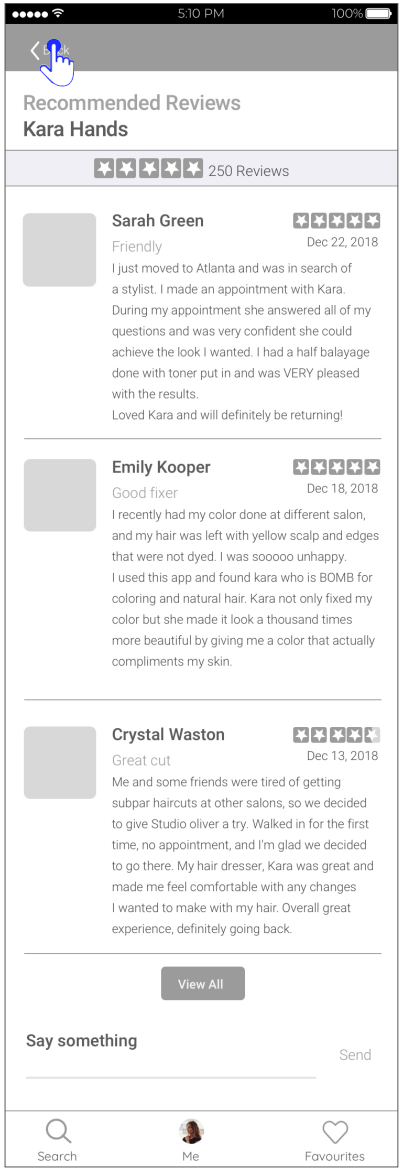
The user can have more detailed filter options and even can make any changes to the earlier filter options. After all selection are made user taps on apply button.

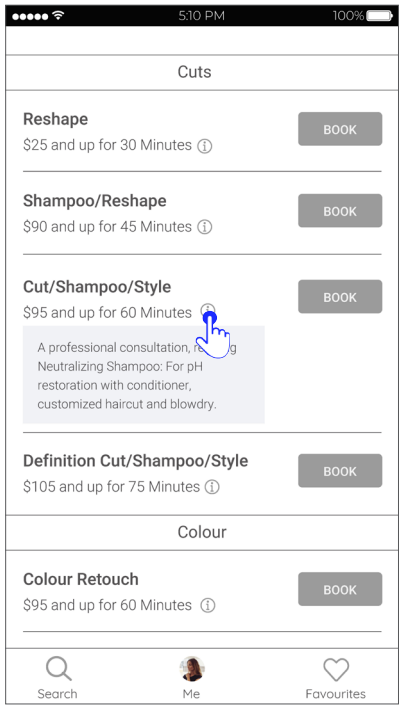


Stylist list as per filter

All options user have selected are highlighted and price have three $ sign as the user have marked the price range $300. User taps on to the stylist who has maximum reviews.







Action Button
where the user taps

About the screen

Intention in making the screen

Individual stylist information

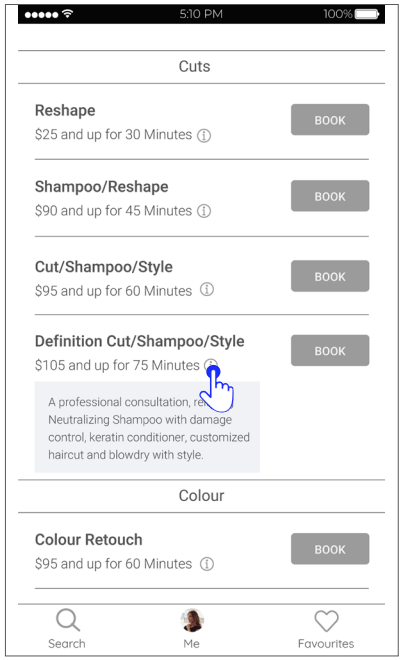
All information about stylist, its service, reviews, pictures and if the user likes the stylist than quick book button helps user for fast booking. User taps to see more review about the stylist.

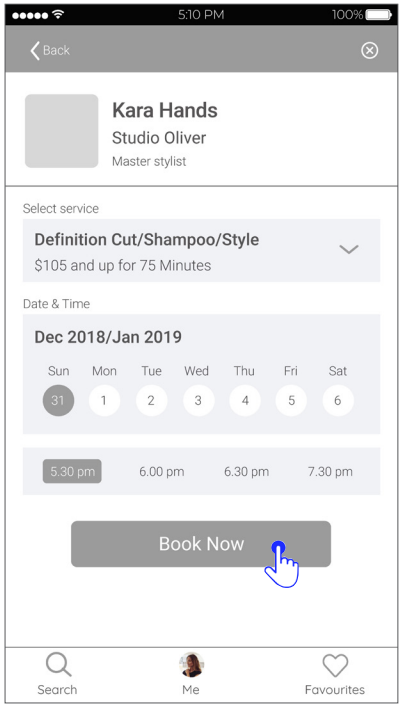
Review

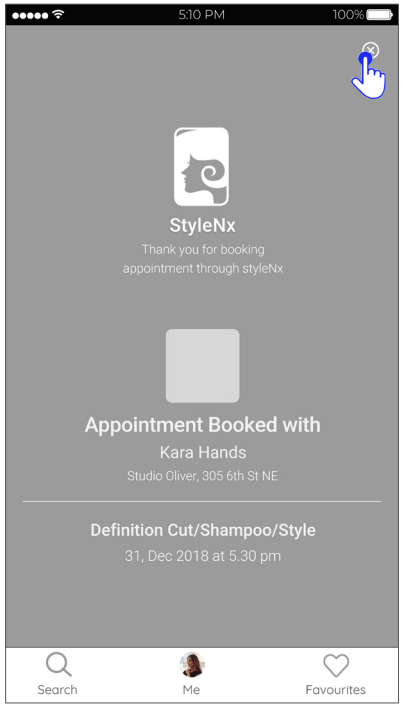
All reviews about the individual stylist is displayed on the screen which helps user to get feedback about what others are saying about the stylist. After reviewing user clicks back to go to the stylist information page.

In-depth information

The list of service provided by the stylist is segregated in a way it helps user to identified quickly what it needs are and the information icon helps user to tap and get more detailed information about the particular service.







Action Button
where the user taps

About the screen

Intention in making the screen

Indepth information

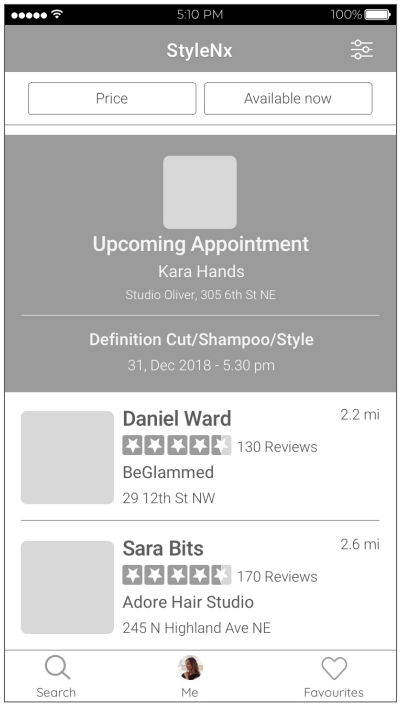
Just to show how user are, they like to explore all information in detail before making any decision. User taps on information icon for another service.

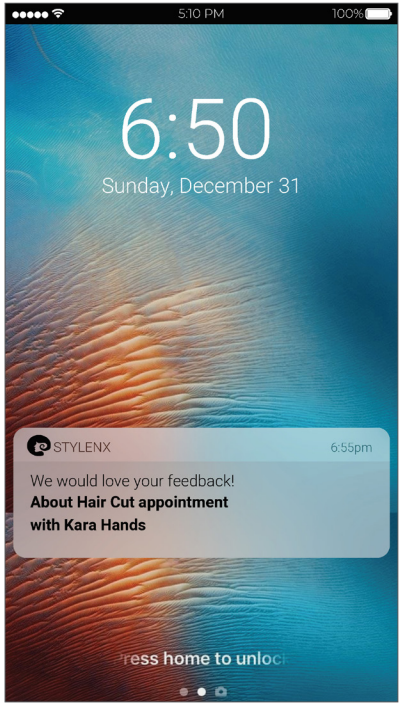
Easy Booking

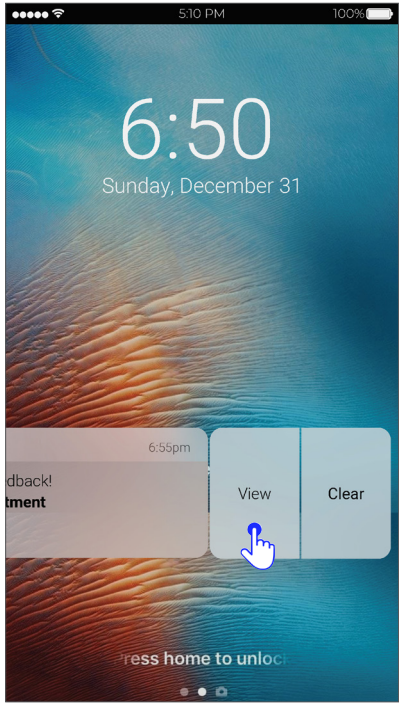
This screen gives information about what date and time stylist is available. User just needs to tap as per needs and hit book button.

Appointment booked notification

Gives detail information about the booking done by user and plus says a Thank you note which is more human and gives satisfaction to the about the appointment.







Action Button
where the user taps

About the screen

Intention in making the screen

Information screen

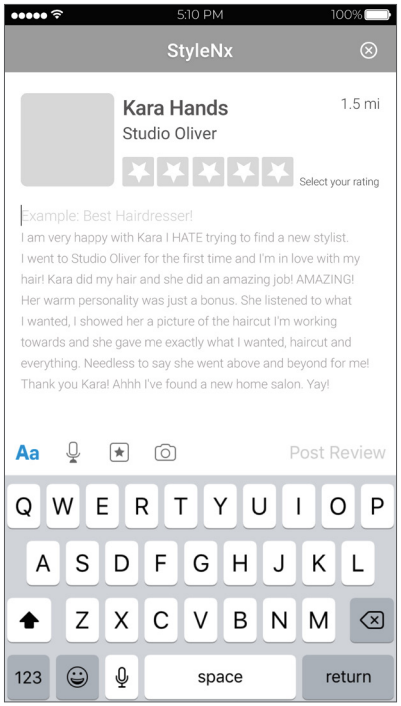
Once the appointment is booked it is even displayed on the search screen where user can look for more stylist as per the filter given earlier or can close the app and head to the appointment.

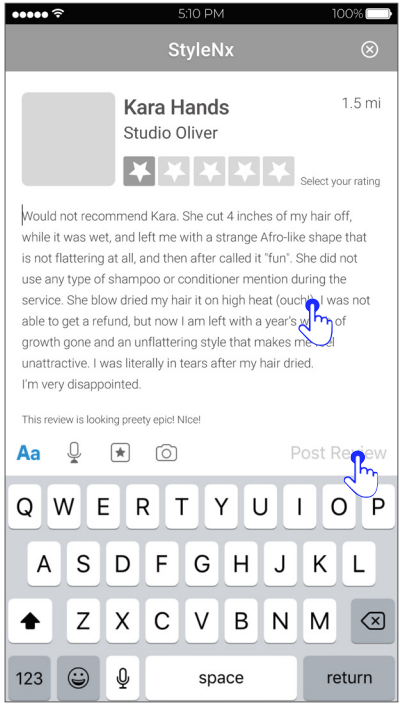
Feedback

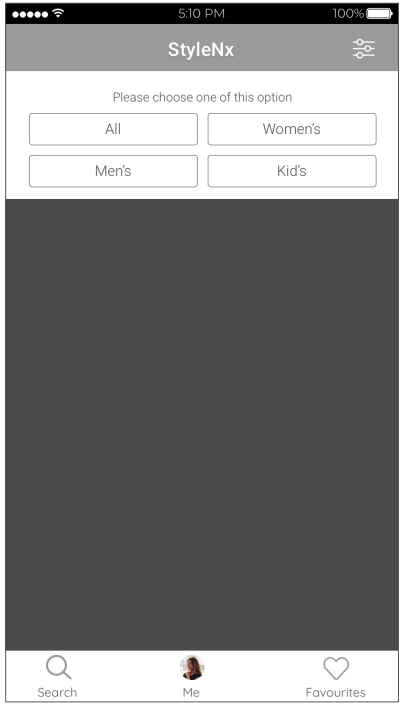
Once the appointment is done a notification appears on users phone for feedback which is valuable in order to build more in-depth connection between user and stylist through this app.

Views notification

User slides the notification to give valuable feedback.







Action Button
where the user taps

About the screen

Post review

After user says view system will automatically takes user to this page and will motivate to write a review. A sample review is also written for the user if user is only interested in giving the review instead of writing.

Bad review

User was not happy with the service so writes a bad review and clicks post review for others to see

It's done

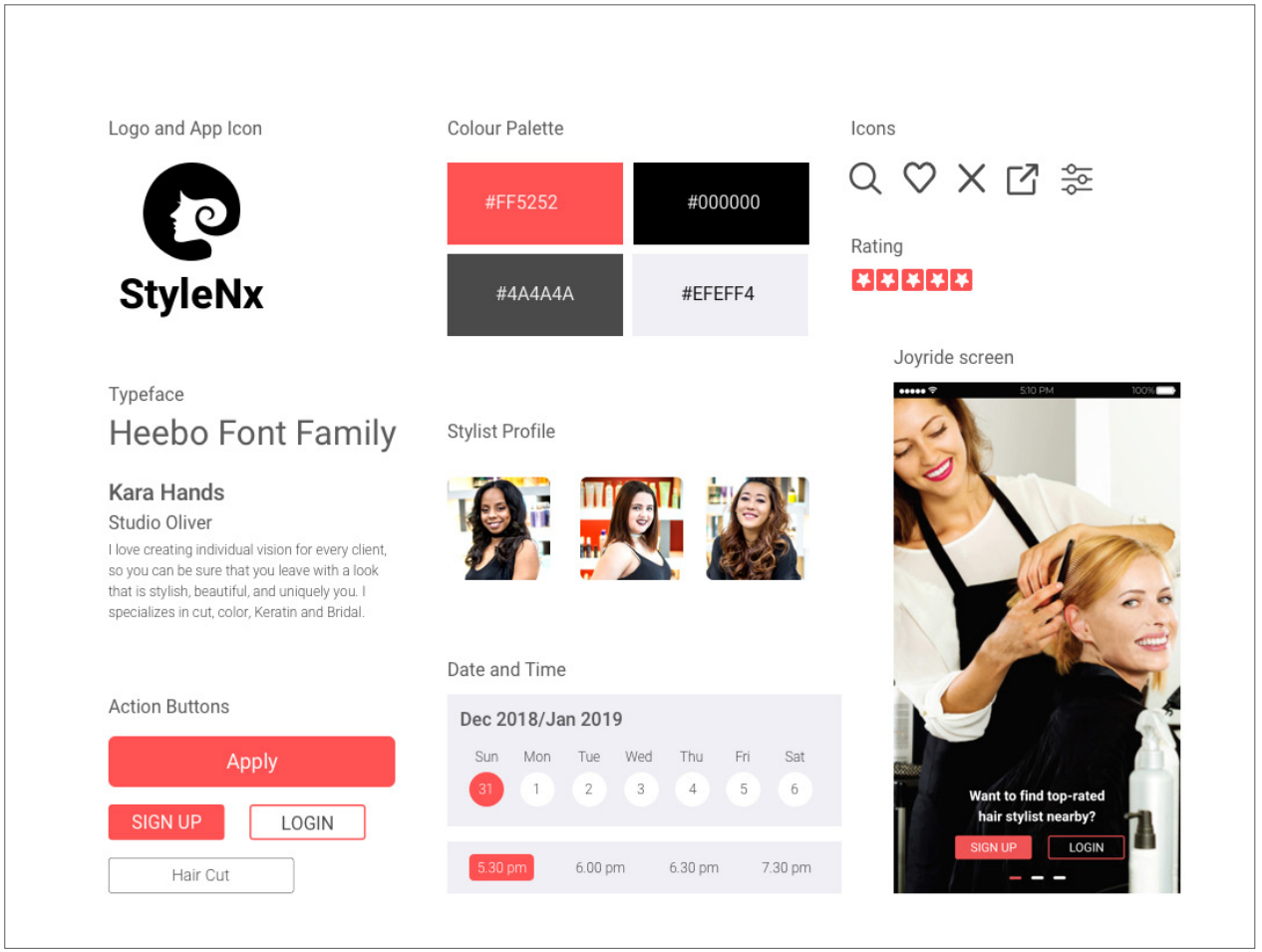
Once user posts the review it will automatically take user to the home screen for further searching and booking of hair stylist.

Intention in making the screen

Visual Design

Style tile

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web. They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



Final App Design

App Icon on user screen

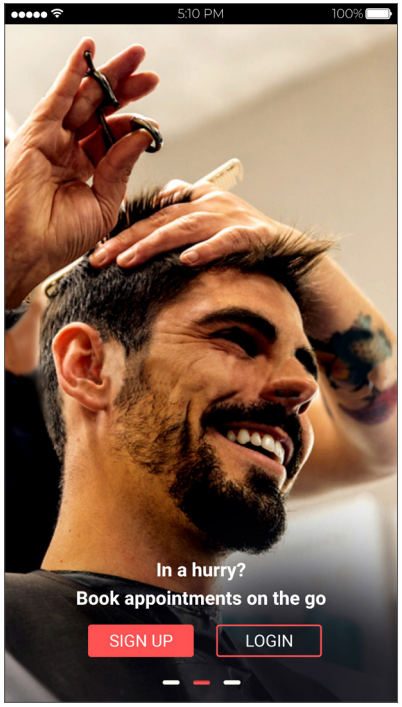
Using Flat and prominent icon which is eye catchy

App opening screen

Simple and clean for direct message

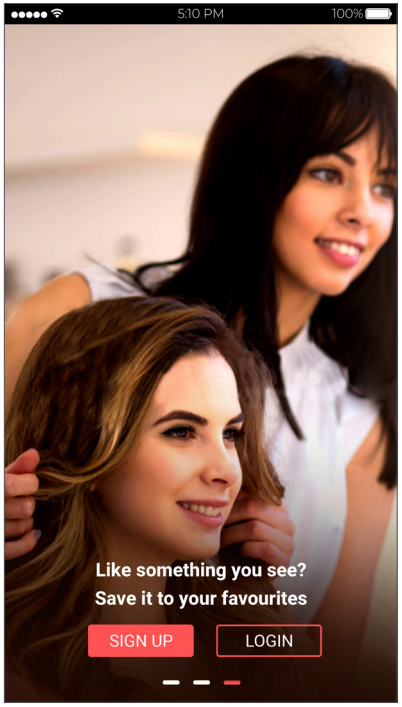
On boarding-1

Making clear statements about what the user is searching for and to make it more human like question as if somebody asks for it and user will say yes!



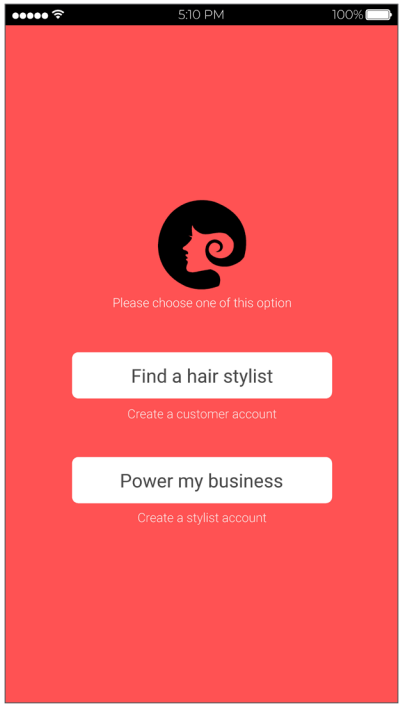
On boarding-2

Taking care of user who is in hurry as per story. Basically thinking how user thinks.



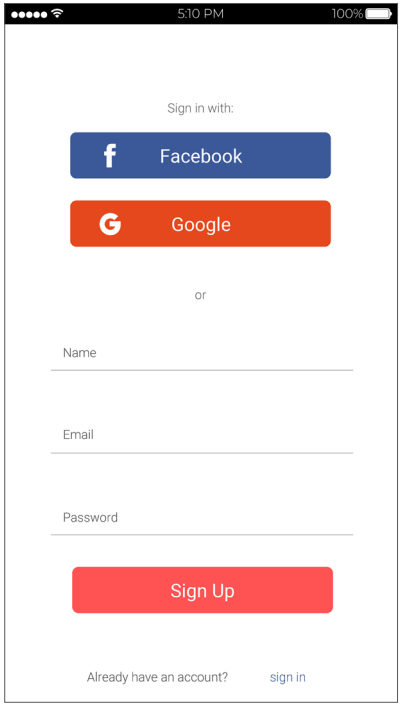
On boarding-3

Giving a direct alternative if you like you can save it which is generally a human behaviour so that it helps later on for reference.



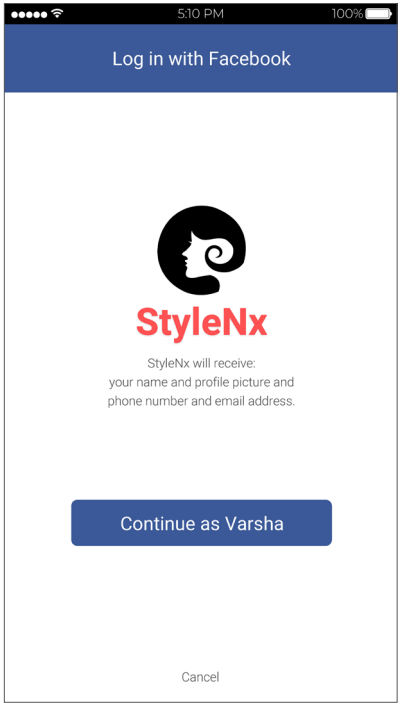
Sign up-1

Clear selection statements on user type. Who the user is and their goal will be achieved a per selection. As for future extension of this app it can be beneficial for both customer and stylist.



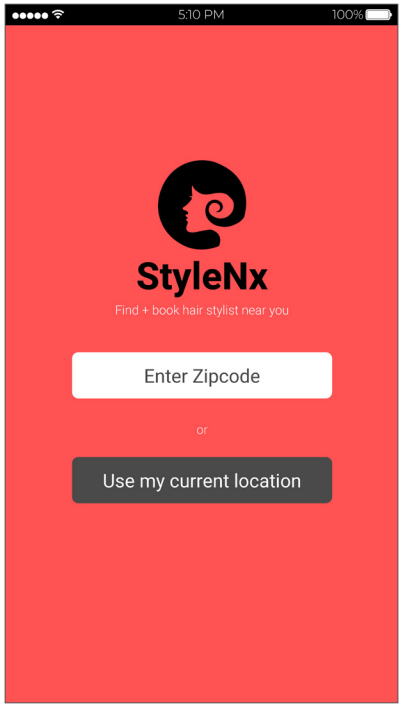
Sign up-2

Give user many options as possible to sign up as to make the sign up process easier.



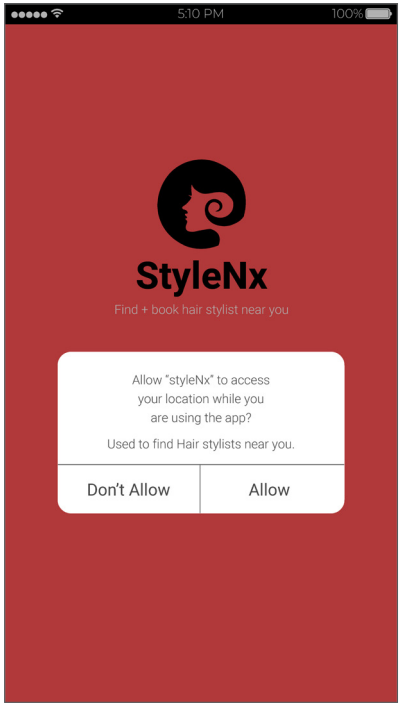
Sign up Though facebook

After user chooses to sign up through facebook it takes user to the facebook screen and asks to continue if ok. Its a default process.



Location notification

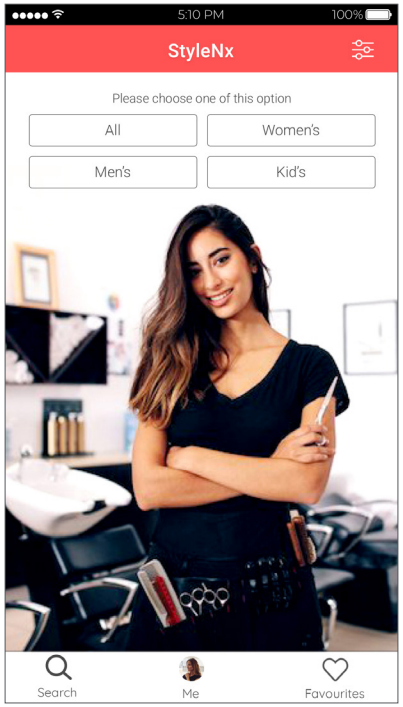
This helps the app to aggregate information a per user location



Allow location notification

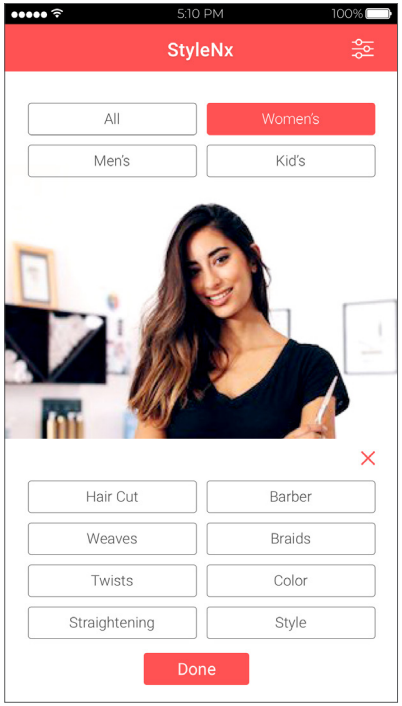
By allowing means user have give app the permission and go ahead and find information as per location. Its important for privacy issue.

Lets dive in more what happens once you are on this app.



Home-1

Home screen helps user to select options as per their preference. Direct search icon for quick search if they know what they want. User profile to see history or feed in additional information. Favourite icon for their inspirational board. Filter icon for additional filter if needed.



Home-2

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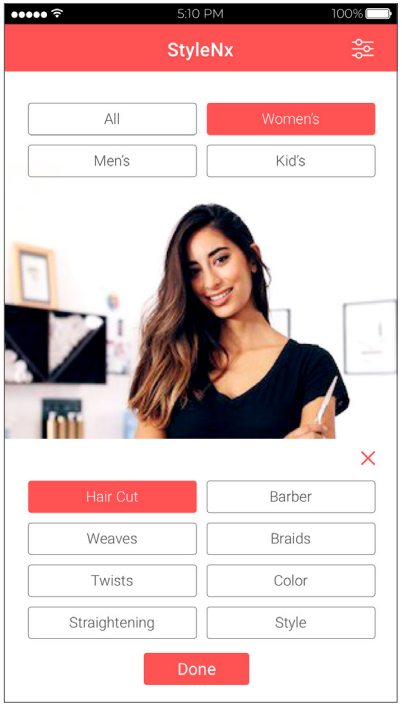
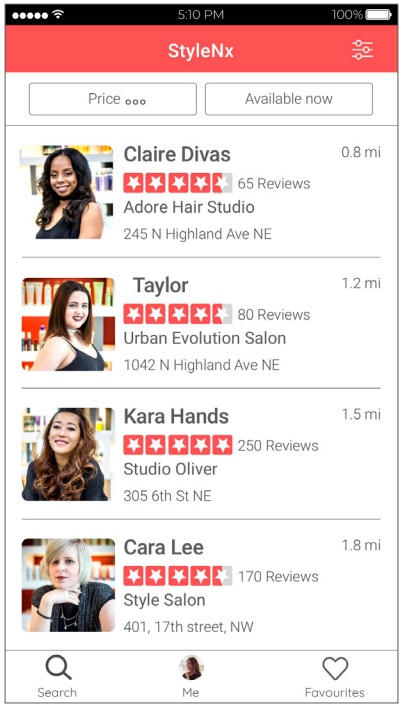


Home-3

Once user is satisfied with selection user needs to tap Done so that system can find information as per selection and can move forward.

Bragpoint -1

Search hair stylist based on Geo-location and their availability



Stylist list

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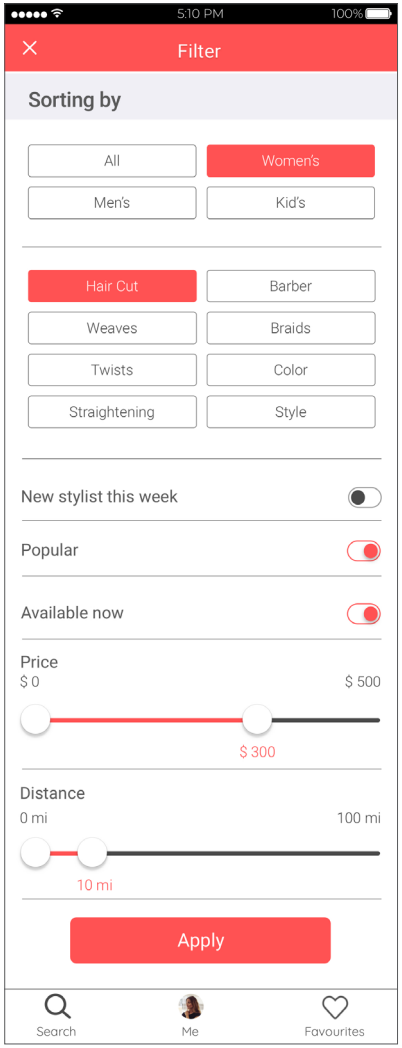
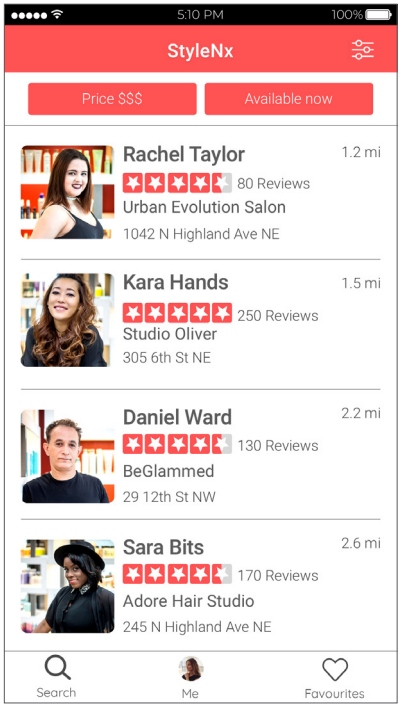


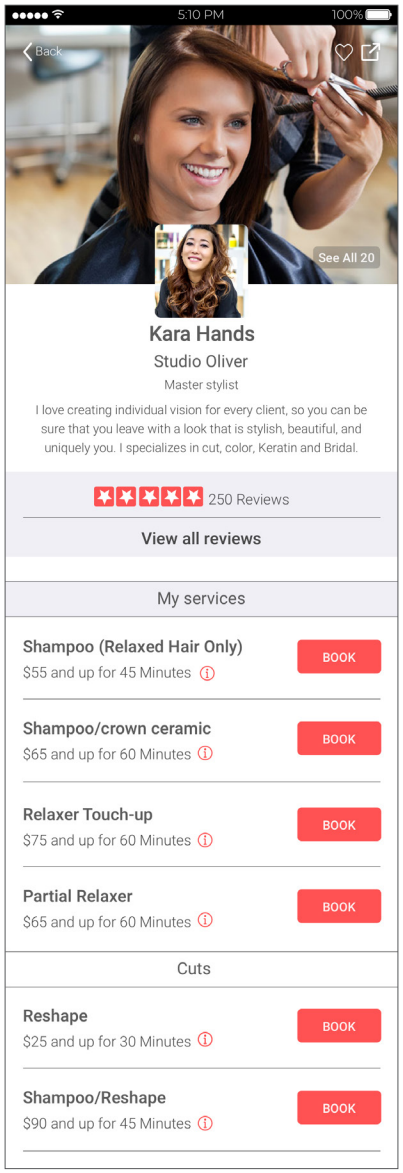
Filter

The user can have more detailed filter options and even can make any changes to the earlier filter options. After all selection are made user taps on apply button.



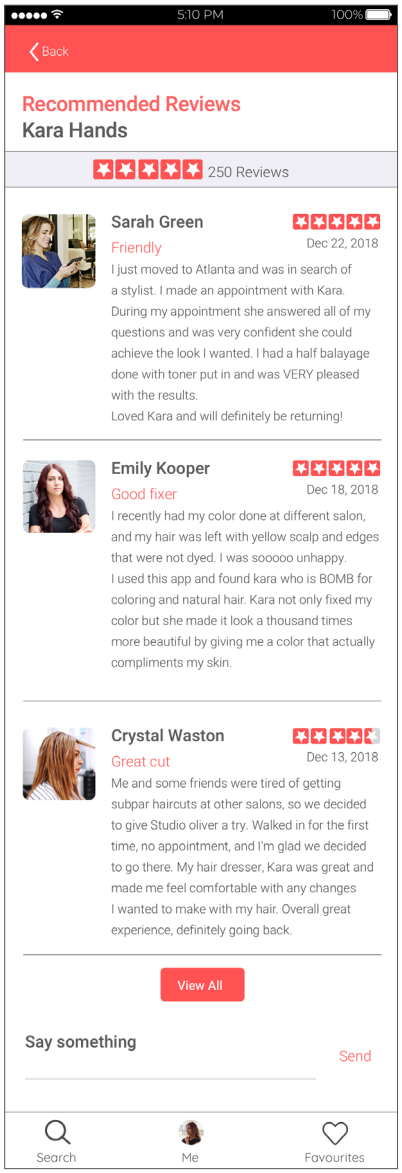
Stylist list as per filter

All options user have selected are highlighted and price have three $ sign as the user have marked the price range $300. User taps on to the stylist who has maximum reviews.



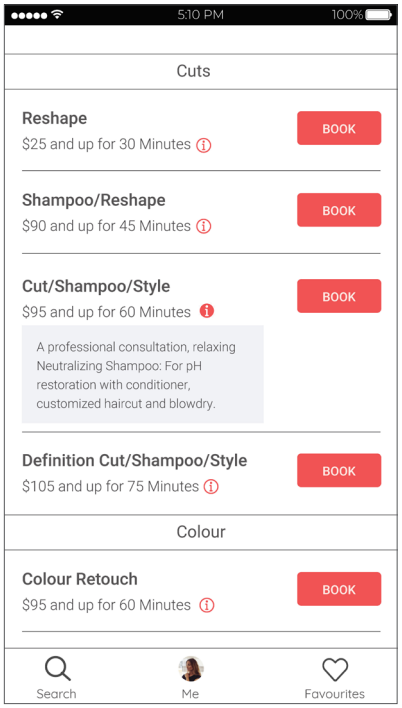
Individual stylist information

All information about stylist, its service, reviews, pictures and if the user likes the stylist than quick book button helps user for fast booking. User taps to see more review about the stylist.



Review

All reviews about the individual stylist is displayed on the screen which helps user to get feedback about what others are saying about the stylist. After reviewing user clicks back to go to the stylist information page.

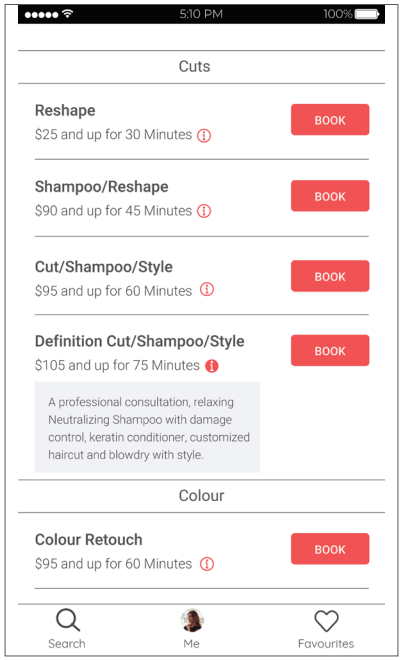


In-depth information

The list of service provided by the stylist is segregated in a way it helps user to identified quickly what it needs are and the information icon helps user to tap and get more detailed information about the particular service.

Bragpoint -2

Book appointments without any hassle



Indepth information

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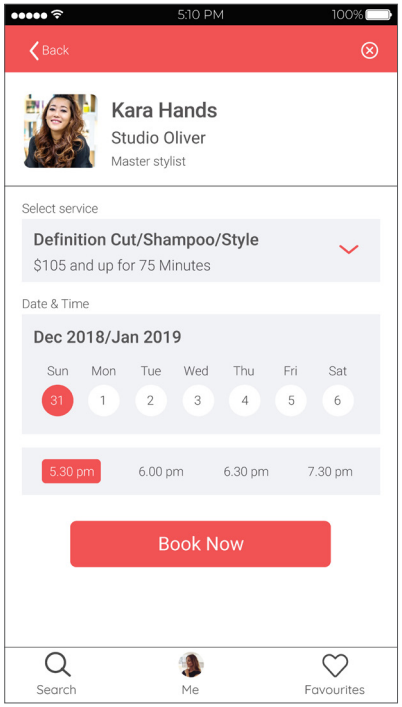
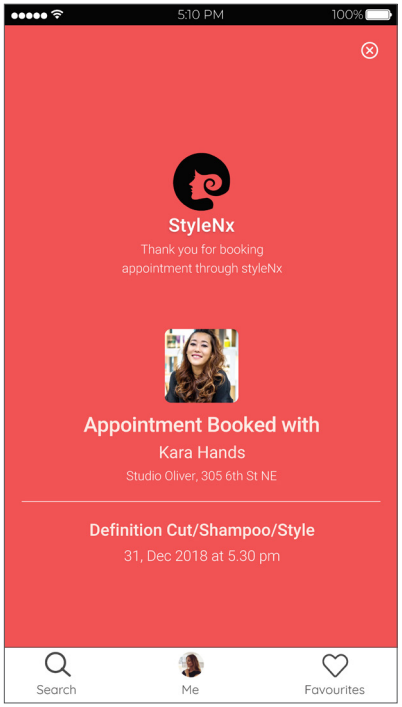


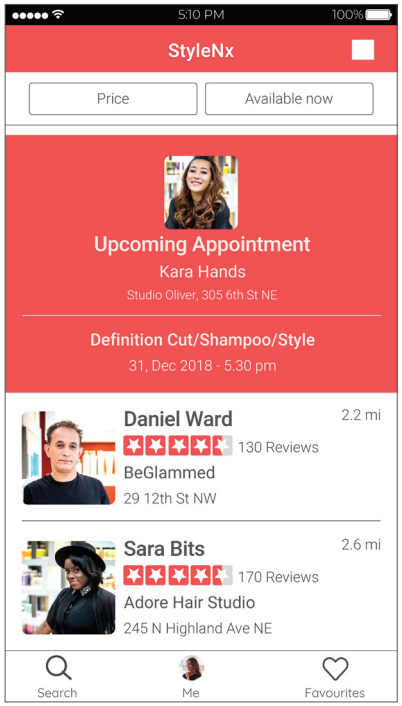
Easy Booking

This screen gives information about what date and time stylist is available. User just needs to tap as per needs and hit book button.



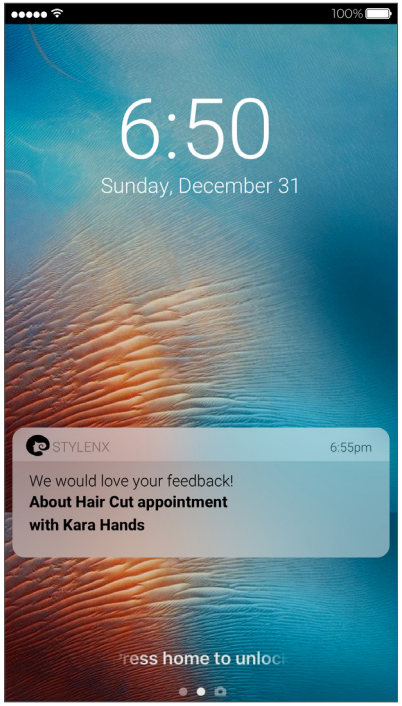
Appointment booked notification

Gives detail information about the booking done by user and plus says a Thank you note which is more human and gives satisfaction to the about the appointment.



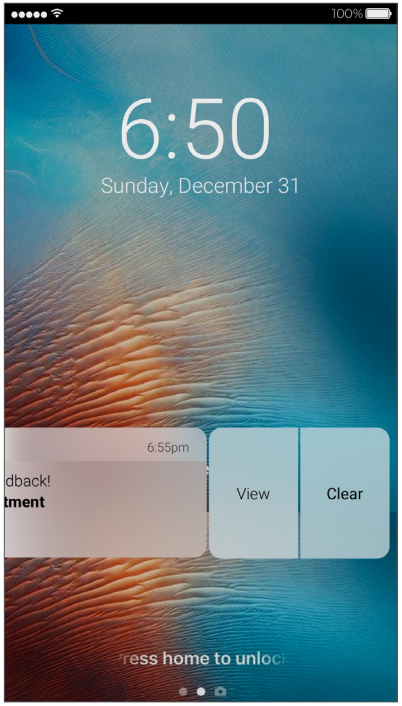
Information screen

Once the appointment is booked it is even displayed on the search screen where user can look for more stylist as per the filter given earlier or can close the app and head to the appointment.



Feedback

Once the appointment is done a notification appears on users phone for feedback which is valuable in order to build more in-depth connection between user and stylist through this app.

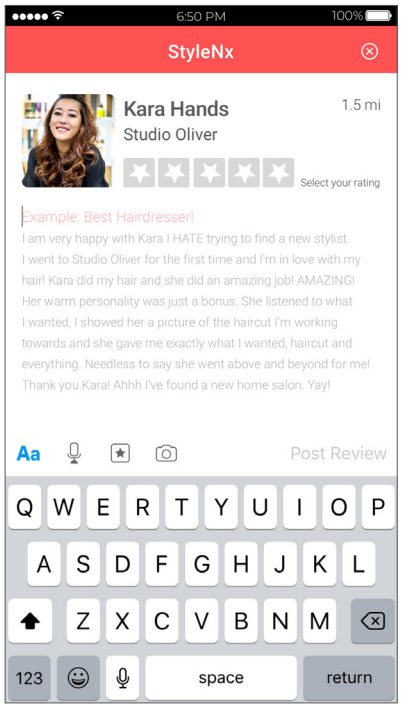


Views notification

User slides the notification to give valuable feedback.

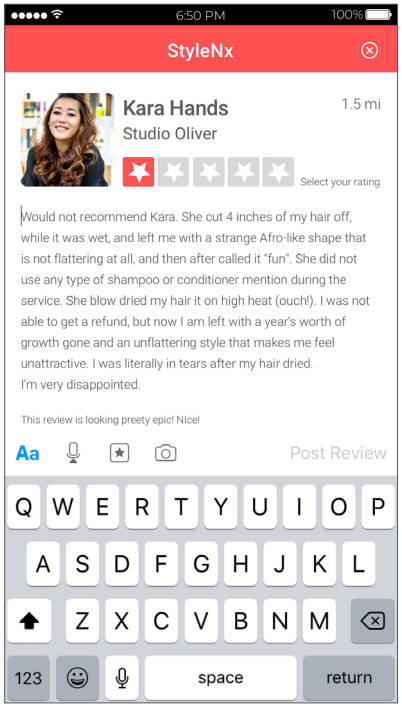
Bragpoint -3

Rate/review individual hair stylist for public view



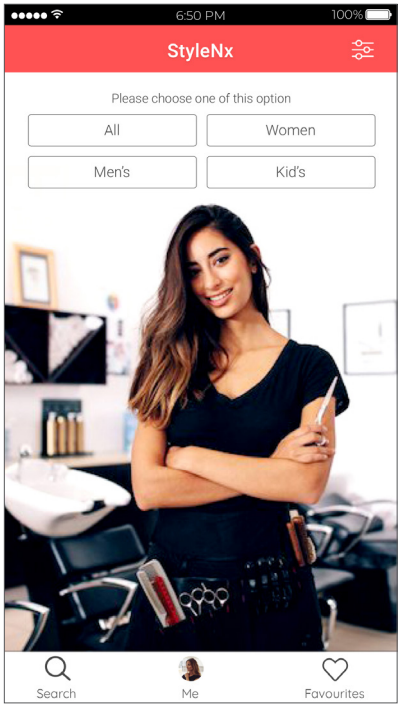
Post review

After user says view system will automatically takes user to this page and will motivate to write a review. A sample review is also written for the user if user is only interested in giving the review instead of writing.



Bad review

User was not happy with the service so writes a bad review and clicks post review for others to see



It's done

Once user posts the review it will automatically take user to the home screen for further searching and booking of hair stylist.

Thank You