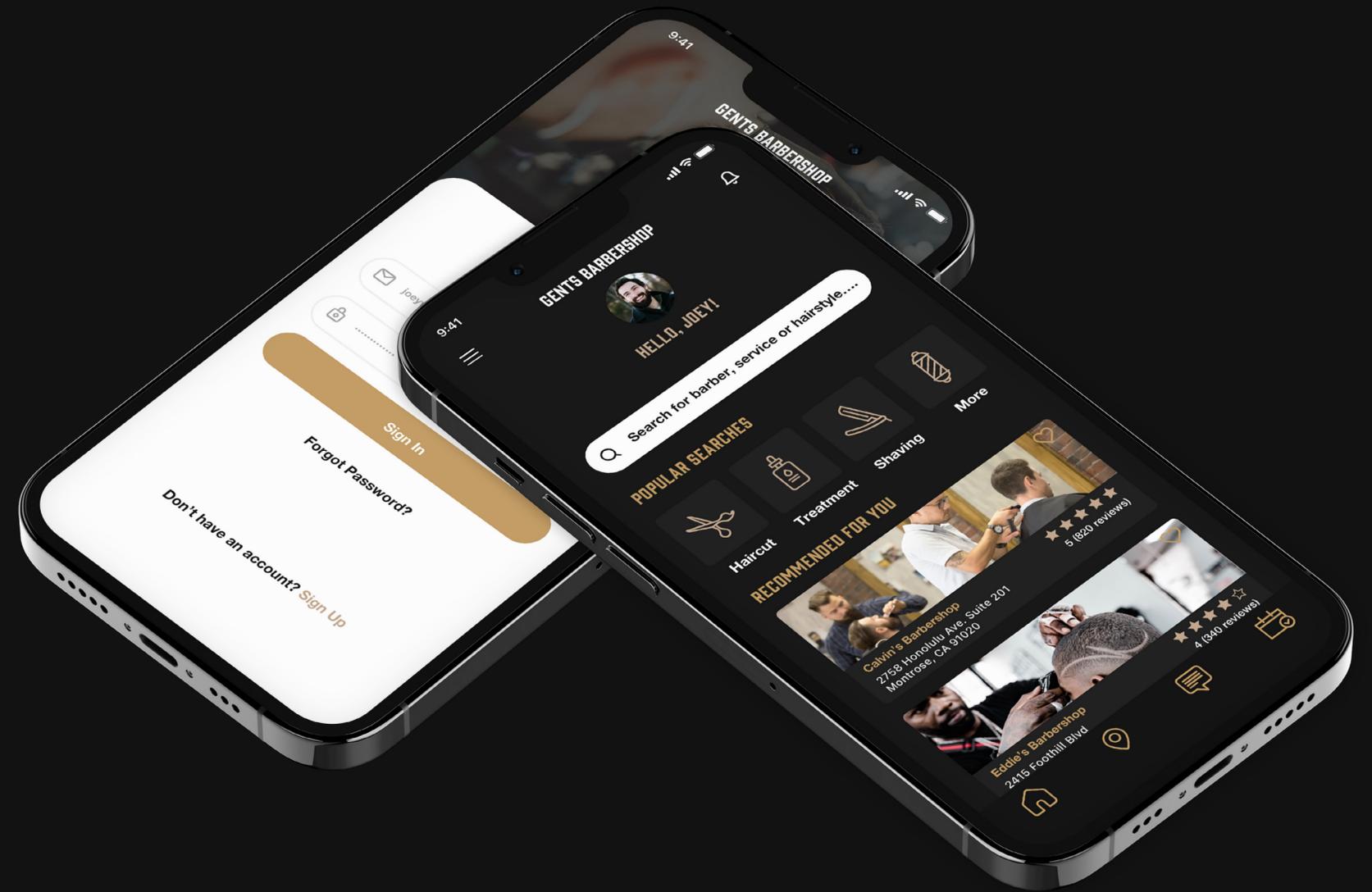




A Personal barber curator
at the tip of your fingers.



UX/UI Case Study 2022
Springboard Capstone 1

INTRODUCTION

THE PROBLEM

Hello everyone, meet Joey. For the last year Joey has been having difficulty finding the perfect barber that meets his needs. Since not been able to find the perfect barber, Joey has been cutting his own hair and it isn't turning out the way he wants it to be.

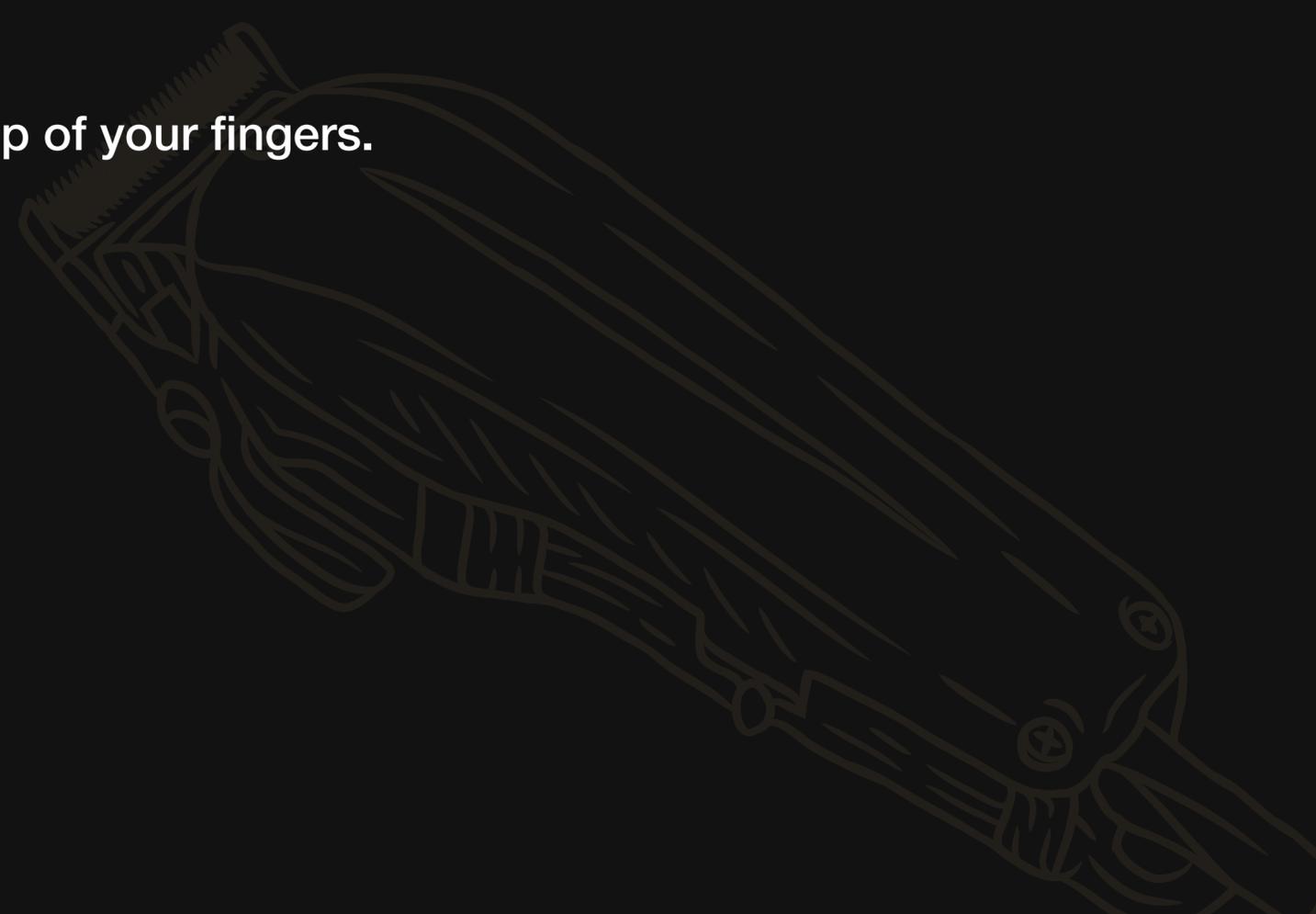
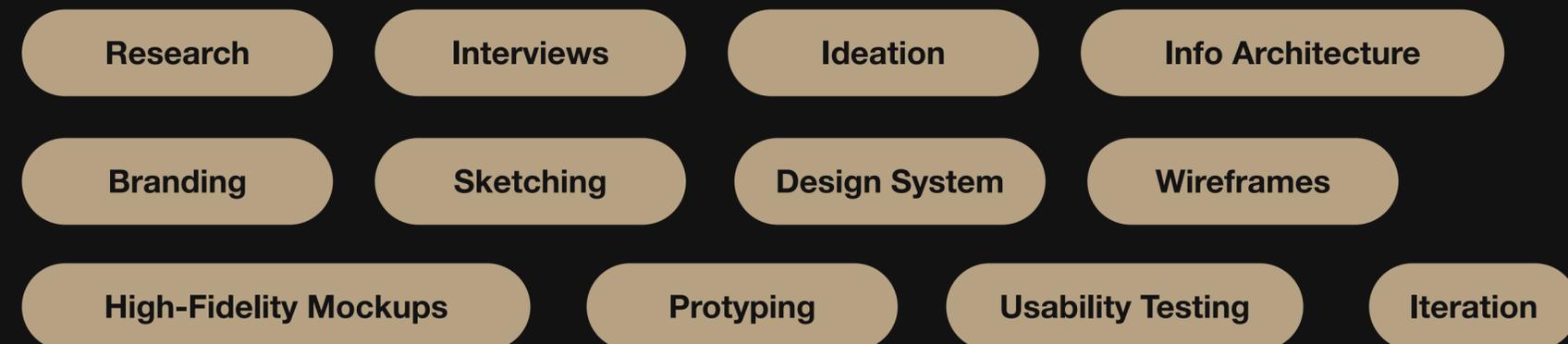


AS A SOLUTION

Introducing Gents Barbershop App - A Personal barber curator at the tip of your fingers.

MY ROLE

I took on the entire product design process, including UX and UI.



SECONDARY RESEARCH

WHO STRUGGLES WITH FINDING A BARBERSHOP IN A NEW TOWN OR CITY?

Men who just moved to a new town or city and are looking for a new, talented and trust worthy barber. Who provides various services.

AVERAGE AGES OF BARBER CLIENTS:

18-29: 20%

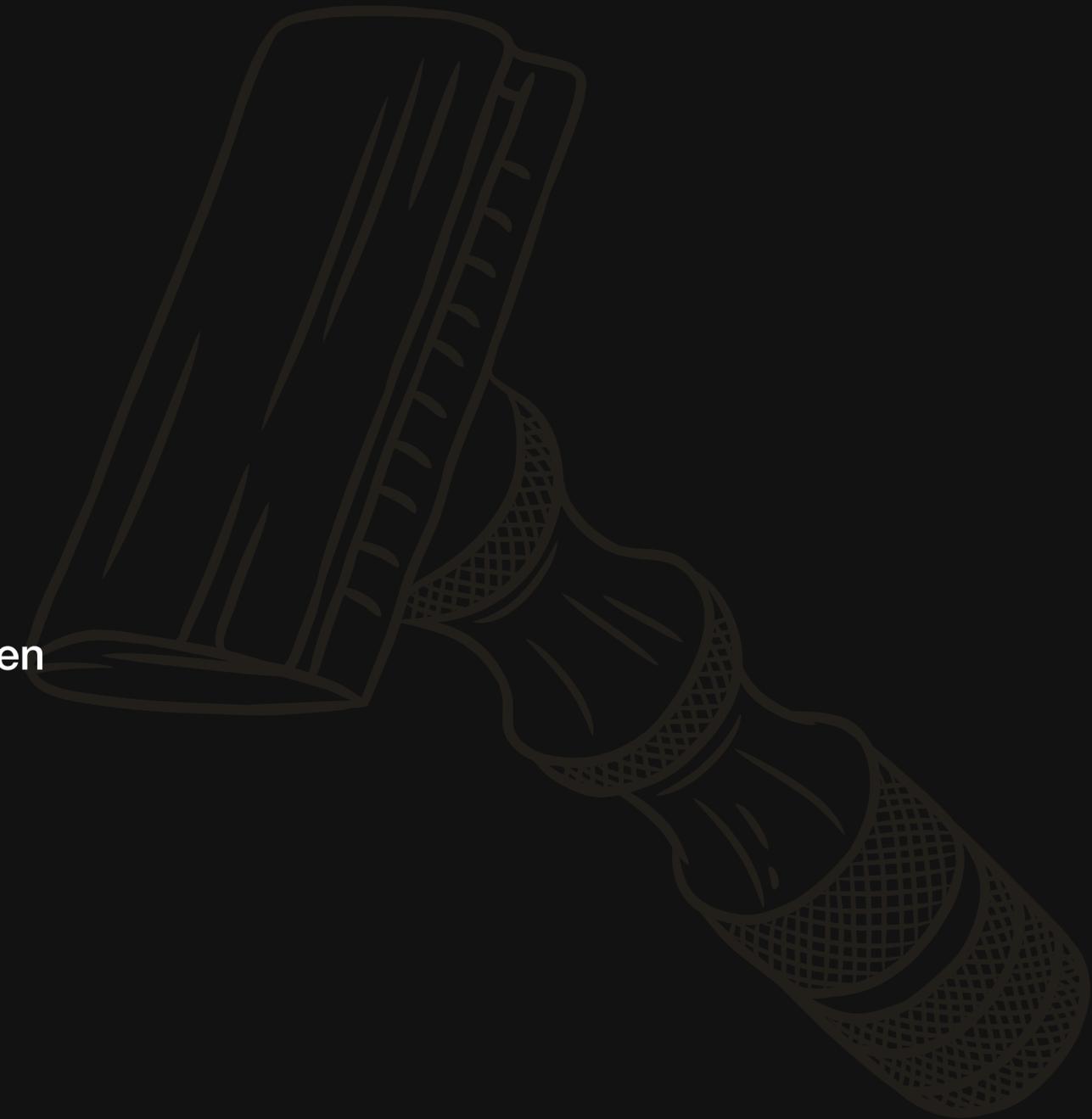
30-39: 40%

40-49: 15%

50-64: 15%

65 and over: 10%

The average person who moves to a new city or town is part of a couple between the ages of 18-34 and has one or two kids. Most people who move are young.



SECONDARY RESEARCH (CONT.)

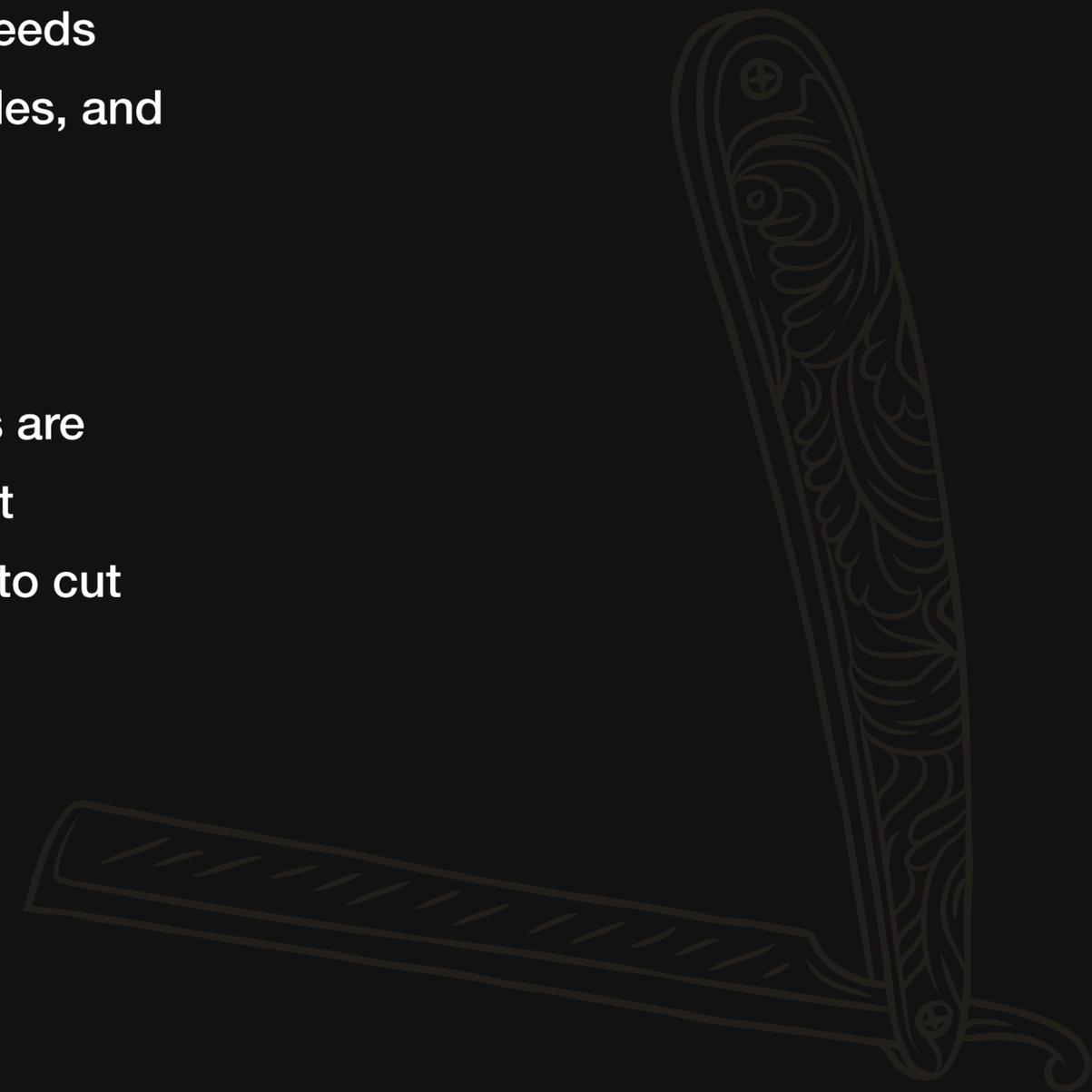
MAIN FACTORS FOR FINDING A GOOD BARBER.

1. TECHNIQUES

One of the biggest reasons to choose a barbershop over a salon is that barbers specialize in men's hairstyles. To achieve top-quality results, the person completing the cut needs in-depth knowledge of the techniques involved. A barber's main focus is men's styles, and their training ensures you leave looking dapper.

2. TOOLS

Cosmetologists and barbers also differ in the tools they use. At a salon, the stylists are trained to cut hair with scissors. While this is very useful for longer styles, it doesn't provide the crisp finish needed for most men's haircuts. Fortunately, barbers learn to cut with hair clippers, which yield precise edges.



SECONDARY RESEARCH (CONT.)

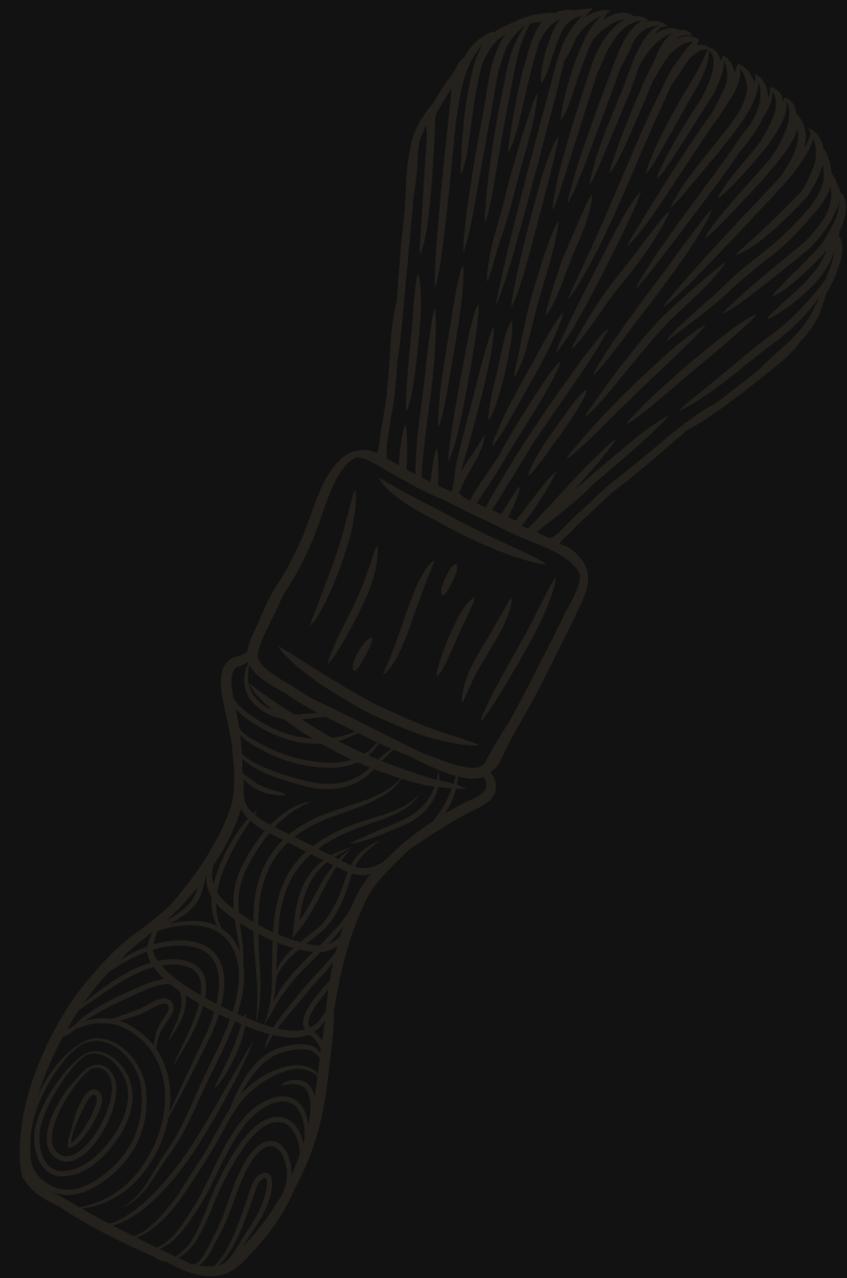
MAIN FACTORS FOR FINDING A GOOD BARBER.

3. ADDITIONAL SERVICES

Barber Shops also offer a variety of grooming services that cater to the needs of men specifically. Such services include close shaves, beard maintenance, and mustache grooming. Most salons don't offer these services, so by choosing a barbershop for your haircut, you can get all of your grooming needs met in one convenient appointment.

4. BARBERSHOP THERAPY

In addition to getting your haircut, grooming or maintenance. Men also go to see barber-shops for therapy. The barbershop in any community has historically been a safe, nonjudgmental space for men to talk about anything—sports, politics, religion, women, manhood. The 90-minute conversations about mental health, called Beyond the Shop, are an opportunity to deepen sharing that is already happening.



SECONDARY RESEARCH (CONT.)

MAIN FACTORS FOR FINDING A GOOD BARBER.

5. TOP OF THE LINE HAIR PRODUCTS

Most salons will only have basic styling products, such as shampoos and gels. If you're after a high quality hair product to use, you could be out of luck. Many barbershops carry specialty men's hair products, like pomades and mousses. Best of all, the barbers will be able to help you decide which product you should get.



SECONDARY RESEARCH (CONT.)

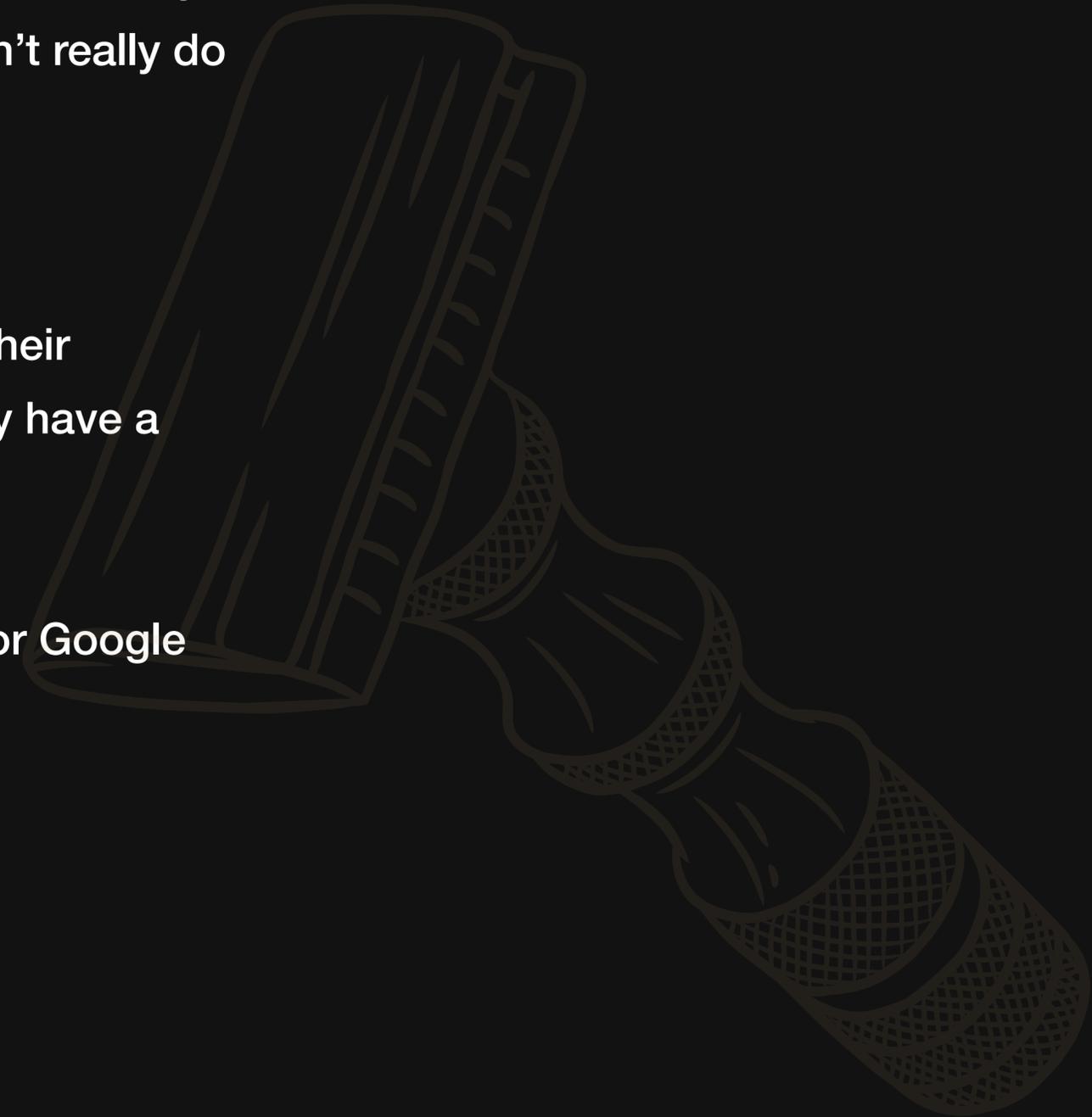
HOW DO MEN CURRENTLY FIND A NEW BARBER IN A NEW TOWN OR CITY?

The first step is, of course, to find yourself a barber. If you are like most men (and how I started off), you might just head off to whatever shop is nearest and does not necessarily require an appointment. But those types of shops usually come and go and don't really do a professional job.

ALTERNATIVES TO FINDING A BARBER

The second option would be asking people you trust, and you have seen how their haircuts look over time – odds are, if you like how there's consistently look, they have a barber you may want to check out.

The final option would be starting with the Internet – review sites such as Yelp or Google that can help you to narrow down the likely candidates.



AFFINITY MAP



EMPATHY MAP

THINK AND FEEL?

I want a well old school experience barber, who will provide all barber services.
I want to be able to read customer experiences.
I am worried my haircut wont turn out well.
I want my haircut to turn out perfect.
I want a detail oriented barber.

HEAR?

“How do you filter barber services?”
“Do you read customer reviews or look at the photos?”
“How do you pay the barber?”
“How do you book the barber?”



SEE?

Number of customer reviews.
Customer photos of there haircuts.
Nearest barber locations.
Barber biography
Filter and Sort barber services.

SAY AND DO?

I want to read customer reviews.
Where is the nearest barber?
I want to be able to read customer experiences.
How do I pay my barber?
How do I book future appoinments?

PAIN

Has trouble finding the perfect barber
Looking for an old school barber
Has trouble finding a barber who specializes in fadding

GAIN

Finding a local experienced barber
Being able to pay the barber through the app
Book future appointments

USER PERSONA



JOEY

"I want to find the a local and well experienced barber that provide old-school barber services."

CONCERNS

Finding a local experienced barber who provides old school barber services and can do really good fades.

GOALS

- Finding a local experienced barber
- Being able to pay the barber through the app
- Book future appointments

Age: 30

Gender: Male

Job: Accountant

Status: Married

Archetype: The Explorer

BUDGET

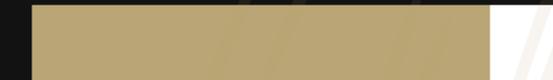


PLANNING



TECH SAVVINESS

Always



App Addict



Social Media

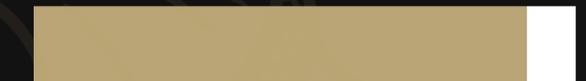


SOCIAL MEDIA APPS

Facebook



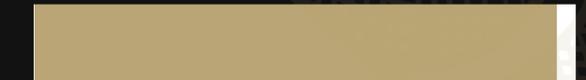
YouTube



Instagram



Yelp



JTBD

JOB PERFORMER [WHO]:

Barber Customer

JOBS [WHAT]:

Main Job:

Looked refreshed for a job interview.

Related Jobs:

I need to seek out a barber

Emotional Jobs:

Feel amazing by new transformation

Feel confident that the barber will do a good job.

Socials Jobs:

I want people to react to my hairstyle.

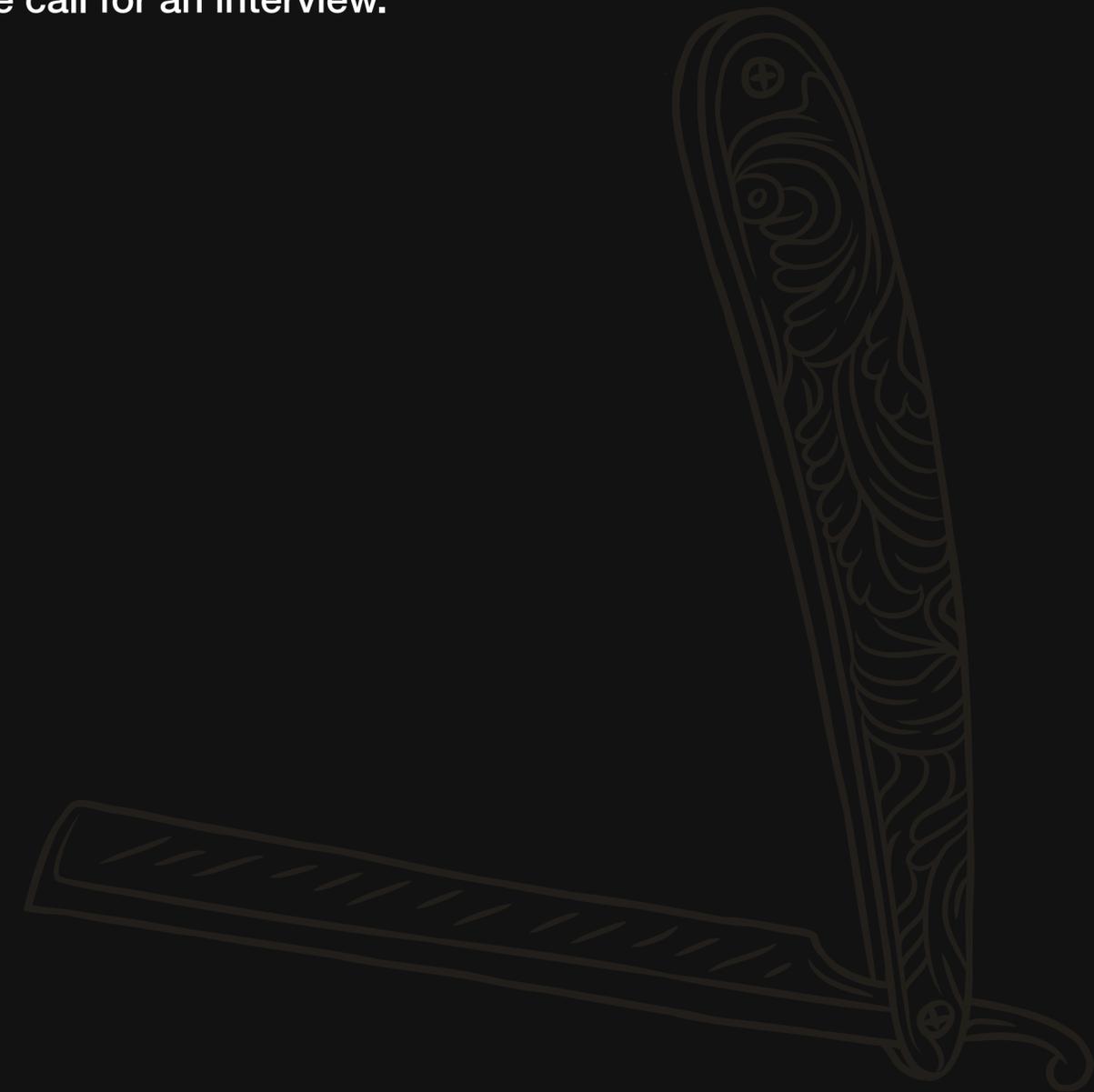
Gain a good impression on me.

NEEDS [WHY]:

I have a job interview tomorrow and I want to look my best.

CIRCUMSTANCES [WHEN / WHERE]:

Yesterday after I got the call for an interview.

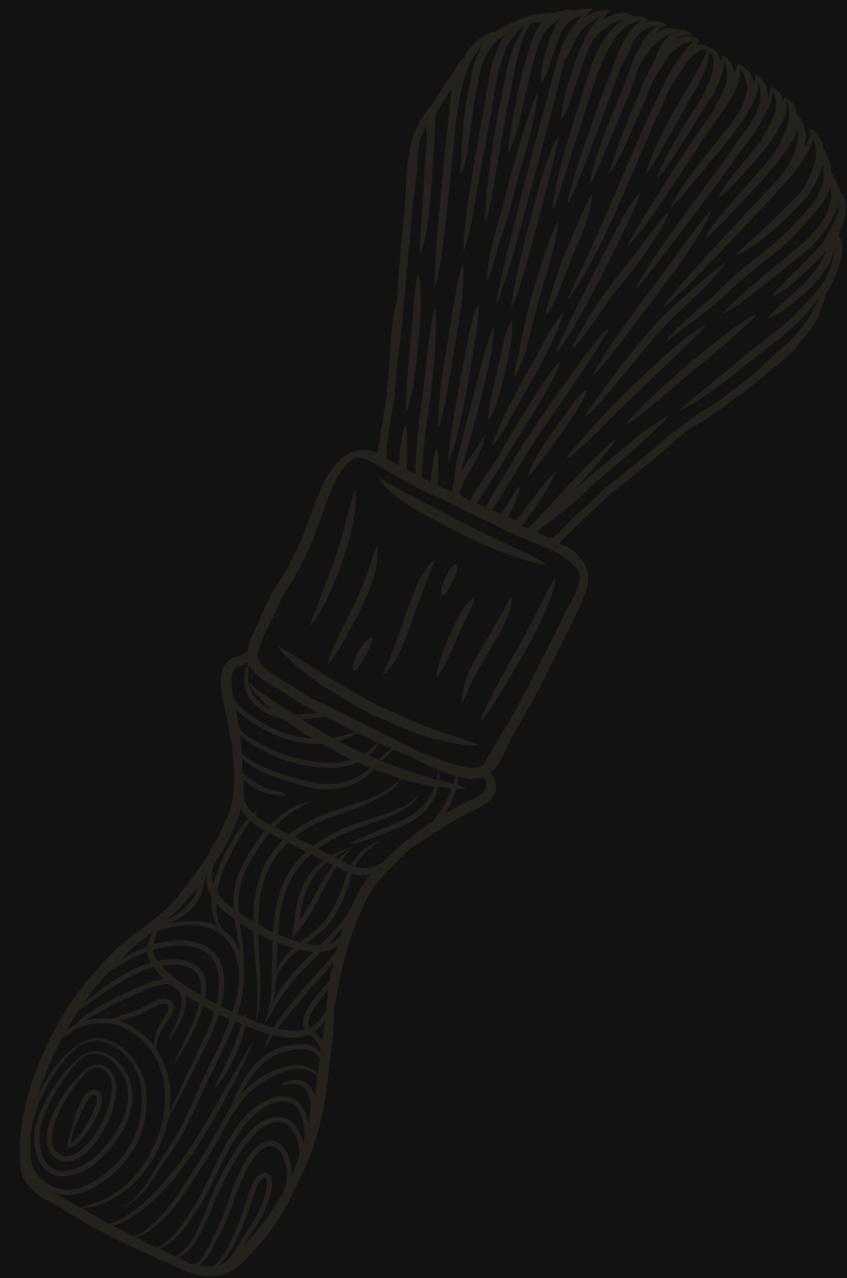


HOW MIGHT WE?

How might we reduce the wait time or eliminate walk-ins for getting a haircut at the barbers, so that it puts the customer at ease knowing his spot is reserved?

How might we efficiently find an easy way to pay our barbers, so that we are always confident that we can pay for the service?

How might we help customers find the right barber based on their specifications, so that it reduces the risk of a bad barber experience?



USER STORIES (PRIORITY 1)

AS A Barber Client

I WANT TO be able to book an appointment

SO THAT I can avoid waiting in line for a haircut.

AS A Barber Client

I WANT TO be able to filter search a barber in my area

SO THAT I know which options are close to me.

AS A Barber Client

I WANT TO be able to filter search a barber service

SO THAT I can find the perfect barber that meets my needs.

AS A Barber Client

I WANT TO be able to pay online

SO THAT i don't have to worry about having enough cash on hand.

USER STORIES (PRIORITY 2 & 3)

AS A Barber Client

I WANT TO be able to read past customer reviews

SO THAT I can make an easier and quicker decision about my barbers customer service.

AS A Barber Client

I WANT TO be able to message my barber

SO THAT I am able to ask him any questions I might have.

AS A Barber Client

I WANT TO be able to view customer photos

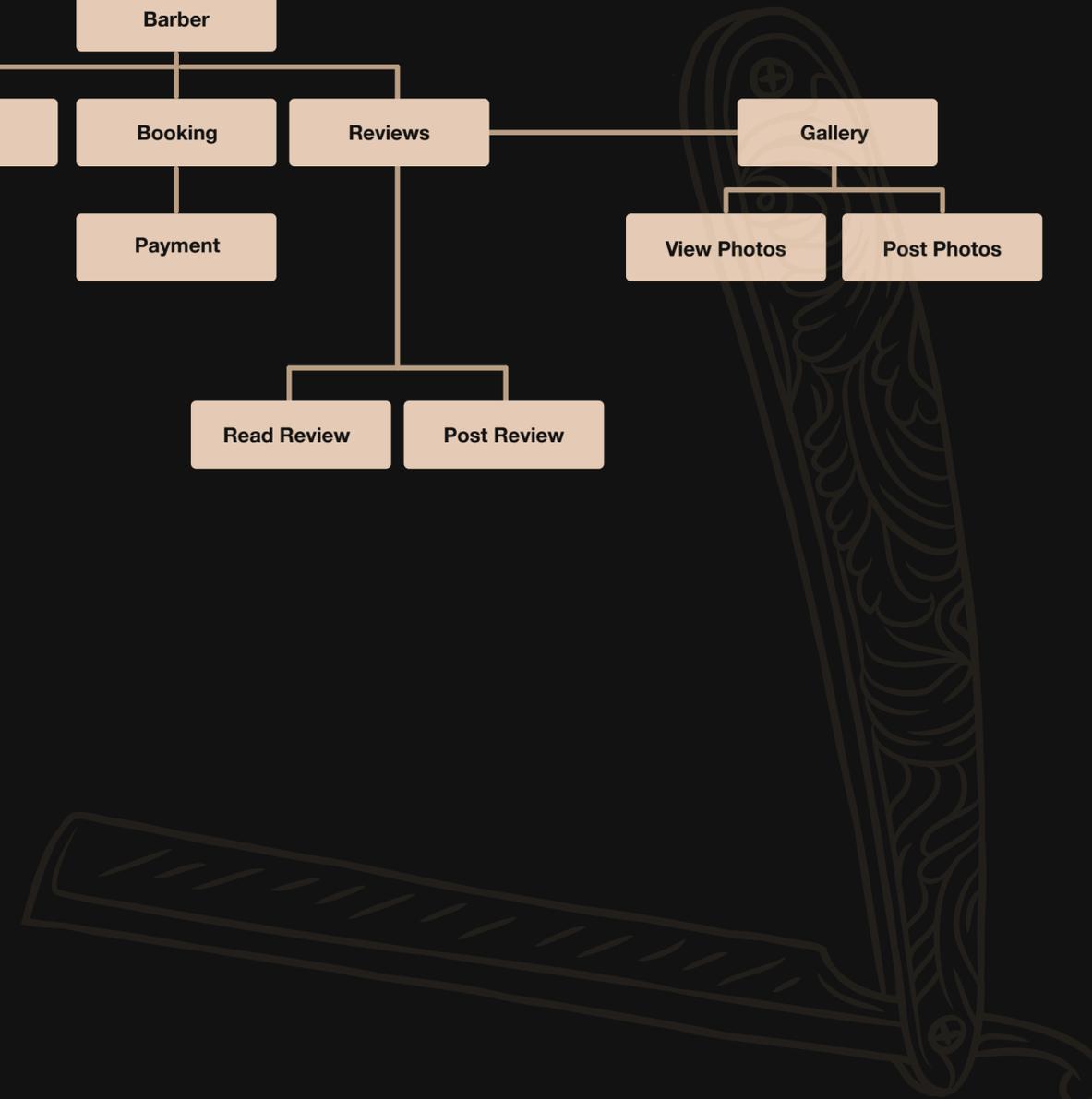
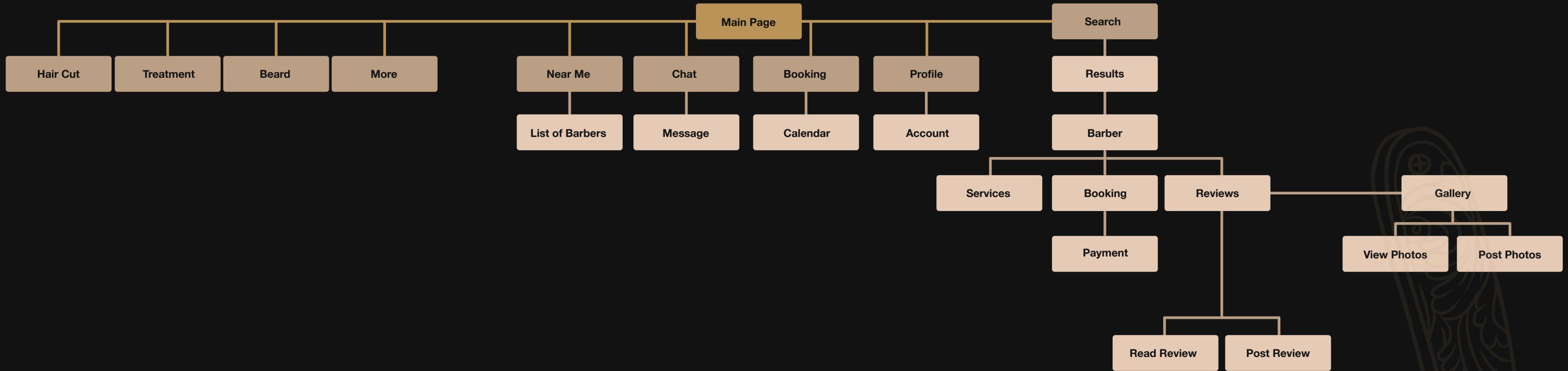
SO THAT I can evaluate the quality of work my barber provides before booking him.

AS A Barber Client

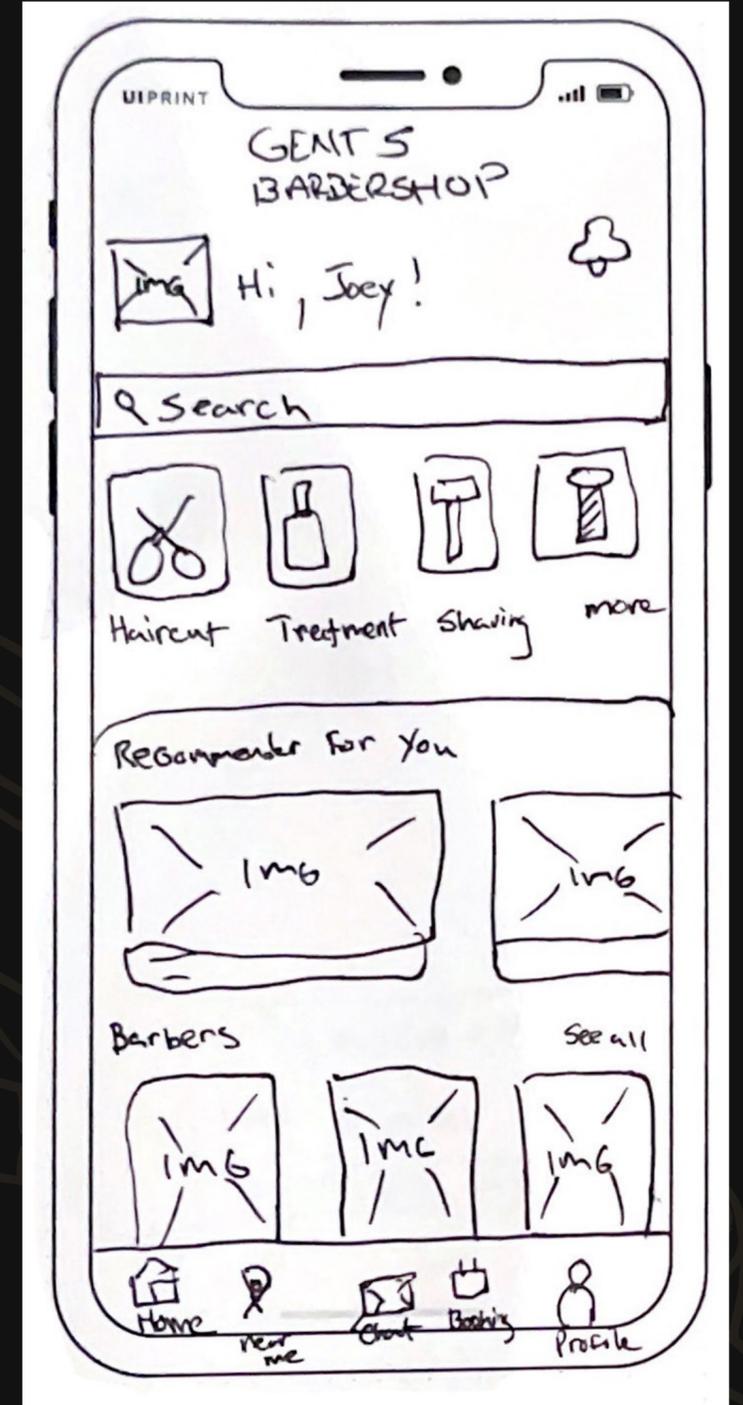
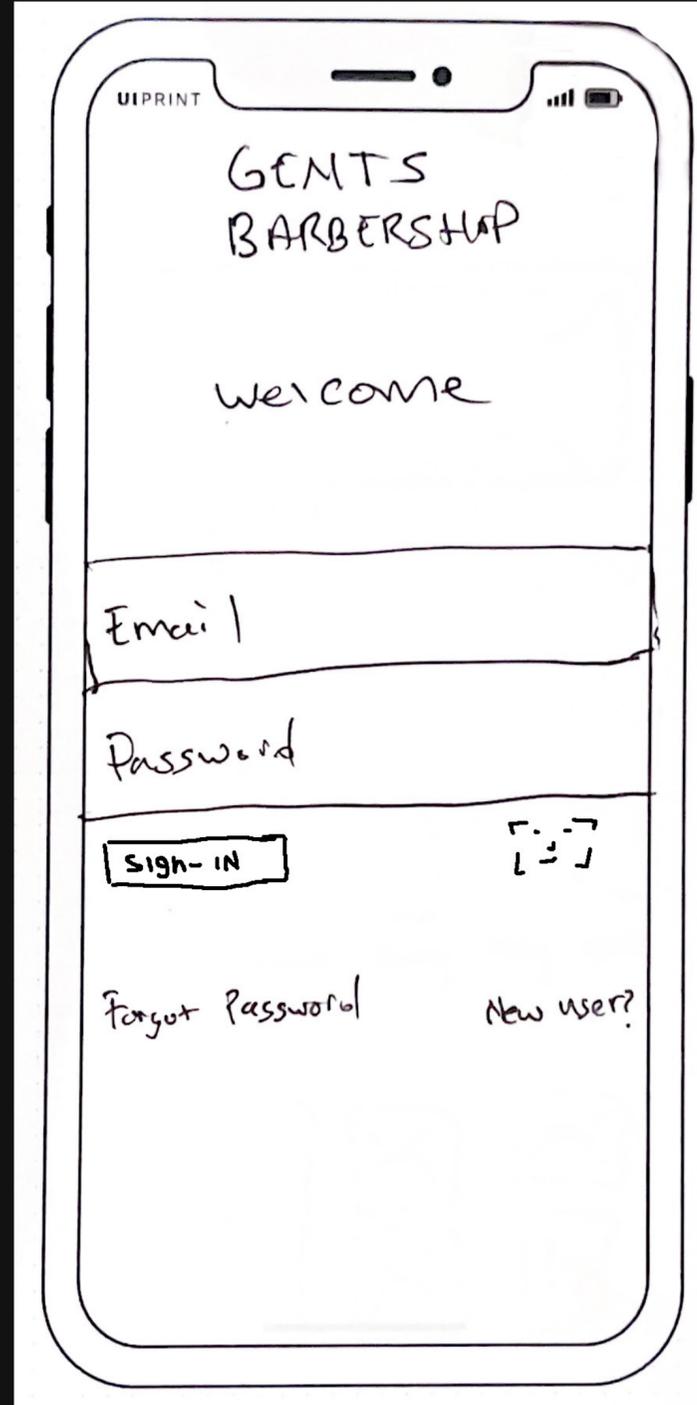
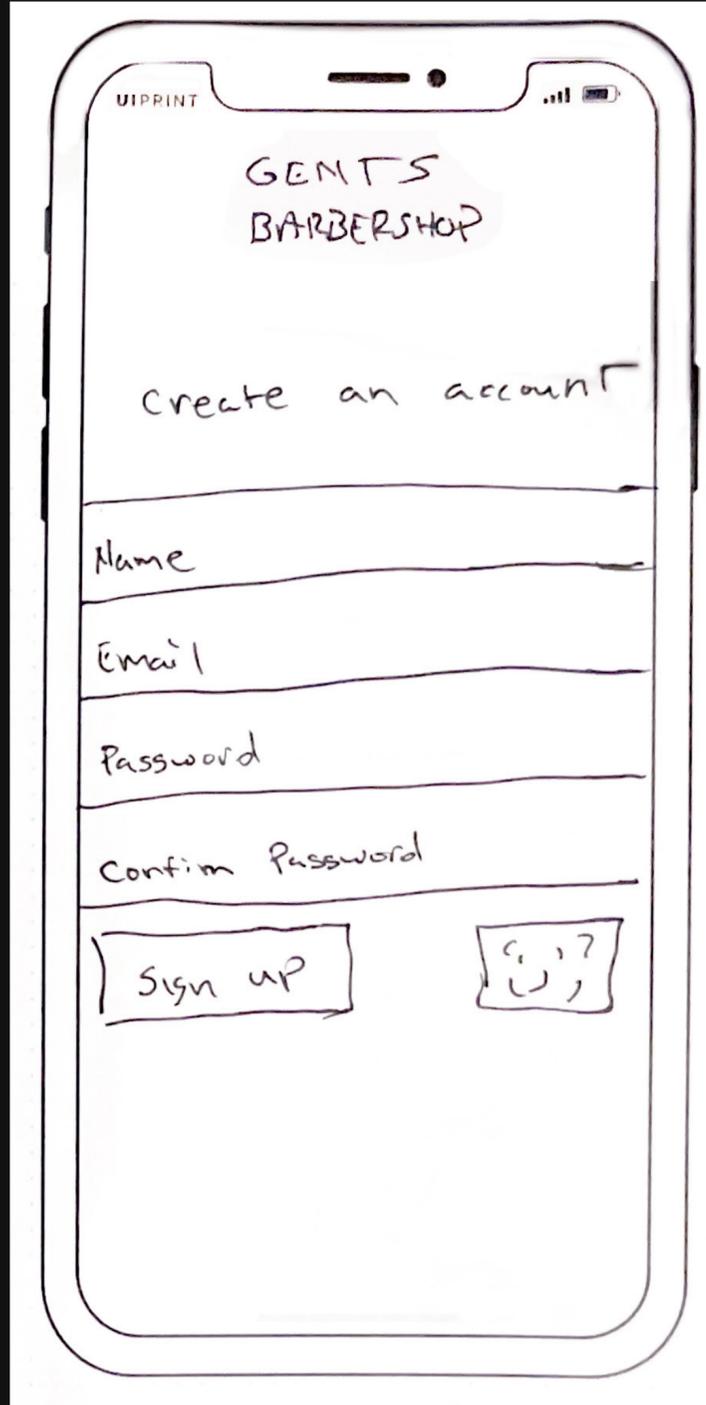
I WANT TO leave a customer review

SO THAT I can provide feedback to the barber and insight to other future clients.

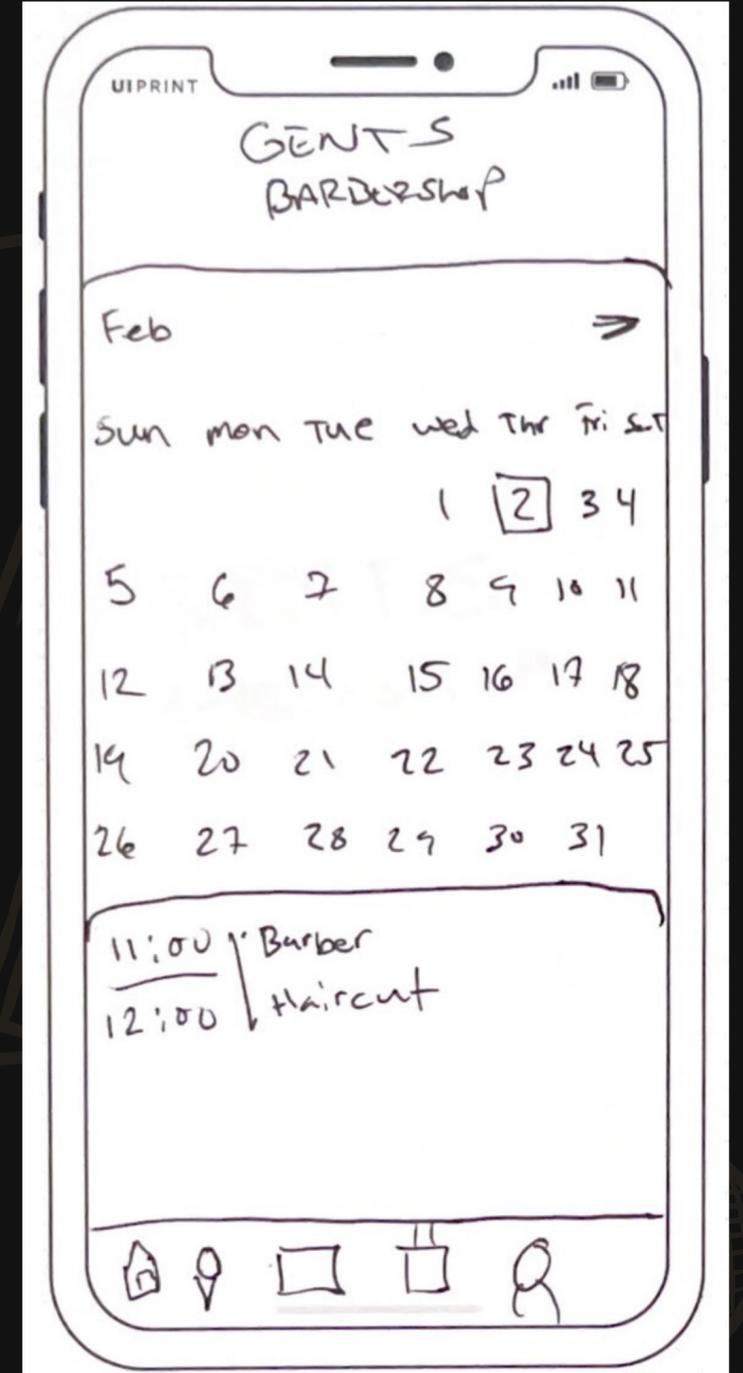
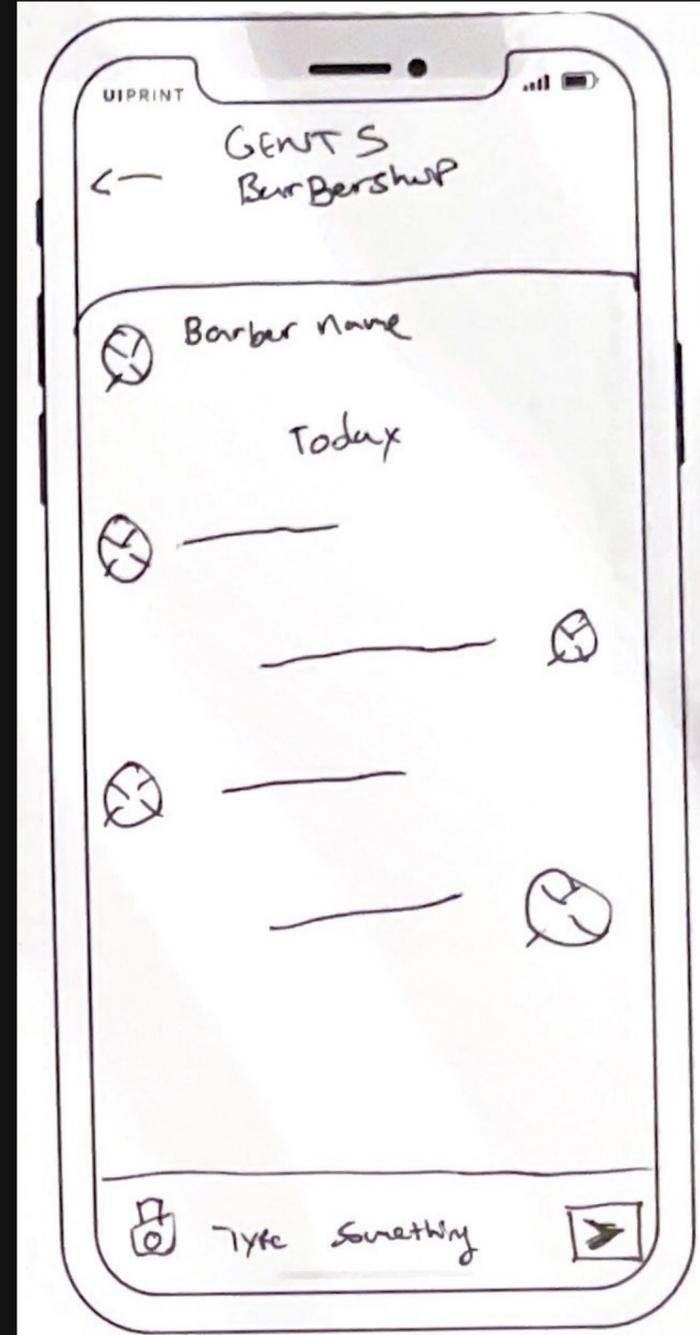
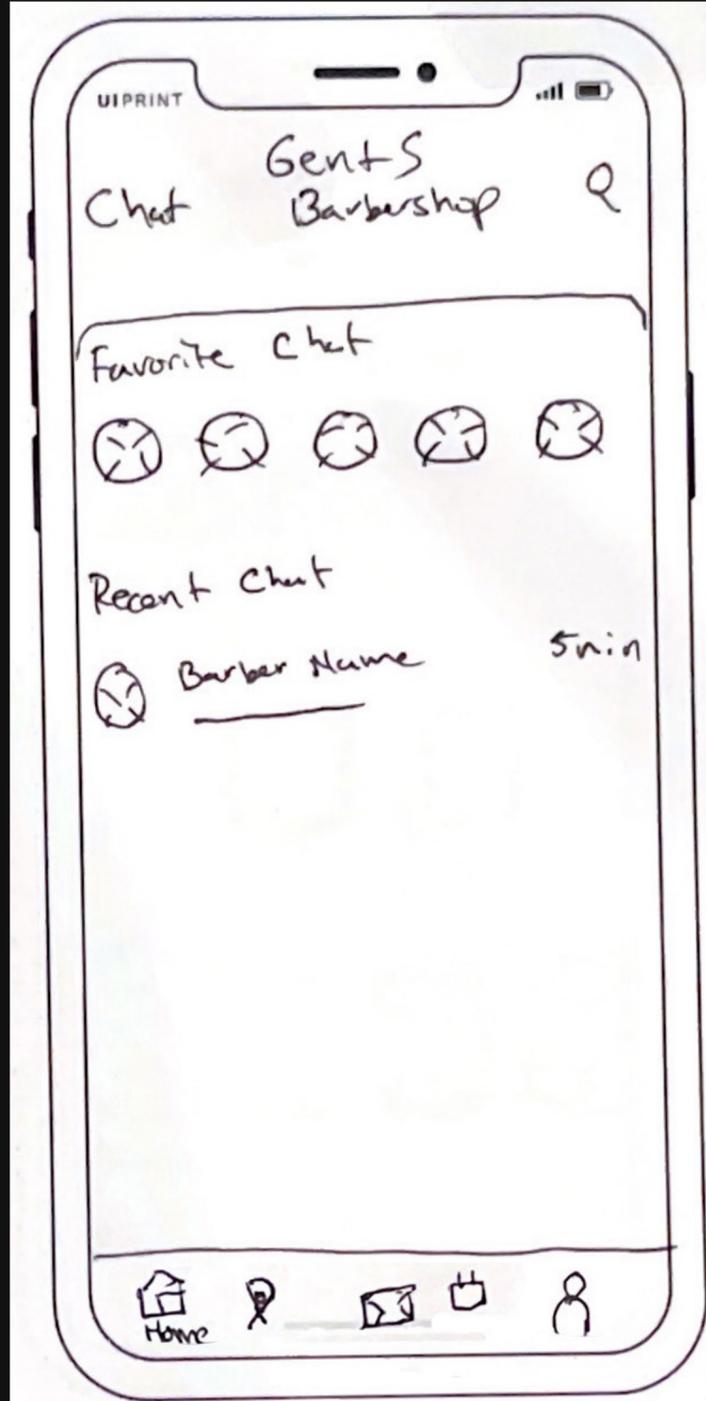
APP MAP



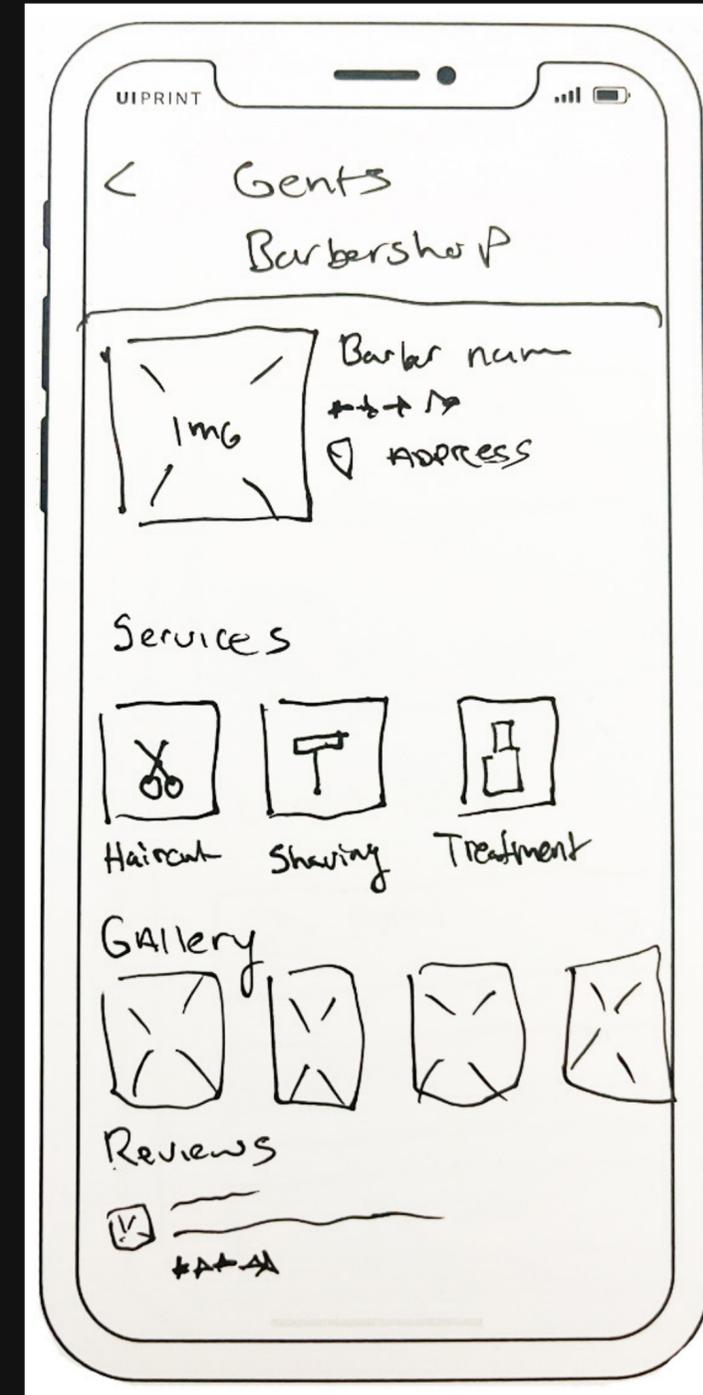
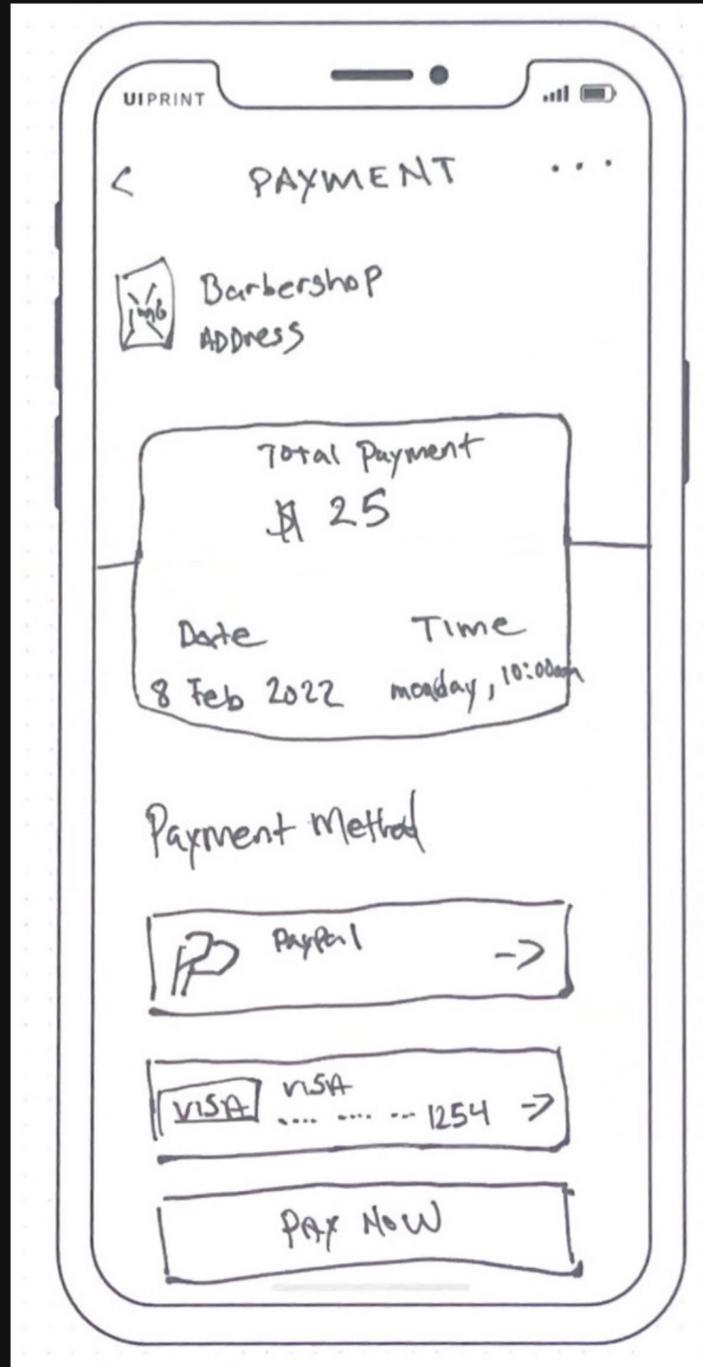
SKETCHES



SKETCHES



SKETCHES



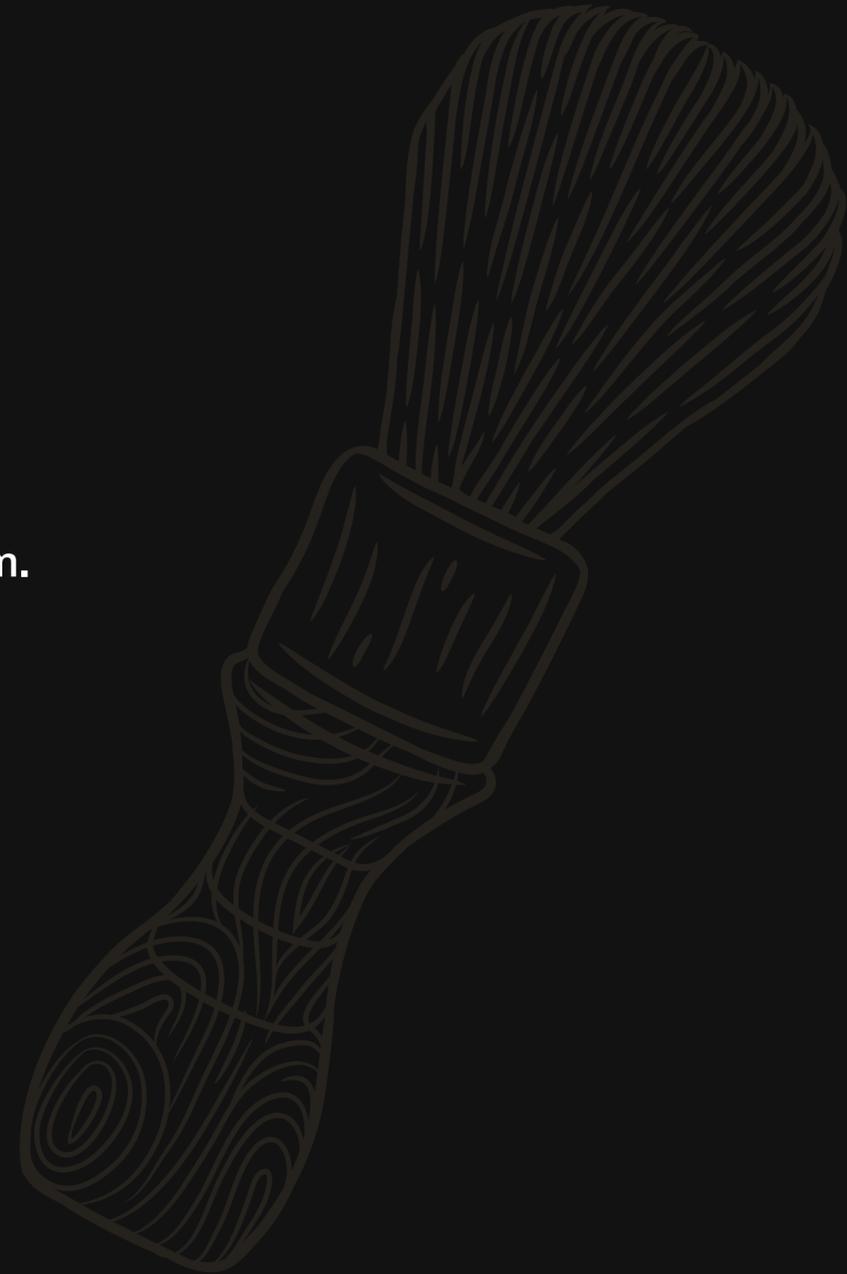
EARLY IDEATIONS

INTRODUCTION:

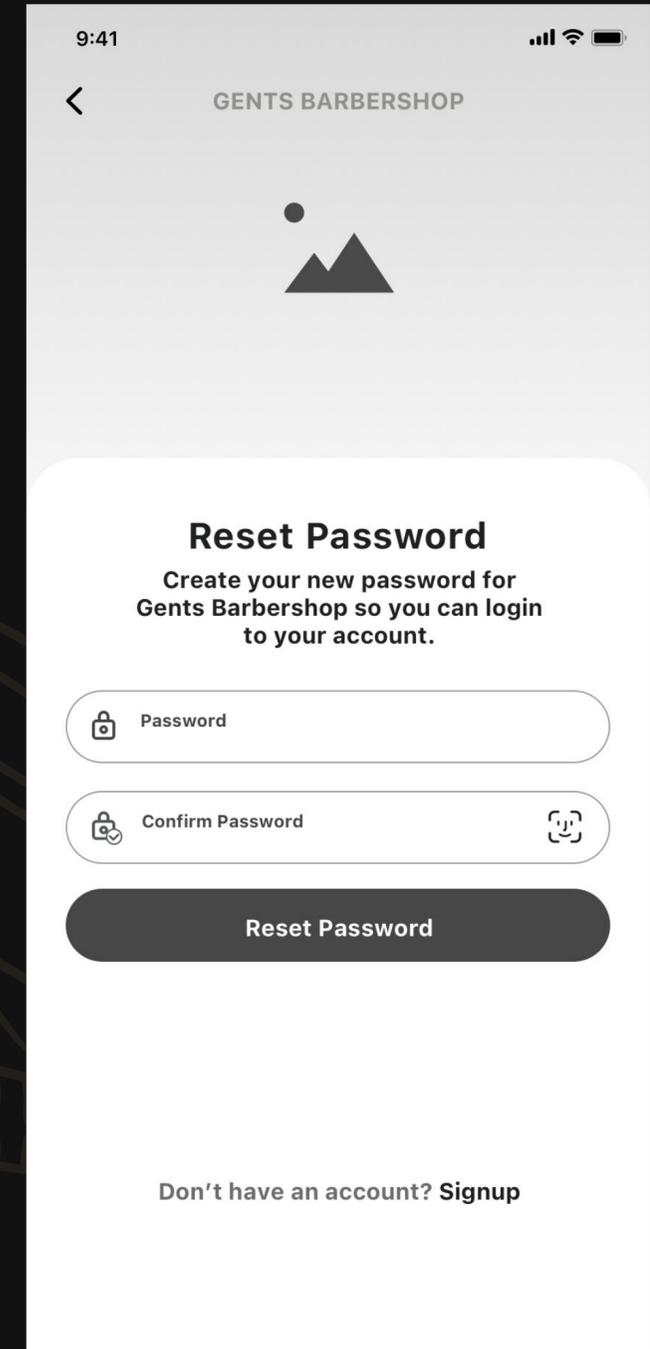
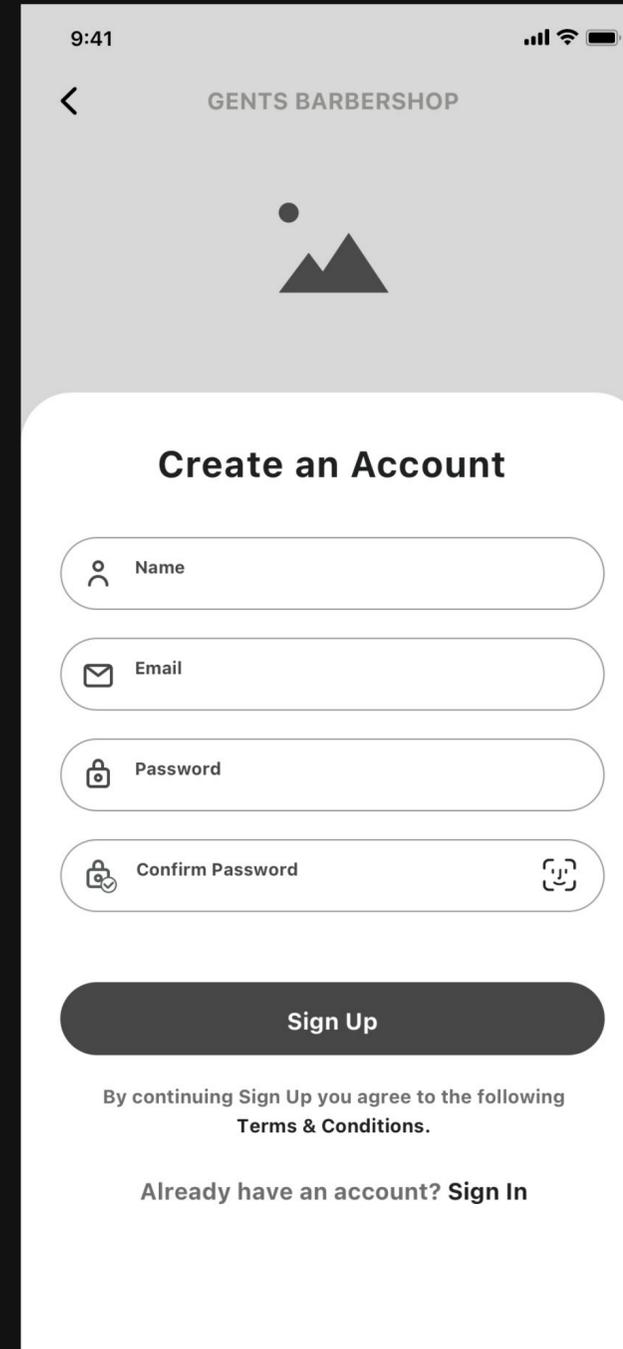
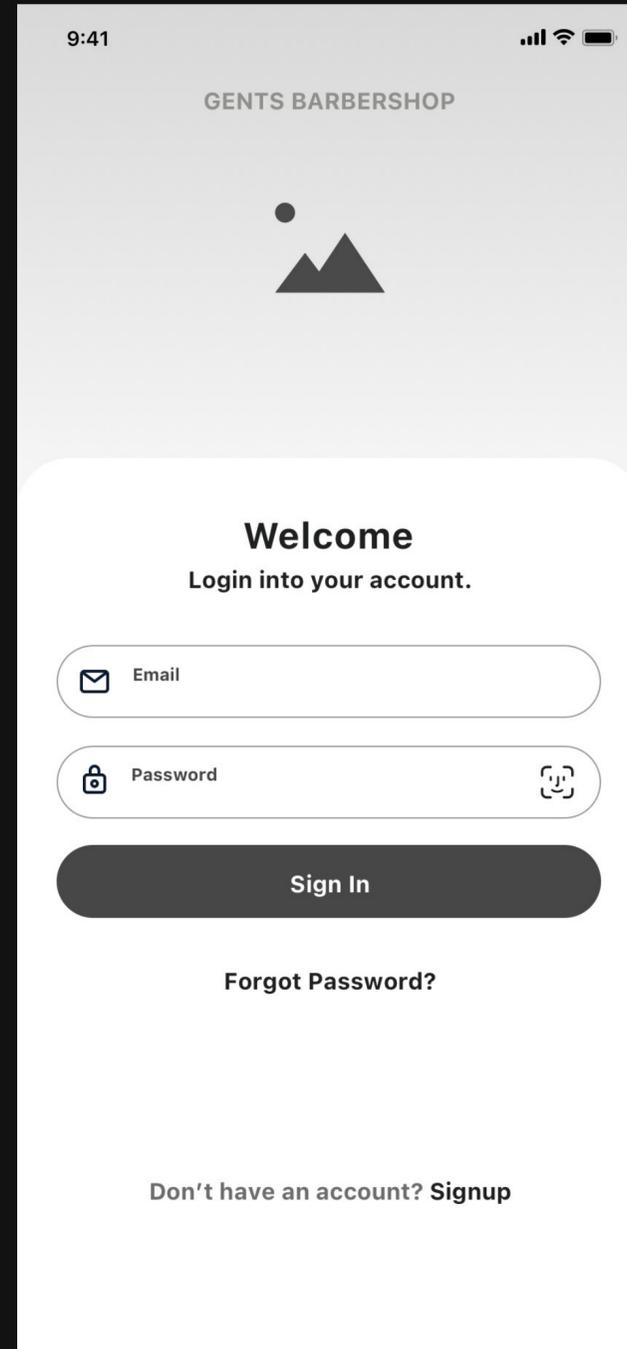
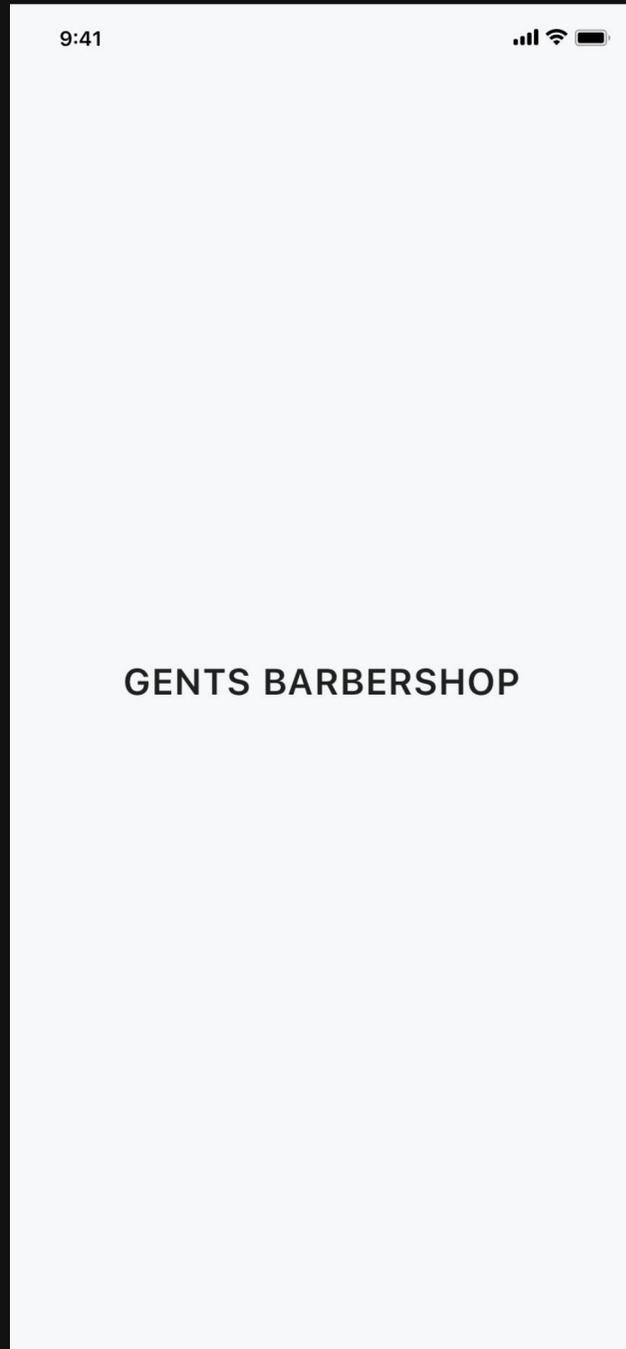
I tested my wireframe sketches for my Gents Barbershop app using Marvel. While testing my rough prototype, I wanted to discover any feedback, pain points or likings my users told me about based on their experience using the app. I ended up speaking with five users and interviewed them at my house.

USERS MENTIONED:

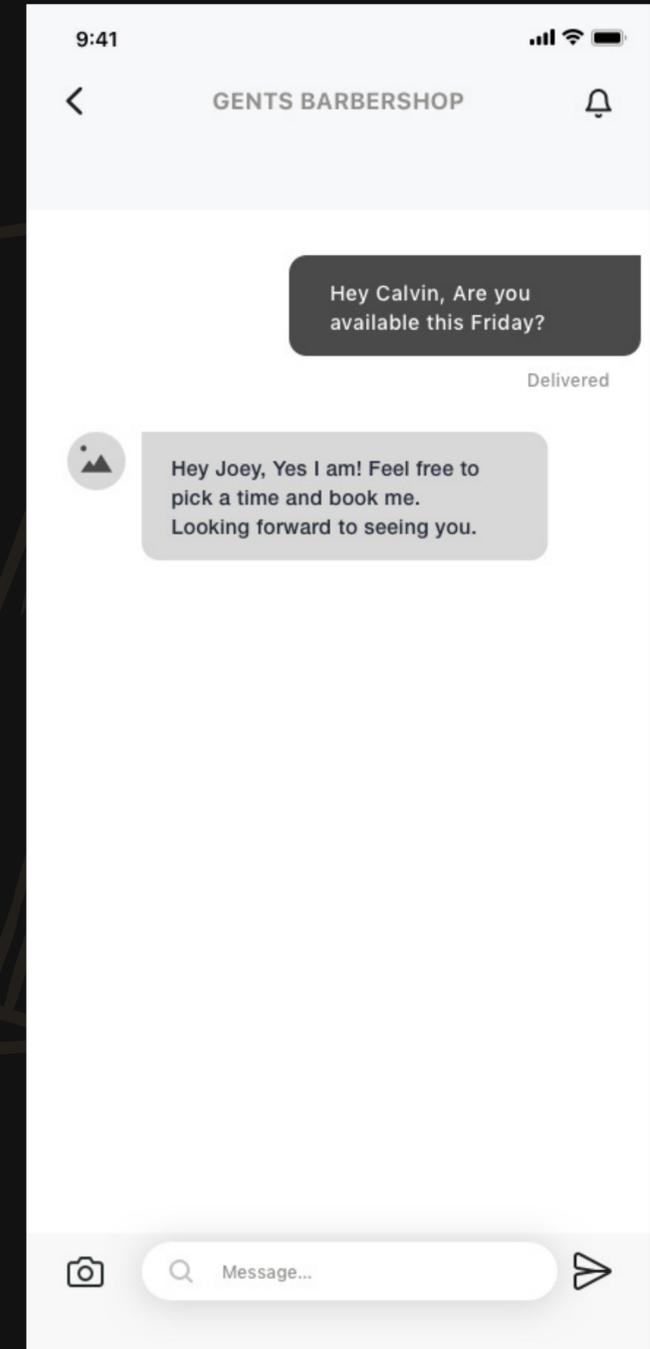
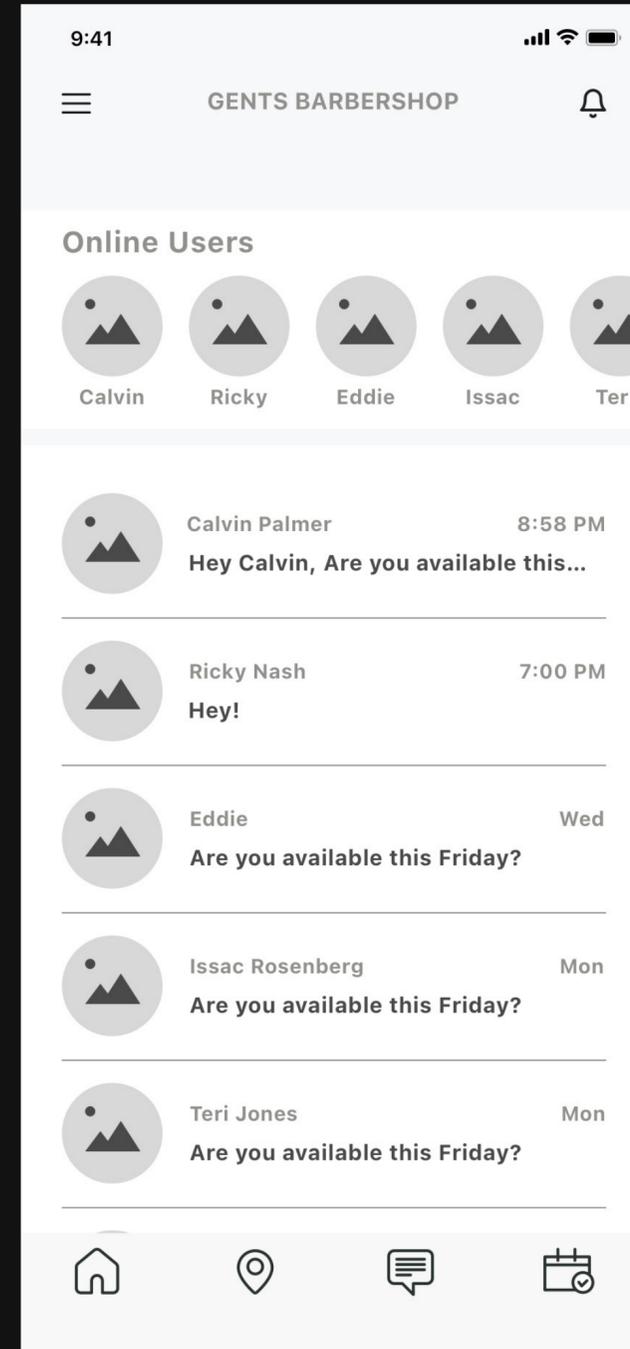
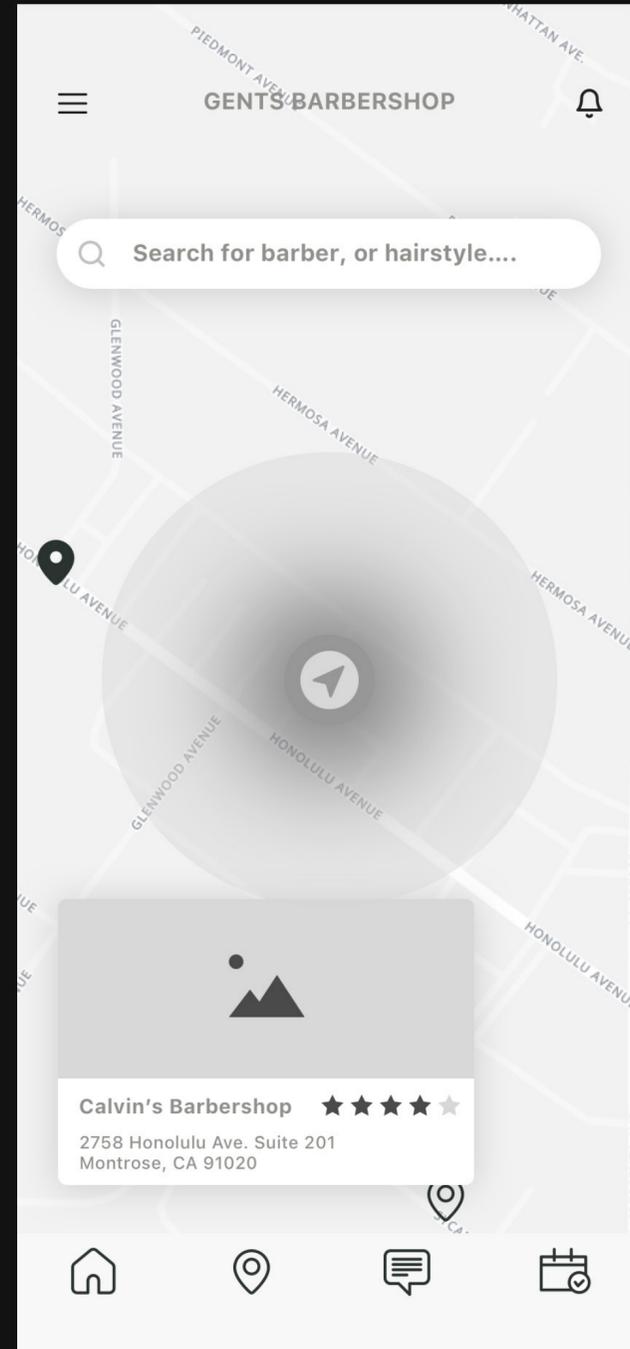
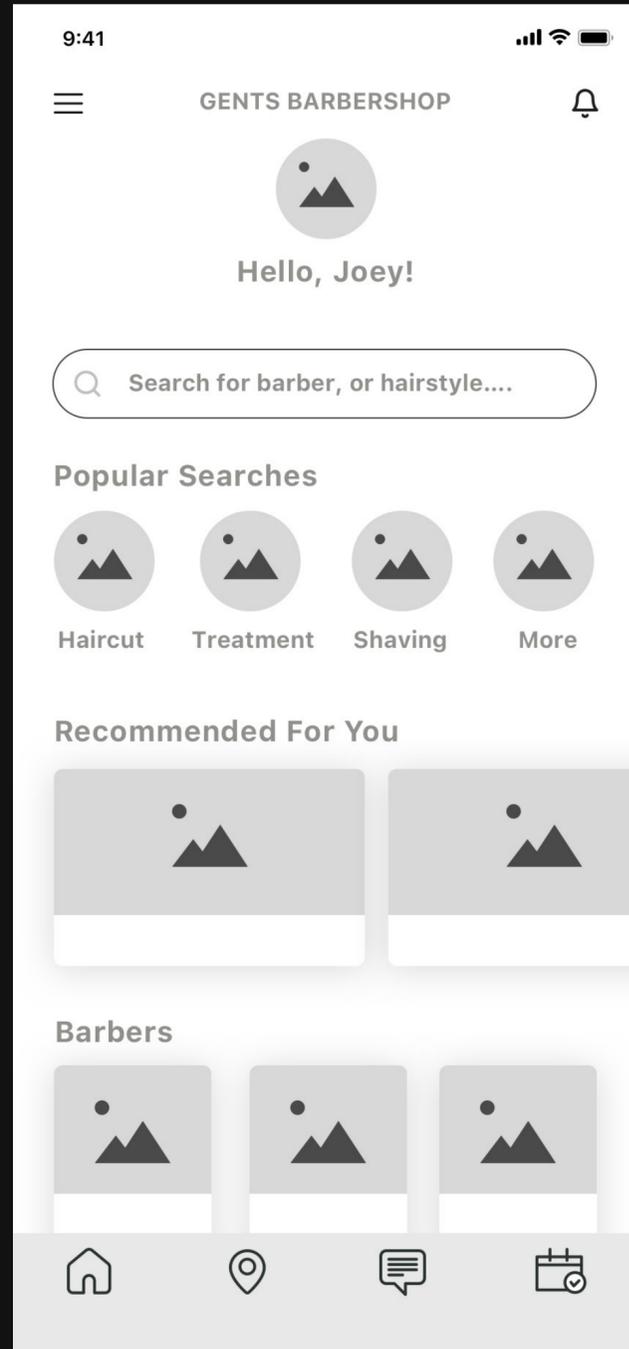
- They preferred the ability to pay their barber prior there appointment.
- Ability to book an appointment.
- Ability to submit a photo of yourself or someone you want your haircut to look like; to your barber before visiting him.



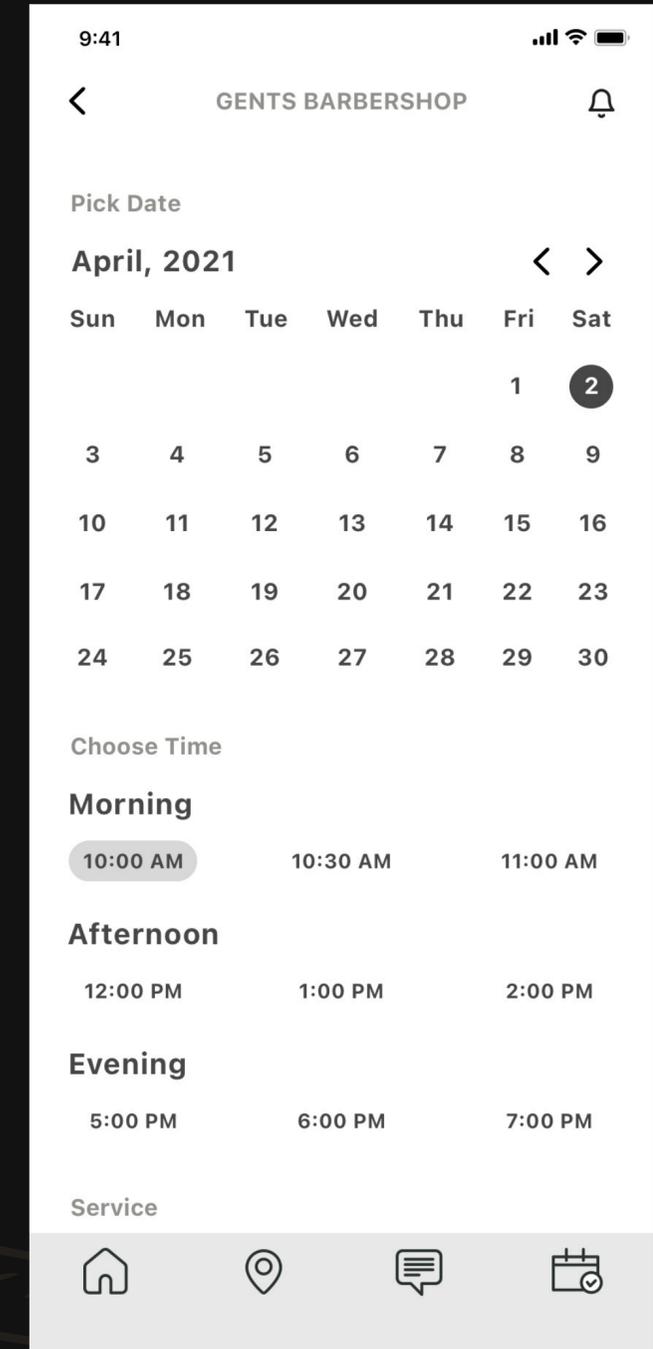
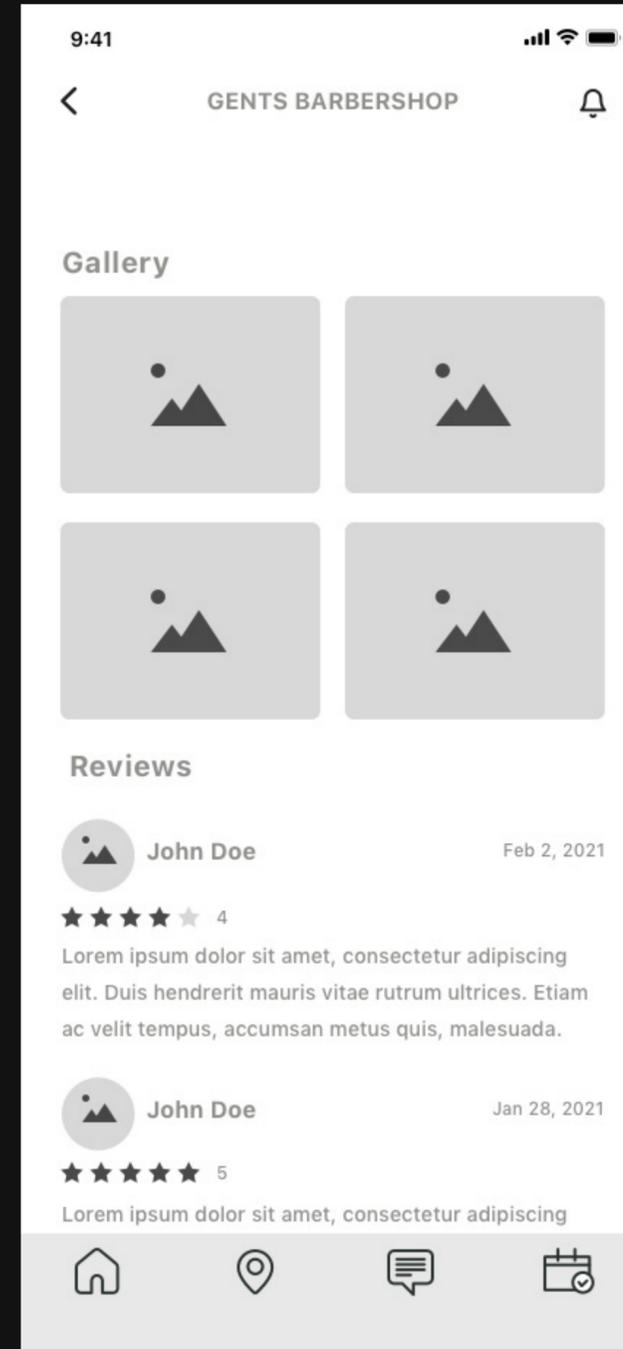
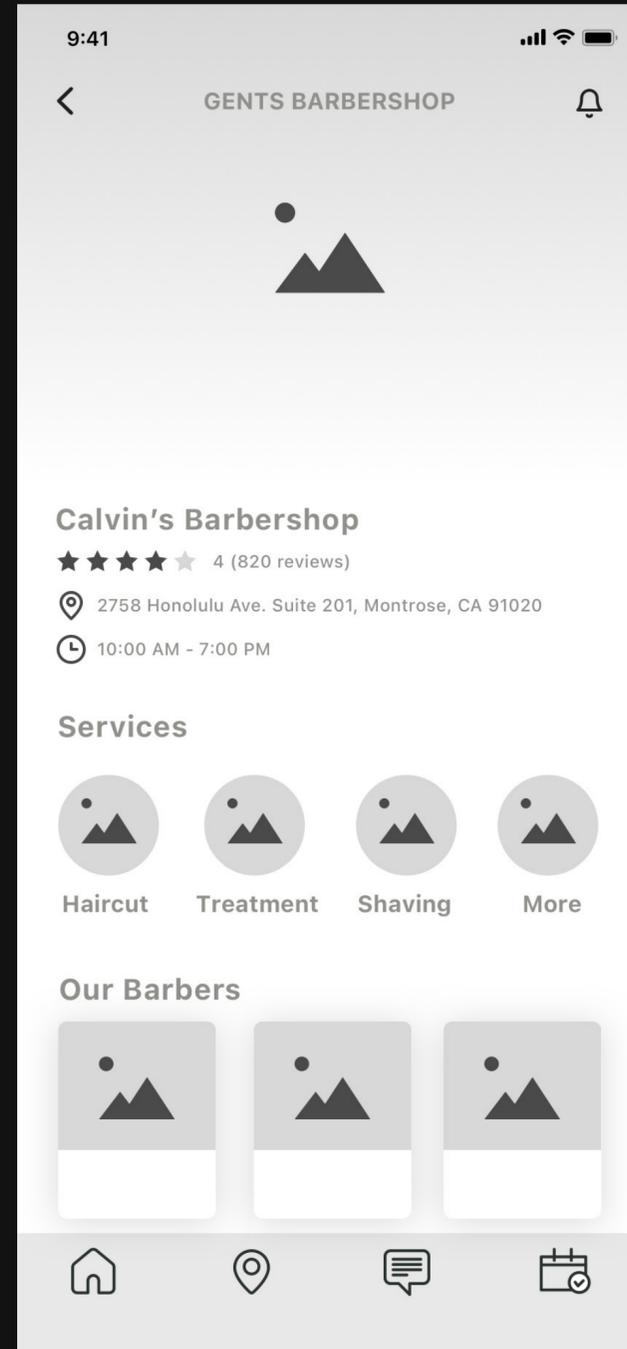
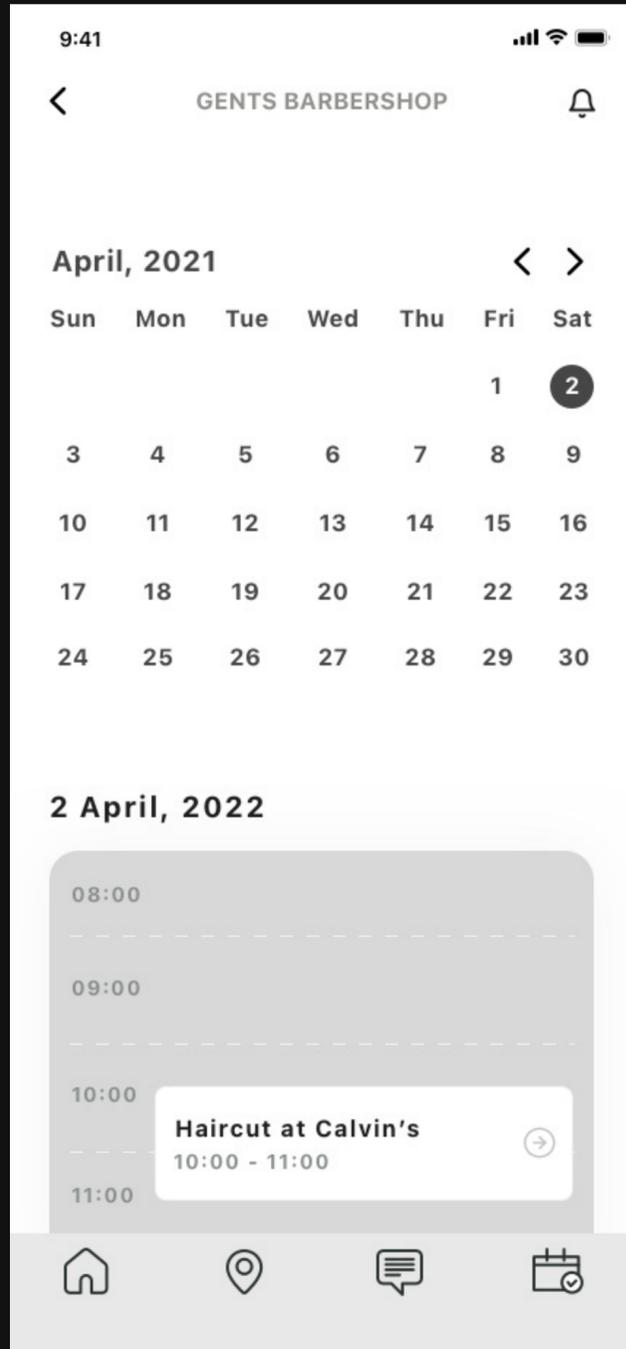
WIREFRAMES



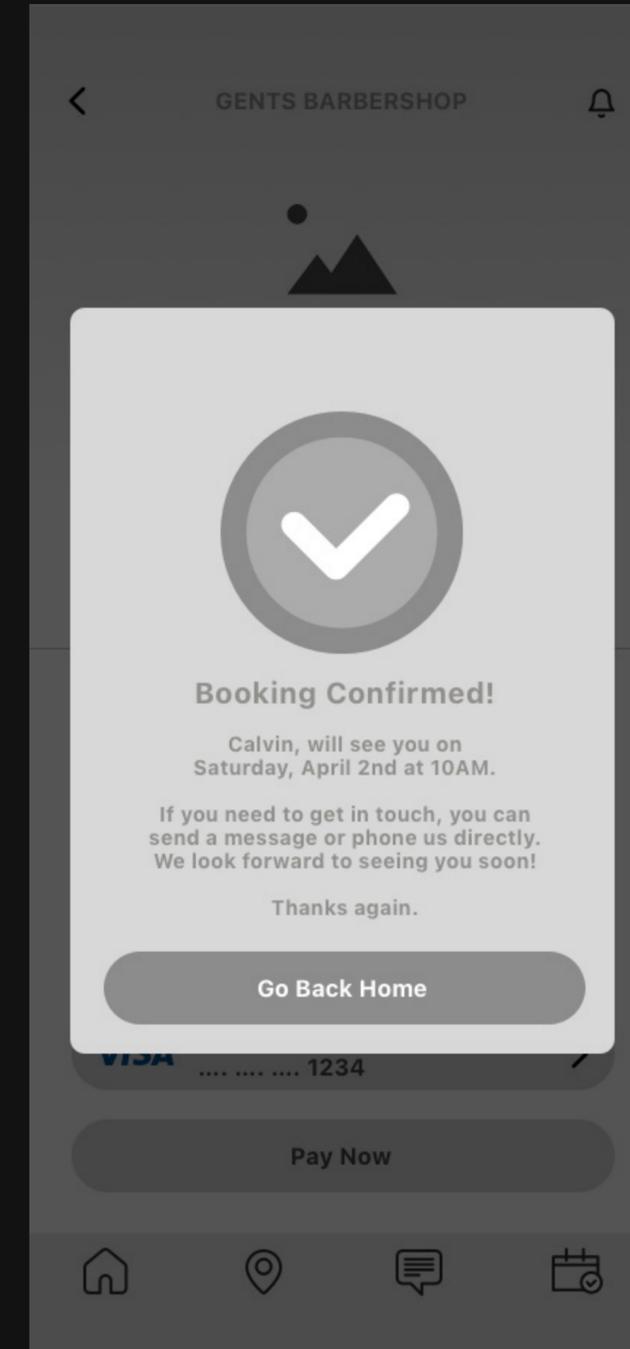
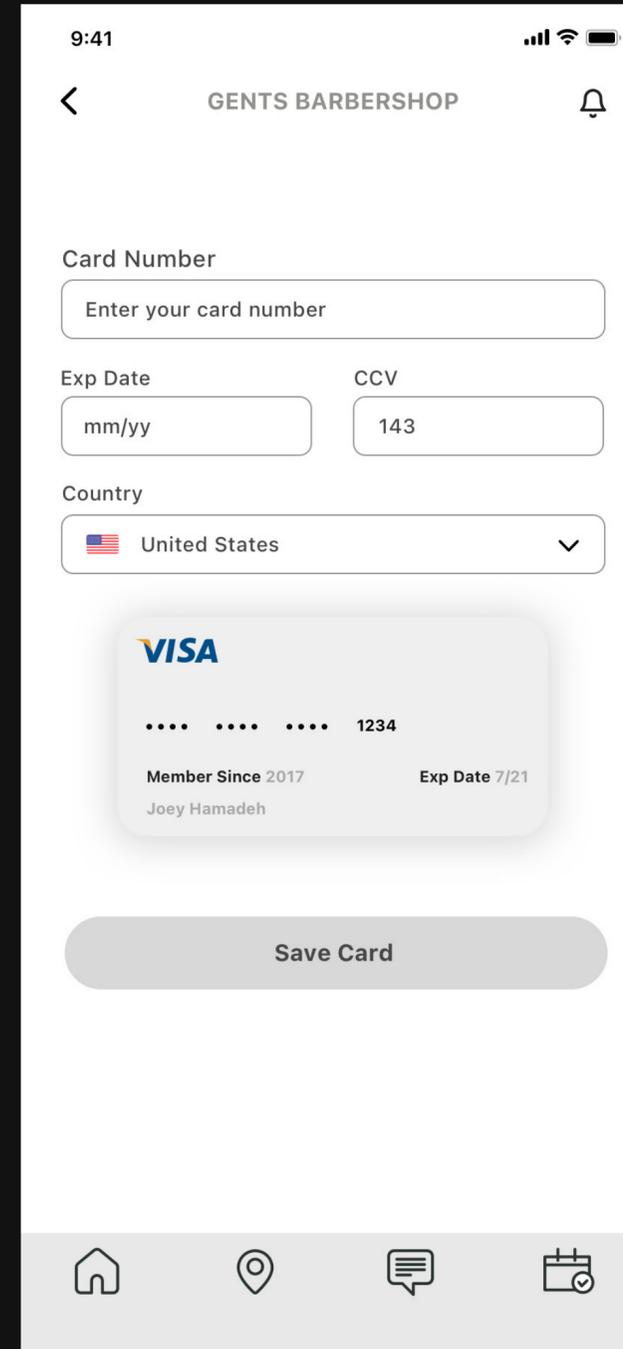
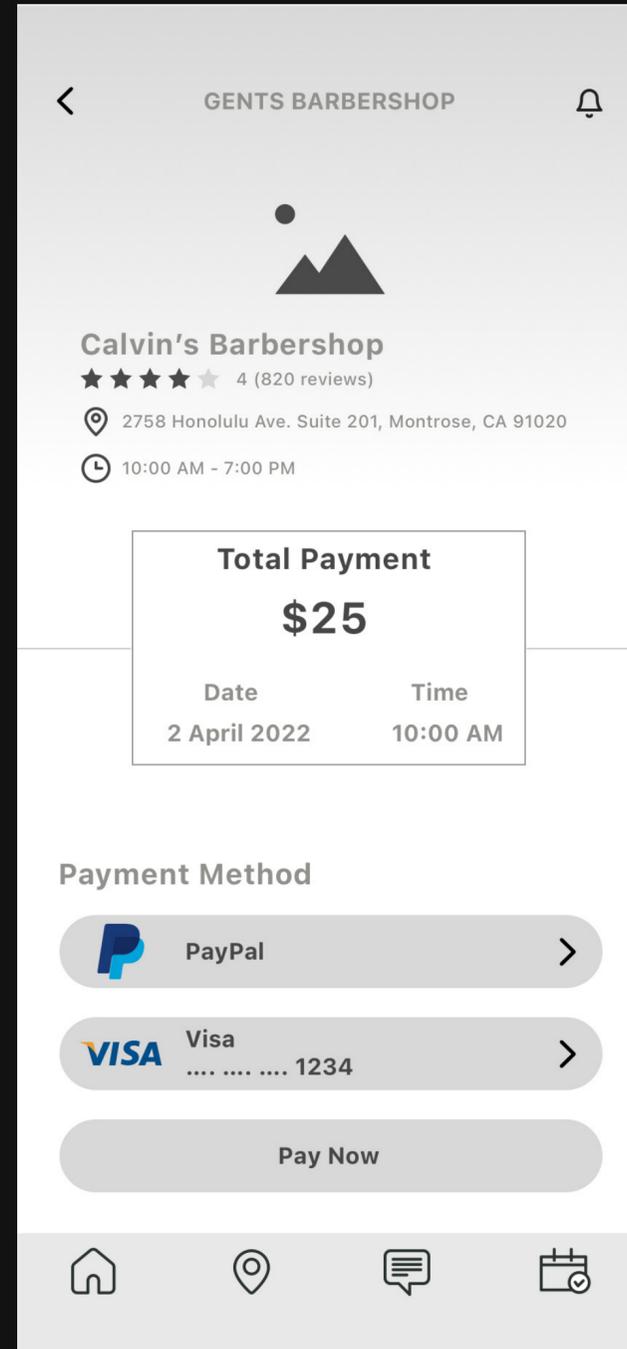
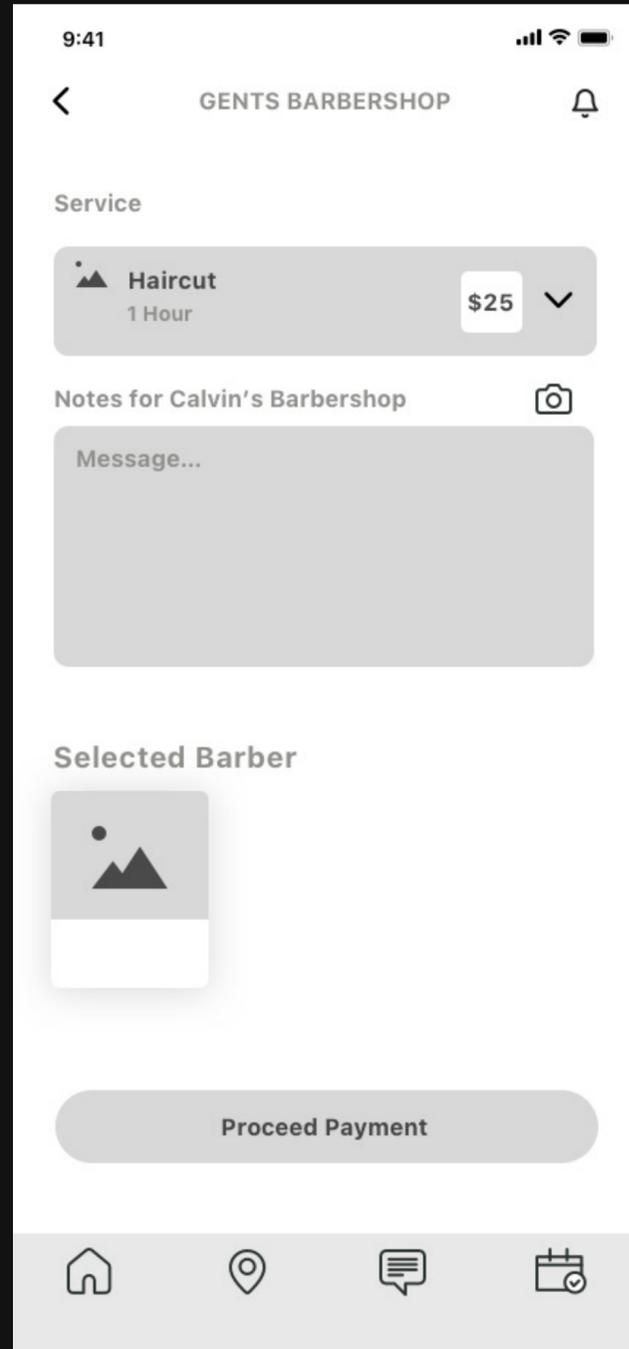
WIREFRAMES



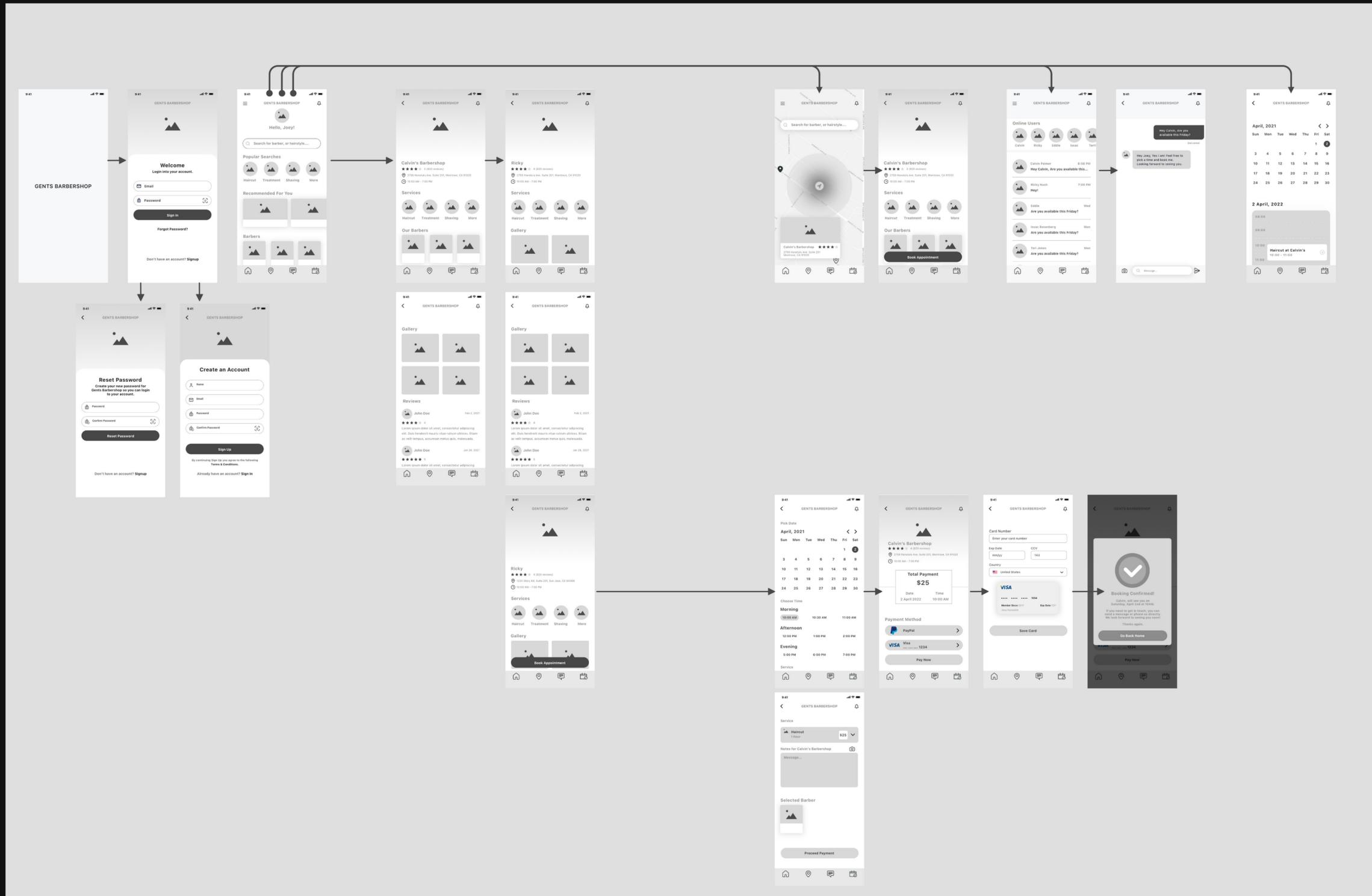
WIREFRAMES



WIREFRAMES



WIREFLOWS



MOOD BOARD

BRAND PERSONALITY:

Gents Barbershop has an important purpose that goes beyond booking a barber; it makes guys search for the right barber based on their wants/needs and in the end makes the user feel and look good

BRAND ATTRIBUTES:

Caring, Reliable, Trustworthy, Efficient



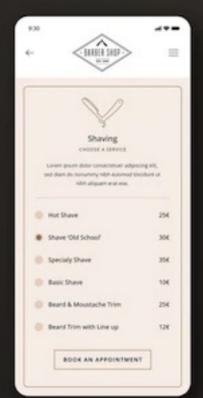
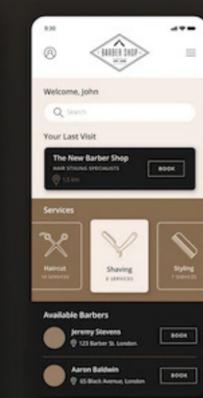
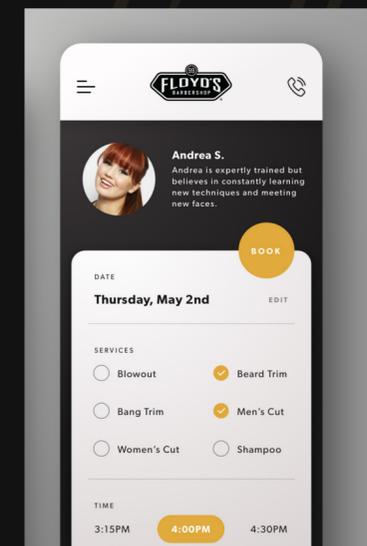
IMAGERY INSPIRATION:

- I chose this imagery because it is important that the brand feel rich, rustic and genuine feel of a barbershop.
- The photography should not feel fake or generic stock. It should feel authentic.
- The images show a sense of trustworthy and excitement.

When a product shows a sense of trust and excitement, it gives the user a sense of reliability and excitement, which will allow them to reuse the app.

UI INSPIRATION:

- I chose this imagery because it feels professional, rich and trustworthy and its important for a barbershop brand to be professional and trustworthy.
- The UI should feel dark and have simple ui elements, similar to an actual barbershop.
- Rounded corners, stroke icons and subtle use of drop shadows.



BRANDING

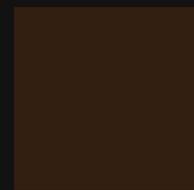
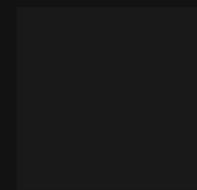
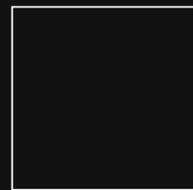
We encourage you to become familiar with the correct uses of the primary logo. The integrity of the logo must be respected at all times. Don't change the color, add a dropshadow, stretch, condense or change the aspect in any way. Any modification of the logo confuses its meaning and diminishes its impact.



COLOR PALETTE

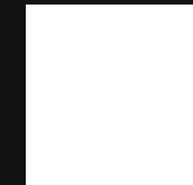
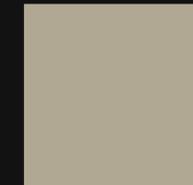
The color palettes I chose are based on the imagery inspiration I picked for my mood board. I wanted my branding and color palette to have that rich, vintage and rustic feel that an vintage old school gentlemen barbershop has.

PRIMARY PALETTE



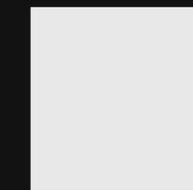
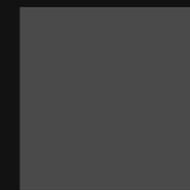
| | | | | |
|------|----------------|----------------|---------------|----------------|
| HEX | #121212 | #191919 | #B99357 | #331F11 |
| RGB | 18, 18, 18 | 25, 25, 25 | 185, 147, 87 | 51, 31, 17 |
| CMYK | 73, 67, 66, 82 | 73, 67, 65, 79 | 17, 44, 72, 7 | 51, 59, 60, 76 |

SECONDARY PALETTE



| | | | | |
|------|---------------|---------------|-----------------|---------------|
| HEX | #BA9F85 | #B0A893 | #000000 | #FFFFFF |
| RGB | 186, 159, 133 | 176, 168, 147 | 0, 0, 0 | 255, 255, 255 |
| CMYK | 21, 37, 43, 6 | 30, 28, 39, 6 | 63, 52, 51, 100 | 0, 0, 0, 0 |

GRAY PALETTE



| | | | |
|------|----------------|----------------|---------------|
| HEX | #4A4A4A | #92918E | #E8E8E8 |
| RGB | 74, 74, 74 | 146, 145, 142 | 232, 232, 232 |
| CMYK | 59, 48, 47, 49 | 43, 33, 34, 11 | 11, 7, 7, 0 |

ICONOGRAPHY

STYLE



Email



Password



Notification



Camera



Home



Location



User



Password Confirm



Time



Send Message



Calendar Confirmed



Chat



Message



Haircut



More



Shaving



Hair Treatment



Profile



Favorites



Settings



Logout

COLOR



HEX #B99357

RGB 185, 147, 87

CMYK 17, 44, 72, 7



TYPOGRAPHY

LOGO FONT

GIN

REGULAR

ABC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

UI FONT

Helvetica Neue

Regular Medium Bold

ABC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

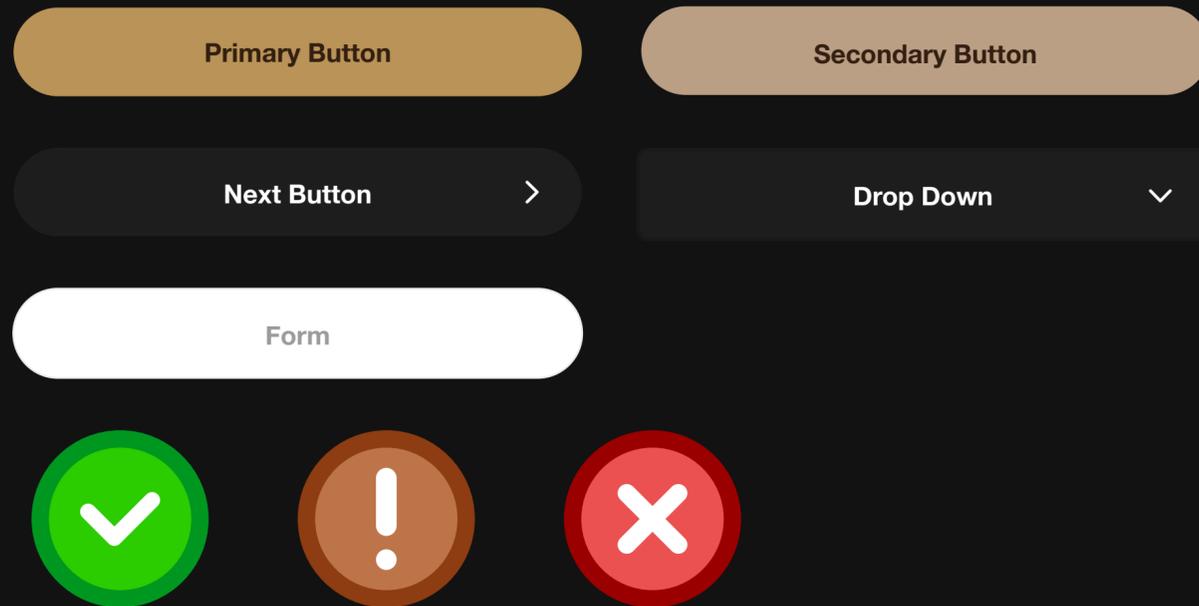
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

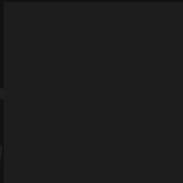


UI BUTTONS, FORMS AND ELEMENTS

STYLES

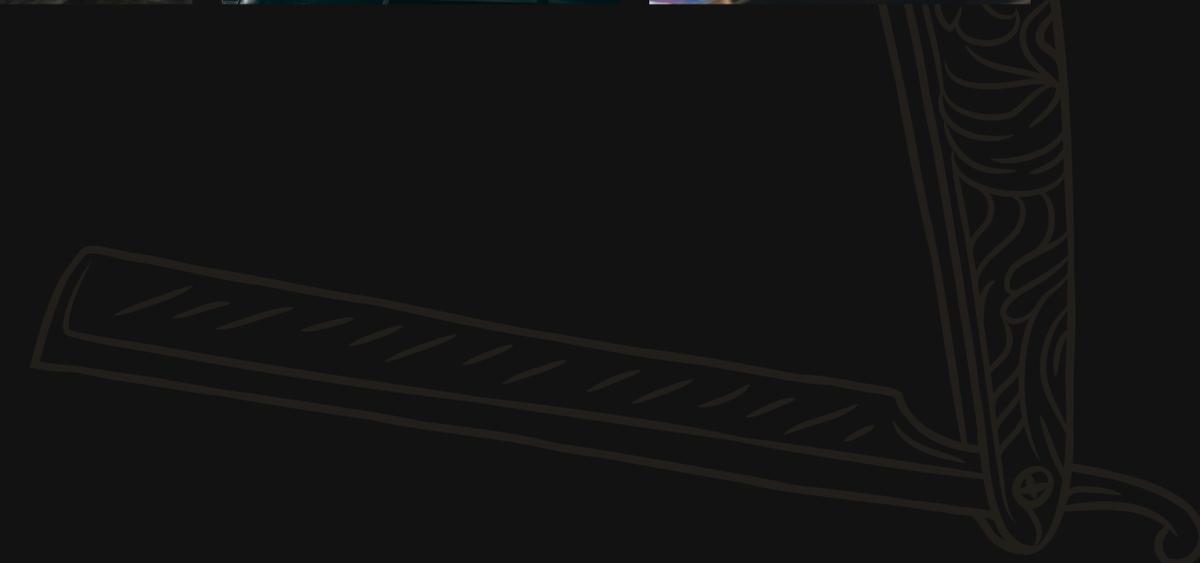
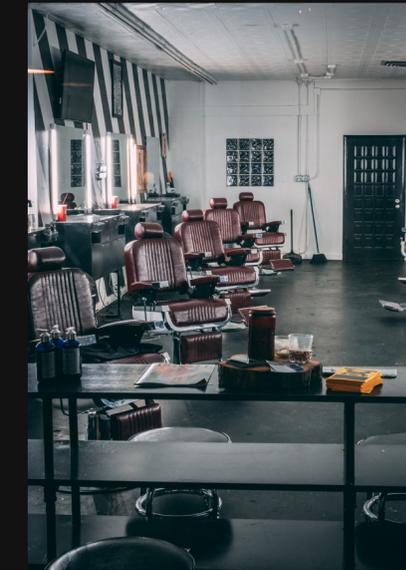


COLOR

| | | | | |
|------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| |  |  |  |  |
| HEX | #B99357 | #BA9F85 | #1D1D1D | #FFFFFF |
| RGB | 185, 147, 87 | 186, 159, 133 | 29, 29, 29 | 255, 255, 255 |
| CMYK | 17, 44, 72, 7 | 21, 37, 43, 6 | 63, 52, 51, 83 | 0, 0, 0, 0 |
| |  |  |  |  |
| HEX | #009721 | #2BCC00 | #8E3C11 | #BD7449 |
| RGB | 0, 151, 33 | 43, 204, 0 | 142, 60, 17 | 189, 116, 73 |
| CMYK | 88, 5, 100, 0 | 78, 0, 100, 0 | 23, 82, 100, 17 | 12, 65, 77, 2 |
| |  |  | | |
| HEX | #9A0000 | #EB5151 | | |
| RGB | 154, 0, 0 | 235, 81, 81 | | |
| CMYK | 19, 92, 100, 9 | 0, 75, 63, 0 | | |

PHOTOGRAPHY & IMAGERY

- I chose this imagery because it is important that the brand feel rich, rustic and genuine feel of a barbershop.
- The photography should not feel fake or generic stock. It should feel authentic.
- The images show a sense of trustworthy and excitement. When a product shows a sense of trust and excitement, it gives the user a sense of reliability and excitement, which will allow them to reuse the app.



HIGH-FIDELTY MOCKUP V1



9:41 GENTS BARBERSHOP

WELCOME

Login into your account.

joeywright@gmail.com

.....

Sign In

Forgot Password?

Don't have an account? [Signup](#)

9:41 GENTS BARBERSHOP

CREATE AN ACCOUNT

Joey Wright

joeywright@gmail.com

.....

.....

Sign Up

By continuing Sign Up you agree to the following Terms & Conditions.

Already have an account? [Sign In](#)

9:41 GENTS BARBERSHOP

RESET PASSWORD

Create your new password for Gents Barbershop so you can login to your account.

joeywright@gmail.com

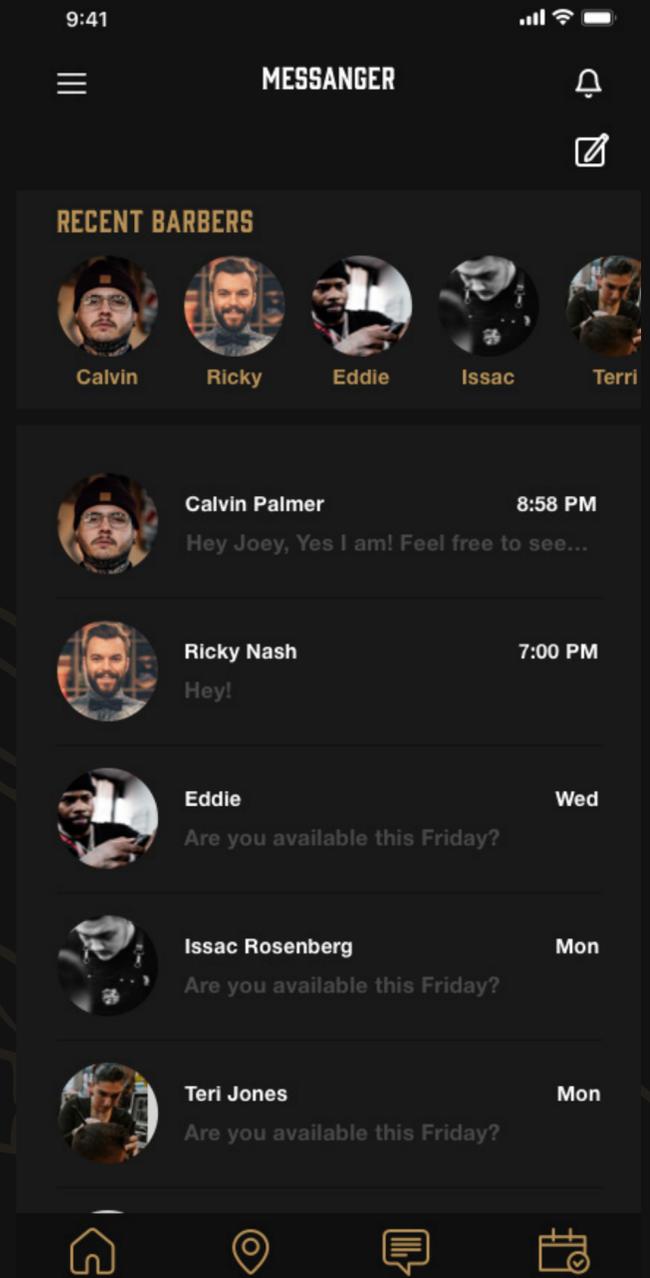
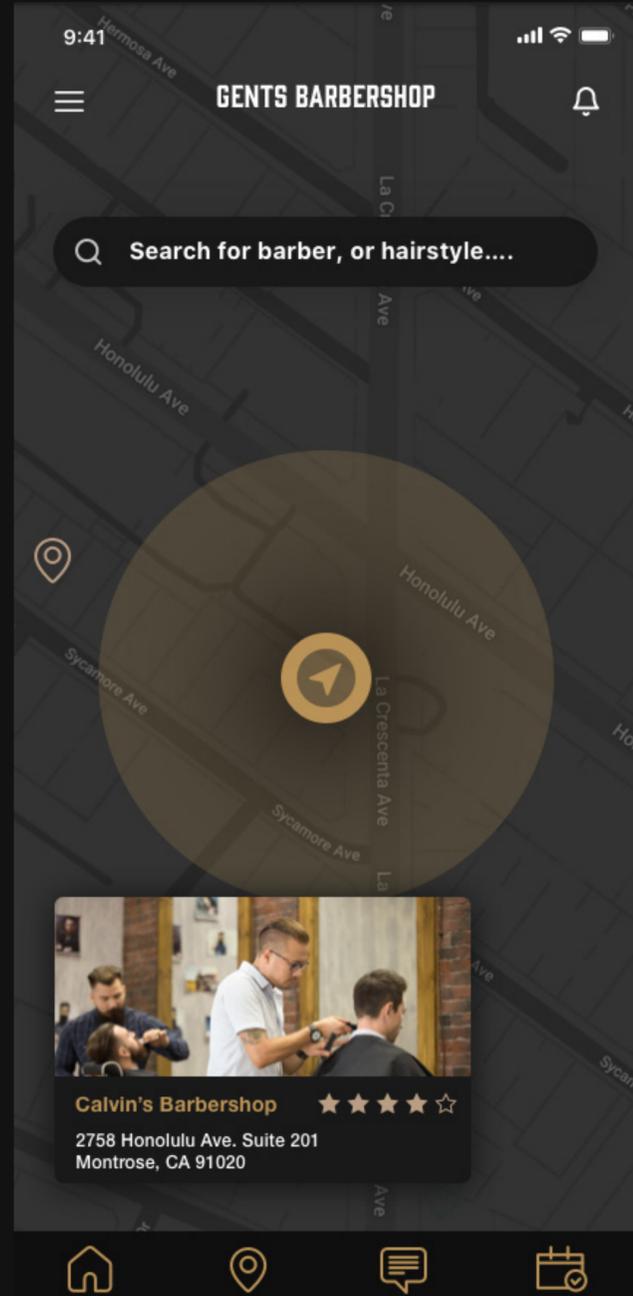
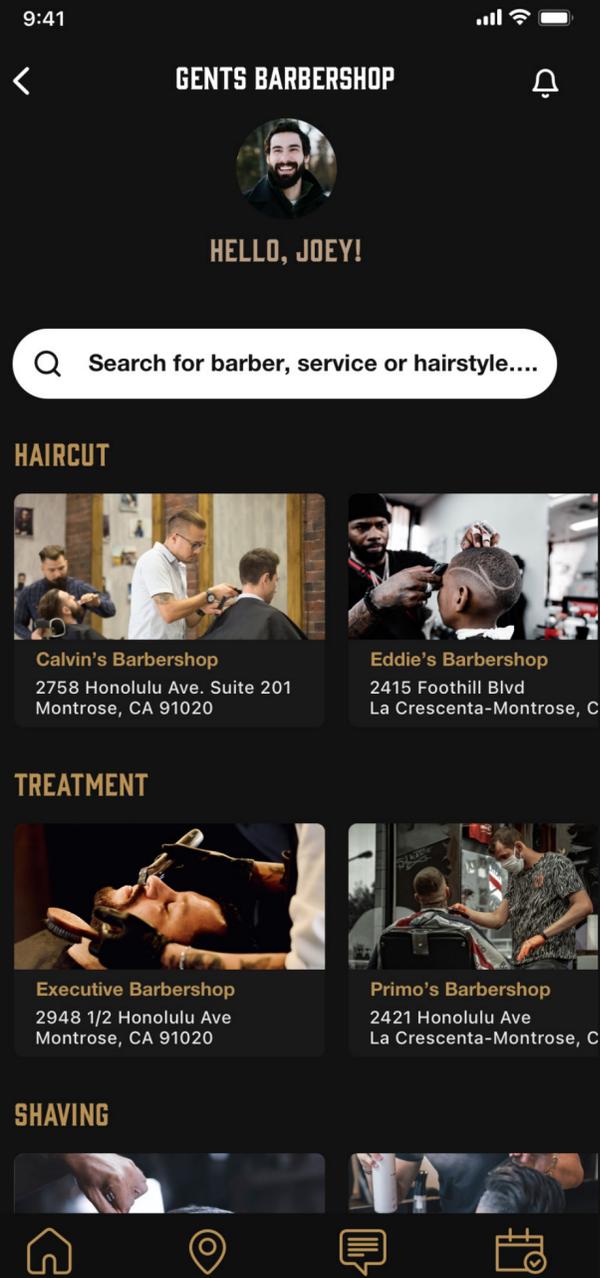
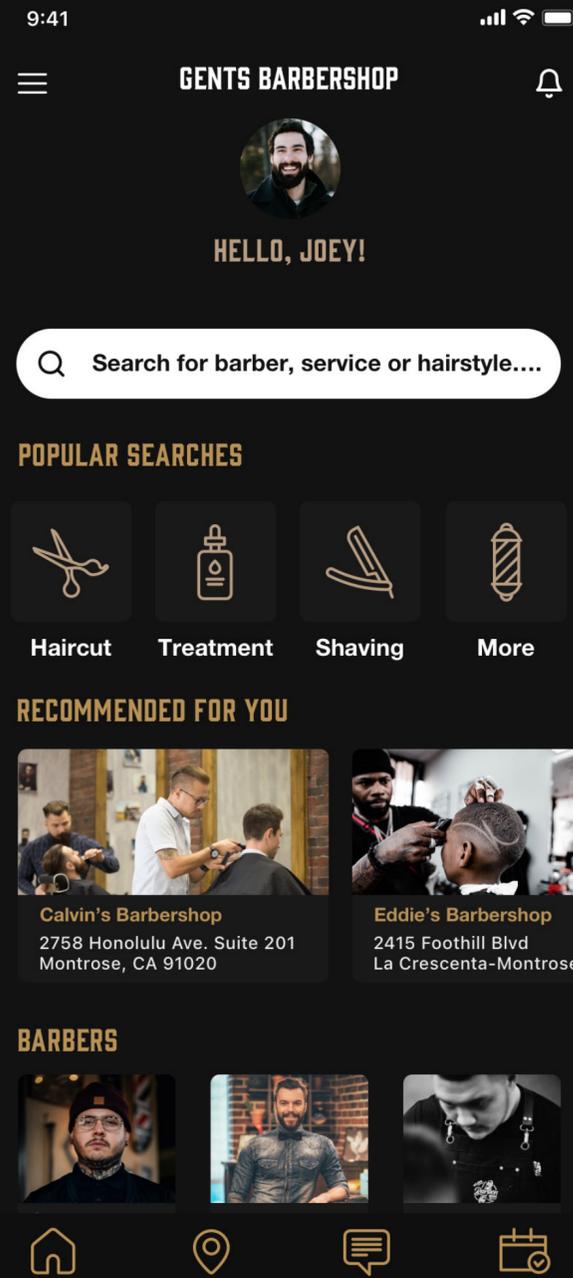
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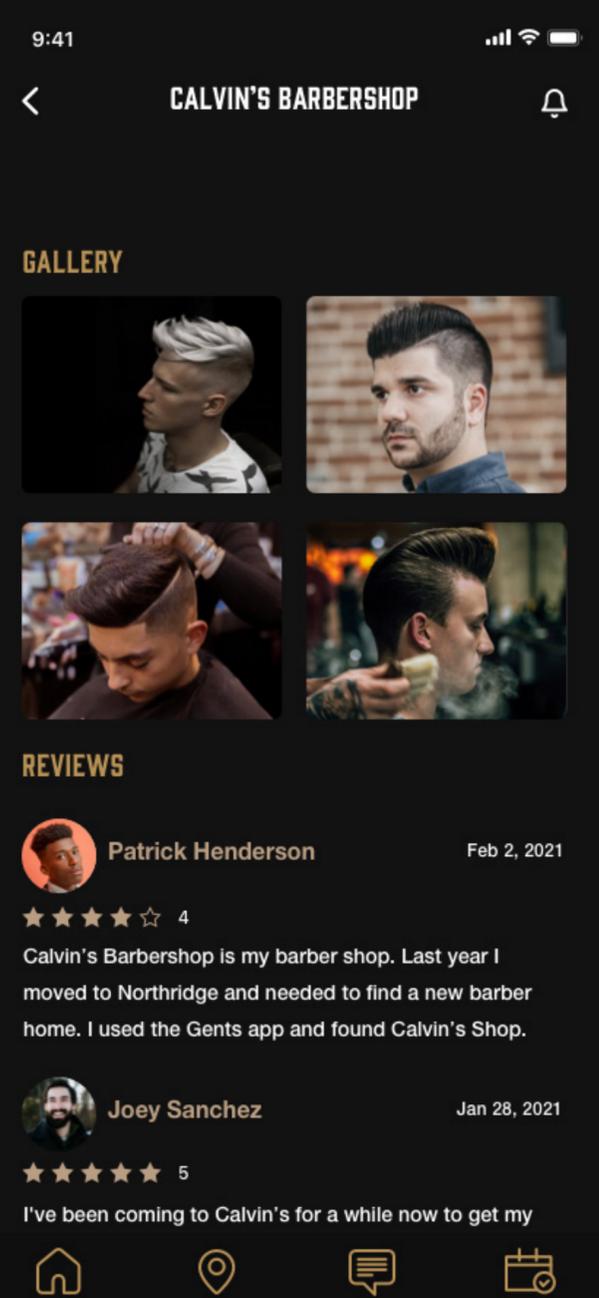
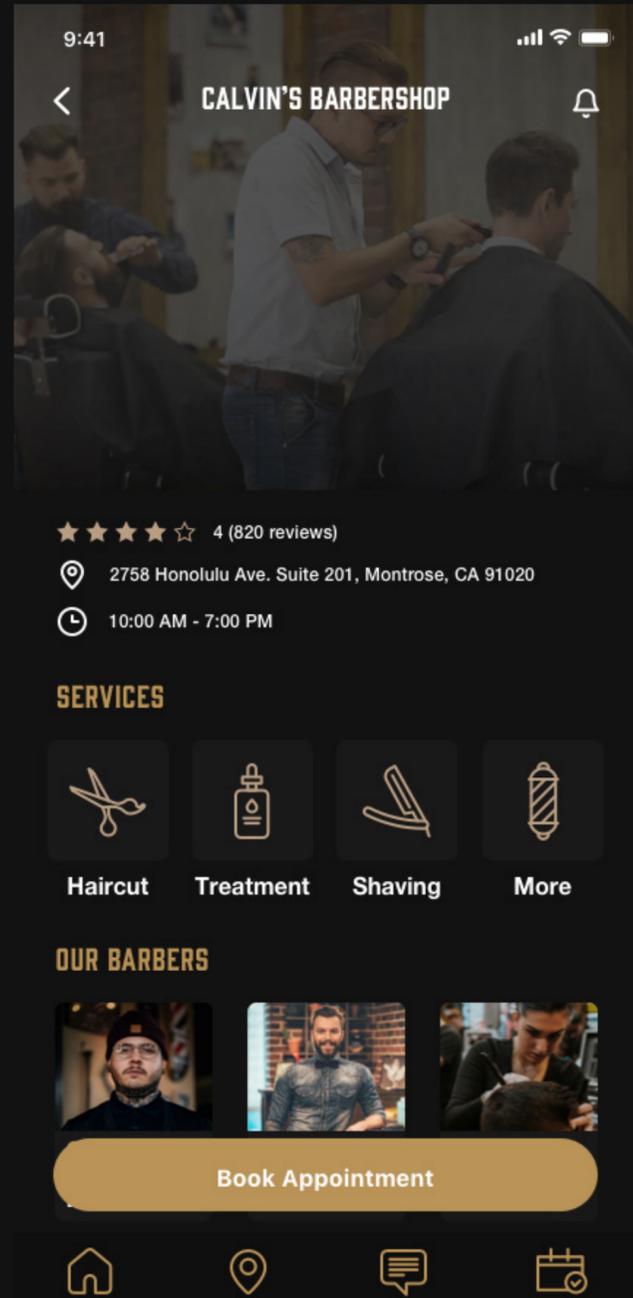
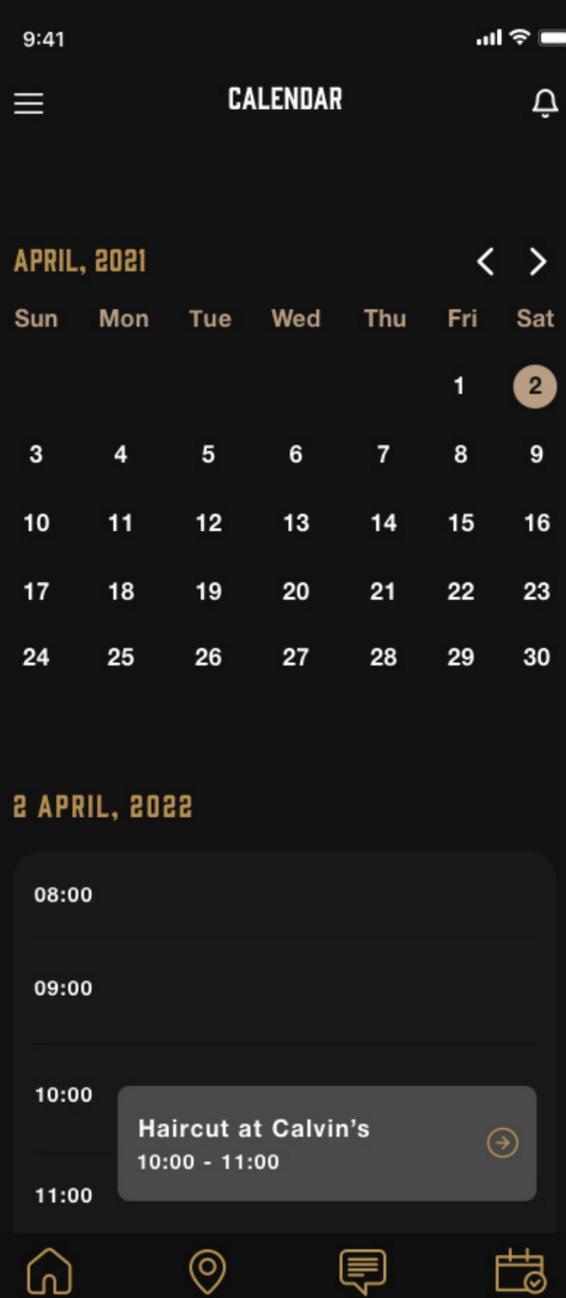
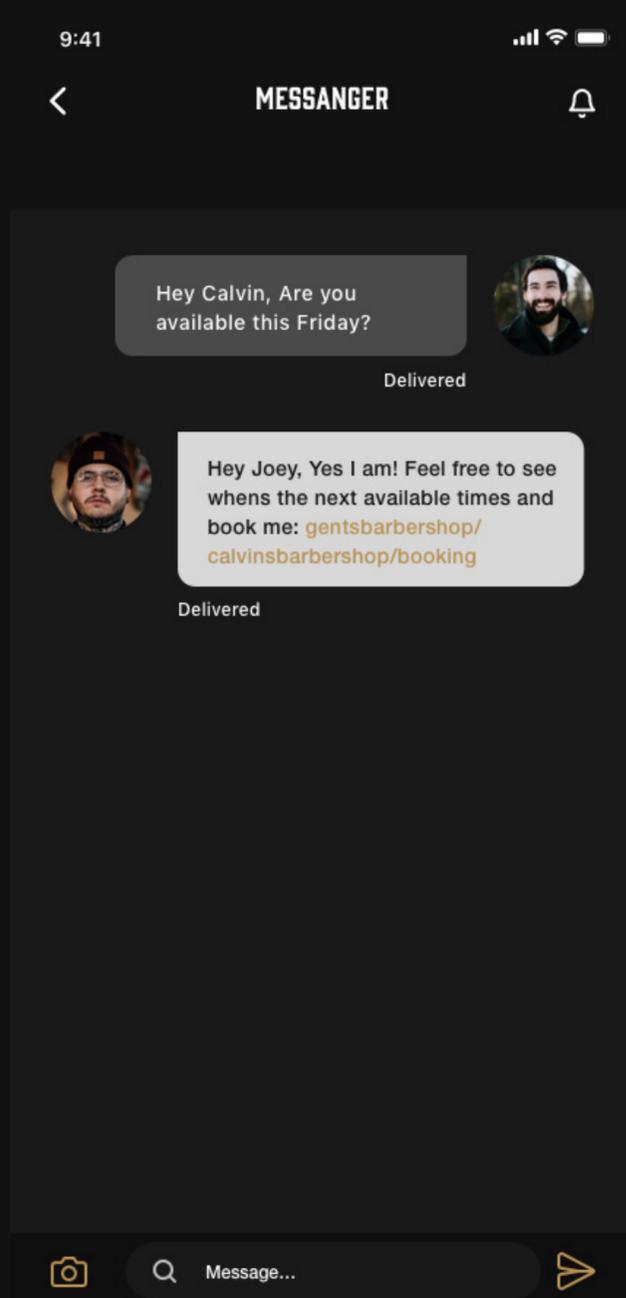
Reset Password

Don't have an account? [Signup](#)

HIGH-FIDELTY MOCKUP V1



HIGH-FIDELTY MOCKUP V1



HIGH-FIDELTY MOCKUP V1

9:41   

< **BOOKING** 

PICK DATE

APRIL, 2021 < >

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

CHOOSE TIME

MORNING

10:00 AM 10:30 AM 11:00 AM

AFTERNOON

12:00 PM 1:00 PM 2:00 PM

EVENING

5:00 PM 6:00 PM 7:00 PM

SERVICE

9:41   

< **BOOKING** 

SERVICE

 **Haircut**
1 Hour \$25 

NOTES FOR CALVIN'S BARBERSHOP 

Message...

SELECTED BARBER


Ricky
Calvin's Barbershop

Proceed Payment

9:41   

< **CALVIN'S BARBERSHOP** 



★★★★☆ 4 (820 reviews)

 2758 Honolulu Ave. Suite 201, Montrose, CA 91020

 10:00 AM - 7:00 PM

TOTAL PAYMENT

\$25

Date: 2 April 2022 Time: 10:00 AM

PAYMENT METHOD

 **PayPal** >

 **Visa** 1234 >

Pay Now

9:41   

< **PAYMENT** 

NAME ON CARD

Joey Wright

CARD NUMBER

1345 2546 7895 1234

EXP DATE: 07/21 CCV: 143

COUNTRY

 United States 

VISA

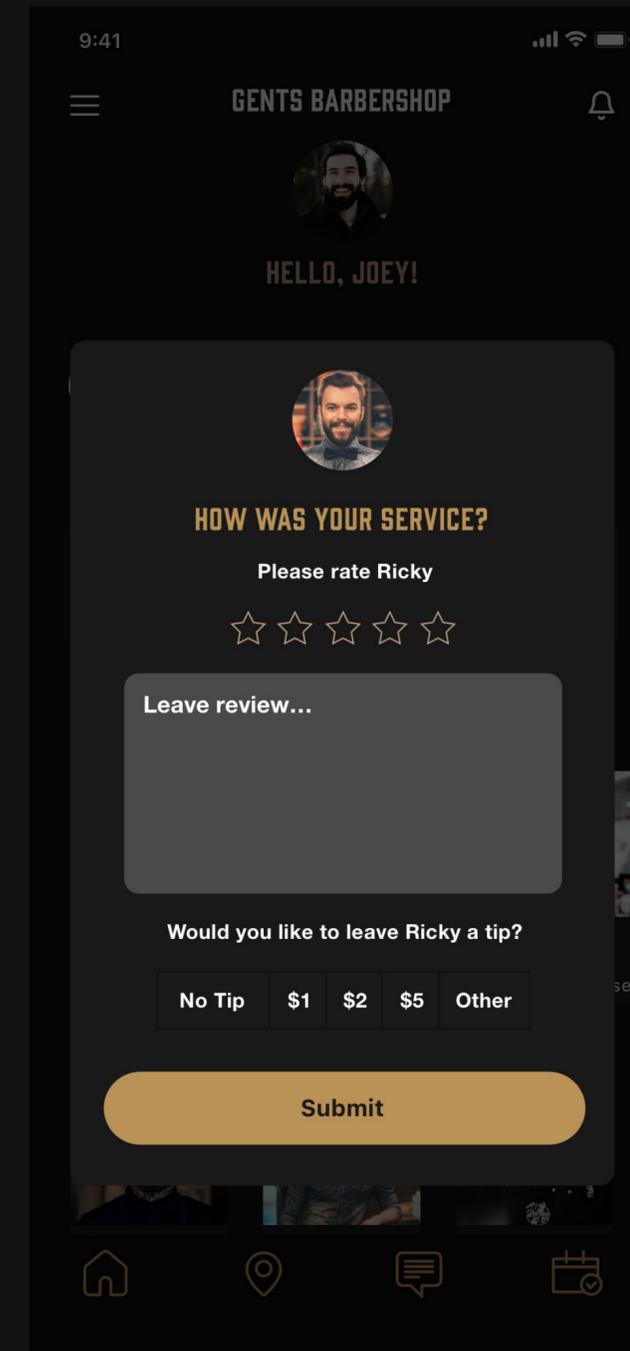
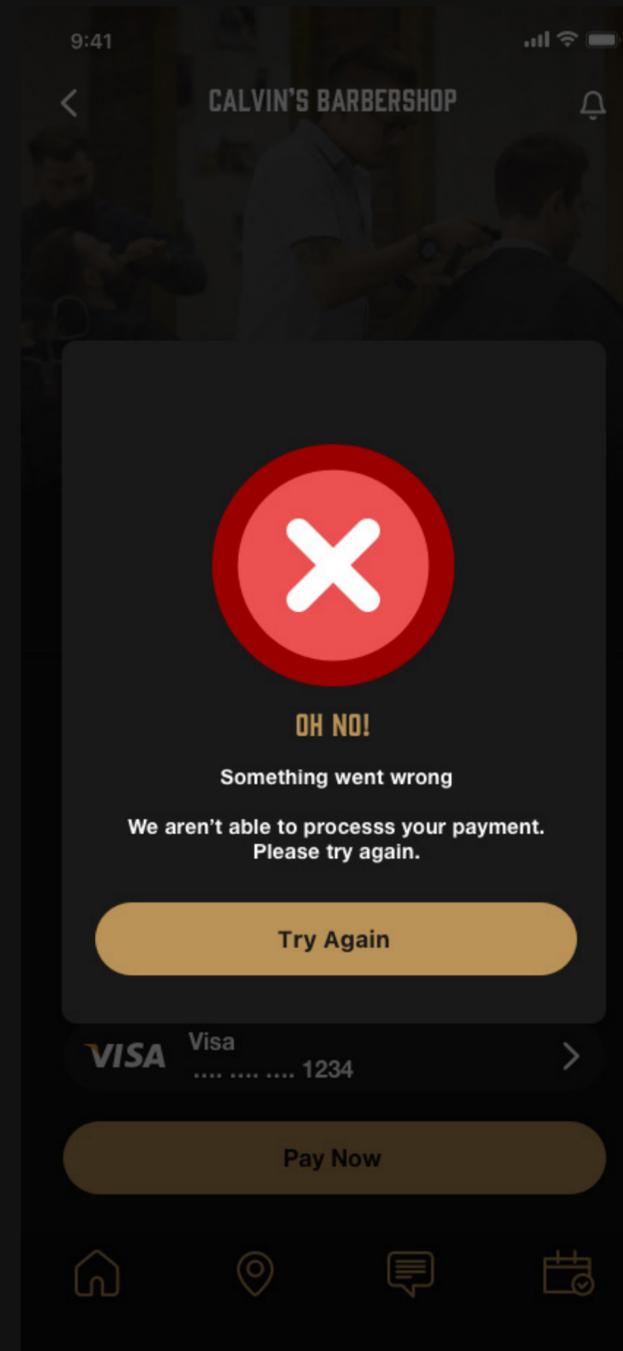
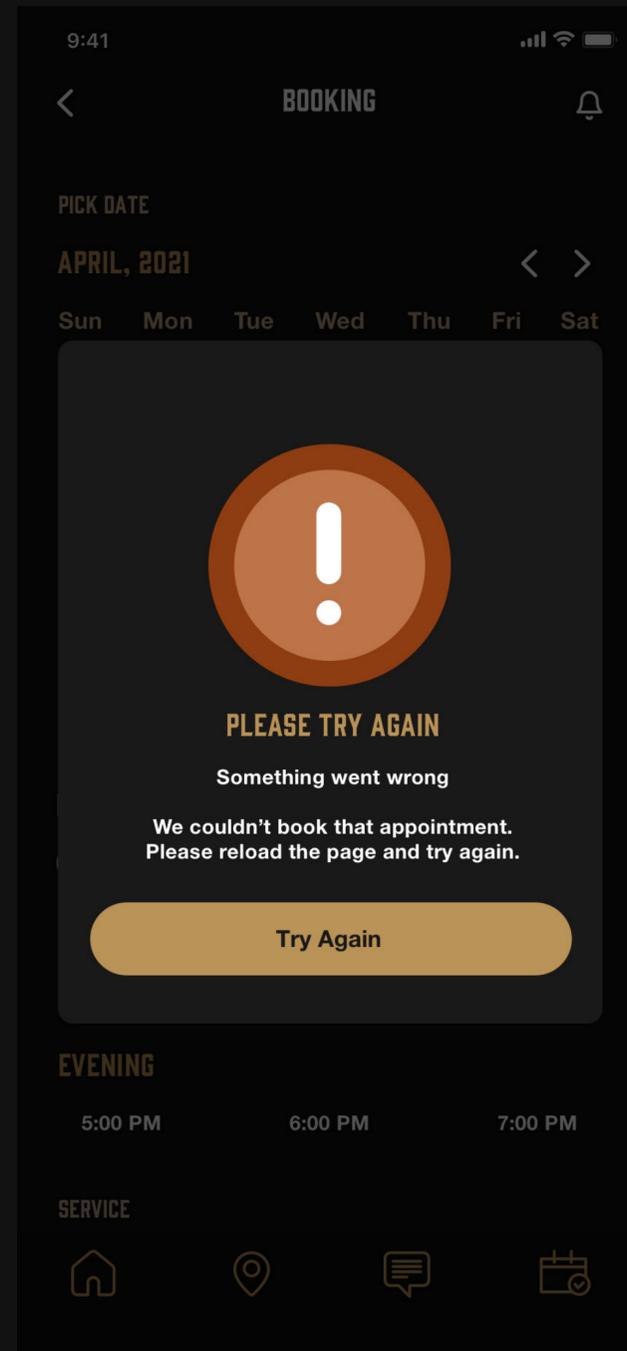
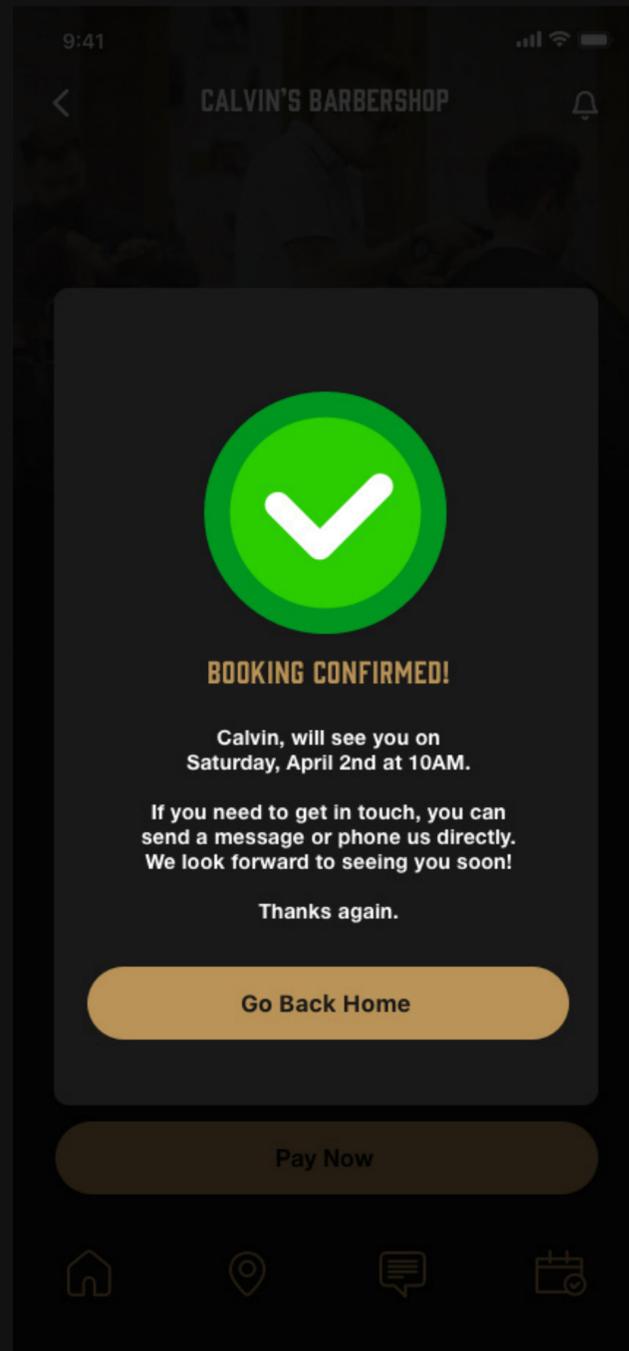
.... 1234

Member Since 2017 Exp Date 7/21
Joey Wright

Save Card

HIGH-FIDELTY MOCKUP V1



MODERATED TESTING #1

ISSUE #1:

Users did not like the option of having to scroll the findings from left to right.

SUMMARY:

The first thing I noticed was the user kept trying to scroll the results from top to bottom and then later figured out that the design was made to scroll left to right and did not like that.

RECOMMENDATIONS:

I would change the layout option of the search results and have the results scrollable from top to bottom, rather from left to right.

ISSUE #2:

Users kept asking about the ability to filter results through: Rating, Most reviewed, Distance, Price High, Price Low.

SUMMARY:

Users were looking at the ability to filter search results through certain criteria, which was not available.

RECOMMENDATIONS:

I would design the ability to have the user select and filter certain criteria based on their choices.

ISSUE #3:

A user asked to display ratings and review numbers on the thumbnails of the search results.

SUMMARY:

While observing my user test my app. I heard him saying he can't find or see what each business is rated or how many reviews they have on the thumbnail search result.

RECOMMENDATIONS:

Adding star ratings and how many reviews a business has on the thumbnail image of the business.

HIGH-FIDELTY MOCKUP V2



9:41

GENTS BARBERSHOP

WELCOME

Login into your account.



[Sign In](#)

[Forgot Password?](#)

Don't have an account? [Sign Up](#)

9:41

GENTS BARBERSHOP

CREATE AN ACCOUNT





[Sign Up](#)

By continuing Sign Up you agree to the following Terms & Conditions.

Already have an account? [Sign In](#)

9:41

GENTS BARBERSHOP

RESET PASSWORD

Create your new password for Gents Barbershop so you can login to your account.

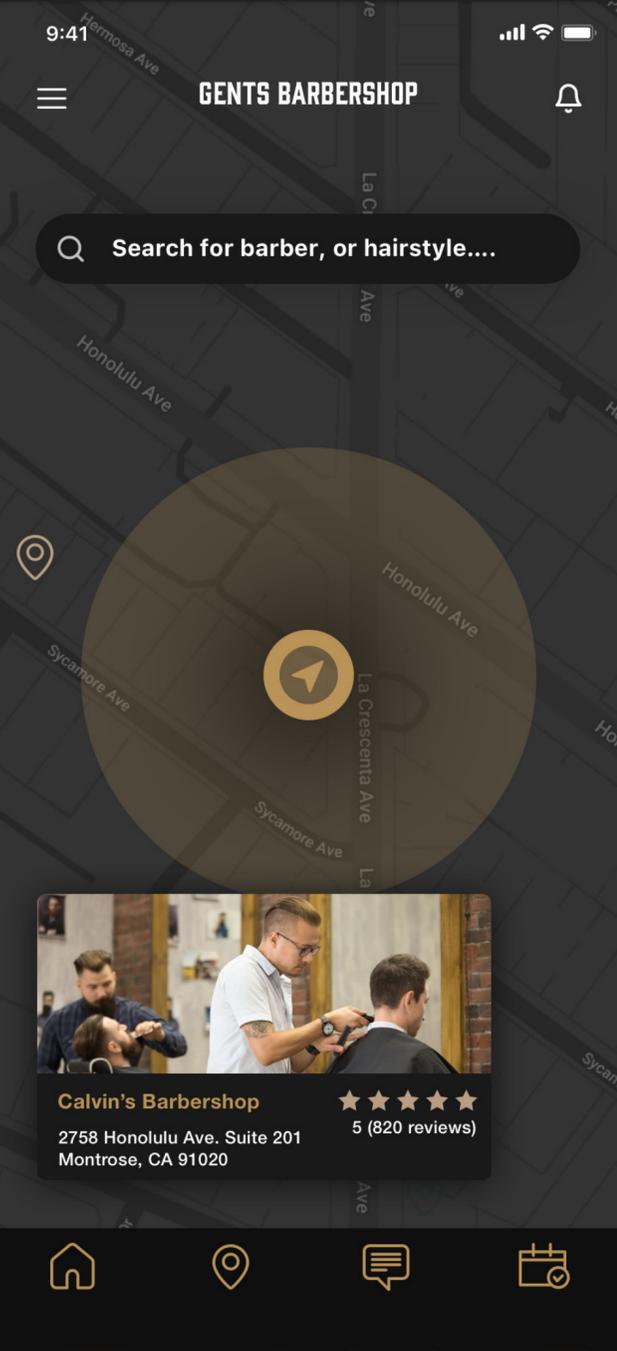
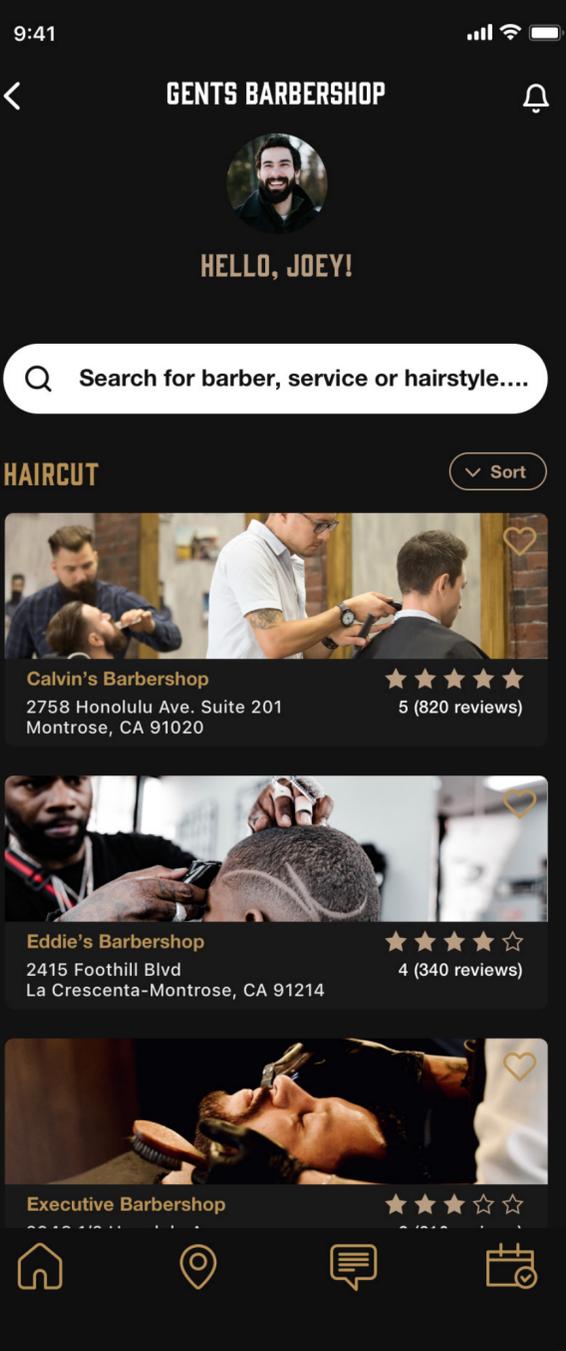
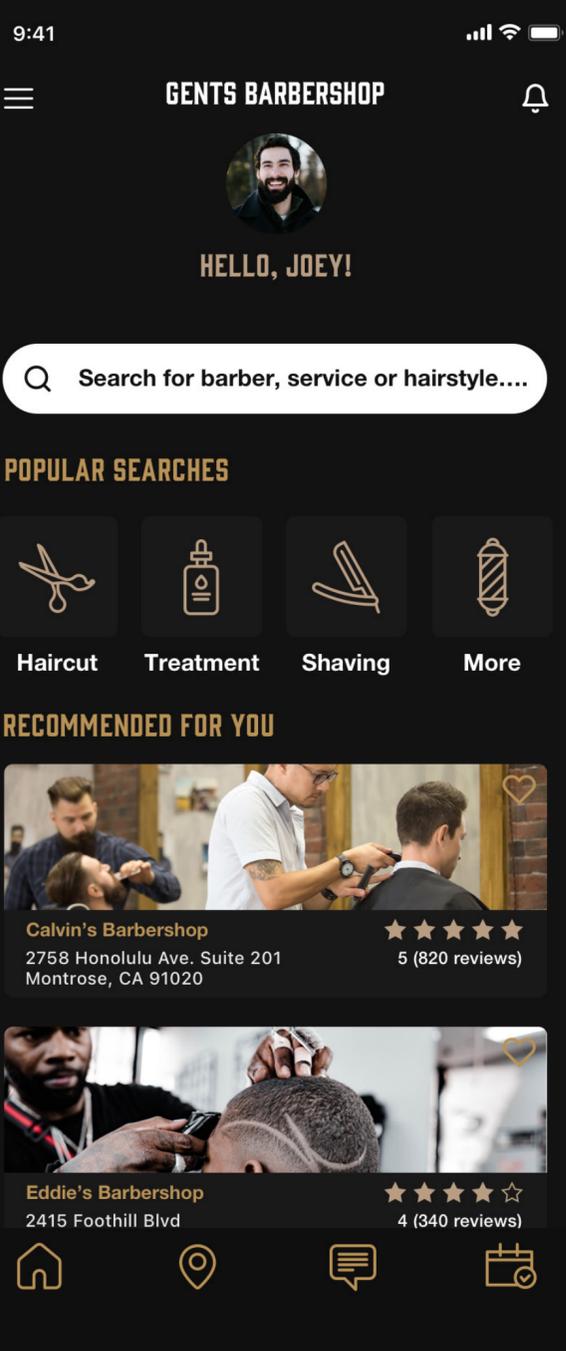
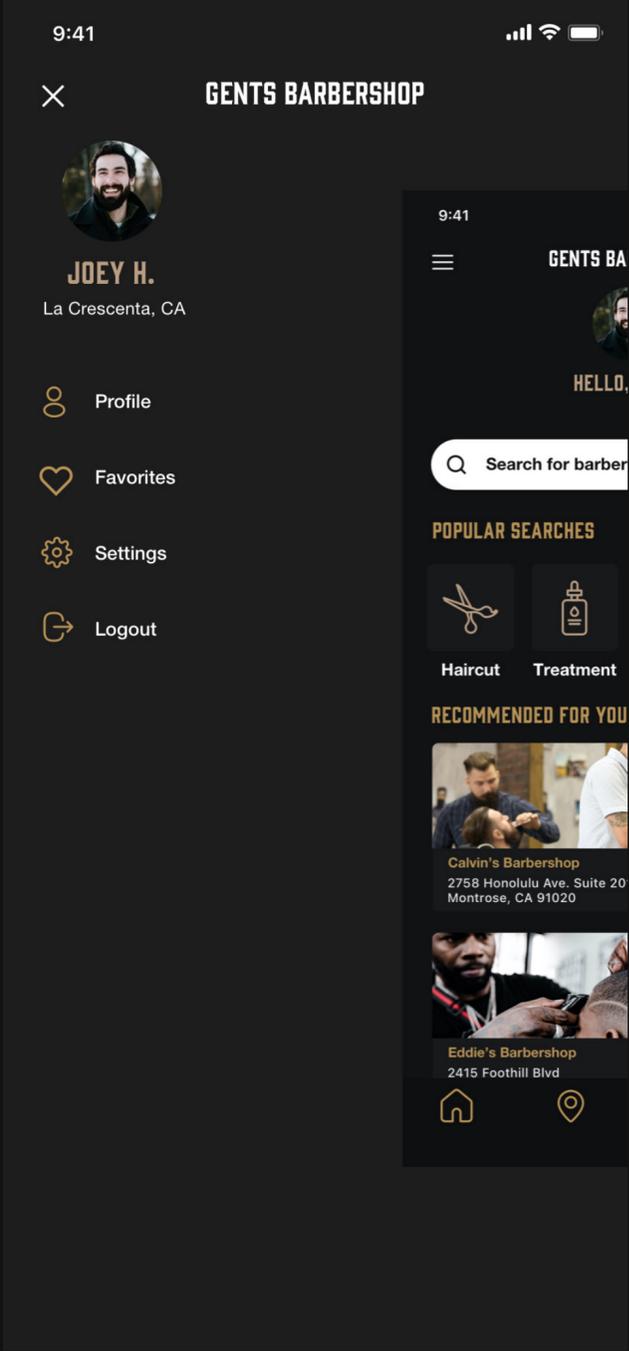




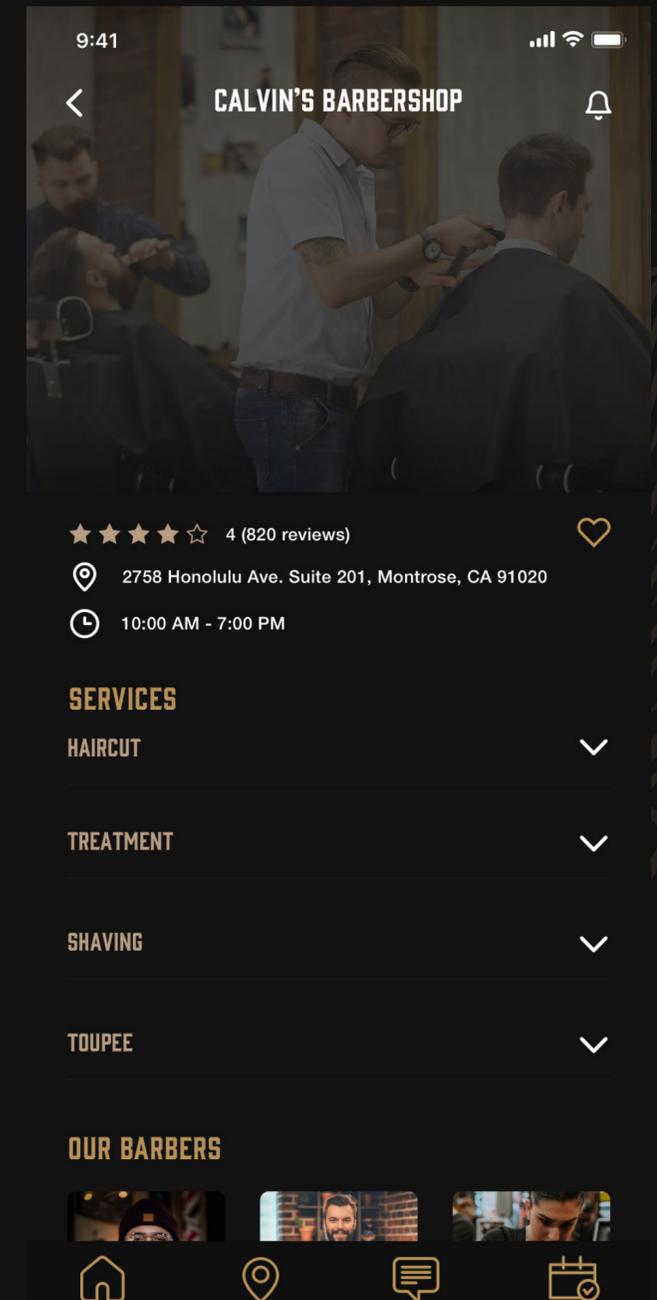
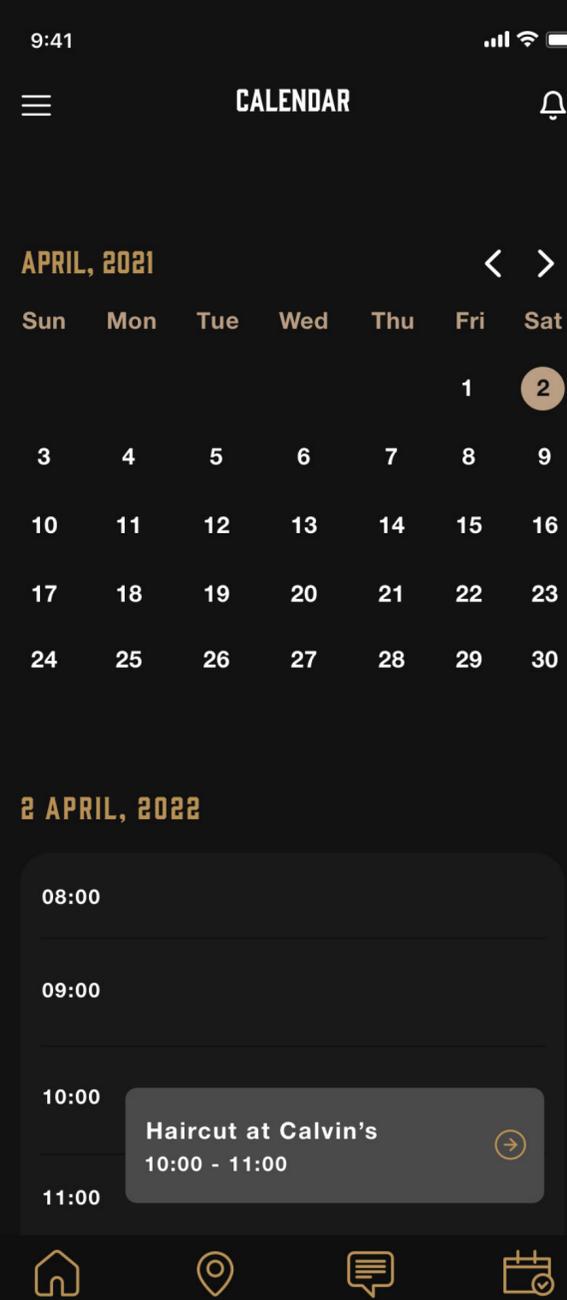
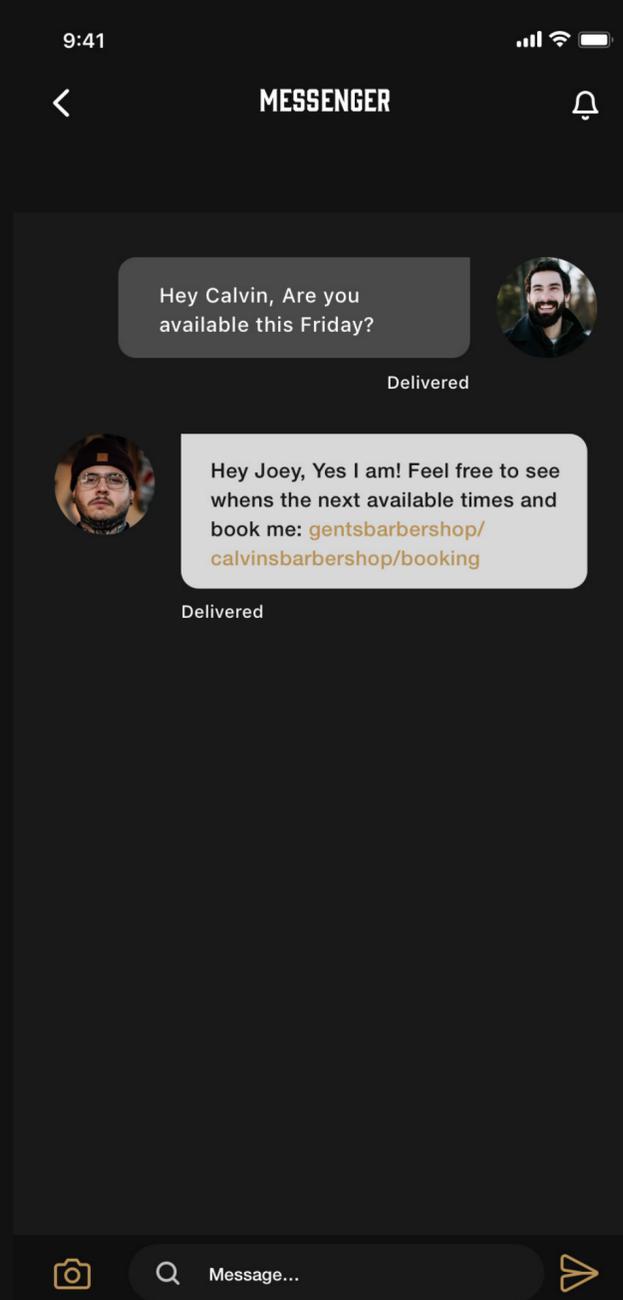
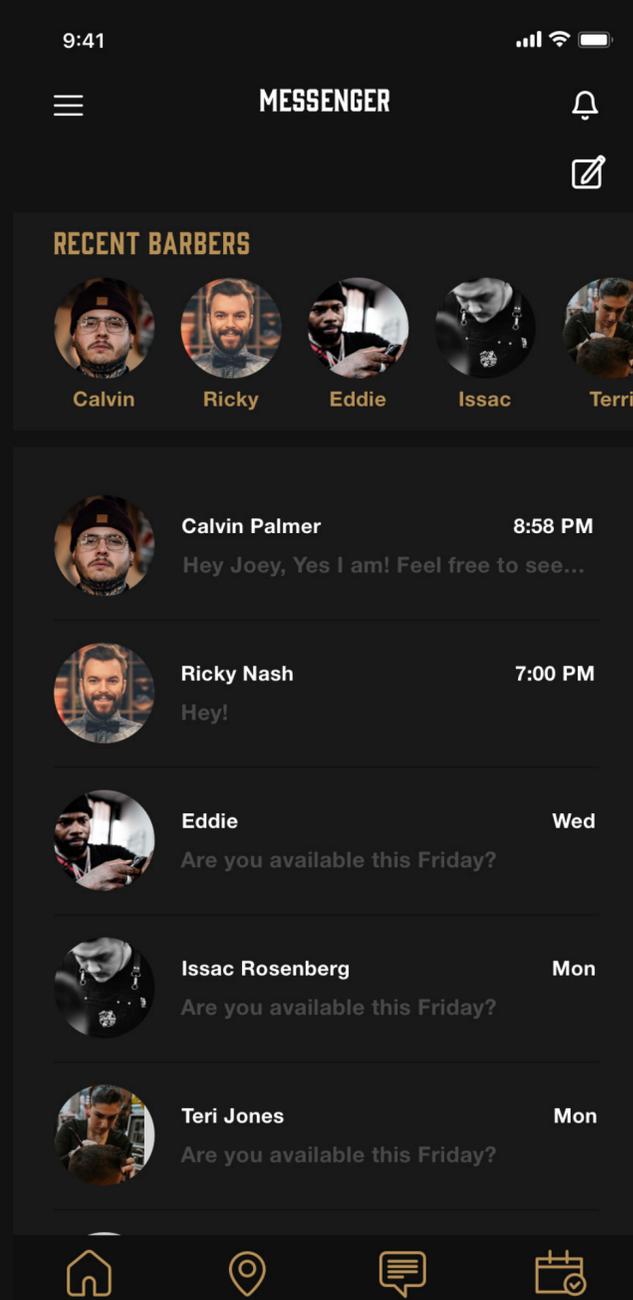
[Reset Password](#)

Don't have an account? [Sign Up](#)

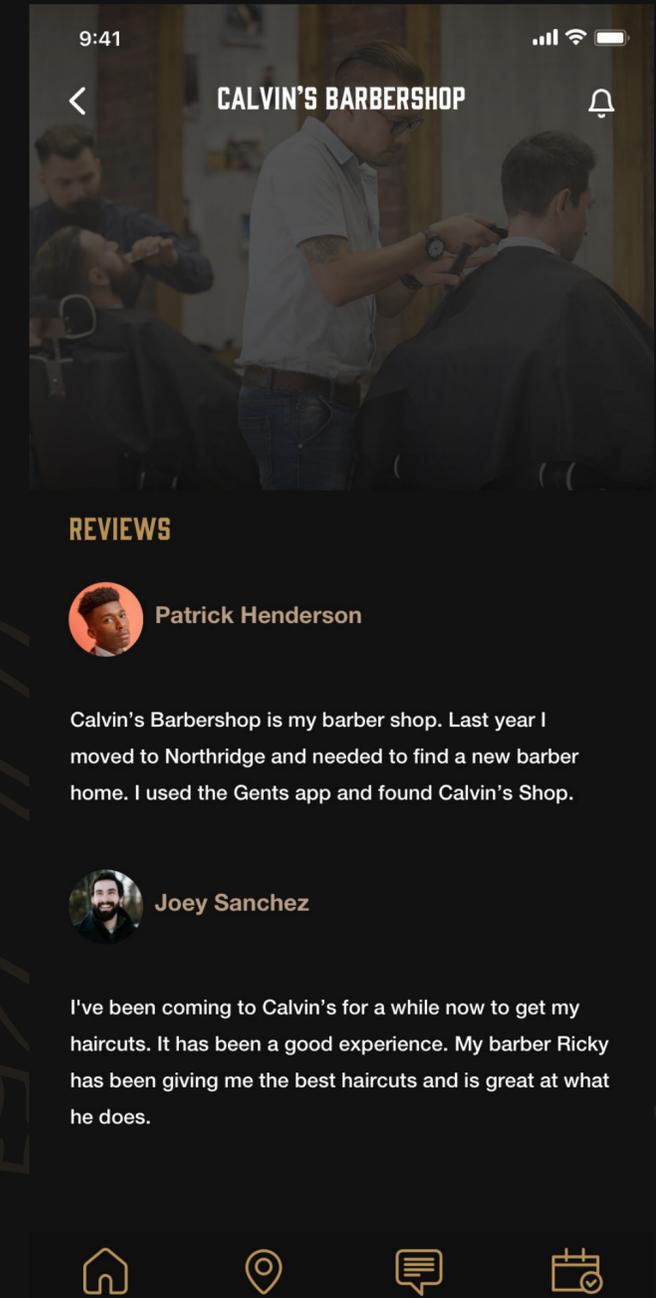
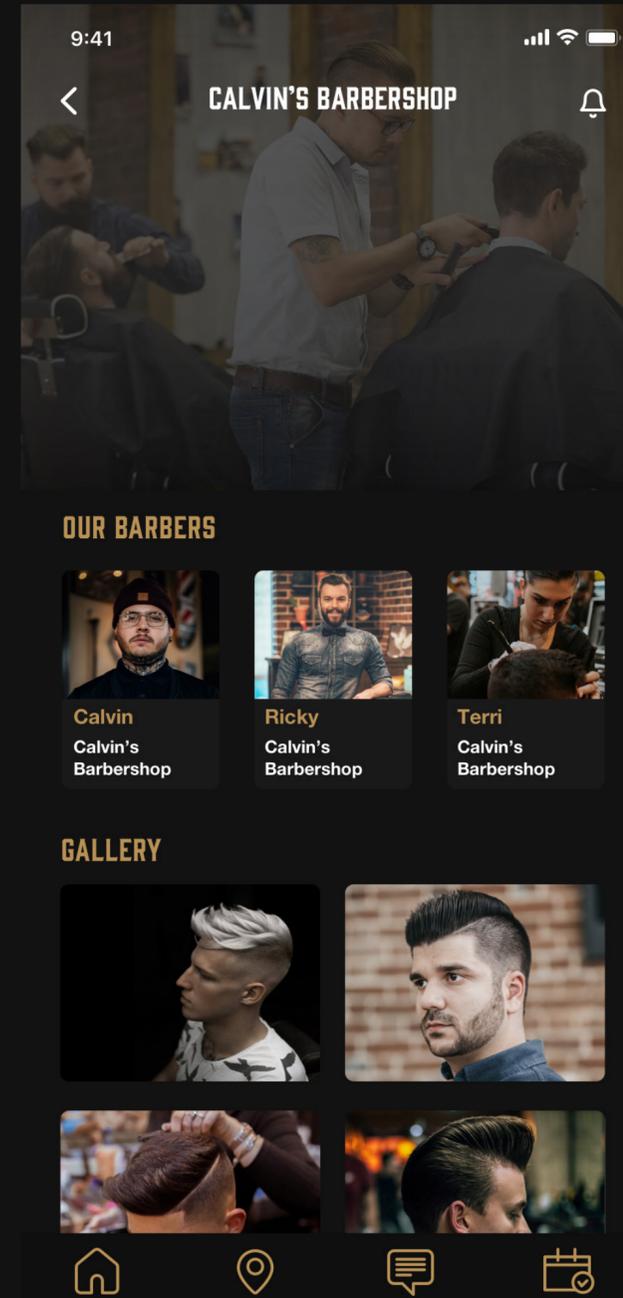
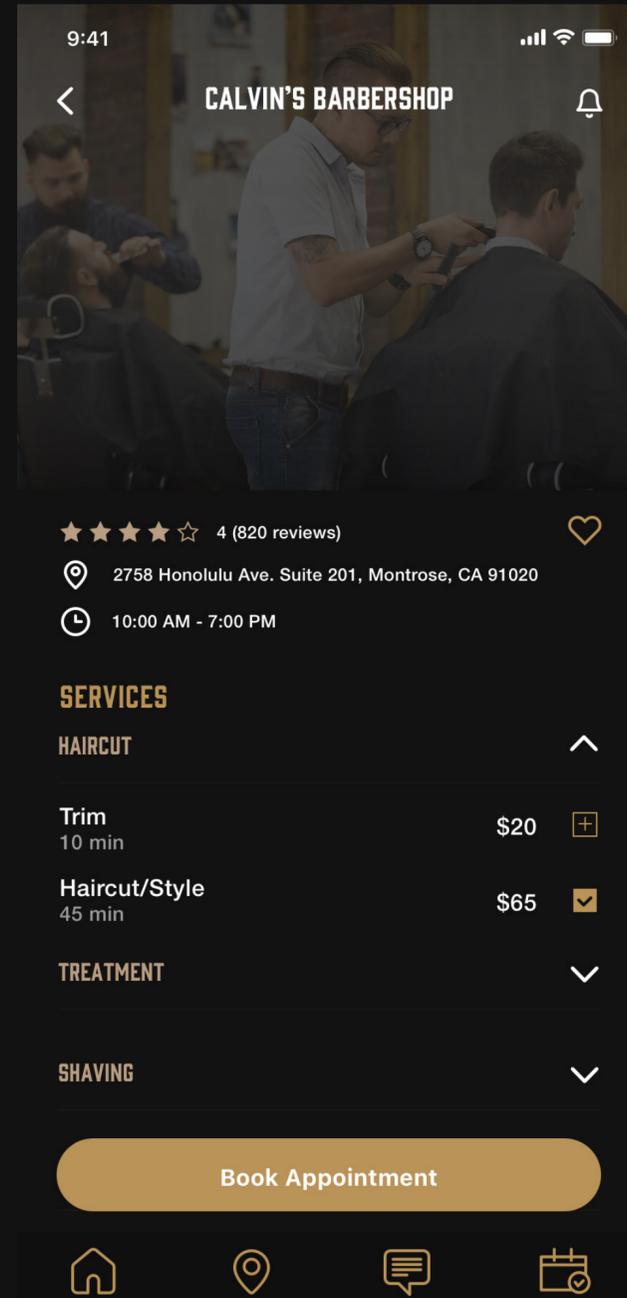
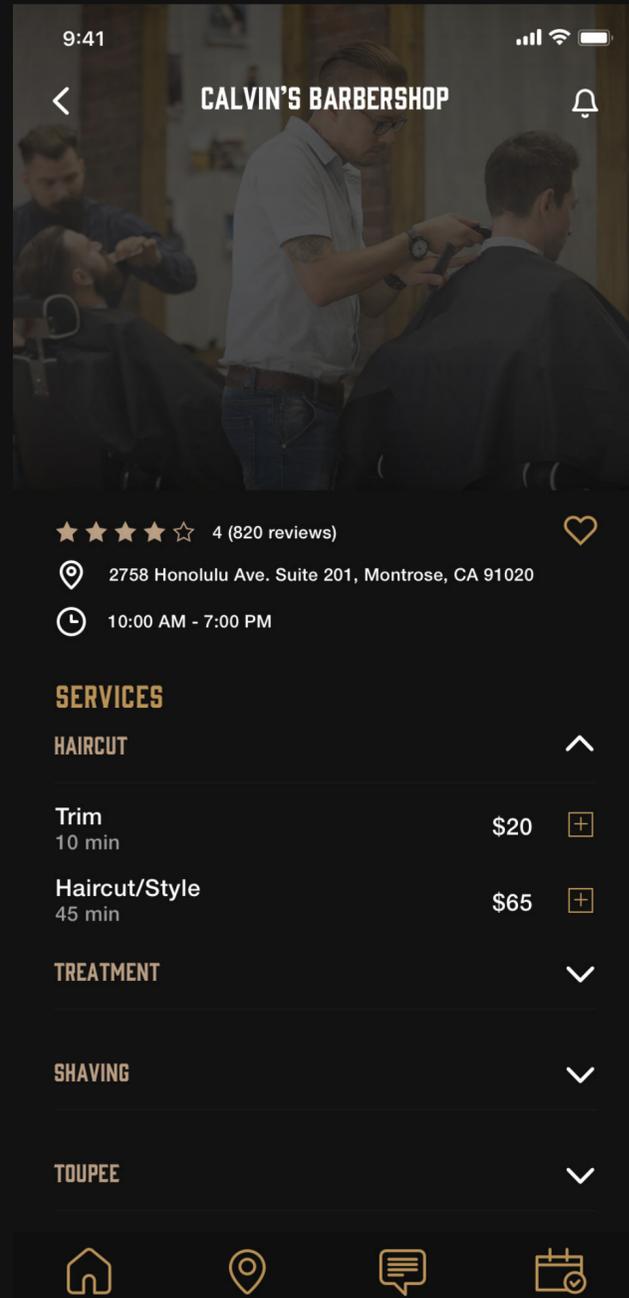
HIGH-FIDELTY MOCKUP V2



HIGH-FIDELTY MOCKUP V2



HIGH-FIDELTY MOCKUP V2



HIGH-FIDELTY MOCKUP V2



TOTAL PAYMENT

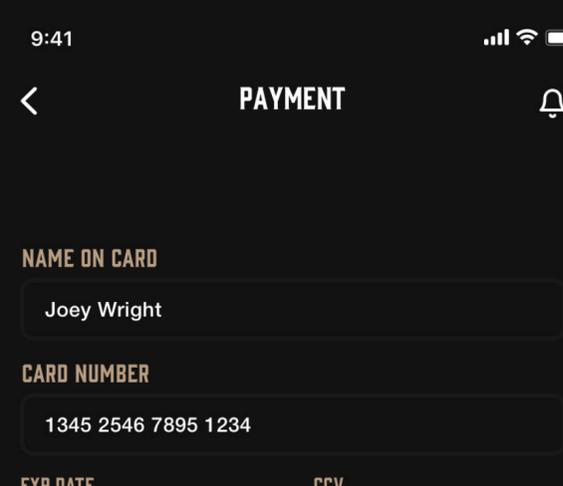
\$65

Date: 2 April 2022
Time: 10:00 AM

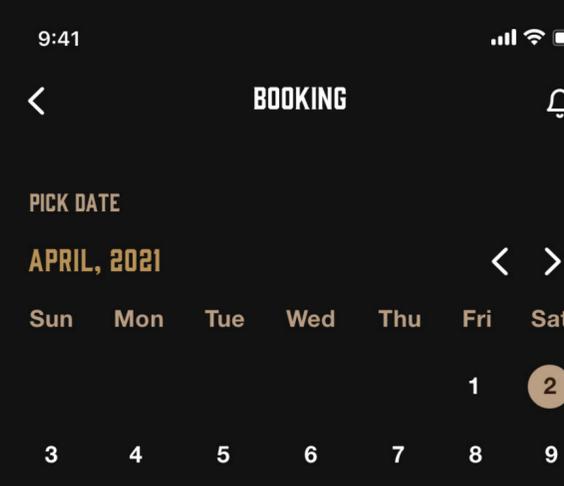
PAYMENT METHOD



Pay Now



Save Card



CHOOSE TIME

MORNING

10:00 AM 10:30 AM 11:00 AM

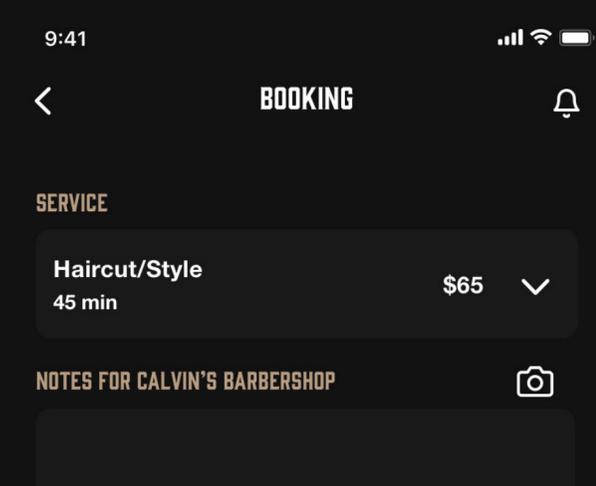
AFTERNOON

12:00 PM 1:00 PM 2:00 PM

EVENING

5:00 PM 6:00 PM 7:00 PM

SERVICE



SELECTED BARBER

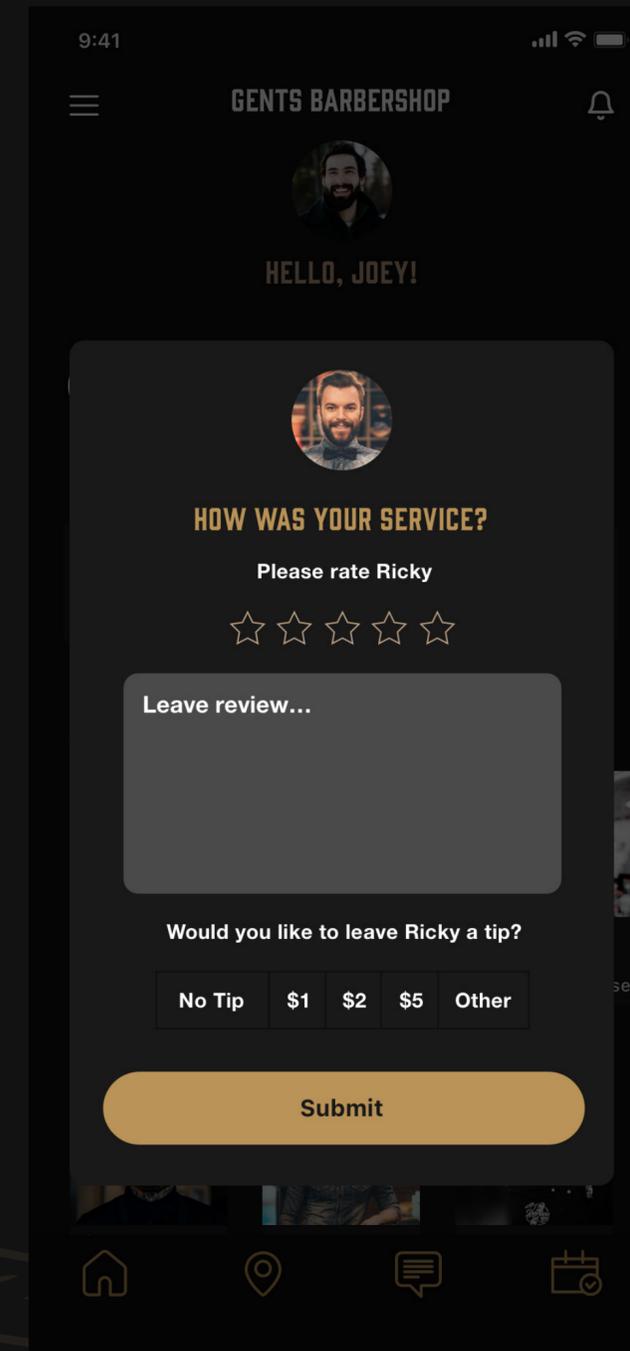
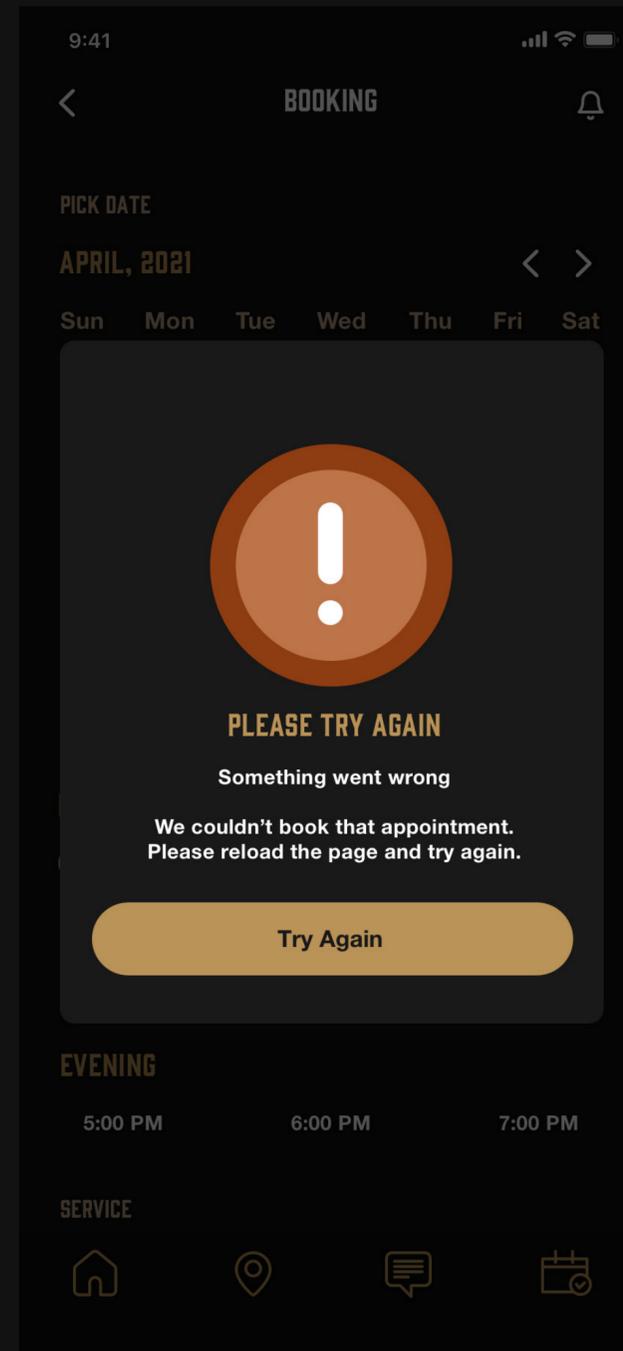
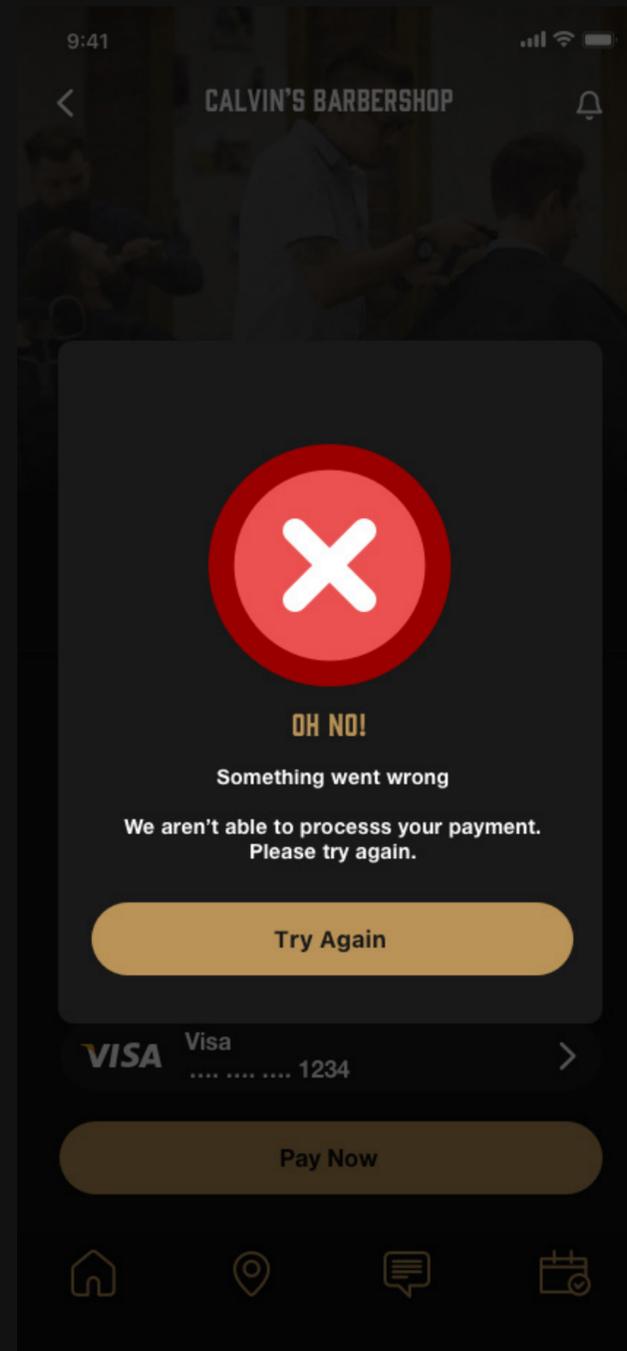
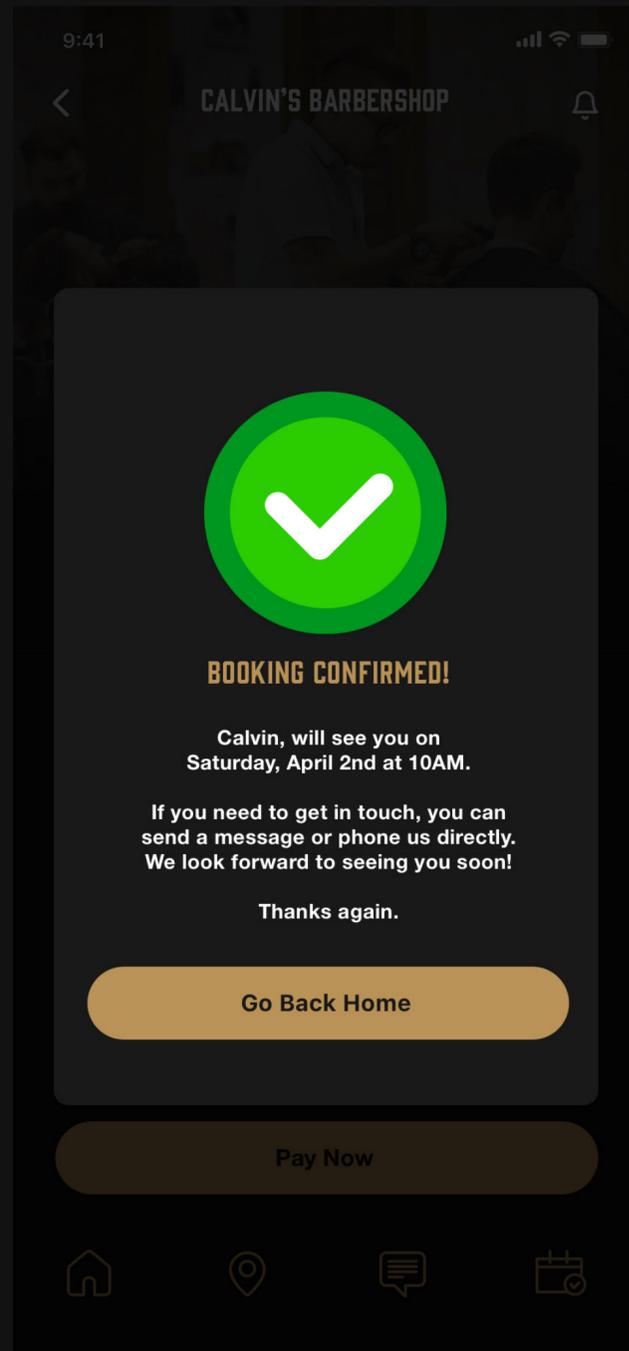


Ricky
Calvin's Barbershop

Proceed Payment



HIGH-FIDELTY MOCKUP V2



MODERATED TESTING #2

ISSUE #1:

User did not like the option having the favorites link in the side menu.

SUMMARY:

User mentioned he preferred the favorites link to be somewhere else where its easier to access, they feel its hidden in the hamburger menu and it doesntt fit with the other options there like settings and profile.

RECOMMENDATIONS:

I would add the favorites shortcut link to either the bottom of the navigation menu or on the main homepage next to the notification icon.

ISSUE #2:

User mentioned that they would liked the ability to message a barber from there specific page and also include some sort of bio about the barber.

SUMMARY:

User wanted the ability to send a message through there page and include some sort of about or biography about the barber.

RECOMMENDATIONS:

I would design the ability to have the user send a message to there barber on there page and also include a bio about the barber before deciding to book them.

ISSUE #3:

The animation for the popular searches is a little disorienting.

SUMMARY:

While oberseving my user test my app. He mentioned the animation for the popular searches is a little disorienting, because it makes him feel like he's going to an entirely different page instead of just the Home results changing.

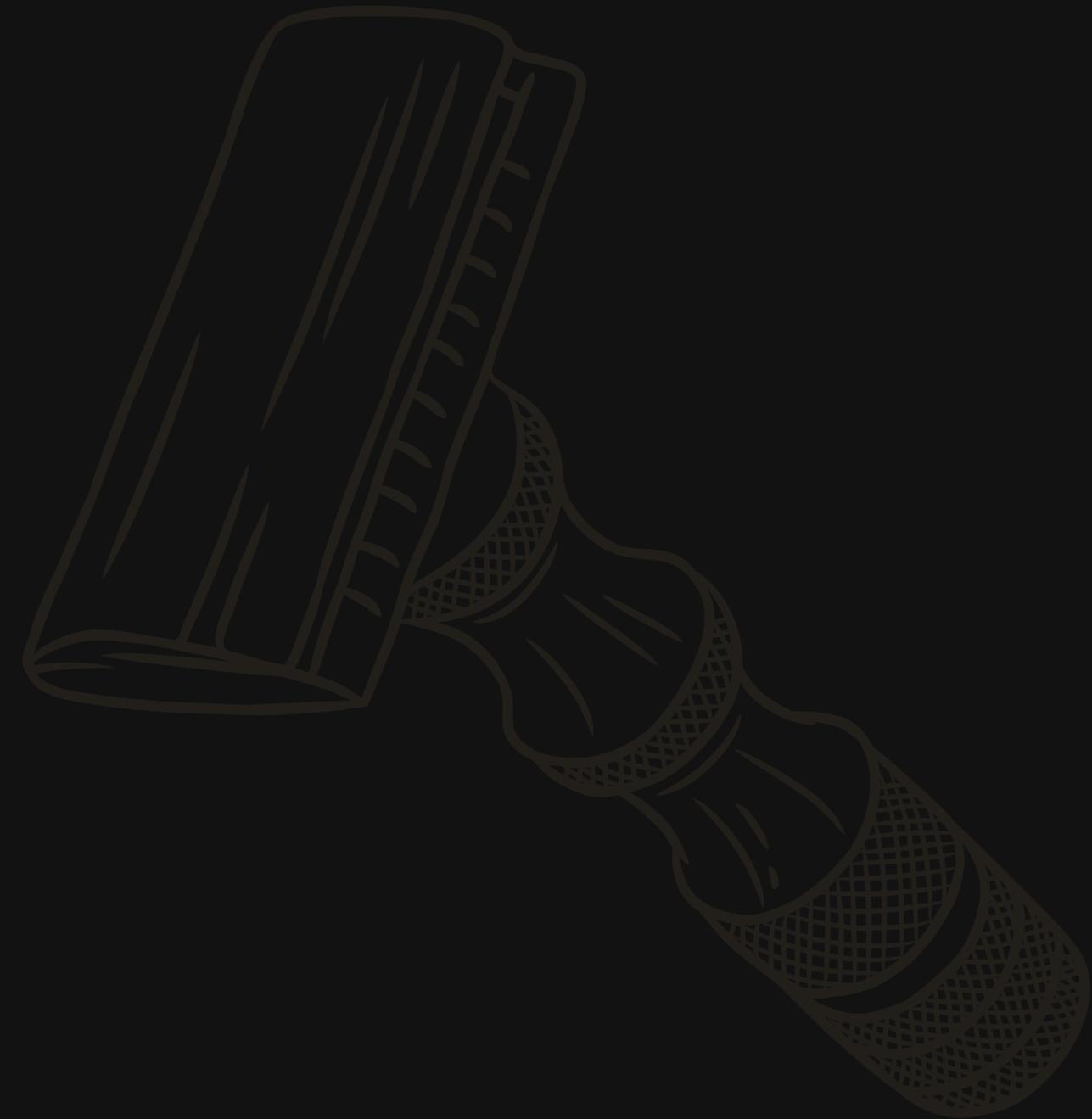
RECOMMENDATIONS:

Fix the transition animation for the popular searches.

CONCLUSION

fter making minor adjustments to my UI Design and Prototype based on the feedback I received from my first round of usability testing. Ive decided to do a second round of usability testing to a group of new people to see what there feedback would be.

After recieving their feedback I plan on making some changes in the near future.



PROTOTYPE

View Prototype

