Project 2

Stories, Flow Diagram, Paper Prototype, Usability Test and Storyboards

App Design
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Interface Design
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the Story

I've bought hair products that don't work for my hair because of the porosity, curl pattern & texture. I've ended up with a plethora of hair care products left catching dust because they don't work for my hair. There was one night, post wash routine, which within itself is a hassle, I decided to do a wash and go. A wash and go is when you soak drenched hair in gel to define the curl pattern. I used a gel that was water based, as I woke up, it turned out to be a bad idea. The gel never dried properly, so all the time I spent doing my hair was wasted. My hair ended up looking terrible, leaving me with a tangled mess, 30 minutes before class. I quickly tried to style my hair but it ended up being a puff, not the most ideal look. The gel I used ended up being a waste of money and product. **My specific hair type can only be styled in certain ways but I never know what will actually work.** It would be helpful for me to know what kind of hair styles and products work for my hair.

When I did my big chop (transitioned to natural), styling my hair was the hardest part for me. **I had very little knowledge on the in's and out's of natural hair, specifically on 4C hair**, the hardest texture to manage of them all. I had to just ask my friends what they did, but their **routines wouldn't work for me because our hair types were so unique.** Being an island girl, I go to the beach a lot, but this proves to be a hassle because natural hair and sea water do not mix. My hair ends up crunchy, tangled and dry, leaving me in **a mad dash to fix it** before it begins to break.

the Pain Points

-Not knowing what products to use
-Not knowing my Hair Type
-Didn't know how to style my hair
-Didn't know how to care for my hair

the App

Styling your hair should be a breeze, so should taking care of it.
Crown gives you all the knowledge and know how on how to love your hair.
find styles, products, tips & tricks specifically curated to your specific hair type. Let Crown become your best hair friend as it tracks your hair routine and gets to know your individual crown. Crown will not only **help you find products** that work **best for your hair type**; it will also keep track of your favourite products and recommend more for you to try based on those favourites. **Styling your hair has never been easier**, as Crown walks you through the steps then will point you to the nearest and cheapest place to get the products needed. If your hair is going through a crisis, for example maybe it's too dry, **Crown will give you the fixes needed to get hair back to normal**. With Crown you can make your hair happy.

the Brag Points

- Curates Styles based of your custom hair profile
- Find the best products for your hair nearest to you
- Learn your exact hair type through a thorough type testing
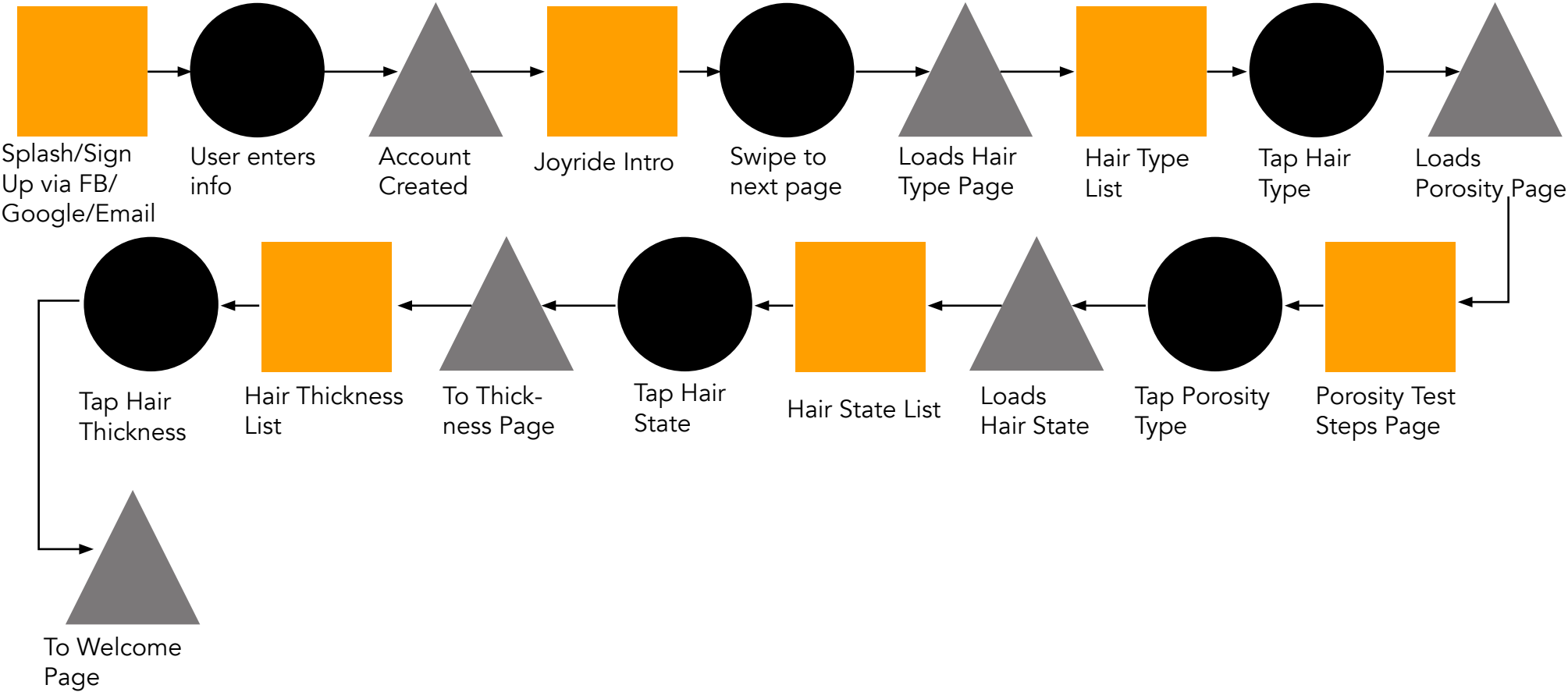- Provides quick fixes for common hair crisis

the Target

The app seeks to make loving your hair inclusive of all races. It is targeted at persons who want to take care of and style their hair. The app can help persons who are hair experts or hair novices as per it's accessible language and design.

the Devices

- iOS 11 or later, iPhone, iPad, iPod
-Responsive Webpage

the Flows

Hair Type

Splash/Sign Up via FB/Google/Email → User enters info → Account Created → Joyride Intro → Swipe to next page → Loads Hair Type Page → Hair Type List → Tap Hair Type → Loads Porosity Page

Porosity Test Steps Page → Tap Porosity Type → Loads Hair State → Hair State List → Tap Hair State → To Thickness Page → Hair Thickness List → Tap Hair Thickness → To Welcome Page

the Flows

Styling

Home Page → Tap Style Icon in Nav → Style Page Loads → Style Page → Tap Filter Icon → Filtering Overlay Loads → Filter List → Tap Protective → Filters Protective Styles

Steps Modal Loads as Overlay ← User Taps Step by Step ← Style Description & Steps Page ← Style Description & Steps Loads ← Tap Crown Braid ← Protective Styles List

the Flows

What Products To Use

Home Page → Tap Care Icon → Care Page loads → Care Page → Tap Wash → Loads wash description and steps → Steps pages → Swipe through steps → Products curate based on hair type → Populated product list → Tap Product → Product Description Loads → Product Description Page → Tap Filter → Filter Menu Loads → Filter Menu as Overlay → Tap Price → List Filters by Price
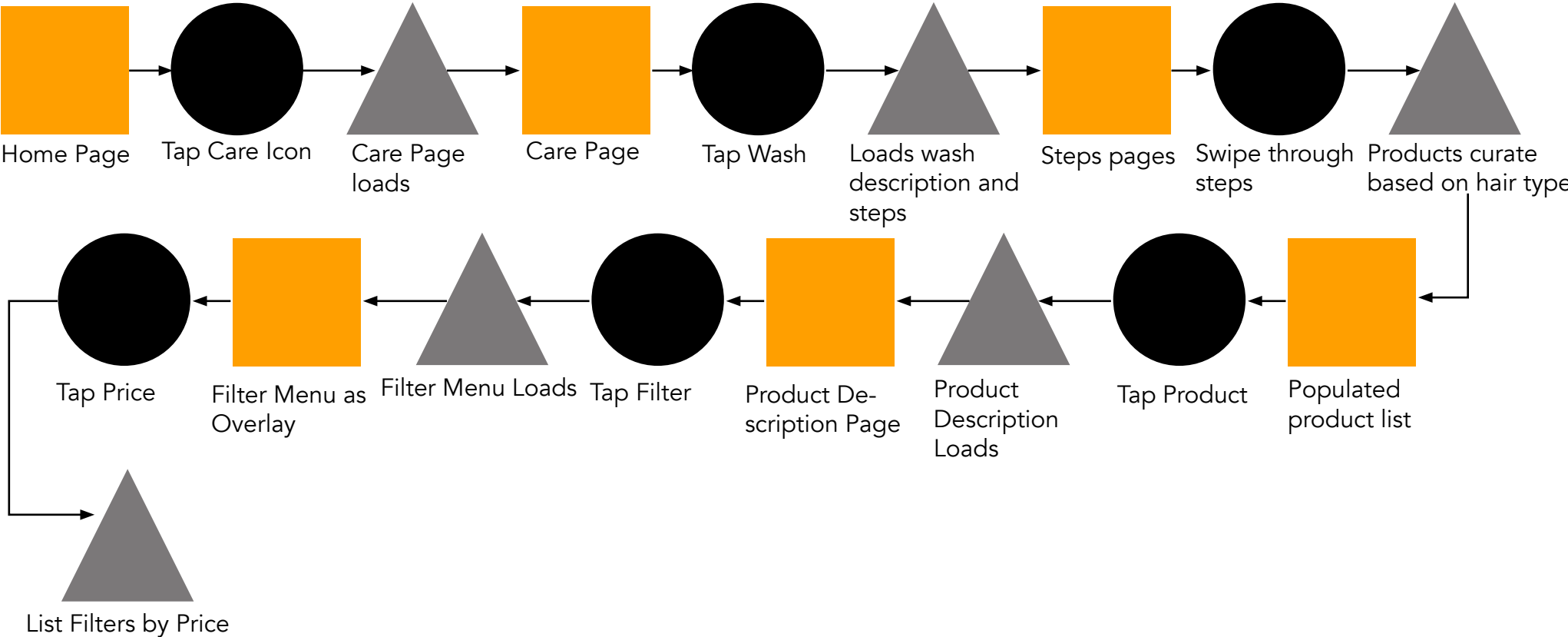
the Flows

Care/Maintenance

Home Page → Tap Mood Icon → Home Page Loads recommen-dations based on hair mood
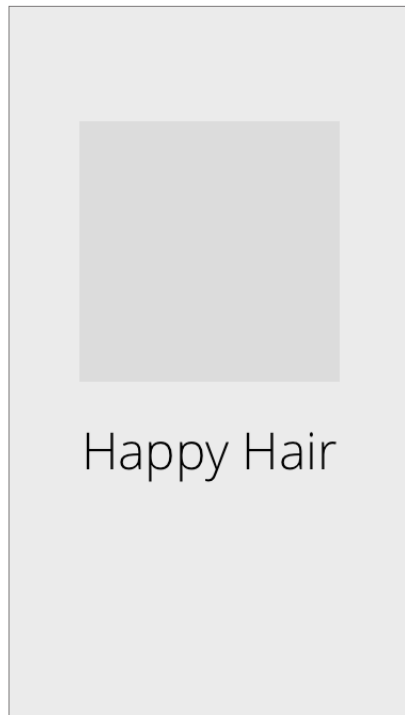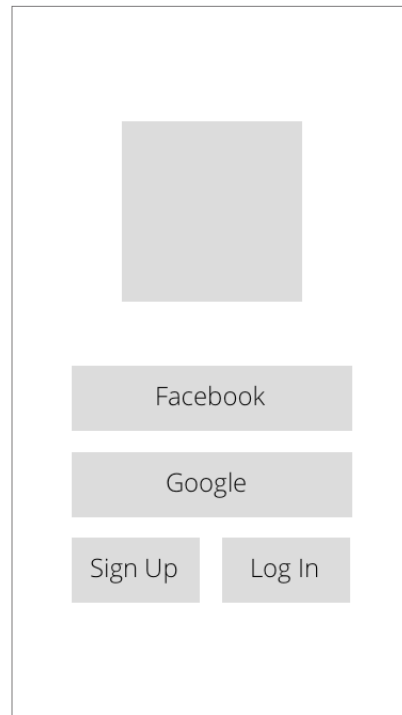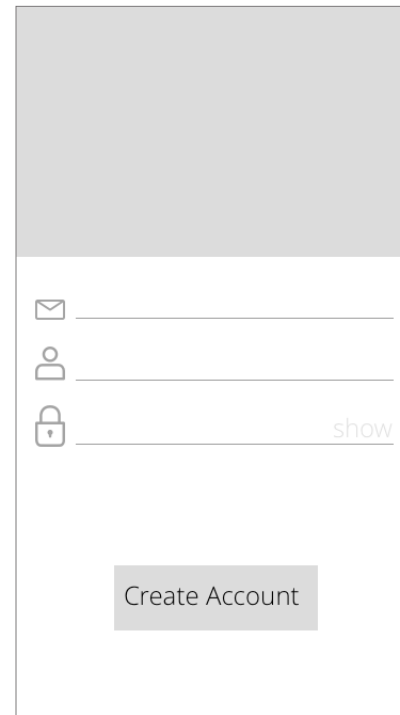
the Sketches

Hair Type

I've bought hair products that don't work for my hair because of the **porosity, curl pattern & texture.**

Happy Hair

Facebook

Google

Sign Up | Log In

✉ _____
👤 _____
🔒 _____ show

Create Account

Welcome

Art party offal mumblecore master cleanse bicycle rights mustache pabst chia portland, polaroid dreamcatcher. Ennui roof party tbh hoodie. Craft beer deep v yr iPhone cloud bread schlitz. Forage vice chambray tousled leggings, seitan brunch. Intelligentsia snackwave poutine jianbing bicycle rights before they sold out farm-to-table.
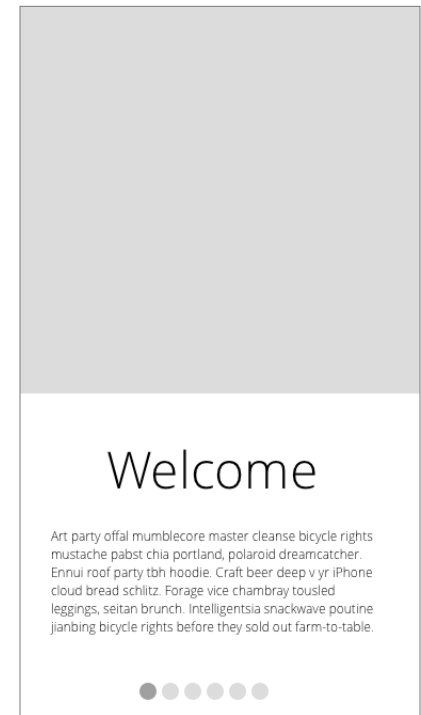
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Splash Page showcases the app name & logo.

New user is able to either sign up through Facebook, Google or create fresh with a new email. Old users can simply login.

User enters email, user-name and password. User can see their password after entering it to check that everything is correct.
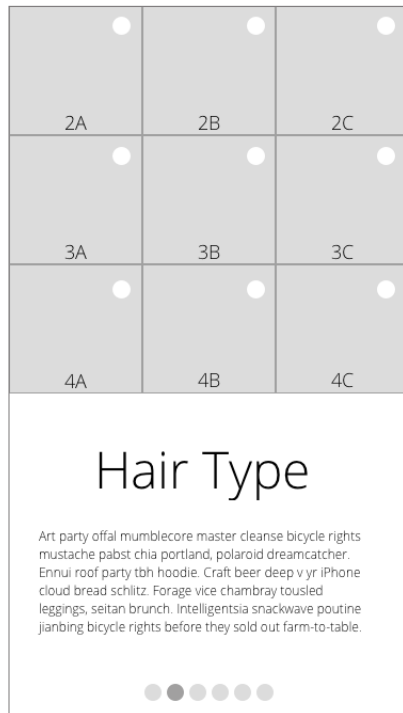
User enters email, user-name and password. User can see their password after entering it to check that everything is correct.
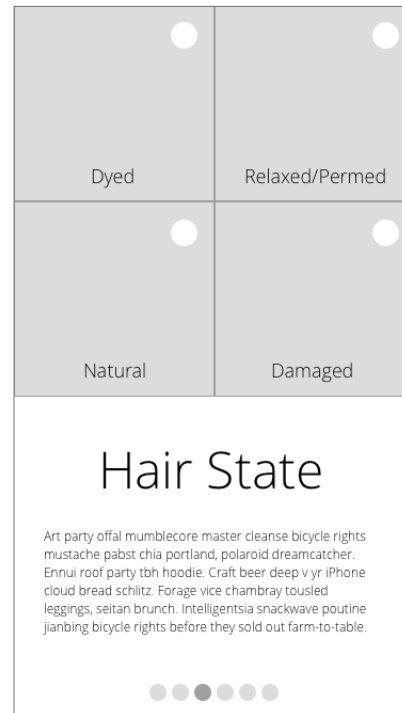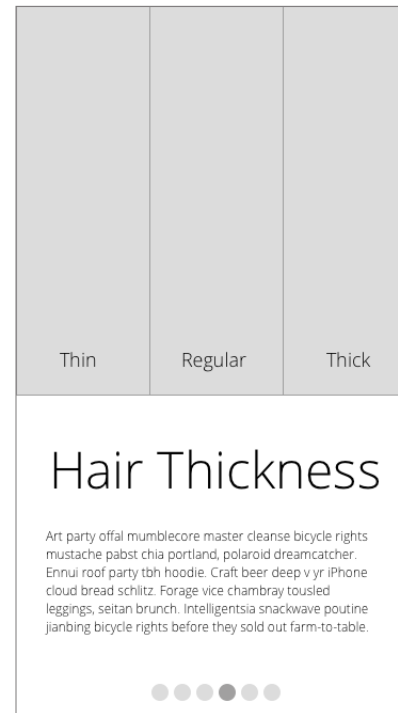
the Sketches

Hair Type

I've bought hair products that don't work for my hair because of the **porosity, curl pattern & texture.**

2A	2B	2C
3A	3B	3C
4A	4B	4C

Hair Type

Art party offal mumblecore master cleanse bicycle rights mustache pabst chia portland, polaroid dreamcatcher. Ennui roof party tbh hoodie. Craft beer deep v yr iPhone cloud bread schlitz. Forage vice chambray tousled leggings, seitan brunch. Intelligentsia snackwave poutine jianbing bicycle rights before they sold out farm-to-table.

Dyed	Relaxed/Permed
Natural	Damaged

Hair State

Art party offal mumblecore master cleanse bicycle rights mustache pabst chia portland, polaroid dreamcatcher. Ennui roof party tbh hoodie. Craft beer deep v yr iPhone cloud bread schlitz. Forage vice chambray tousled leggings, seitan brunch. Intelligentsia snackwave poutine jianbing bicycle rights before they sold out farm-to-table.

Thin	Regular	Thick

Hair Thickness

Art party offal mumblecore master cleanse bicycle rights mustache pabst chia portland, polaroid dreamcatcher. Ennui roof party tbh hoodie. Craft beer deep v yr iPhone cloud bread schlitz. Forage vice chambray tousled leggings, seitan brunch. Intelligentsia snackwave poutine jianbing bicycle rights before they sold out farm-to-table.

Low	Medium	High

Hair Porosity

Art party offal mumblecore master cleanse bicycle rights mustache pabst chia portland, polaroid dreamcatcher. Ennui roof party tbh hoodie. Craft beer deep v yr iPhone cloud bread schlitz. Forage vice chambray tousled leggings, seitan brunch. Intelligentsia snackwave poutine jianbing bicycle rights before they sold out farm-to-table.
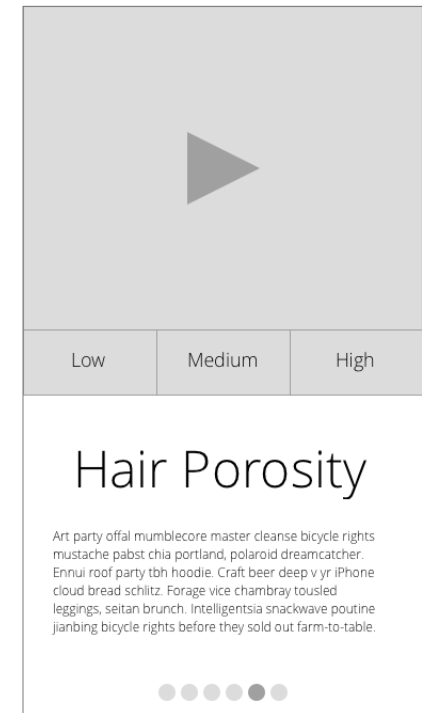
User can tap to choose their hair type. Imagery will be there to aid them in selecting their type.

User can tap hair state. Imagery will be there to aid them in selecting their hair state.

User can tap their hair thickness. Imagery will be there to aid them in selecting them hair thickness.

A video/gif loops to show users how to test their porosity. User can then tap their porosity.

the Sketches

Hair Type

I've bought hair products that don't work for my hair because of the **porosity, curl pattern & texture.**

Welcome
Giselle!

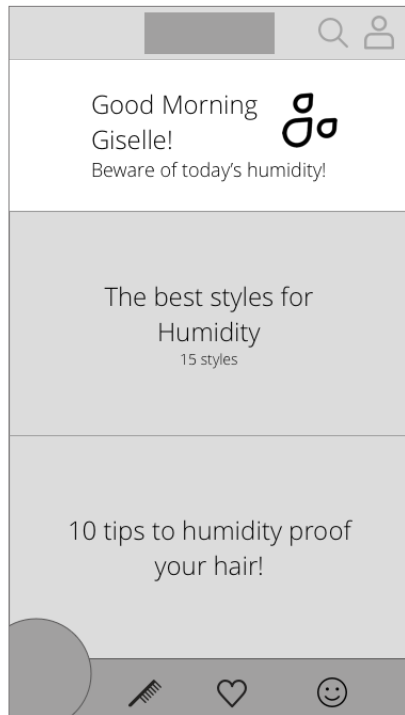Let's make your hair happy.

● ● ● ● ● ●

User is welcomed to the app & invited to make their hair happy.

the Sketches

Styling

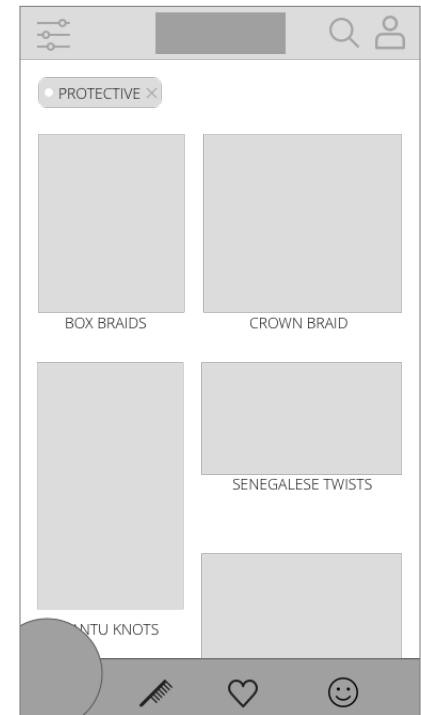With my curl pattern and hair thickness, **not all styles will work for me**.

Good Morning Giselle! Beware of today's humidity! The best styles for Humidity 15 styles 10 tips to humidity proof your hair!	Trending Space Buns · Crown Braid · Cornr Long Lasting Finger Coils · Braid Out · Flat Tv Wash & Go	Time 15 MIN · 30 MIN · 1 - 2 HOURS · OVERNIGHT ALL YOURS · EXTENSIONS · BRAIDS PROTECTIVE · HEAT FREE LOW HEAT · HIGH HEAT Finger Coils · Braid Out · Flat Tv Wash & Go	PROTECTIVE ✕ BOX BRAIDS · CROWN BRAID SENEGALESE TWISTS NTU KNOTS

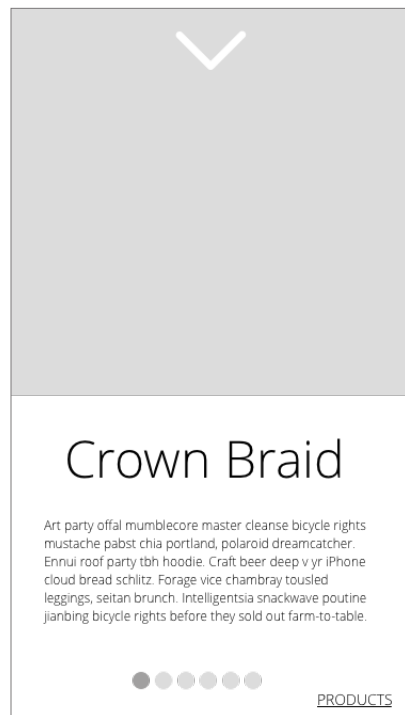| Home/Landing page. User taps styling icon (comb).	Styles curated based on hair type. User taps filter icon.	Filter overlay slides. User taps Protective styles.	Styles filter out to only show protective styles. User taps Crown Braid.
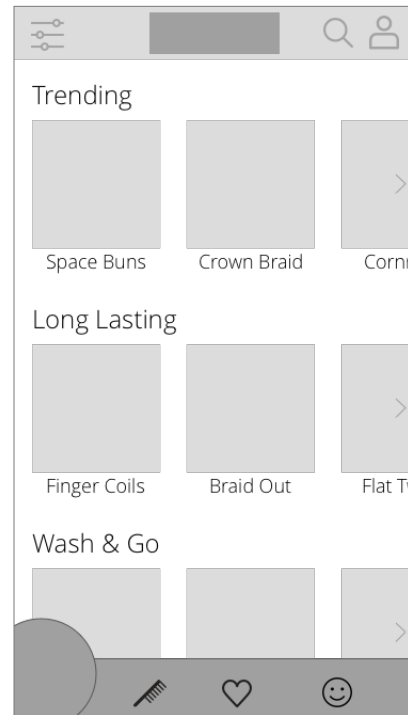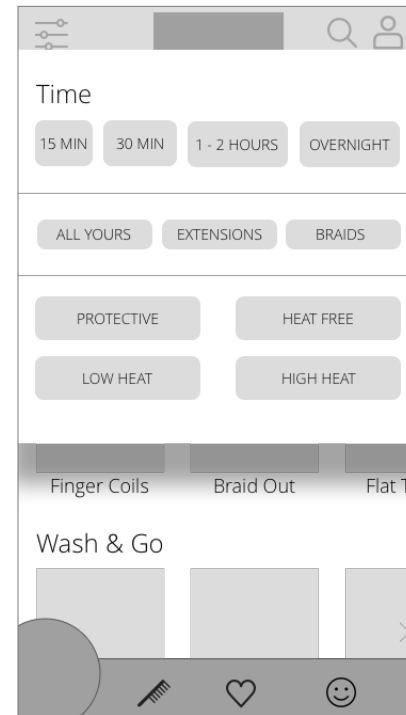
the Sketches

Styling

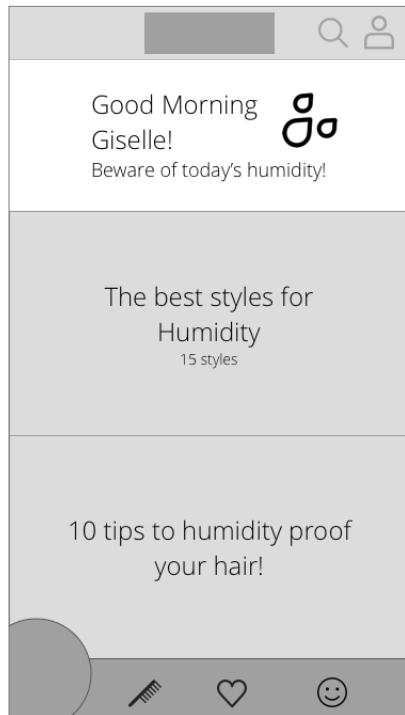With my curl pattern and hair thickness, **not all styles will work for me**.

Crown Braid

Art party offal mumblecore master cleanse bicycle rights mustache pabst chia portland, polaroid dreamcatcher. Ennui roof party tbh hoodie. Craft beer deep v yr iPhone cloud bread schlitz. Forage vice chambray tousled leggings, seitan brunch. Intelligentsia snackwave poutine jianbing bicycle rights before they sold out farm-to-table.

PRODUCTS

Selected style page loads. Description is on page. User can swipe to see the steps.

the Sketches

What products to use?

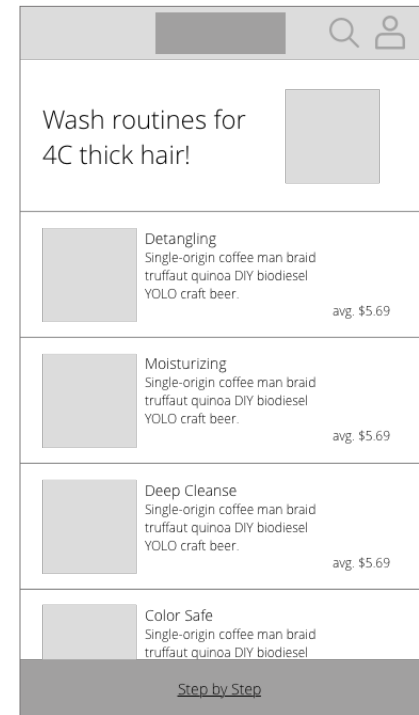I've bought hair **products that don't work for my hair.**

Good Morning Giselle!
Beware of today's humidity!

The best styles for Humidity
15 styles

10 tips to humidity proof your hair!

WASH   CONDITION

DETANGLE

DEEP CONDITION

COLOR

Wash Routine

Art party offal mumblecore master cleanse bicycle rights mustache pabst chia portland, polaroid dreamcatcher. Ennui roof party tbh hoodie. Craft beer deep v yr iPhone cloud bread schlitz. Forage vice chambray tousled leggings, seitan brunch. Intelligentsia snackwave poutine jianbing bicycle rights before they sold out farm-to-table.

PRODUCTS

Wash routines for 4C thick hair!

Detangling
Single-origin coffee man braid truffaut quinoa DIY biodiesel YOLO craft beer.
avg. $5.69

Moisturizing
Single-origin coffee man braid truffaut quinoa DIY biodiesel YOLO craft beer.
avg. $5.69

Deep Cleanse
Single-origin coffee man braid truffaut quinoa DIY biodiesel YOLO craft beer.
avg. $5.69

Color Safe
Single-origin coffee man braid truffaut quinoa DIY biodiesel

Step by Step

Home/Landing page. User taps care icon (heart).
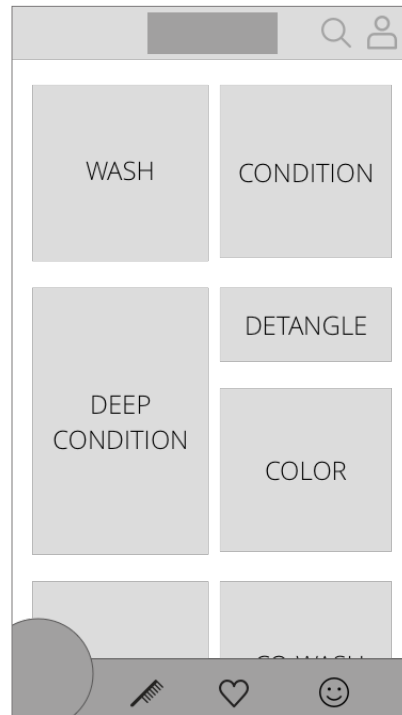
Care routines curated. User taps Wash.

Selected routine page loads. Description is on page. User can swipe to see the steps. User taps products.
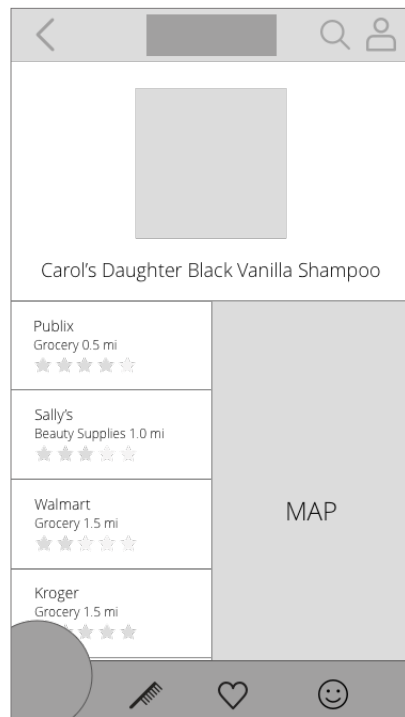
Products page curates products seperated by the different categorizations of the products. User taps a product.

the Sketches

What products to use?

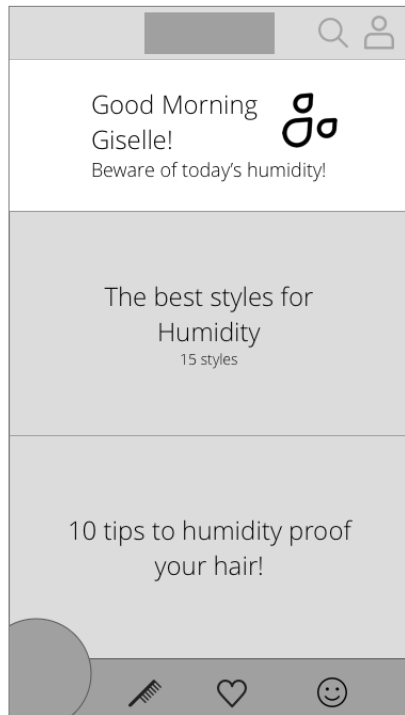I've bought hair **products that don't work for my hair.**

Product page loads. Shows image of product and map image. Shows availability of product as seperated by distance.

the Sketches

Care/Maintenance

It is **very hard for my hair to absorb moisture.**

Good Morning Giselle!
Beware of today's humidity!

The best styles for Humidity
15 styles

10 tips to humidity proof your hair!

Hey Giselle!
How's your hair doing?

MOIST	DRY
BREAKING	FADING
THINNING	SPLIT ENDS

Oh no!
Your hair's dry? Here's what you can do!

Reccomended Products

Morrocan Oil   Shea Butter   Miss

DEEP CONDITION   HAIR MASK

Home/Landing page. User taps mood icon (smiley).

Screen loads showing the most common issues people deal with as it relates to the chosen hair type. User taps dry.
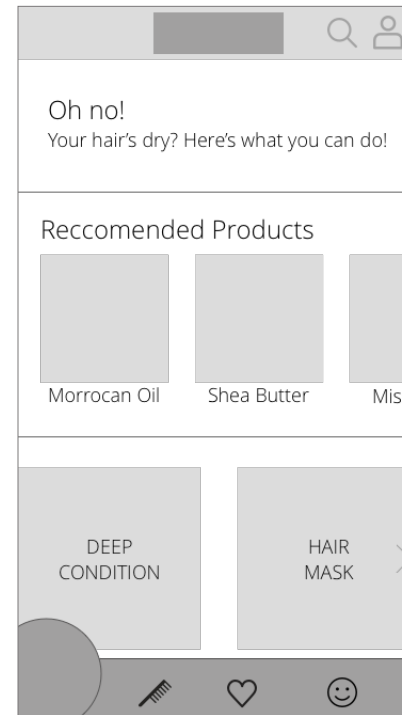
Screen loads showing reccommended remedies for dry hair.

the Observations

Consensus

- All of the tested users onboarded successfully.
- All of the tested users understood the home screen as it related to the day's weather.
- All of the tested users didn't get the heart icon (care).
- 6 of the tested users got the comb icon (styling).
- 3 of the tested users got the smiley icon (mood).
- 6 of the tested users didn't understand that the arrow on the steps page took you back to the previous page.
- All of the tested users understood the apps purpose and that it was useful.
- 5 of the tested users liked "Happy Hair" as a name.
- 4 of the tested users like "Fluff" as a name.
- 2 of the tested users liked "Crown" as a name.
- 1 of the tested users liked "Girl Curl" as a name.

the Observations

User One

Has trouble styling hair and caring for it. Suggested that buttons on login position be switched around. Didn't know you could select the buttons in onboarding. Suggested that pagination be made smaller? Heart & Smiley icon confused in nav. Got through the screen smoothly. Understood app's purpose. Thinks the app is useful. Likes the name happy hair.

User Two

Has trouble styling hair and caring for it. Logged in successfully. Onboarded successfully. Thinks the hands icon for care is stronger. Understood the comb icon. Didn't understand the smiley icon. Back arrow on styling page confusing. Understood the app's purpose. App is useful. Likes Girl curl.

User Three

Has trouble styling hair and caring for it. Understood porosity test page. Onboarded successfully. Thought heart in nav was styles you like. Understood comb icon, but prefered comb & scissors icon. Care icon was better with hands (second option). Didn't understand how to filter immediately. Would rather swipe back on Styling steps page. Didn't immediate realize products were for different issues on products page. Understood apps purpose. App is useful but it would need to become a part of your daily routine. Weather feature is useful. Suggested showing the full forecast for the day? Likes fluff. Wondered if it was more towards black women? Thought there was an education opportunity.

the Observations

User Four

Has trouble styling hair and caring for it. Said that on last page of onboarding the text resembled a link. Understood smiley icon, but thought placement is weird. Didn't quite get the heart. Thought that the scissor and comb was stronger for style icon. Suggested that you be able to tell the app what products you already like and to rate the products that it gives you or that you've already used. Found filter icon successfully. Didn't understand arrow swipe down on style steps page. Also thought the size of arrow was weird. Suggested moving it to right. Didn't know they the products listed were shampoos on product. Thought the wording of step be step was weird. Suggested instead a back arrow. Thought step by step was a completely new screen. Understands home page set up and the relation to weather. Understands apps purpose. App is useful. Liked Fluff & Happy hair.

User Five

Has trouble styling hair and caring for it. Onboarded successfully. Thougth heart was related to liking an article. Got styling comb icon. Thought smiley was most liked articles. Suggested adding hair to the smiley icon. Liked icon of scissors cutting hair more than just comb. Found filter icon. Doesn't like the swipe down arrow to return. Thought arrow was to minimize picture. Neither heart icon is successful. Heart with hair for care suggested; more hairlike characteristic. Understood product categories. Understood product page. Suggested adding quick fixes. Understood apps purpose. App is very useful. Likes Crown and Happy Hair.

the Observations

User Six

Occasionally has trouble styling hair and caring for it. Suggested adding an extra thick option on thickness page. Understood porosity test. Thought heart icon was favorites. Not sure of difference between heart and comb icon. Thought smiley icon is friends. Understood home page as it related to weather. Understood filter. Thought you swiped back from filter page. Thought comb & brush icon was more successful. Understood the apps purpose. Thought App was useful. Likes Fluff or happy hair.

User Seven

Has trouble styling hair and caring for it. Feels like you should be able to select multiple hair types. Understood porosity test. Thinks heart icon is favourites. Got that comb icon was styling. Thought smiley icon was friends. Understood home page as it relates weather. Understood that the arrow indicated that you swipe down to go back to the previous page. Thought the products were categorized by price. Would like to be able to filter by price. Didn't know products were shampoo. Thought the scissors and comb icon was more successful for style. Understood the apps purpose. Thinks app is useful. Likes Fluff or happy hair. Didn't feel it was inclusive of all races.

the Observations

User Eight

Can appreciate that hair styling can be hard for some. Suggested labelling input fields. Need another screen with filled in for the prototype. Least amount of words as possible on intro joyride. Wizard/on-boarding not joyride! Change welcome wording for onboard; let it describe purpose. Hair type page, possibly explain hair type. Include descriptions with image? Thickness page short descriptors. Proximity of buttons to videos? Porosity and thickness difference in size. Consistency in button types. Perhaps its the squares? Reminds you of your choices in the end and links to the page as it relates to the selector. Understood smiley & style icon. Heart icon is a problem. Suggested highlighted style of the day? Suggested more personalization on landing page? Landing page need to be more customized to users settings. In addition to weather, the app can pull in your schedule & knows the time. For eg quick styles for humidity before class. How can the system be helpful to you. Filter button understood. Think of weekly weather forecast. Think of styling as it relates to your schedule. Notifications on landing ? Swipe down on steps doesn't work. Style could be an overlay with an x; So the pic zooms to fill to the steps. Neither heart icon successful. Suggested thinking of things that evoke caring for your hair. Suggested filtering on the product page, perhaps by pricing. In sketches show different avg. styling should be more intuitive. Disconnect for mood. Why did you create a profile. For remembrance. Like a hair journal of sorts. Rework the landing. System remembers what you did. Thinks app is purposeful and useful. Likes Crown.

the Conclusions

Usability testing really helped me see the flows of my app with a fresh pair of eyes. When I would run through it personally it was clear to be me because I knew exactly what all I had envisioned. It was good to see whether all on my mental views were translated in the proper manner visually.

A recurring problem that kept appearing in my usability tests were the chosen iconography. The icons for the most part were not clear to the testers. Moving forward, I know that I need to conjure up much clearer iconography and do small scale usability tests just to ensure that they communicate the message clearly.

As suggested by one of testers, I have major reworks to make to the app's landing page. Moving forward, the landing page will be made to be more intuitive. Connection with the users calendar to allow for users to choose styles based on the weather and the events in their calendar. The words "hair journal" also came up, meaning to make the app like a hair tracker. So, for example if a user was to check in that their hair was dry, the app would indicate to them that "hey, you've been washing your hair too much, hence the dryness". Overall, there a few tweaks to be made to the overall UX of the app via the UI.

Based on the names most liked by the testers, the app's name is likely to be Happy Hair or Crown, or some hybrid of the two.

the Next Steps

-Rework Iconography
-Rethink the systems responses and intuitiveness to the user
-Further personalization
-Rework the home page
-Rework Buttons
-Push the weather and hair integration features
-Cohesive Branding as it relates to iconography

Thank you.