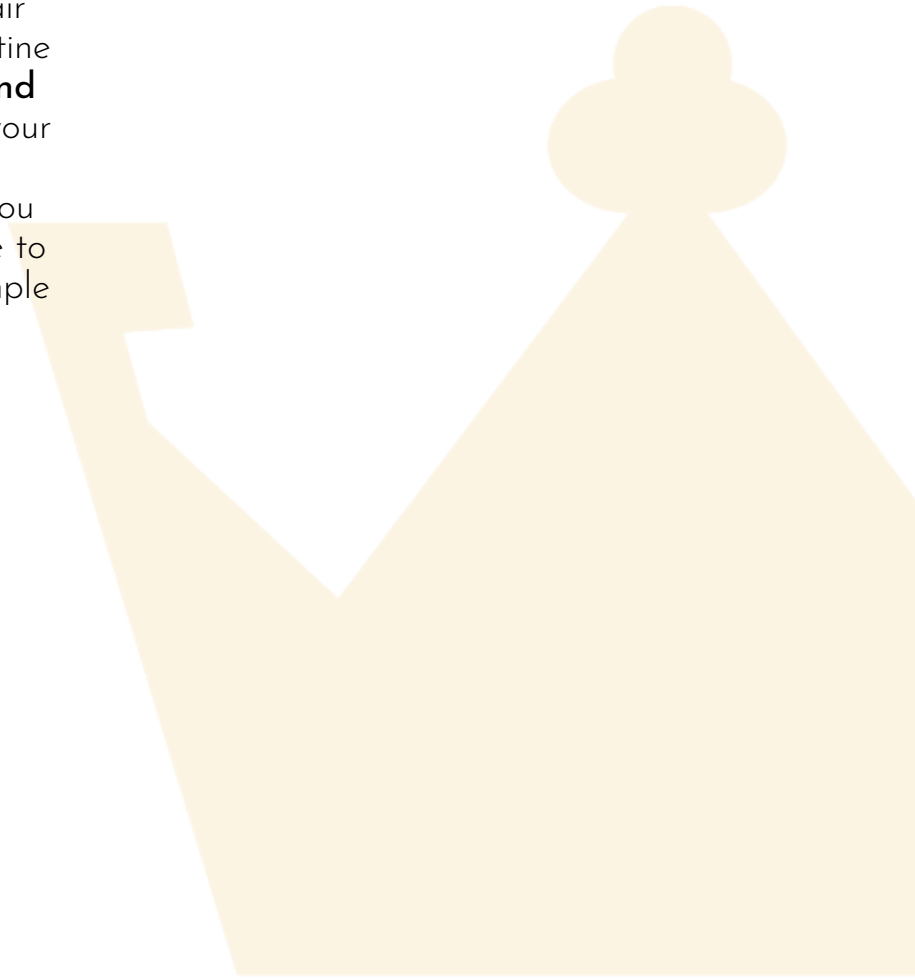
Crown
Project 2 - Part Two :: Visual Designs
Prof. Holly Quarzo
Interface Design

Giselle Hogg

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 Icon

for iPhone

@1x

76 x 76 pt
(76 x 76 px)

60 x 60 pt
(60 x 60 px)

40 x 40 pt
(40 x 40 px)

29 x 29 pt
(29 x 29 px)

20 x 20 pt
(20 x 20 px)

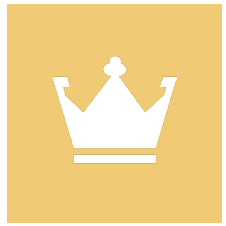
@2x

167px × 167px
(83.5pt × 83.5pt @2x)

152px × 152px
(76pt × 76pt @2x)

120px × 120px
(60pt × 60pt @2x)

80px × 80px
(40pt × 40pt @2x)



58px × 58px
(29pt × 29pt @2x)

40px × 40px
(20pt × 20pt @2x)

the Icon

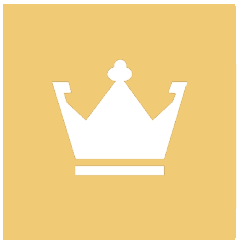
for iPhone

@3x

180px × 180px
(60pt × 60pt @3x)

120px × 120px
(40pt × 40pt @3x)

87px × 87px
(29pt × 29pt @3x)



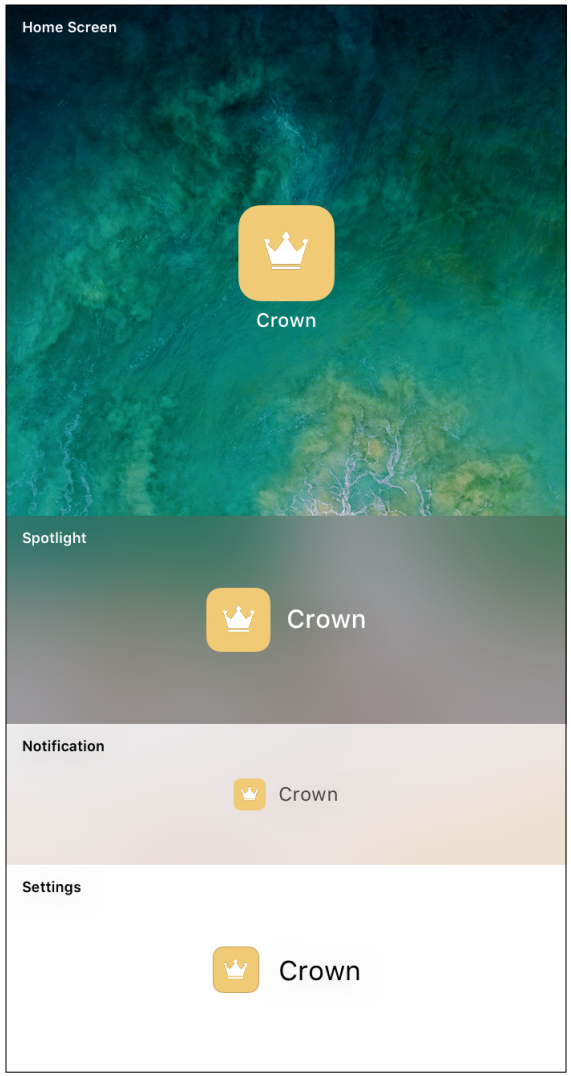
60px × 60px
(20pt × 20pt @3x)

the Icon

1024 x 1024 px

*Scaled to 45%
For Appstore

the Icon



*Scaled to 35%

*Scaled to 25%

the Branding

Abril Fatface
Josefin Sans Regular
Light
Light Italic

Crown *H1*

Make your hair happy. *H2*

Styles *H3*

The key to loving your Crown is to know all of it's curls & kinks, puntentional. Help Crown help you love your hair by giving us some quick characteristics of your luscious locks. *Body*

Show *H4*

Cancel *H5*

the Palette

Black
#000000
rgba(0, 0, 0, 100)

Grey
#E9E9E9
rgba(233, 233, 233, 100)

White
#FFFFFF
rgba(255, 255, 255, 100)

Orange
#DC792F
rgba(220, 121, 47, 100)

Turquoise
#28948B
rgba(40, 148, 139, 100)

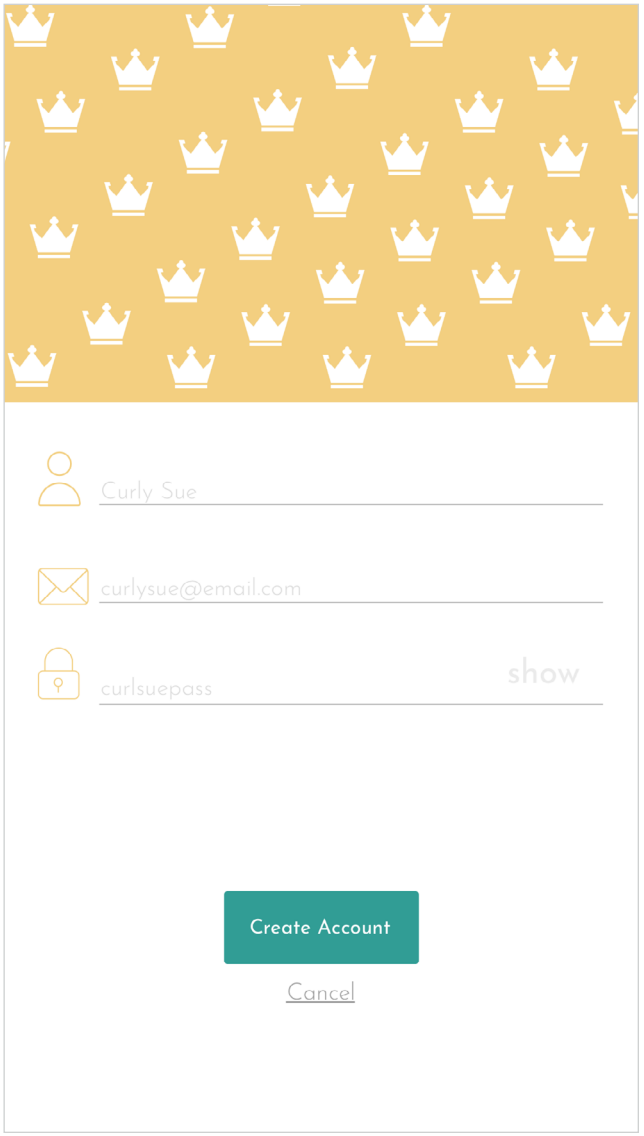
Green
#6CAF87
rgba(108, 175, 135, 100)

Yellow
#F1CA75
rgba(241, 202, 117, 100)

the Iconography

On-boarding Icons:

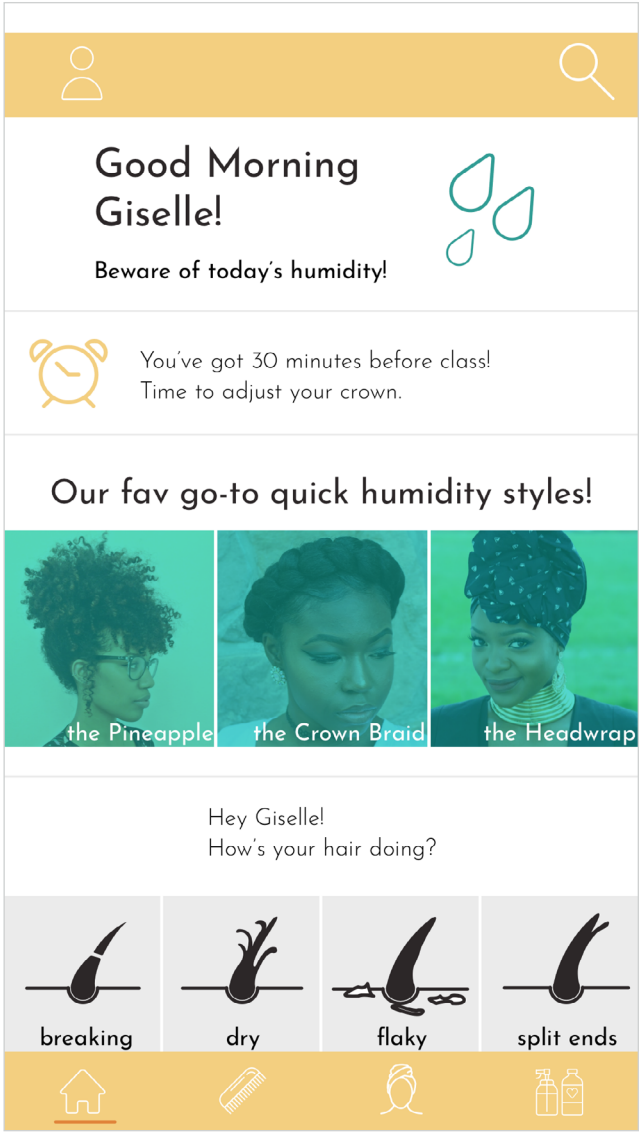
Name, Email Address, Password



the Iconography

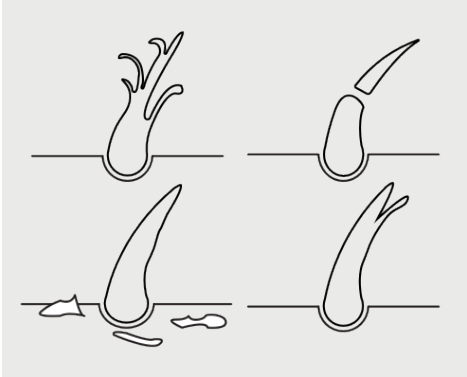
Navigation Bar Icons:

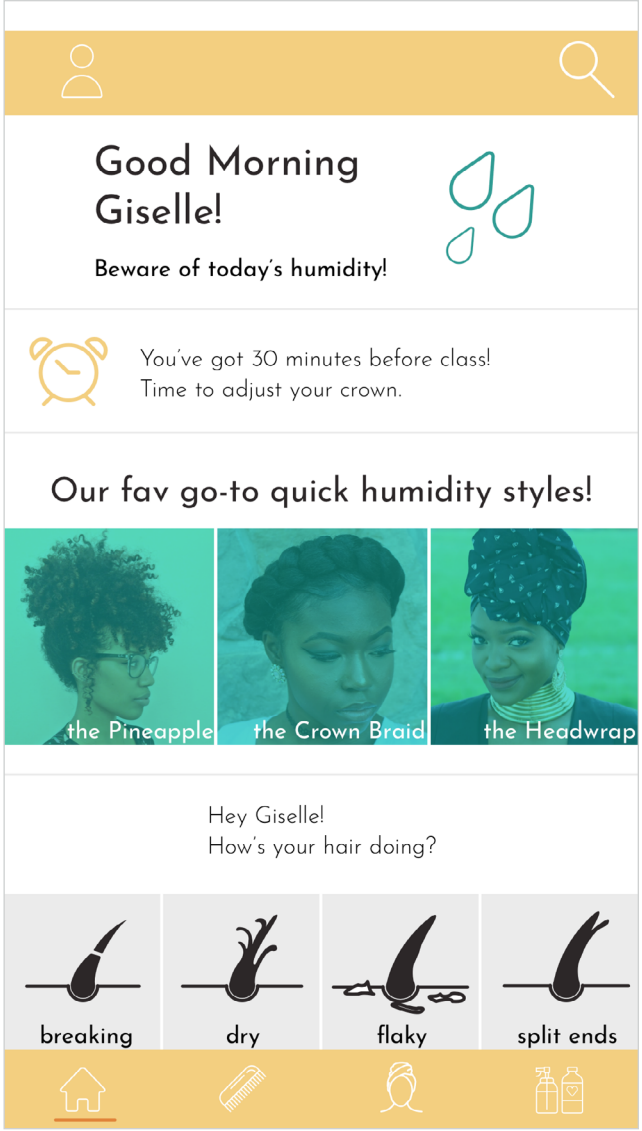
Care, Filter, Styling, Search, Favourite Products, Home



the Iconography

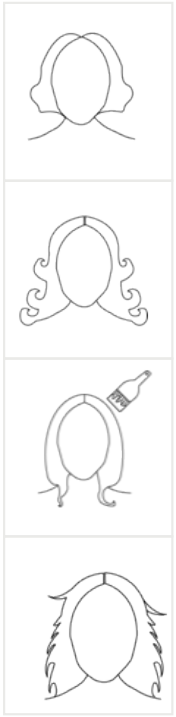
Hair Mood Icons:
Dry, Breaking, Flaky, Split Ends

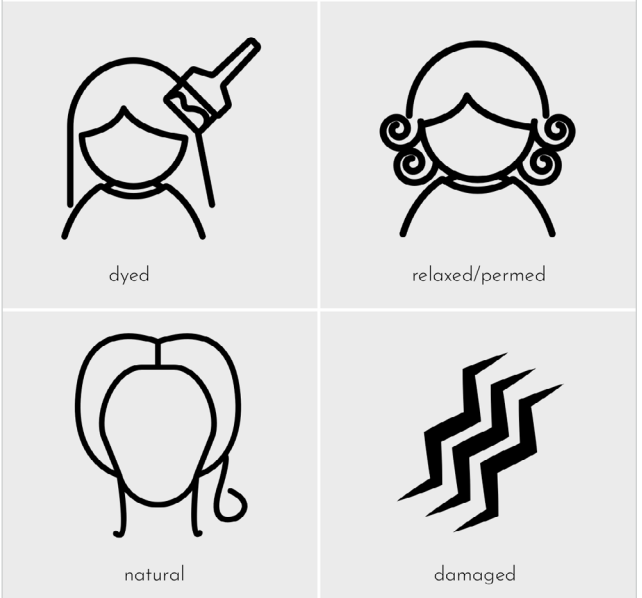




the Iconography

Hair State Icons:
Natural, Relaxed/Permed, Dyed, Damaged





choose your

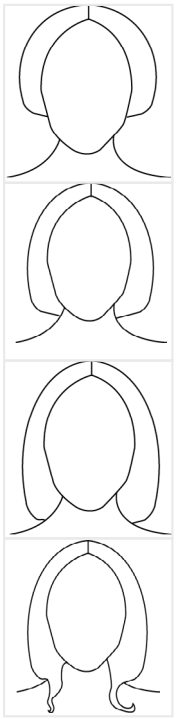
Hair State

Hair responds differently to styling & products depending on what's been done to it. If your hair has been damaged by constant heat, the last thing we'd want to do is reccomend a bunch of high-heat styles!

the Iconography

Hair Length Icons:

Short, Medium, Long, Extra Long



the Buttons

IM A BUTTON

Sign in with Facebook

Sign in with Google

Sign in with Facebook

Sign in with Google

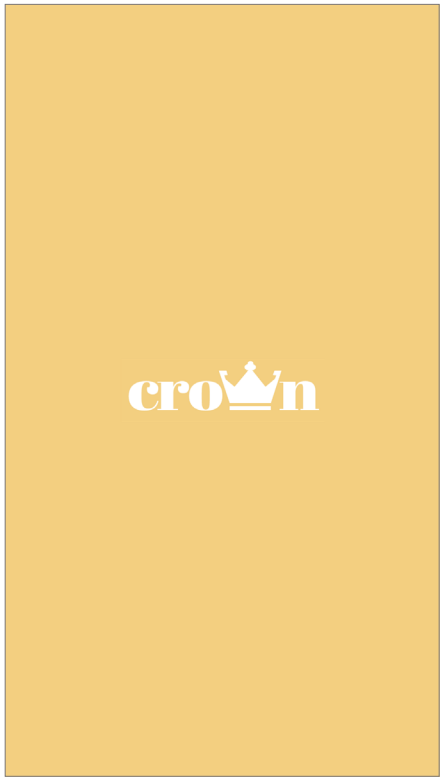
Sign Up

Log In

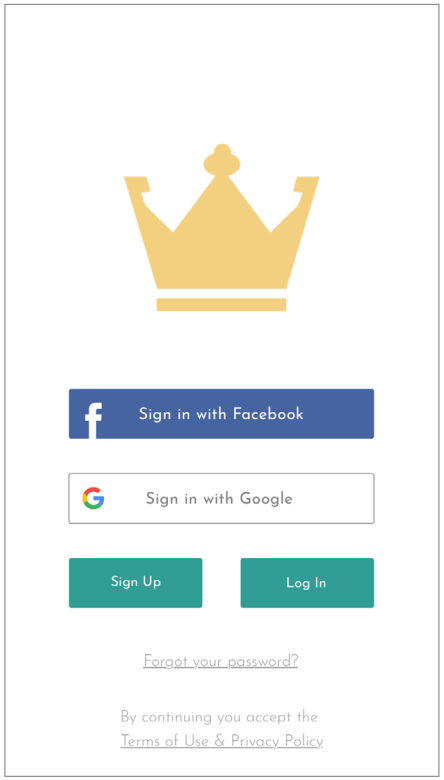
Forgot your password?

By continuing you accept the
Terms of Use & Privacy Policy

the On-boarding

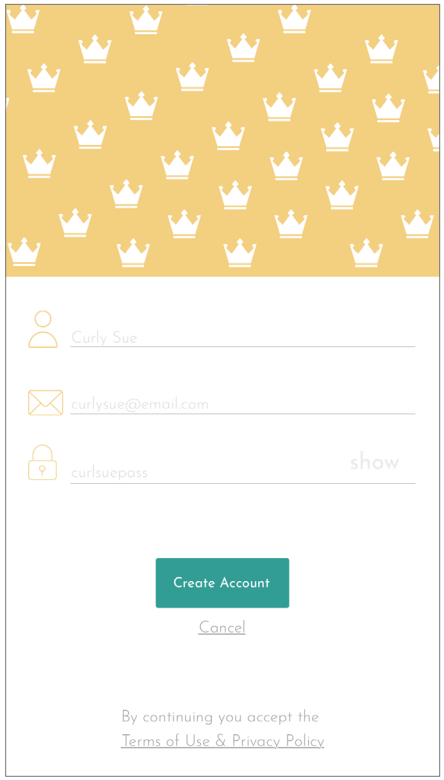


Splash page loads upon launch.

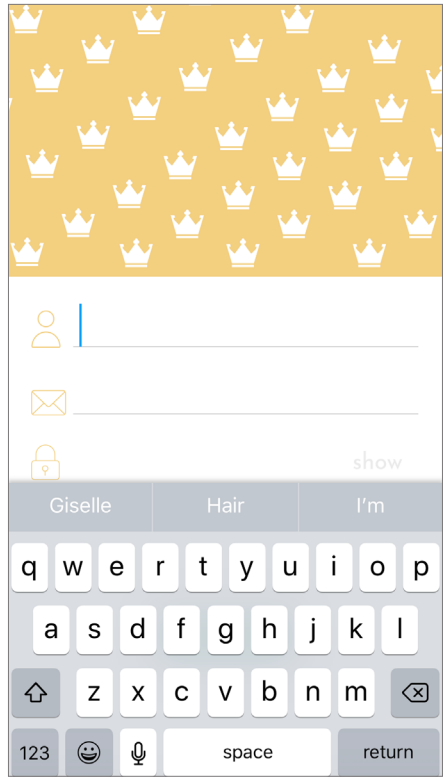


Login Page loads up. User is able to login or sign up. Sign Up is available via email, Facebook or Google.

On this screen is also the terms & conditions and also the Forgot your Password prompt.

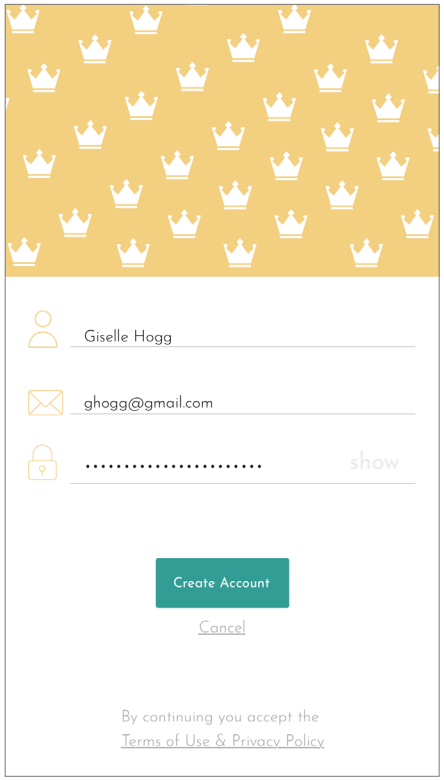


User taps Sign Up. Sign Up page loads with filler text to inform the user what each space is for.

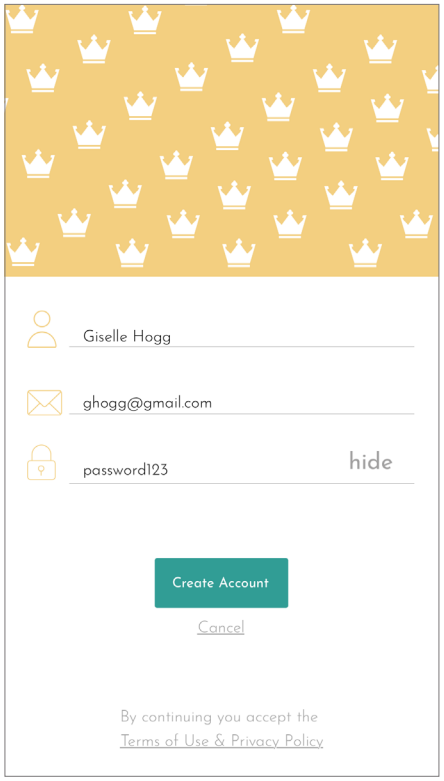


User taps first blank space. Cursor pops up and iOS keyboard slides up.

the On-boarding



Information is filled in. Password isn't visible.

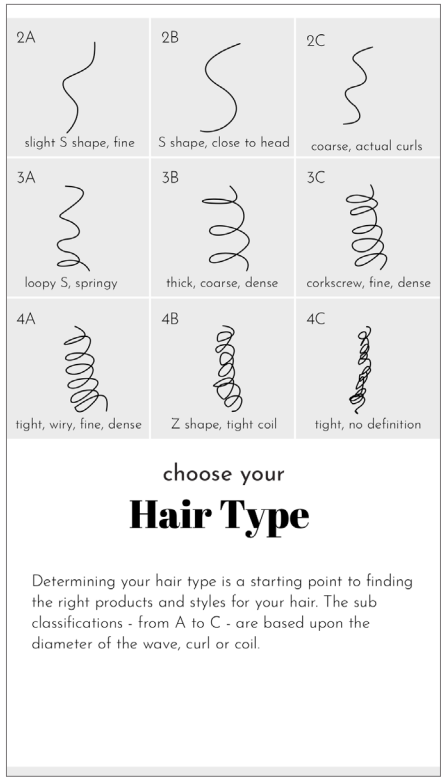


User taps show password. Password is made visible and the title "show" is deepened to indicate that it is active. It also changes to hide.

User taps create account.

User is welcomed to on-boarding. Short introduction explains what the on-boarding is for. Progress bar is empty to show that user hasn't started yet.

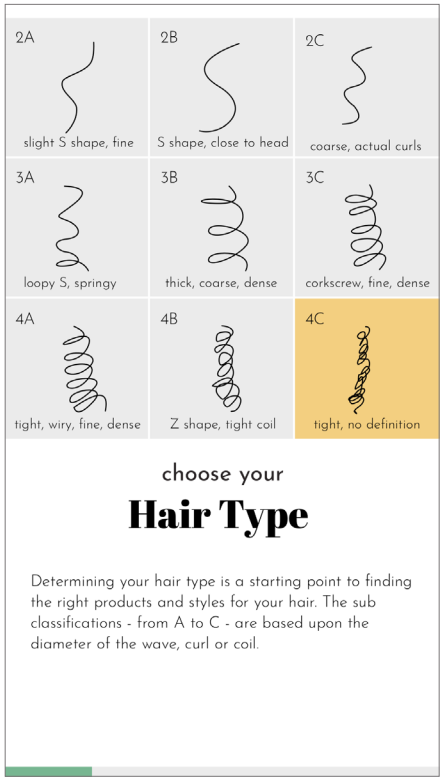
The image foreshadows what you're going to be choosing in the on-boarding.



Progress bar is still empty. Iconography shows how each hair strand looks. Short description supplements the imagery & describes the hair strand.

Description explains the importance of your hair type as it relates to styling & products.

the On-boarding

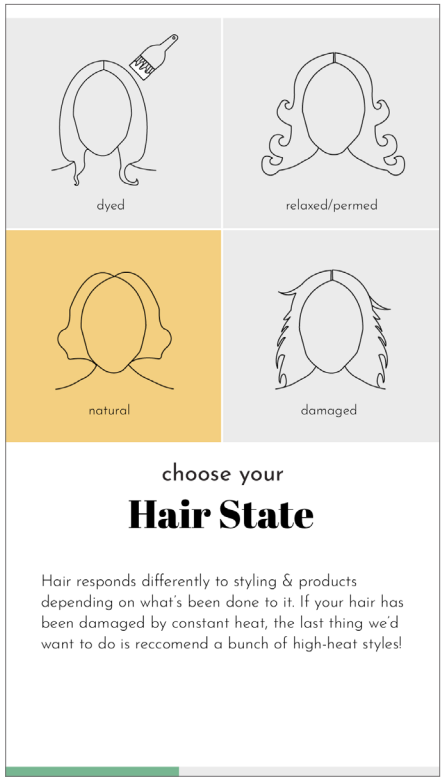


User taps hair type, in this case it is 4c. Selected state appears to indicate the selection.

Progress bar fills after user has selected to show that step is complete.

Iconography indicates the different hair states with text description as supplementary information.

Description explains the importance of your hair state as it relates to styling & products.



Users taps hair state, in this case it is natural. User can select multiples up to three on this page. User cannot be both natural & relaxed/permed so these two cannot both be selected.

Progress bar fills after user has selected hair state.

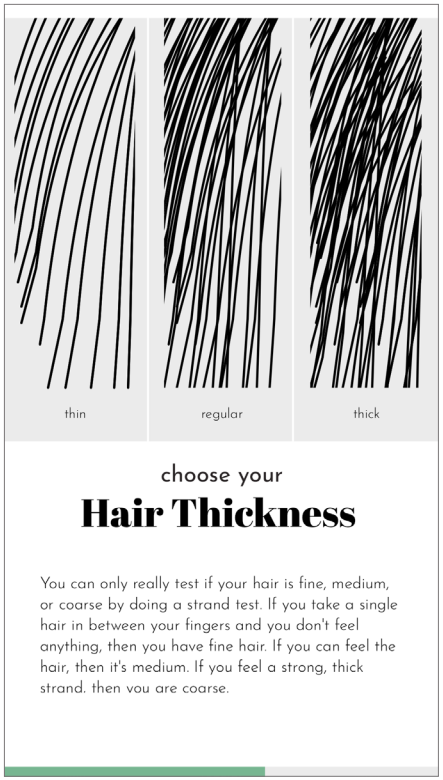
Iconography indicates the different hair lengths with text as supplementary information.

Descriptions explains why hair length is important to styling your hair.

the On-boarding

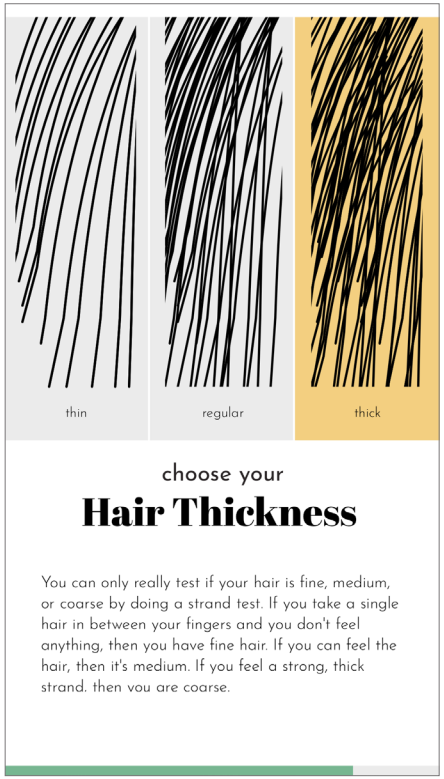
User taps hair length, which in this case is medium. Selected state appears to indicate selection.

Progress bar fills after user has selected hair length.



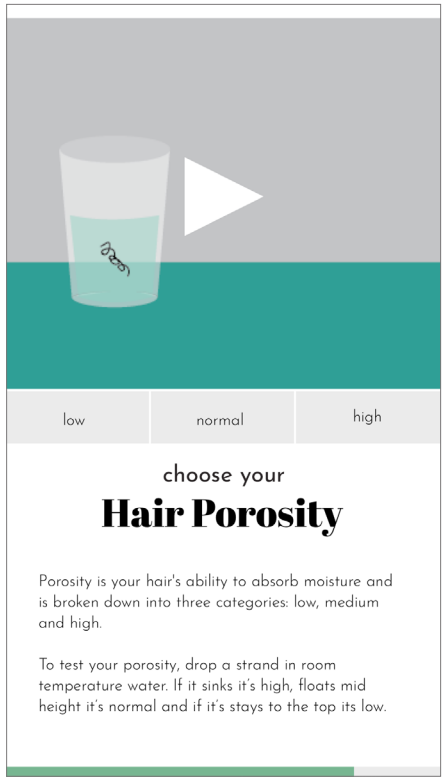
Imagery indicated the different hair thickness levels.

Description underneath explains the importance of your hair thickness as it relates to styling & products. Also explains how to test strand thickness.



User taps hair thickness, which in this case is thick.

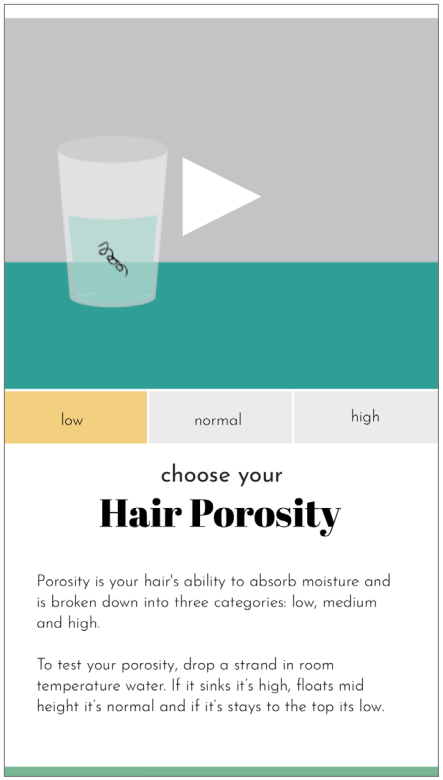
Progress bar fills after user has selected hair thickness.



Video plays on loop to show the user how to test their hair porosity.

Description explains what hair porosity is and also explains how to test porosity.

the On-boarding

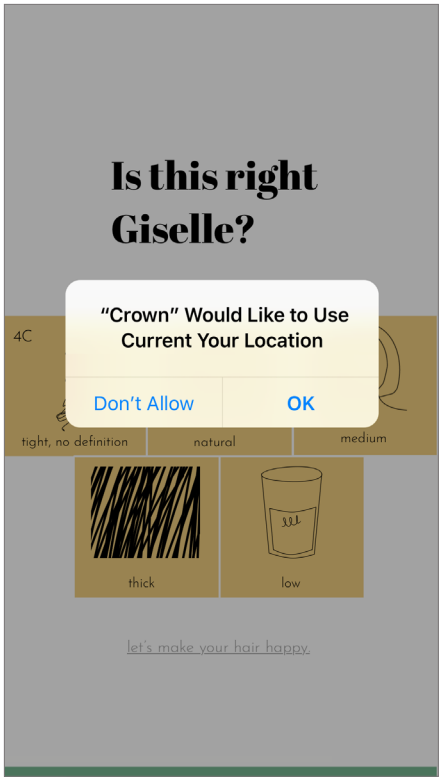


User taps hair porosity, which in this case is low.

Progress bar fills after use has selected hair porosity.

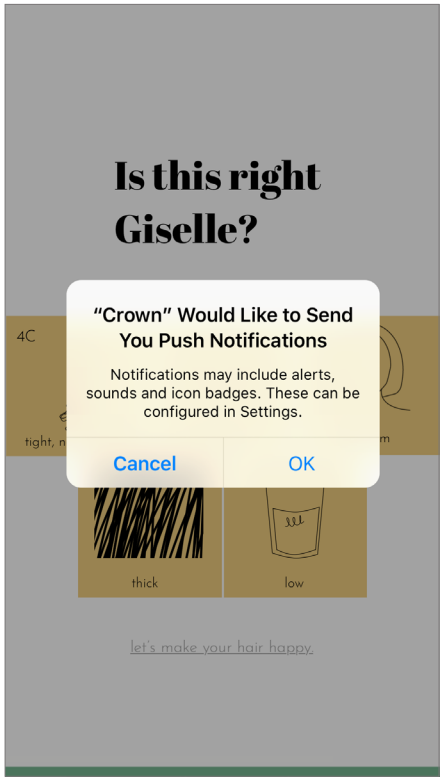
Progress is complete to indicate that there are no more steps. User is shown all their selections to allow them to confirm their selections. Upon tapping on the different options, user is returned to that page in the case that they chose the wrong option.

the On-boarding



Crown requests access to the user's location.

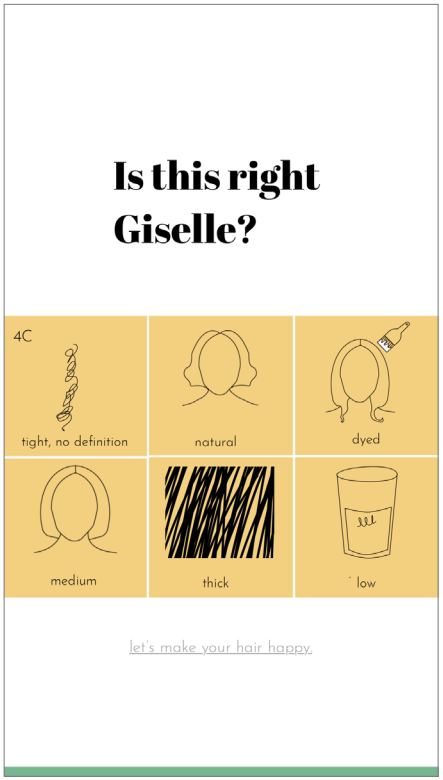
Crown requests access to the user's calendar.



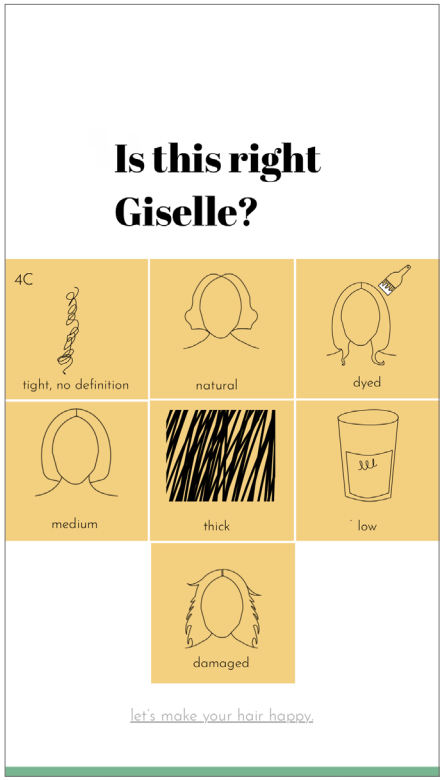
Crown asks the user if it's okay to send push notifications.

the On-boarding

This is the end of the on-boarding in the case that the user has only selected one hair state.

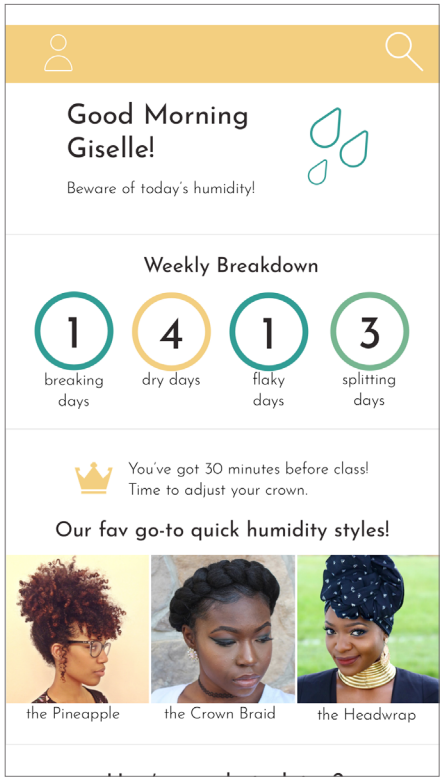


This is the end of the on-boarding in the case that the user has selected 2 hair states.

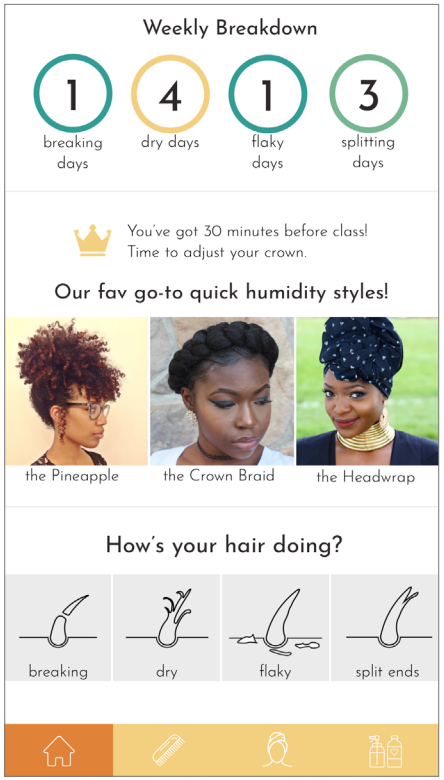


This is the end of the on-boarding in the case that the user has selected 3 hair states.

the Styling



Home page loads after user on-boards. Home page curates style based on the day's weather and based on the events in the users calendar. User has a class in 30 minutes so it curates quick humidity proof styles. This is a morning view when the user is waking up. User taps comb (styling) icon.



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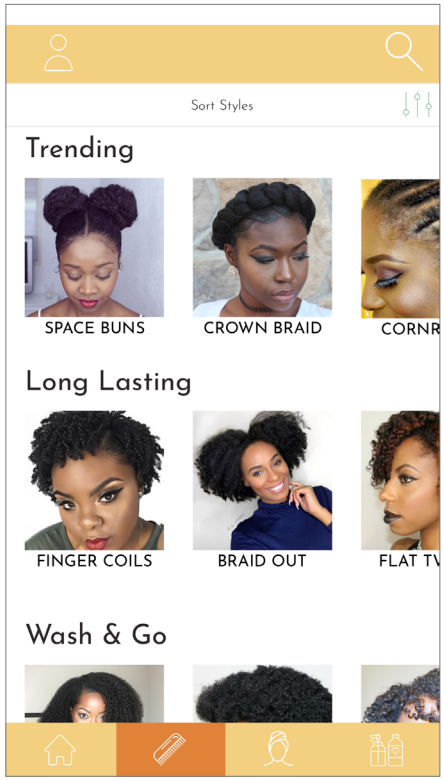
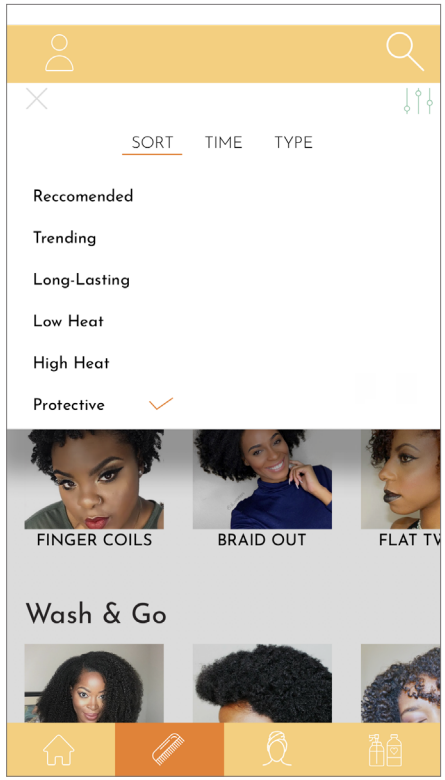


Styling page loads. It's default sorting shows the styles that are trending. The categories beneath then depend of the user's hair-type.

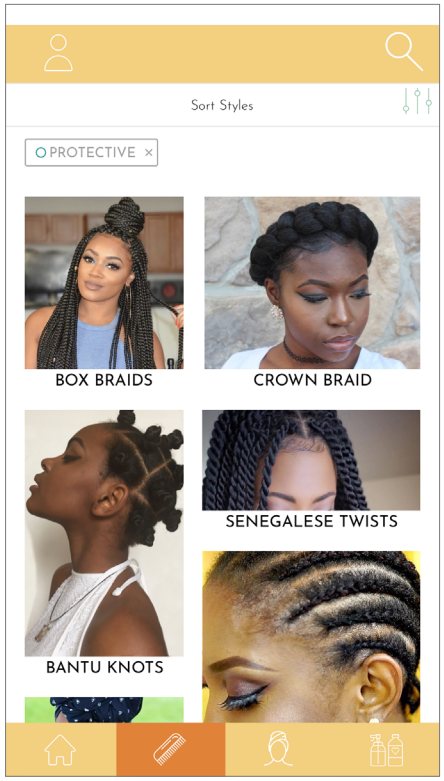
The user taps the filtering icon.



Filtering menu slides down. The categories are time & type of style.

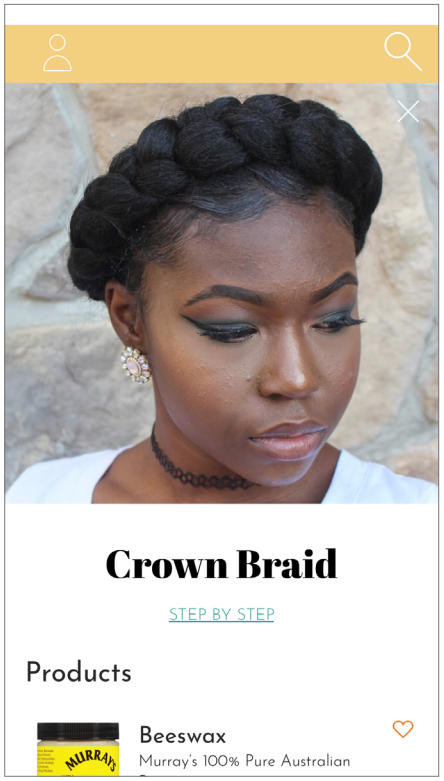
The user taps protective.

the Styling

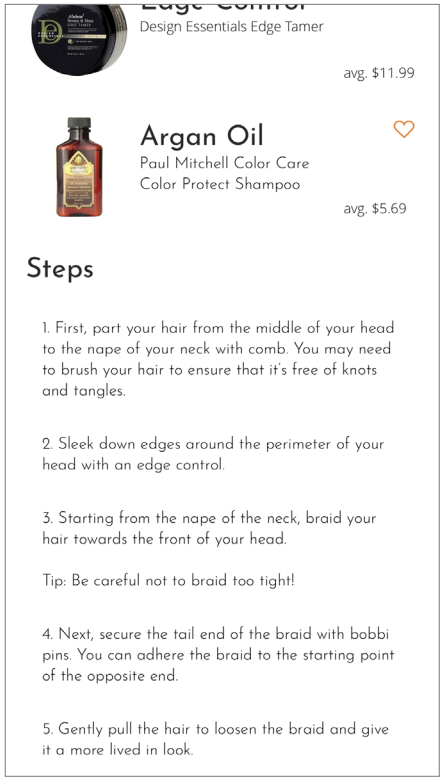


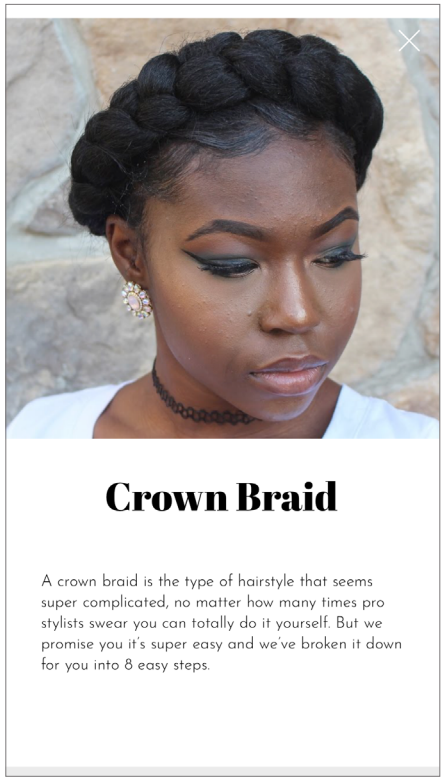
Styles are then filtered by the tag protective. User can exit out of the filter by hitting the "x" on the filter tag or by hitting the filter icon to edit their selection.

User taps Crown Braid.



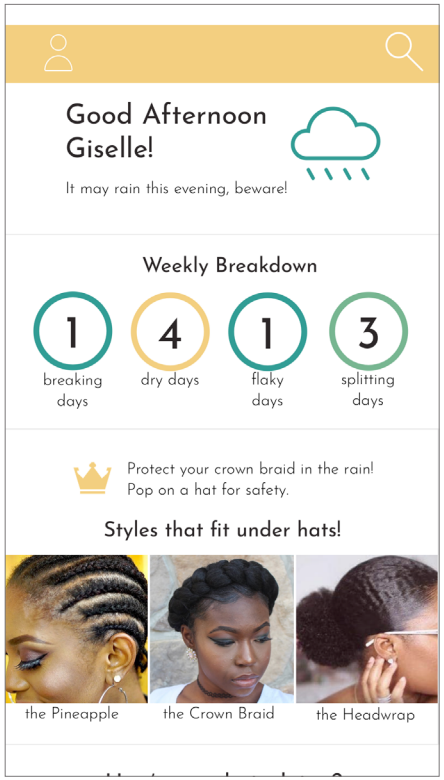
Selected style page loads style description, steps & products. User can get to step by step view by hitting "Step by Step".





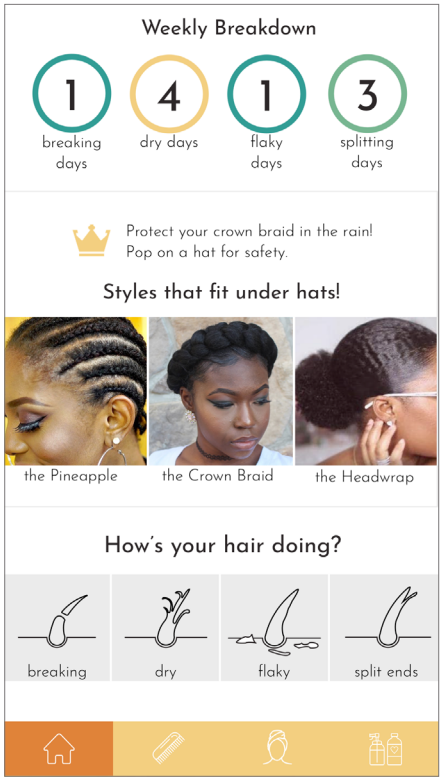
Step Modal loads as an overlay & user can swipe through steps. Progress bar is empty to indicate that the user has yet to start the steps.

the Caring



As the day progresses, the home pages changes. In this case, the weather has been predicted to be rainy. The app then tells the user to protect the style they did earlier & also gives the user styles that would fit under a hat.

The user taps the head in a towel wrap icon (care).



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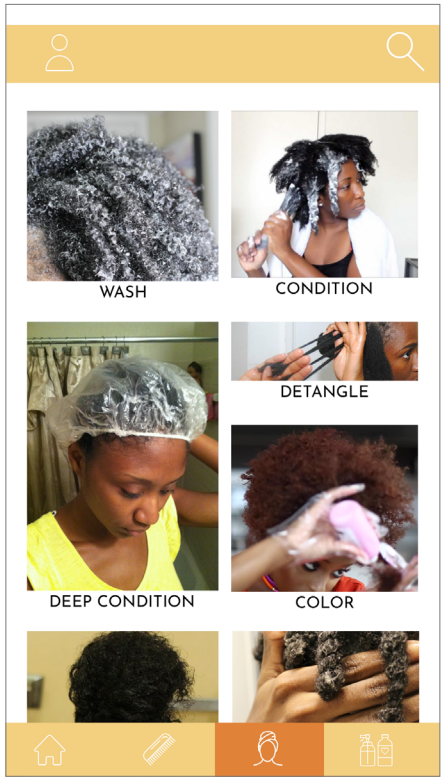


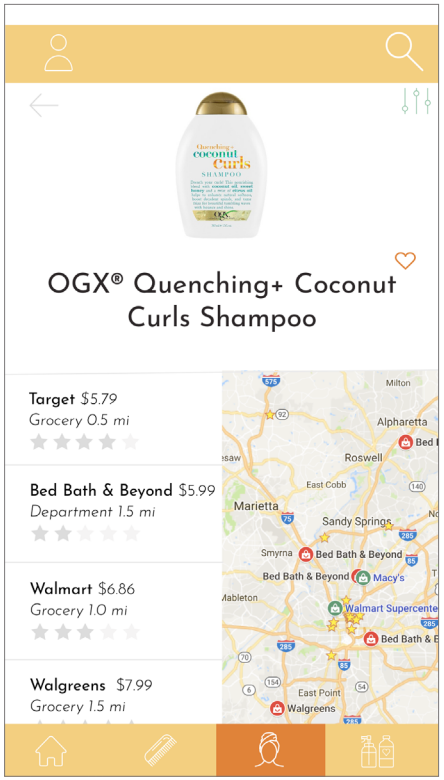
Care page loads up all different routines a user would do to care for their hair e.g. wash, colouring, de-tangling etc.

User taps wash.

Selected routine page loads. Decription, Steps and Products load. Tapping Step by Step would take user to steps moda. User taps on the shampoo.

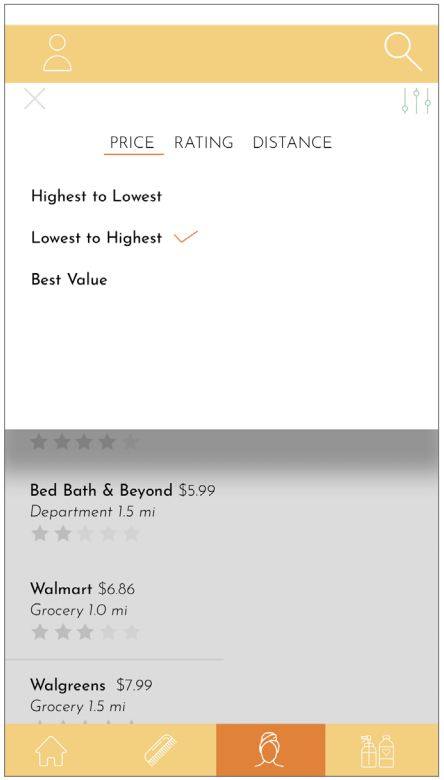
the Caring

Selected routine page loads. Decription, Steps and Products load. Tapping Step by Step would take user to steps modal. User taps on the shampoo.



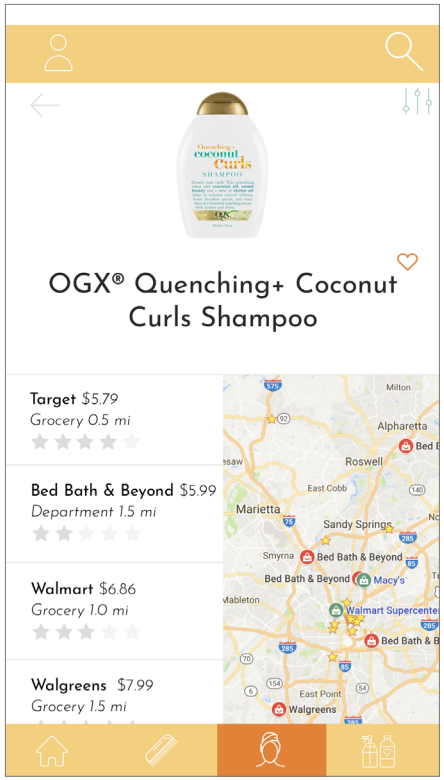
Page loads to show the product and a map showing where you can get the product.

User taps filter icon.



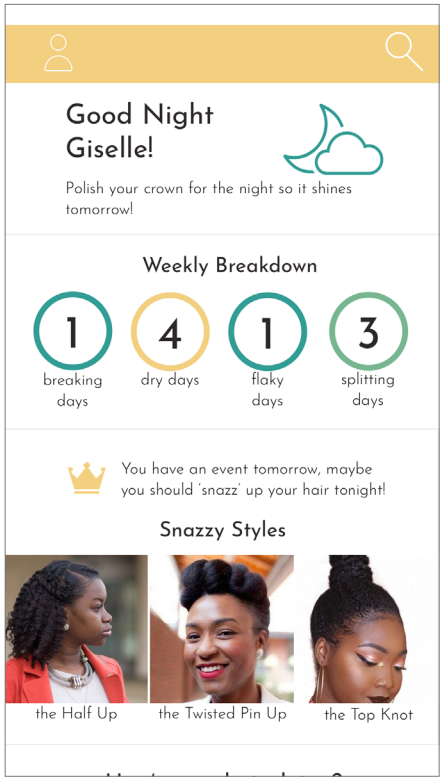
The user can filter the locations by price, rating of store, and the distance from their current location.

User taps price.



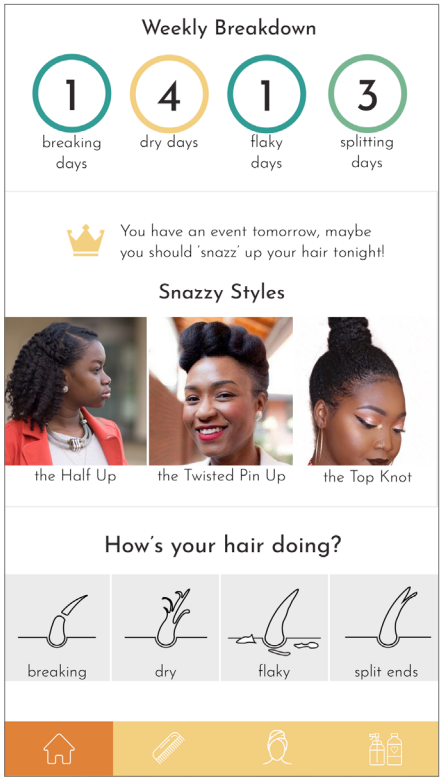
Location list filters by price from lowest to highest.

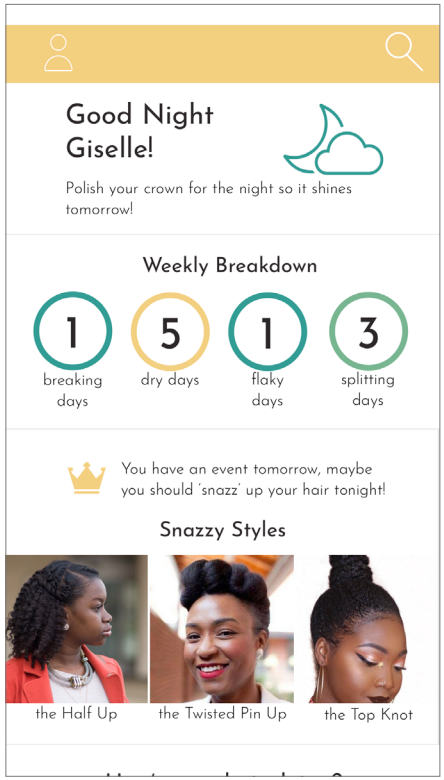
the Mood



It is now night-time. The app, picks up from the calendar, that the user has an event tomorrow and prompts them to do a fancier style for the event. It also curates styles that are a bit more dressy. The days humidity has made the user's hair dry.

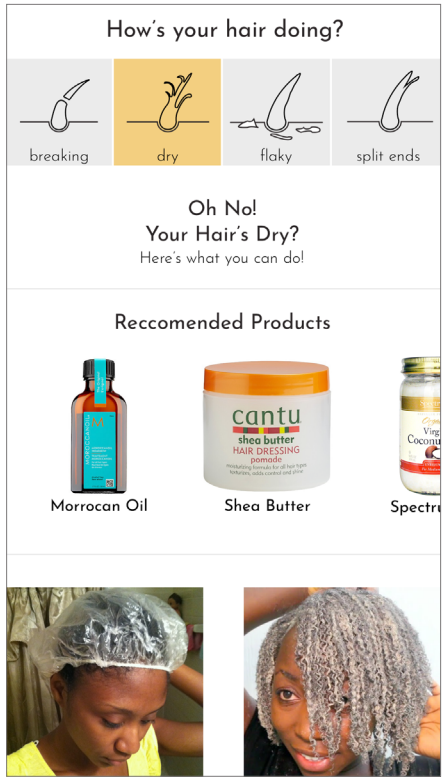
The user taps on the dry hair icon.





Dry hair icon changes to it's selected state indicating that it is active.

User scrolls down the now elongated page.

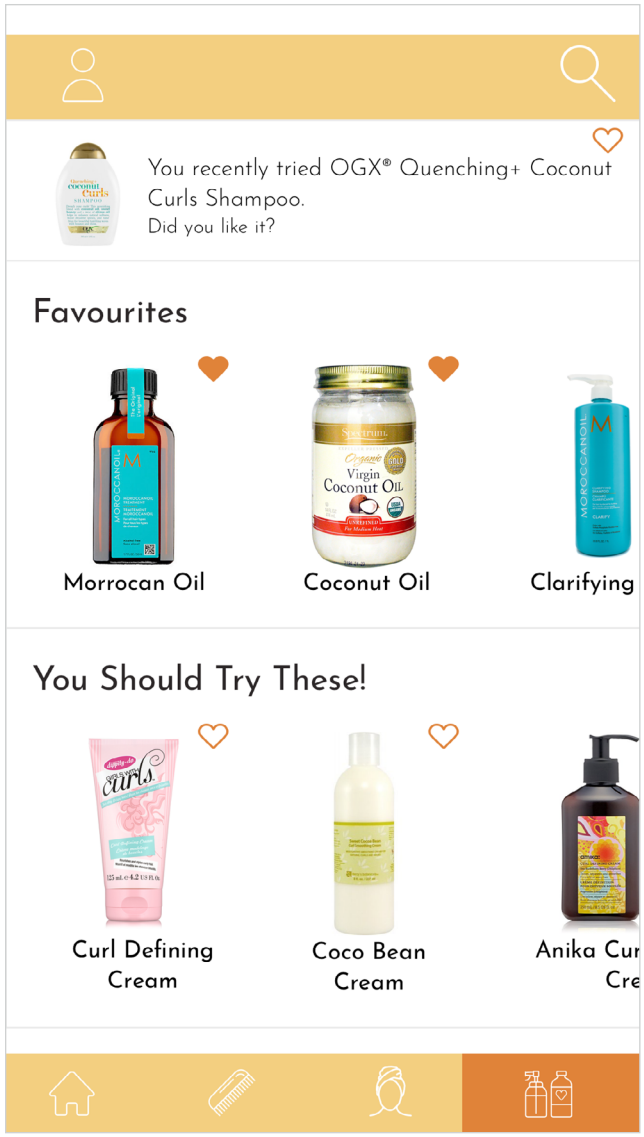


Products and routine are curated based on the selected hair mood, in this case dry.

the Extras

The Products Page:

On this page the user can see their favourite products and also see system recommendations based on their activity in the app.



Thank you.