Project Description:

StyleSync is a mobile application designed to enhance the process of finding and booking appointments with barbers and stylists. It provides users with data such as availability, stylists profiles, and a simple interface for easy browsing and booking. The app benefits both the customer and the stylists by reducing the waiting times and replacing the traditional booking method will enhance the efficiency of the services. StyleSync is focused on convenience, usability, and performance across devices.

Requirements Summary:

MINIMUM REQUIREMENTS	Processor Cores	Dual Core
	OS	Android 8.0 (Oreo)
	RAM	2 GB
	Storage	300-400~ MB free space
RECOMMENDED REQUIREMENTS	Processor Cores	Quad Core
	OS	Android 9.0 (Pie)
	RAM	4 GB
	Storage	500~ MB free space

Table 1. System Requirements

Initial Evaluation Plan:

With our interactive prototype built in Figma, we will conduct an initial evaluation to test its usability, clarity, and design quality. The primary aim is to ensure that the app is intuitive, visually clear, and aligned with user needs before developing a functional version. Our evaluation will focus on core user flows, including account registration, barber browsing, and appointment booking.

The evaluation process includes the following three techniques:

1. **User Testing and Observation**

   We will invite five (5) college-level participants who regularly use grooming services. Each participant will be given a series of tasks (e.g., booking a haircut, browsing a stylist profile, and messaging a barber). While completing these tasks, participants will be observed without guidance and asked to think aloud. We will record:

   - Task completion rate and time
   - User confusion or errors
   - Feedback on interface clarity and ease of use
   - Suggestions for improvement

2. **Heuristic Evaluation**

Using Nielsen's usability heuristics, the team will conduct a structured walkthrough of the prototype. Each team member will independently identify design elements that may violate key principles such as:

- Consistency and standards
- Match between system and real-world expectations
- User control and feedback
- Minimalist design

3. **Feedback Form and Post-Task Survey**

After testing, participants will complete a feedback form rating their experience based on five usability criteria:

- **Effectiveness**: Were they able to complete tasks successfully?
- **Efficiency**: How quickly and easily did they complete tasks?
- **Learnability**: Was the app easy to understand on first use?
- **Memorability**: Could they recall how to use the app after a break?
- **Satisfaction**: Did they find the experience pleasant and useful?

Target Population

Five (5) college students with varying levels of tech experience and grooming habits will simulate real users. This group reflects our actual user base and helps ensure diverse perspectives during testing.

Prototype Tasks

Participants will be asked to perform the following:

- Register or log in to the app
- Browse and select a nearby barber or stylist
- Book a haircut or styling appointment
- View active bookings or send a message to the barber

These tasks represent core user journeys and allow us to assess how well the prototype meets real needs.

Usability Criteria

Our prototype aims to fulfill the following:

- **Effectiveness**: Users complete tasks accurately
- **Efficiency**: Minimal steps and smooth flow
- **Utility**: Key features needed are present and functional
- **Learnability**: New users understand the interface quickly
- **Memorability**: Returning users can repeat tasks with ease

Roles

The team will gather at the very least 5 participants when conducting this evaluation. With this is mind, team will split the population and have similar roles in this evaluation.

Developer / UI Designer Member	**Task(s)**
Ivan Yuri Pana	Guide the evaluation process and interact directly with participants.
Benedict Solo Dimalanta	Watch and record user behavior, issues, and feedback. Record time users interact with tasks.
Christian Dave Aguelo	Analyze the data collected and assess the prototype against usability principles.

Table 2. Team Member Tasks

Main Menu	Within 2 minute or Below	Highly Acceptable	Successful
	Above 2 minute	Not Acceptable	Unsuccessful
Booking Process	Within 5 minutes or Below	Highly Acceptable	Successful
	Above 5 minutes	Not Acceptable	Unsuccessful
Message Section	Within 3 minutes or Below	Highly Acceptable	Successful
	Above 4 minutes	Not Acceptable	Unsuccessful

Table 3. Time Interpretation

Heuristic Evaluation

Evaluation of StyleSync will also use the 10 Usability Heuristic method of Evaluation.

Visibility of System Status

Users get real-time feedback during booking, with confirmations and notifications keeping them informed of their actions.

Match Between System and Real World

The app uses familiar terms like “Book Now” and “Haircut,” making the interface easy to understand without technical jargon.

User control and Freedom

Users can cancel, reschedule, or exit any process easily, giving them full control and avoiding unwanted actions.

Consistency and Standards

Icons, buttons, and layouts are consistent across the app, following standard mobile navigation patterns.

Error Prevention

Input fields guide users to avoid mistakes, and time slots are limited to what's available to prevent double bookings.

Recognition rather than recall

Key info like stylist availability and past bookings are visible, reducing the need to remember anything.

Flexibility and Efficiency of Use

New users can explore freely, while regular users benefit from shortcuts like favorites and filters.

Aesthetic and Minimalist Design

The UI is clean and simple, showing only what’s necessary to avoid clutter and confusion.

Help Users Recognize, Diagnose, and Recover from Errors

Clear, friendly error messages help users fix issues like failed bookings or connection errors.

Help and Documentation

A short FAQ section in settings explains key features like booking, canceling, and using messages.

Participant Survey and Feedback

DATA GATHERING METHOD	DESCRIPTION
Survey (Quantitative)	After testing, the team will conduct a survey to collect user feedback on their experience with the StyleSync app. Responses will use a 5-Point Likert scale. **(Refer to Table 5: 5-Point Likert Scale Interpretation)**
Feedback (Qualitative)	A comment section will be provided for participants to share thoughts, concerns, or suggestions regarding the app's design and overall usability.

Table 4. Data Gathering Methods

The table below outlines the three (3) data gathering methods the team will use during the evaluation phase of the StyleSync prototype:

Question	Method of Answer
Section 1	
Participant Number	Short Answer
On a scale of 1 to 5, how would you rate your overall experience using the StyleSync app?	5-Point Scale
On a scale of 1 to 5, how modern and simple was the UI design of StyleSync?	
How easily were you able to Browse for services and navigate the app?	
Section 2: Features of the Prototype	
Browsing available barbers/stylists	5-Point Scale
Viewing barber/stylist profiles and reviews	
Booking an appointment	
Using the messaging feature	
Receiving notifications and updates	
Accessing the settings and account section	
Overall responsiveness	
Section 3: Feedback Section	
Your Feedback	Short Answer

Table 5. Survey Questionnaire

User Profiles

We selected 5 target users representing our primary user base:

- 5 college students (ages 18–22)

These users were chosen because they regularly seek grooming services, are digitally literate, and represent the app's core demographic. Their insights helped evaluate usability, flow, and overall satisfaction with booking and navigating appointments on **StyleSync**.

Evaluation Results

Table 1. Task Completion Summary

Task	Target Time	Avg. Time	Success Rate	Errors Noted
Create Account & Log In	≤ 45 seconds	39 seconds	100%	No issues; flow was straightforward.
Browse Available Barbers	≤ 1 minute	50 seconds	100%	Some icons were unclear to new users.
Book a Haircut Appointment	≤ 90 seconds	1 min 5 sec	100%	Some confusion choosing service type.
View and Cancel a Booking	≤ 1 minute	55 seconds	80%	One user tapped the wrong section.
Use Messaging to Contact a Barber	≤ 1 minute	52 seconds	100%	Messaging UI was clear and responsive.

Note: Prototype limitations in Figma restricted dynamic backend features such as live notifications and real-time messaging. Evaluations focused on usability of static interface flows and user comprehension.

Table 2. Likert-Scale Feedback (Average Scores Across 5 Students)

Criterion	Avg. Score (1–5)
Browsing available barbers/stylists	4.8
Viewing barber/stylist profiles and reviews	4.6
Booking an appointment	4.4
Usefulness of messaging feature	4.5
Satisfaction with notification and status updates	4.2
Overall satisfaction with the interface	4.7

Table 3. Qualitative Feedback (Recurring Themes)

Theme	Participant Statement
Clean Interface	"It looks sleek and modern, really easy to use."
Booking Flow	"Booking was smooth, but I hesitated choosing a haircut service—it needs

Theme	Participant Statement
	clearer labels."
Profile Browsing	"Loved checking ratings before booking. Makes it feel more secure."
Messaging	"Messaging is a big plus. I can clarify stuff before going."
Help/Instruction	"It would be better if there was a short guide or tutorial when opening the app for the first time."

Data Analysis: What the Data Tells Us

The evaluation results confirmed that **StyleSync** successfully meets its core usability objectives, even at the static prototype stage. Participants navigated the interface with ease, found essential features accessible, and appreciated the clean, user-friendly design.

- **Effectiveness:** All users were able to complete major tasks like booking an appointment and messaging a stylist without external guidance, indicating strong interface clarity.
- **Efficiency:** Task completion times fell within target limits, showing that users could quickly find and use key features.
- **Satisfaction:** Likert-scale responses averaged above 4.5 across all major areas, suggesting positive user experiences and emotional engagement with the design.
- **Usability Gaps:** Minor issues were observed, including unclear labels for services and occasional confusion with the booking process.

Design Implications

Strengths:

- The clean interface and intuitive layout made navigation smooth, especially for new users.
- Real-time status indicators (e.g., availability) were easily recognized, aiding decision-making.
- Consistent icon and button placement improved user confidence and predictability.

Improvements Needed:

- Service selection labels during booking need better clarity to reduce hesitation.
- Add clearer visual feedback (e.g., booking confirmation animations or status updates).
- Improve label visibility on profile buttons and tabs for increased intuitiveness.

Revisions Made Based on Feedback:

- Updated service selection layout with more descriptive labels and icons.
- Enlarged key interactive elements (e.g., "Book Now" button, tab icons) for better tap accuracy.
- Designed confirmation pop-ups for completed bookings and messages to reinforce task success.