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 (Pie)
	RAM	4 GB
	Storage	500~ MB free space

Table 1. System Requirements

Note: iOS support is not yet available for the meantime. Our app was developed using Android Studio.

Prototype Description:

Our prototype, created using Figma, showcases the core features and user flow of the StyleSync mobile application. It includes interactive screens that demonstrate how users can register, browse available barbers and stylists, view profiles and ratings, and book appointments in real time. The design emphasizes a clean, minimalistic interface with intuitive navigation to ensure ease of use for all users. Key elements such as the homepage, booking process, notification center, and messaging system were all visually mapped out to reflect the actual user experience. This prototype served as a visual guide for the app's functionality and was essential in testing and refining our user-centered design approach.

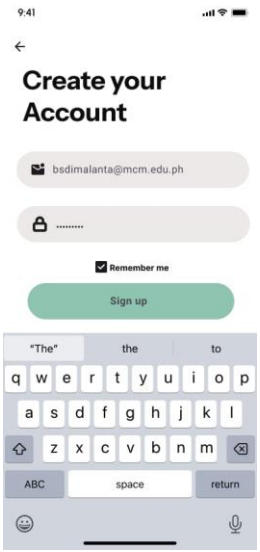
User Scenario:

For his impending school presentation, Dave, a second-year college student, wants to seem new. Unaware that his preferred barbershop is completely booked for the day, he chooses to get a haircut after class. He wastes time and becomes increasingly anxious before her big day by walking from store to store in search of an open slot because there is no digital system in place.

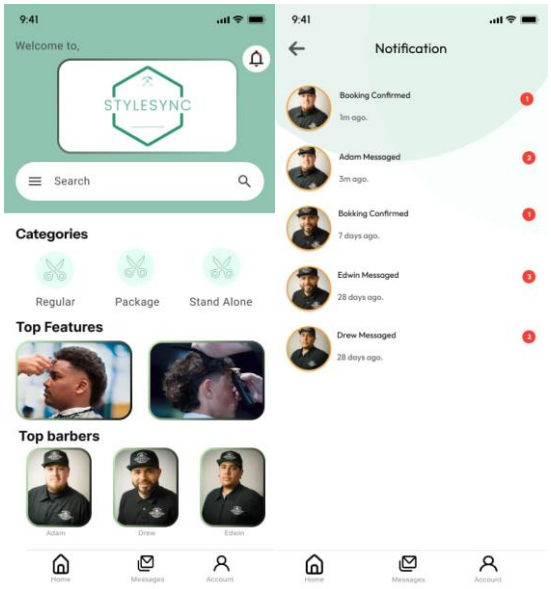
A while back he remembered the app StyleSync, With StyleSync, Dave opens the app after class and instantly sees a list of nearby available barbers with open time slots. He books an appointment in seconds, receives confirmation, and even checks the barber's ratings and services. On presentation day, he arrives on time, looking sharp and confident without the stress of walking around.

StyleSync Mock-up/Prototype:

Intro Screen

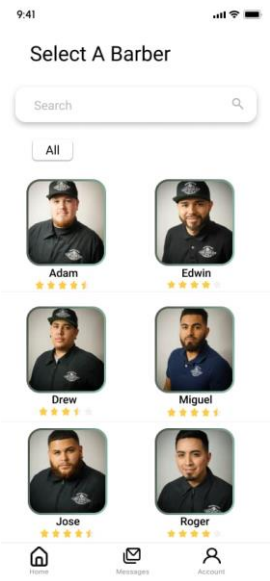


This Screen contains the app's logo and will be able to register after this screen.



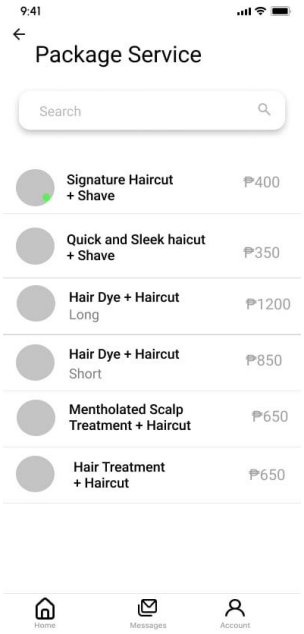
Main Screen

The Main Screen is where the user will be able to browse for available barbers, their availability, and their ratings. They can also see their notifications.



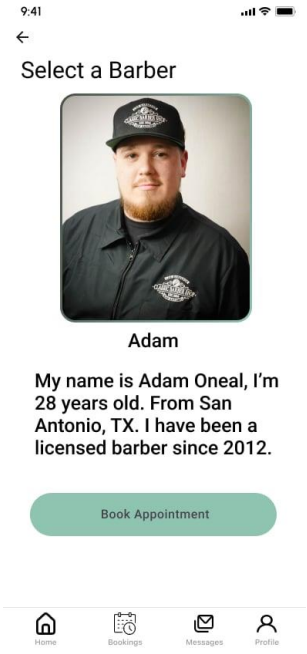
Barbers Screen

The Barbers Section is where the user will browse for nearby available barbers with their availability and ratings.



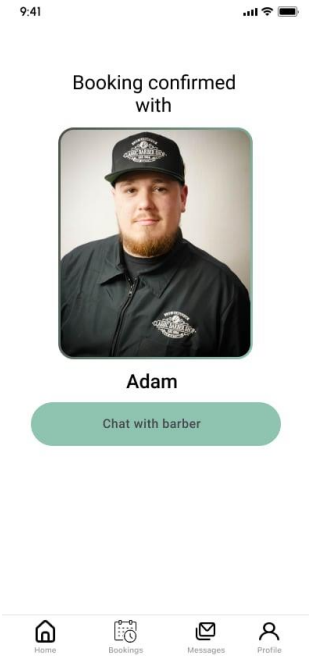
Package Screen

In this screen the users can select the services offered by their selected stylists/barber.



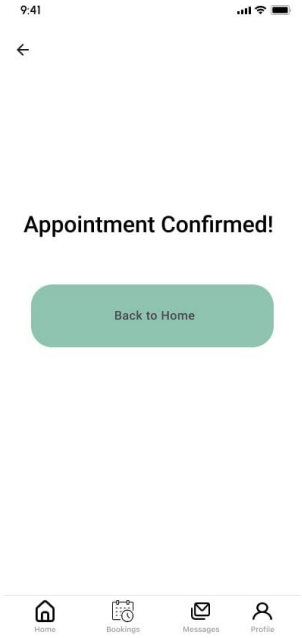
Booking Screen

In this screen you can see finalize the booking with the selected barber with your selected service too.



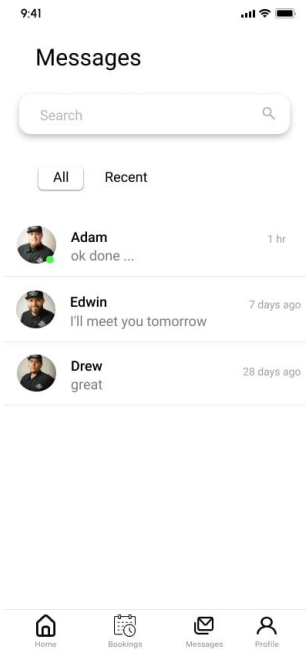
Confirmation Screen

In this screen you can see the booking confirmation for confirming that it went through. Users can also message the barber/stylist they selected.



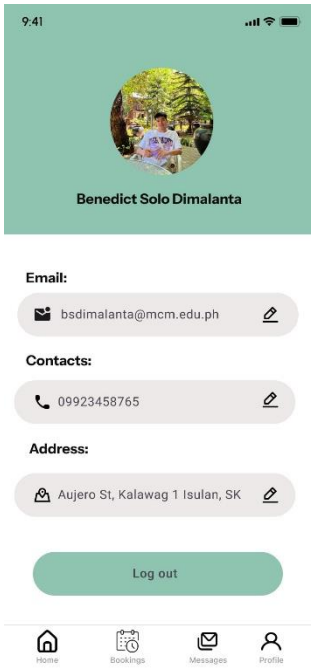
Confirmation Screen (Barber Side)

This is the same as the Confirmation screen but for the barbers/stylists.



Messages Screen

In this screen you can message the barber that you booked an appointment with.



Profile Screen

In this screen you customize your profile to your needs such as changing phone number, email, and address.

Prototype Flow:

Main Screen:

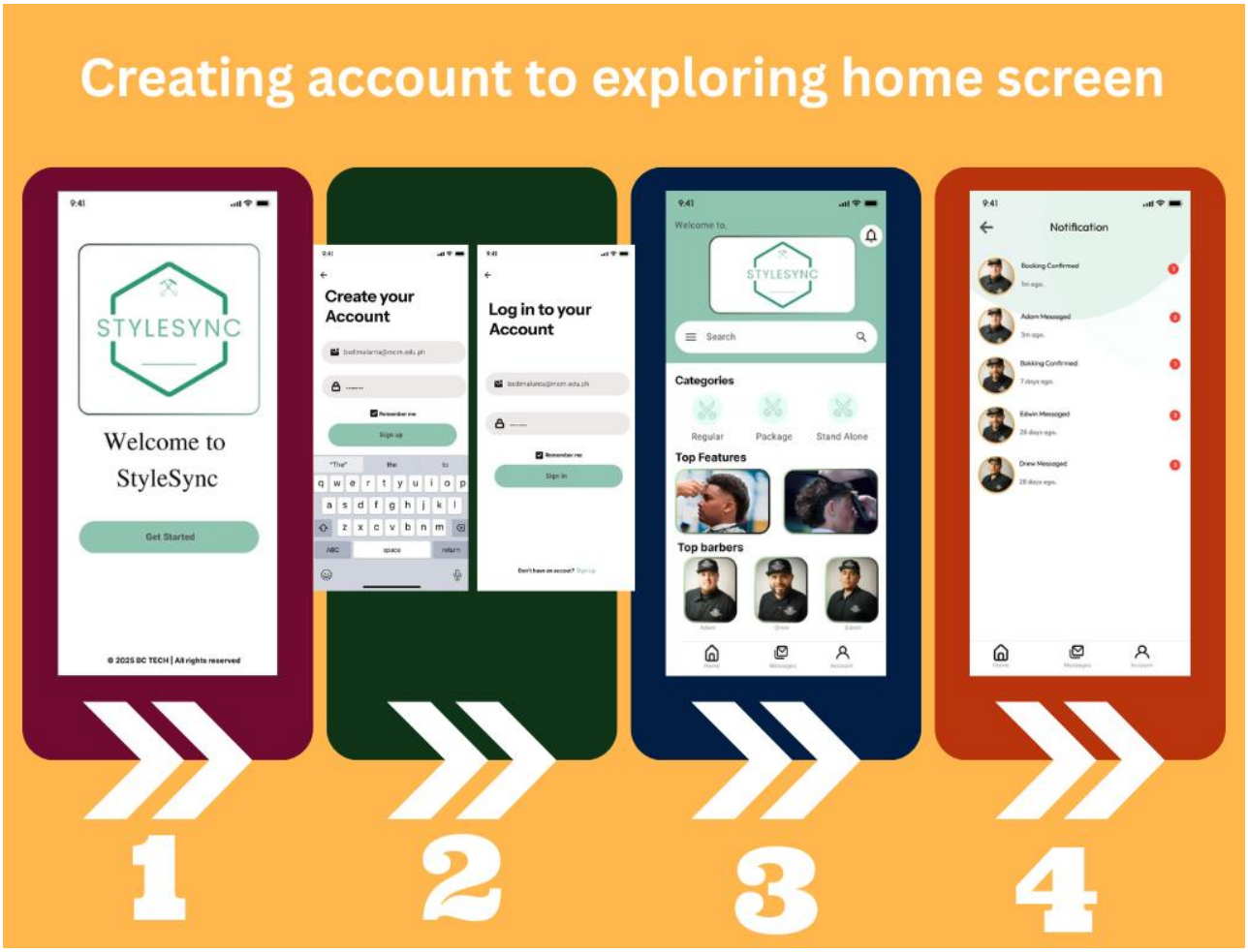


Figure 2. Entering Prototype

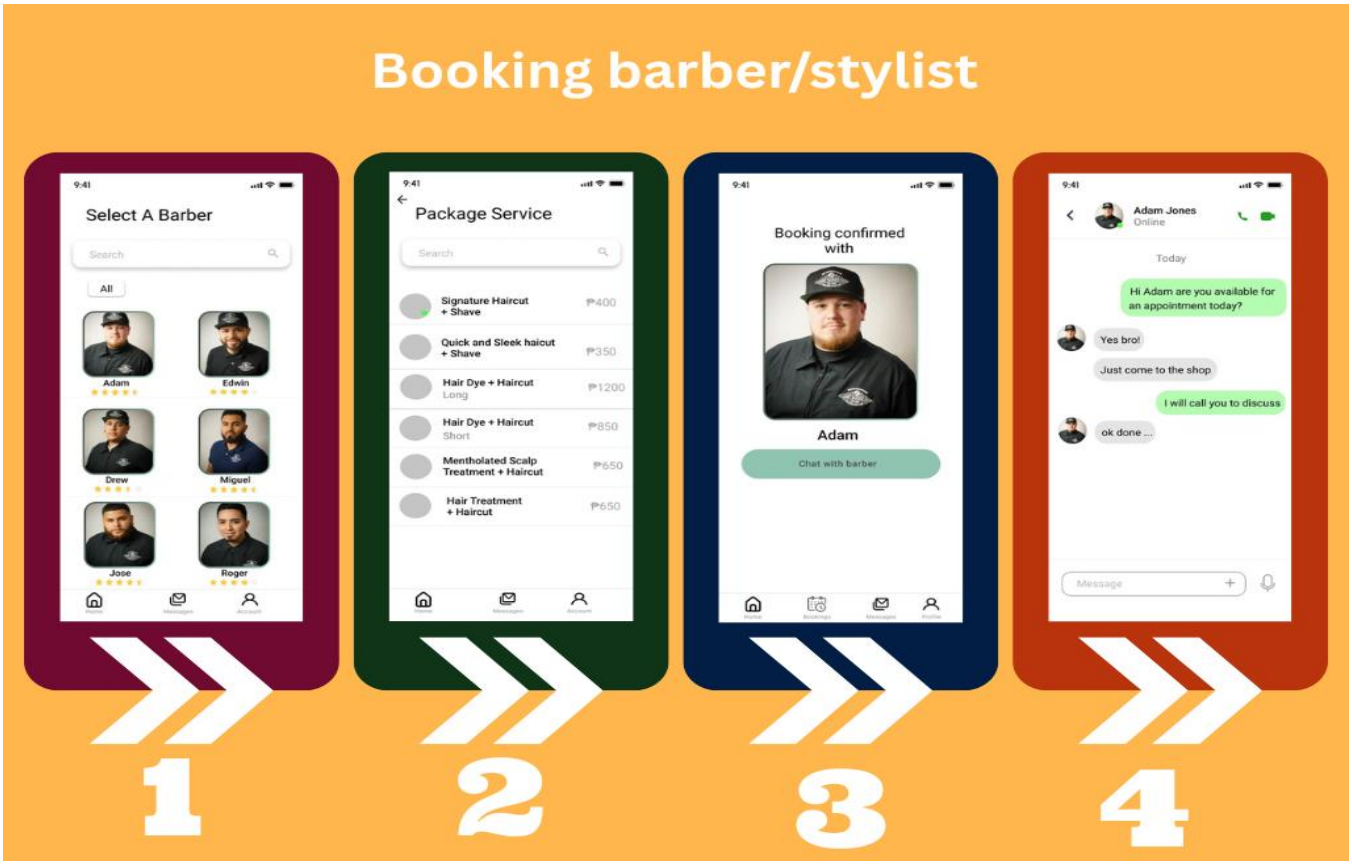


Figure 3. Booking Process

Rationale:

We chose Figma as our prototyping tool because it allows for fast, collaborative, and interactive design, which aligns well with our user-centered approach and project requirements. Its intuitive interface made it easy to create a clean and modern UI that reflects the simplicity and efficiency our users expect from StyleSync. One key advantage is that Figma supports real-time collaboration, enabling our team to work together seamlessly and receive immediate feedback. However, a limitation is that Figma prototypes are not functional apps, so we can't test backend features like real-time booking or notifications. Despite this, it's an excellent tool for evaluating usability, navigation flow, and overall design quality early in development.

Changes to the Requirements:

Over the course of development, several notable changes were made to the feature set. While the specifications for our app remains the same (OS, minimum ram, and minimum storage).

Removed Features:

N/A

Added Features:

Added in-app messaging for both client and barber/stylist side. Before when the user is done booking there will only be a phone number of the barber/stylist shown in the splash screen. We decided to implement the in-app messaging for direct and easier communication for both parties.

These adjustments reflect the team's focus on improving user experience while staying within scope and time constraints.

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.
Christian Dave Aguelo	Analyze the data collected and assess the prototype against usability principles.

Main Menu	Within 2 minutes or Below	Highly Acceptable	Successful
	Above 2 minutes	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 2. 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.

The evaluation plan ensures that **StyleSync** is not only visually appealing but also user-

centered, intuitive, and responsive to real-world needs. Each evaluation technique contributes to improving the prototype's usability and overall effectiveness:

- **Heuristic Evaluation** for expert-driven feedback on interface design
- **User Testing** to observe how real users interact with core booking features
- **Surveys** to measure user satisfaction, ease of use, and perceived usefulness

These combined methods will help refine **StyleSync** before development, ensuring it meets the expectations and needs of its target users.