Final Presentation
HCI – Assignment n.2

Design and prototyping of an application using a human-centered approach

Project Title: BeautyCare an application for management and search of beauty institutes
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Lab Class: P6

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Introduction
BeautyCare

- This is an app to advertise and search for beauty institutes

- We didn't find an app with this purpose on the market

- Application will certainly be welcomed by costumers and managers

Project Objectives
BeautyCare

Goals:

- Make sure that everyone that is looking for Beauty and skin health cares will be able to find the best offer in this business area

- Provide a show window for institutes

- Give customers a way to easily search for what they need

Expected Outcomes:

- Have a functional app that meets all main goals

- Have a suitable design

Interview
BeautyCare

Interviewee: Female with 47 years old.

Question: Do you use any kind of app to help you finding your beauty care services? If not, why?

R: No i don't use. I think there isn't that type of app available on the market, at least i can't find it.

Question: If you have that kind of app available and you start using it, what do you think it will be fundamental in the app?

R: I think that I would like to have a favourite selection area which will allow me to recover searches made in the past.

Question: To finnish, do you have any other suggestion?

R: If I can I would like to suggest the following. App should show me some new services or suggest services to us, customers. It will help us a lot in our search.

Personas
BeautyCare

Target User: Customers looking for beauty cares

Persona 1: Ana Azevedo is starting a master degree in Public Relations and arrived recently at Aveiro. With 21 years she likes to feel pretty and fresh. As a novice in Aveiro, she decided to use BeautyCare to find Beauty Institutes prepared to give her the best service in Aveiro

Target User: Shop managers that want to use the app as a publicity place

Persona 2: Rui Santos is the owner of a small beauty institute in Aveiro. He is 32 years old and has great knowledge in the area, since he has already ten years of experience. Despite good prices and service, the institute is not well known, so he is looking for new clients

Scenarios
BeautyCare

Scenario 1: Client is looking for a manicure service

Who is the user? The user is our first persona, named Ana Azevedo

Why is she using product? She is using the product because she will hangout with friends this night

What goals does she have? She wants to find a beauty institute that satisfy her desire of having manicure service with an appropriate cost

How can the user achieve their goals with the product?: She must use app's search function for services, where she can filter the given options by place (Aveiro), type (manicure) and cost
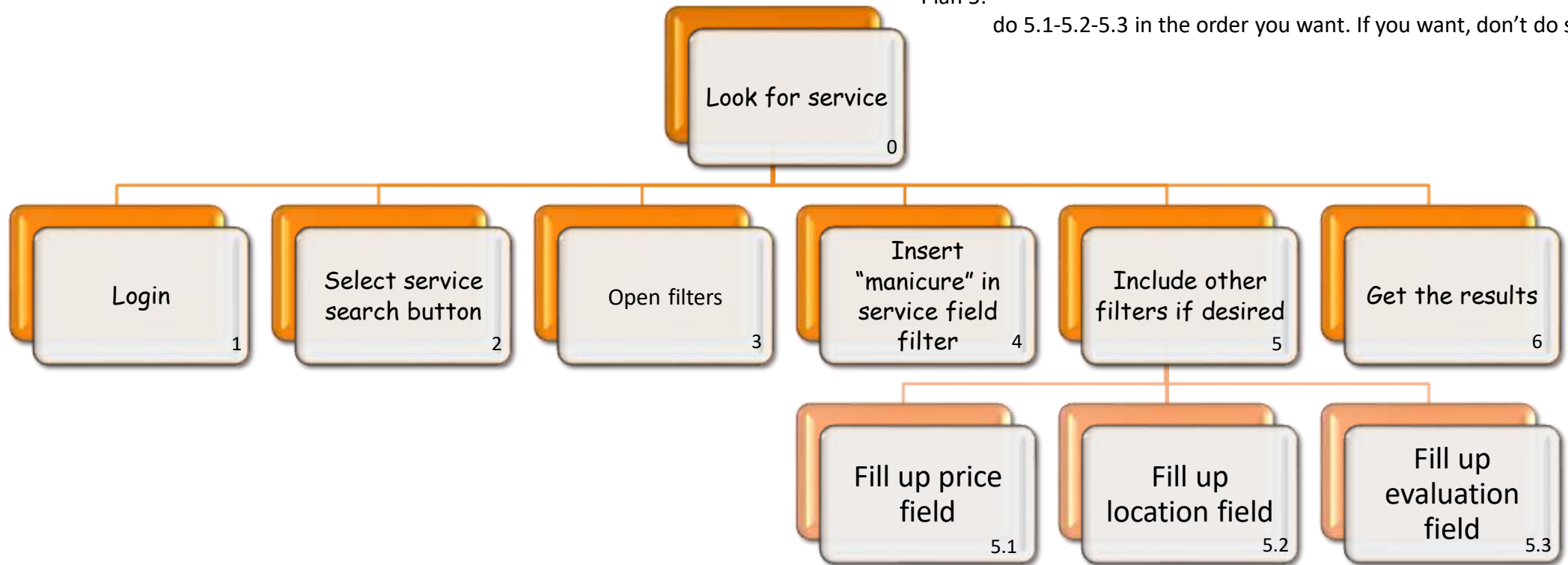
Hierarchical Task Analysis
BeautyCare

Scenario 1: Client is looking for a manicure service

Plan 0:
do 1-2-3-4-6 in that order. If you want to add addtional filters do 5

Plan 5:
do 5.1-5.2-5.3 in the order you want. If you want, don't do some of them

Scenarios
BeautyCare

Scenario 2: Institute owner wants to insert his shop in the app

Who is the user? The user is our second persona, named Rui Santos

Why is he using product? He is using the product because his institute is not reaching the amount of people he desire

What goals does he have? He is looking to increase institute visibility and to collect new clients

How can the user achieve their goals with the product?: He must use app's designated space to insert his shop with information required. After that, shop services will appear in clients search operations

Hierarchical Task Analysis
BeautyCare

Scenario 2: Institute owner wants to insert his shop
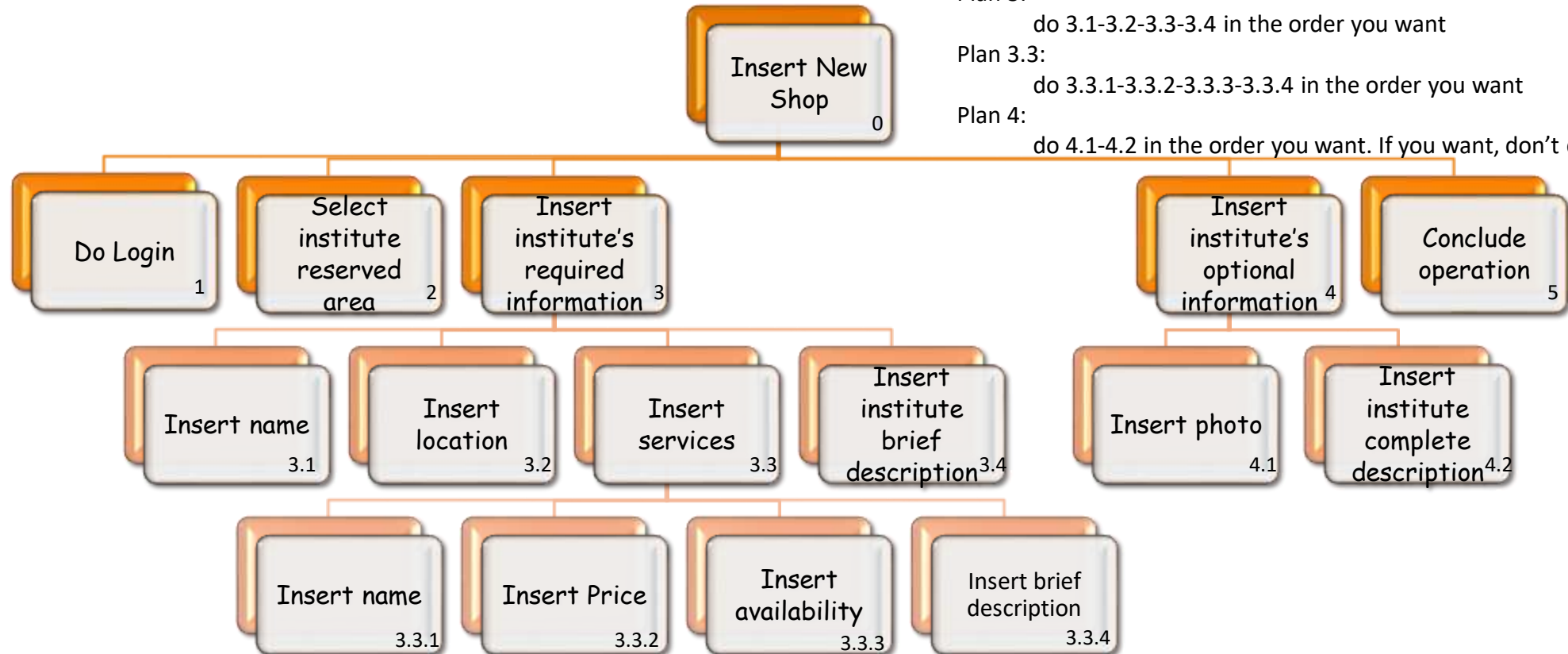
Plan 0:
    do 1-2-3-5 in that order. If you want to add addtional info do 4

Plan 3:
    do 3.1-3.2-3.3-3.4 in the order you want

Plan 3.3:
    do 3.3.1-3.3.2-3.3.3-3.3.4 in the order you want

Plan 4:
    do 4.1-4.2 in the order you want. If you want, don't do some of them.

Functional Requirements
BeautyCare

1. Allow the client to carry out an advanced search of Beauty Institutes

2. Let the Beauty Institutes owners create, modify and delete services, and allow them to put important information on their profiles

3. Give to client the possibility to schedule a service at a Beauty Institute in the app

4. Provide customer the chance to change/cancel the scheduled service

5. Enable the client to evaluate the Beauty Institute

Non-Functional Requirements
BeautyCare

Availability

- Application must be available all the time, except when in maintenance service

Regulatory

- Application must comply with "Terms and Conditions" document

Usability

- Application must be open access for different devices
- The software should be portable. So moving from one OS to other OS does not create any problem.

Capacity

- The app should be able to handle a high amount of simultaneous users
- Should also be able to store the data related to those users.

Security and Privacy

- Users information should be confidential
- Passwords shall never be viewable at the point of entry or at any other time.

Maintenance

- Updating the application should be automatic
- The system shall not be shut down for maintenance more than once in a 24-hour period.
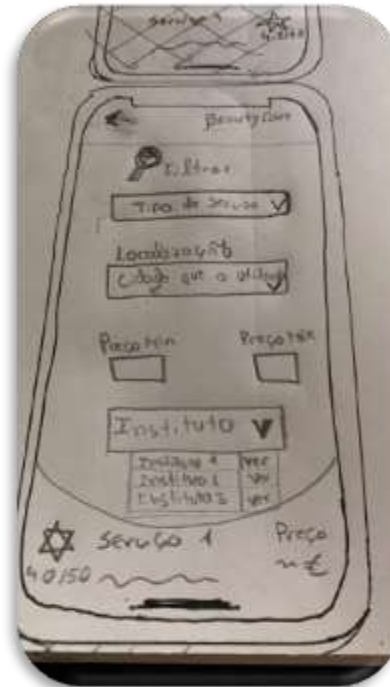
Low Fidelity Prototype
BeautyCare

- Paper Prototype -> easier to change, low cost

Main Features:

1.Search for service supported with filter function

2. Institute registration

LFP User Evaluation
BeautyCare

Method:

- We performed 4 usability tests on people between 21-52 years old (3 females)

- Observer had a guide that specified how to drive the test

- Participant also had a guide with tasks to do and fields to fill

Main aspects evaluated:

- Services/Institutes area. Will it be easy to know how to search for booth of them?

- Institute registration and management. Intuitiveness of adding new service/institute.

Main Results:

- Addition of possibility to consult reserves made on owner's side

- Addition of possibility to change personal information on owner's side

- Separation of services and institutes in differents areas

Plataform Used For Functional Prototype
BeautyCare

Tools used:

- Visual Studio

- WPF/Visual C#

- MaterialDesignThemes (3.1.1) Package
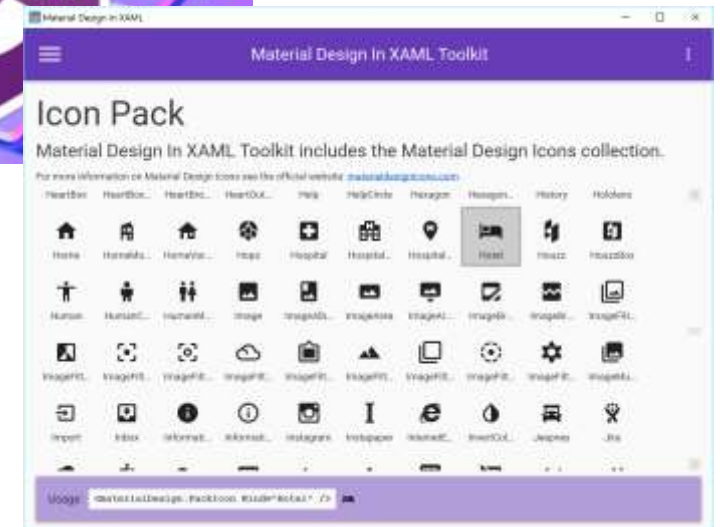
User Evaluation of the Functional Prototype
BeautyCare

Method:

- We performed 6 usability tests on people between 16-52 years old (4 females and 2 males)

- Observer had a guide that specified how to drive the test

- Participant also had a guide with tasks to do and fields to fill

Main aspects evaluated:

- Intuitiveness of the app in general, if all the tasks were easy to complete

- Discover bugs and problems, as well as getting new ideas for future work

Main Results:

- Small bugs fixes for exemple, it was necessary to double click on password box

- New ideas for future work that will be discussed in next slides

Demo
BeautyCare

Future Work
BeautyCare

Suggestions:

- Fix images problem

- Add Feedback/Comments area within services/institutes

- Develop a completer fields verification on institute area

- Develop mouseover events which will make app more intuitive

- Rebook reservation whithout having to delete them

- Notify clients when services/institutes are removed

Effort of each group member:

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