



Beauty Concierge

The service without the struggle.



Hello!

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THE PROBLEM:

Users needs a way to minimize the miscommunication between customers and beauty service providers.

THE SOLUTION:

Beauty Concierge is an app that streamlines the beauty service provider discovery, planning and booking.

MY ROLE:

UX Designer

TOOLS:

Miro, Figma, InVision, G Suite, Qualtrics

1

User Research

Methodology

Our research plan consists of:

- A **Proto- Persona**
- A quantitative online **survey** created on Qualtrics with 22 responses in four days
- Five **qualitative user interviews** with individuals who fit the target proto-personas
- **Affinity diagrams** to aid in organizing the interview data assembled
- **An empathy map** to gain a deeper understanding of our users likes and dislikes
- A finalized **user persona** based on interview data

Proto Persona

We started our User Research process by exploring the idea of who we **think** our user is.

Katie Brown



Behavioural Demographics

- 28 years old
- Lives in North York, ON
- Single
- Head Bartender at Cactus Club
- Likes watching Youtube videos - Beauty Videos/Tutorials
- Spends a lot of time on Instagram
- Enjoys trying new restaurants
- Likes reading magazines

Goals and Needs

- To keep up with beauty trends
- To find services that align with her busy schedule
- Looking for a new beauty service provider
- To keep up her appearance for her job which depends on tips
- Looking good helps with her self confidence, makes her feel good

Pain Points and Potential Solutions

- Sometimes service provider do not respect appointment times
- A promise from providers to honour the schedule
- There isn't transparency in products used in services
- There isn't transparency in prices
- When regular service provider goes on vacation, needs to find a new one

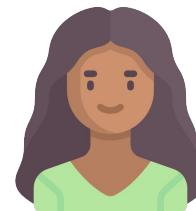
User Interview Plan

We wanted to collect **qualitative data** on **how people find and decide on beauty service providers**. We gathered this information by interviewing **5 participants** between the ages 23-30 who use beauty services regularly. Through our interviews we discovered that **people commonly find new BSPs via social networks or word of mouth**, and an **opportunity to make finding self-employed BSPs in the area effortless and reliable**.



Jasreen

"I need to know that I am in trusted, professional hands. It's important to me to stay within budget and not get overcharged"



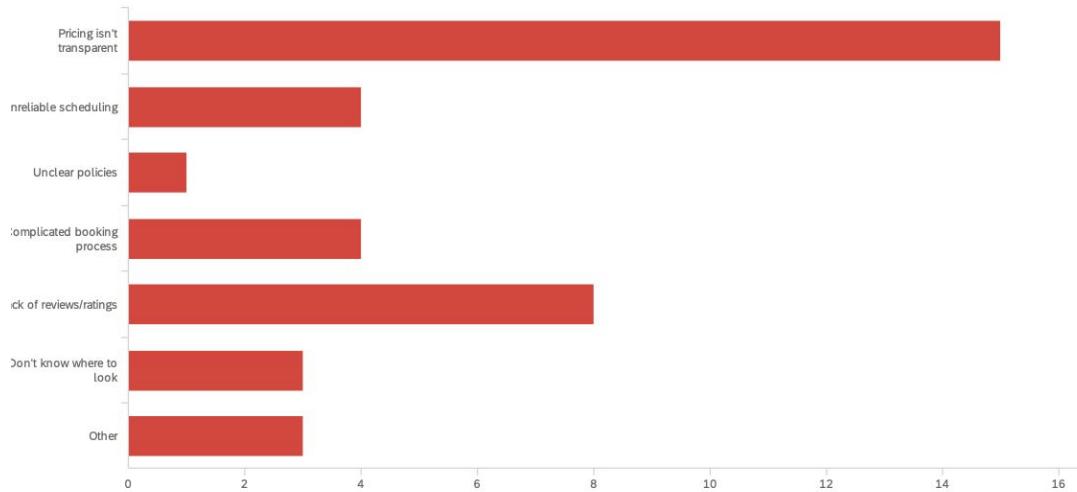
Justine

"Whenever I look for a new BSP I like to see his past work, which is not always possible. I have uncommon requests so I prefer to discuss them with BSPs beforehand."

Survey Data

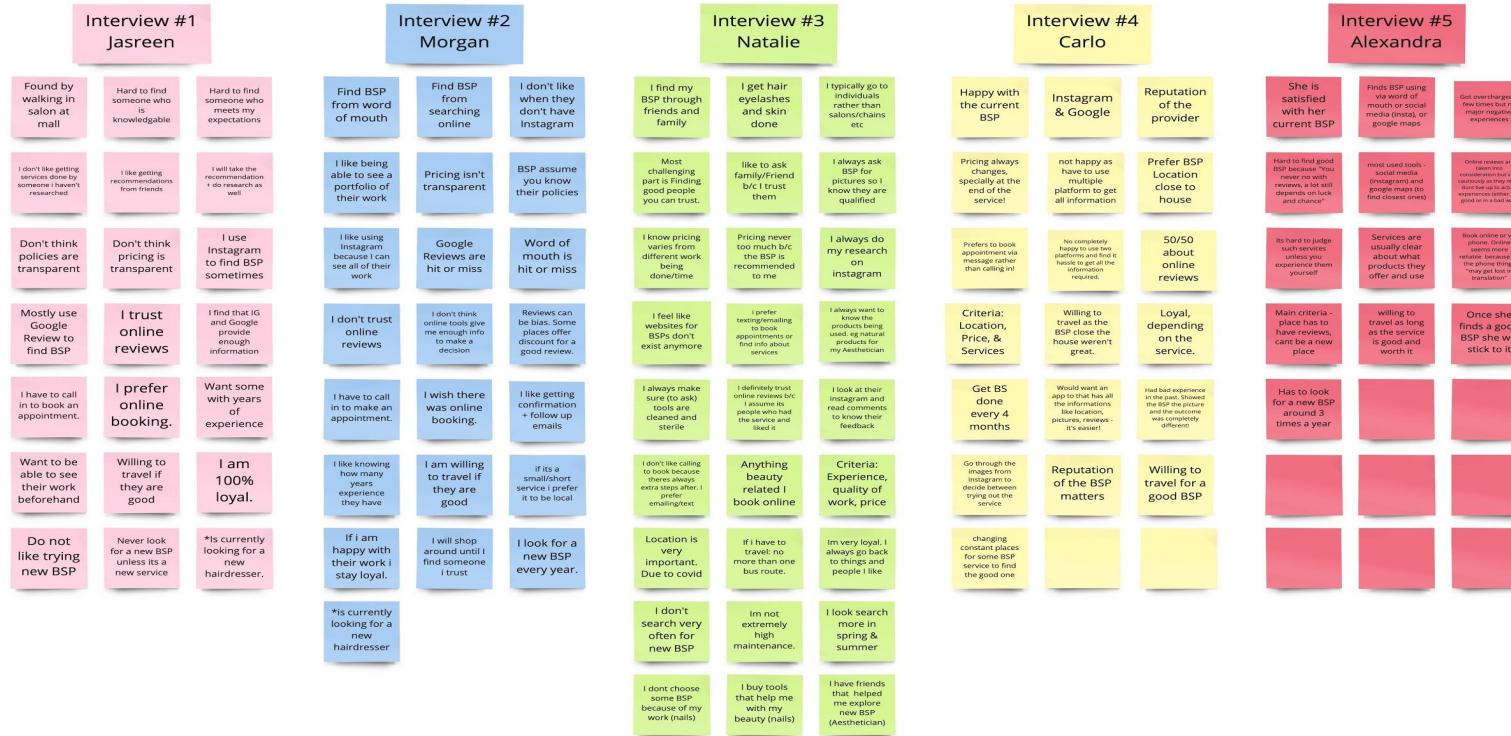
An interesting find was that nearly 40% of our survey participants found pricing not being transparent to be one of the most challenging things they face when looking for beauty service providers.

Q9 - What are the challenges you face when looking for beauty service providers?



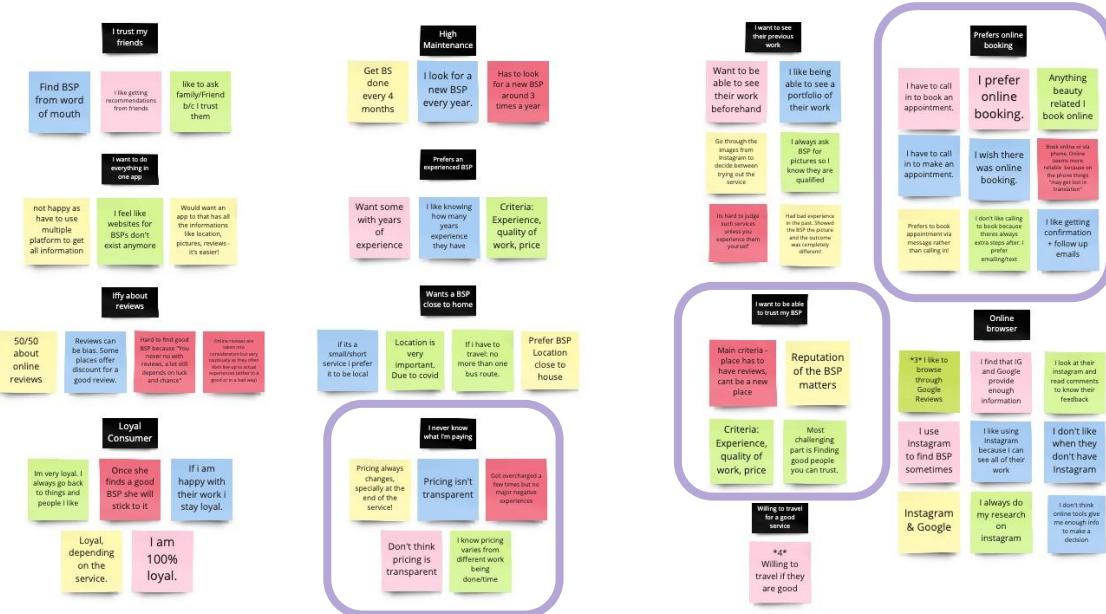
Affinity Diagram Process

In order to organize all of our interview data, we created an affinity diagram to help us **visually assess our interview insights.**



Affinity Diagram Process

We then organized and analyzed the interview data to see if there were any natural relationships. From here we were able to begin to **draw conclusions about our user.**



User Persona

Using all of the information we gathered during our user research, we **defined** our user.



About

Katie is a 28 year old Head Bartender who lives with her roommates in North York. Her job definitely keeps her busy but in her down time she spends a lot of time on Instagram and YouTube keeping up with the latest beauty trends. She's currently obsessed with curtain bangs and Fenty Beauty. She loves going out with her friends to bars and clubs. She enjoys going on dates and meeting new people.

Katie Brown

"Look good, feel better"

Demographics

Age: 28 years old

Location: North York, ON

Job: Head Bartender at the Cactus Club

Relationship status: Single

Behavior

- Hardworking, works long hours
- Spends a lot of time on social media, (Instagram and YouTube)
- Likes to pamper herself - hair appointments, nails, lashes, facials
- Goes out to restaurants with her friends
- Actively dating - uses Tinder
- Goes to Hot Yoga
- Is financially stable

Goals

- Wants a platform in which she can browse, review and book all of her services in one.
- Wants a platform that has all of her appointment details in one place
- Keep up her appearance because it gets her better tips at work
- Finding a trustworthy beauty service provider
- To save time and stay organized.

Preferences

- Prefers doing all of her booking online
- Prefers to have all of her appointments/info in one place.
- Prefers to have an experienced beauty service provider.
- Prefers to see their work/portfolio before booking.
- Prefers upfront pricing.

Personality

- Outgoing
- Social
- Kind
- Free-spirited
- Self-loving
- Organized

Favourite Brands



Pain Points

- Some providers don't meet her expectations
- Some providers don't stick to appointment times
- Pricing is never transparent
- Hate having to search through multiple platforms to find what I'm looking for.

User Persona



Katie Brown

- 28 years old
- Lives in North York, ON with roommates
- Works at Cactus Club as Head Bartender
- Actively dating
- Likes to pamper herself.

Goals

- Wants a platform in which she can browse, review and book all of her services in one.
- Wants to find a trustworthy beauty service provider
- Wants a platform that has all of her appointment details in one place

Frustrations

- Hate having to search through multiple platforms to find what she's looking for.
- Pricing is never transparent
- Some providers don't meet her expectations

2

Definition and Ideation

User Insight Statement

Katie is a 28 year old Head Bartender at the Cactus Club. When Katie is not working she likes to go out to restaurants and bars with her friends. Even though Katie has a busy lifestyle, she makes sure to make time to pamper herself and keep up with the latest beauty trends. **Katie loves to get beauty services done but hates how difficult and time consuming it is to find a trustworthy service provider.**

During user interviews **we found that the majority of our interviewees wanted to be able to search, review and book their beauty services all in one application.**

Therefore, **we believe that users want a platform that allows them to browse and communicate with beauty service providers to minimize miscommunication between both parties.** We might be able to help if we provide a way to connect customers with beauty service providers.

We might do this by creating a platform that features independent beauty service providers and allows for reviewing and booking. Doing this will allow Katie to use one app for all of her beauty service needs thus giving her more free time so she can spend it with friends.

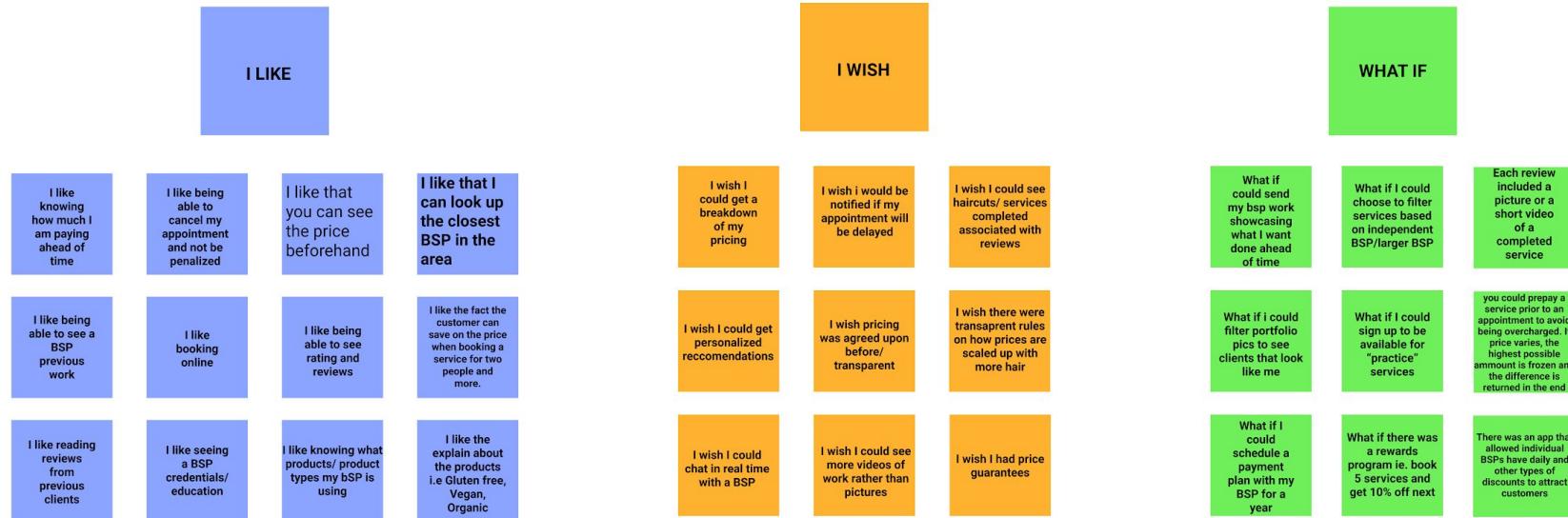
Problem Statement

How might we build Beauty Concierge so that our users can seamlessly browse, review and book all of their beauty services in an efficient manner.

Beauty Concierge was designed to streamline beauty service discovery, planning and booking. We have observed that consumers do not have a one-stop destination to obtain information, view previous work, and book services near them. This results in a time-consuming, frustrating experience for the user.

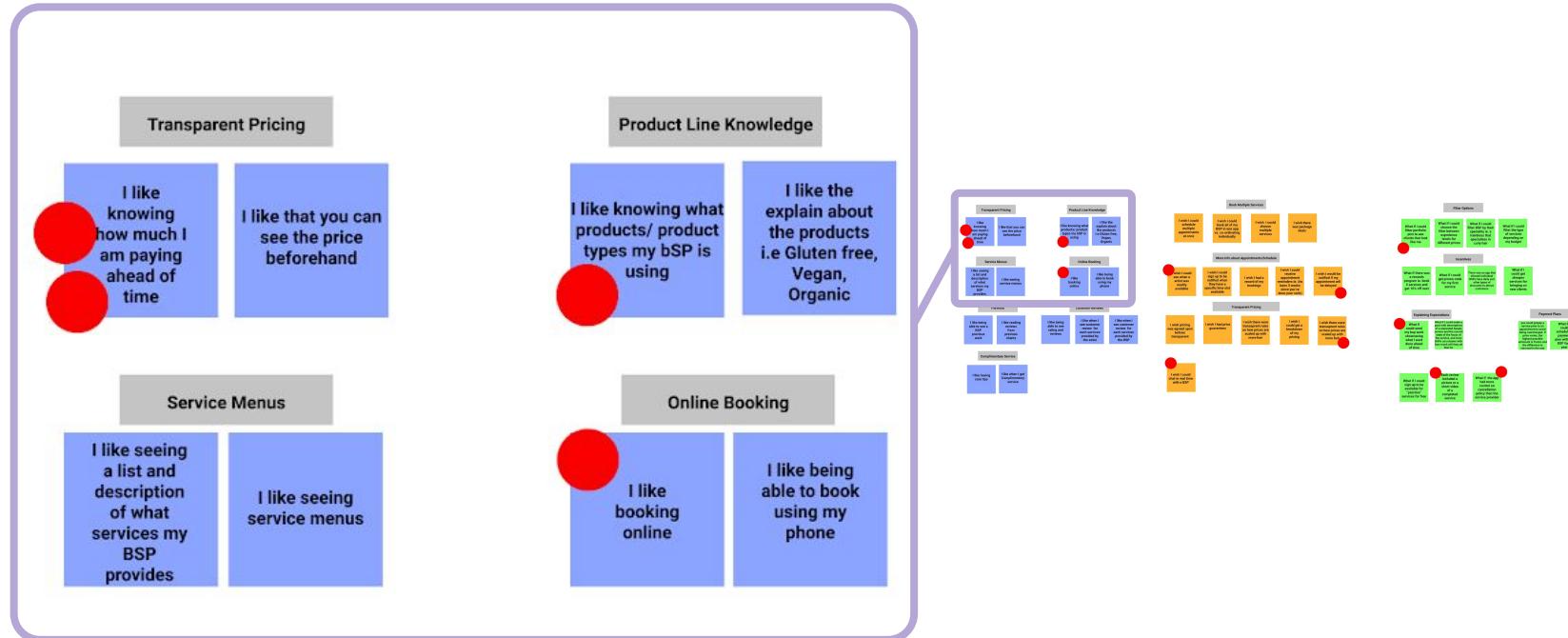
I like, I wish, What if

To kick off **brainstorming** we used the I like, I wish, What if method **for Beauty Concierge**.



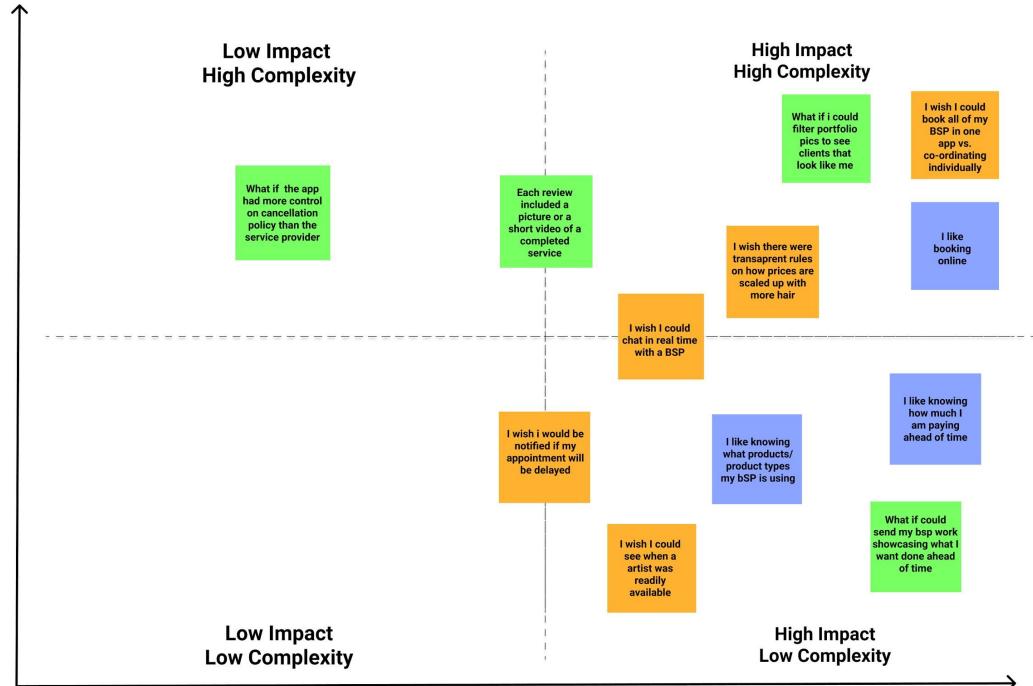
I like, I wish, What if - Voting

When voting on the data the main contenders included knowing how much to pay ahead of time as well as booking online.



Feature Prioritization Matrix

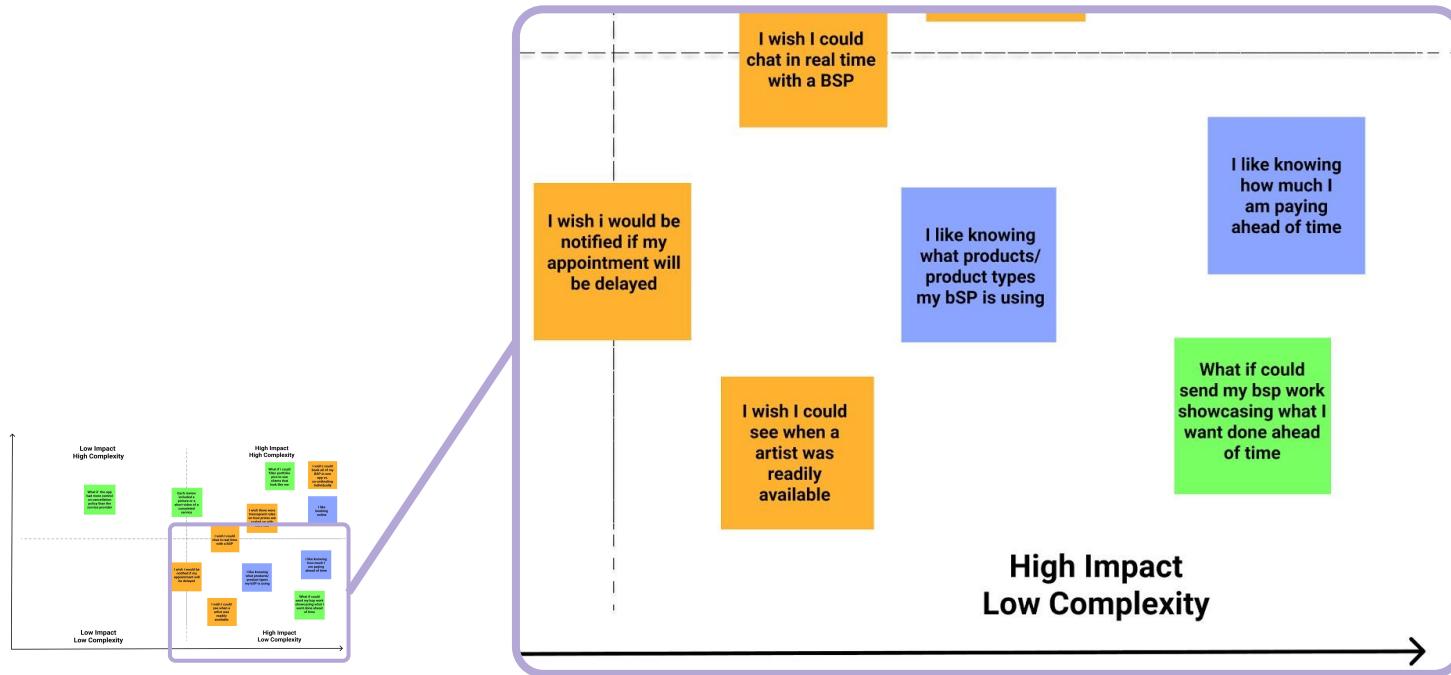
With the user and business needs in mind, we sorted the brainstorming ideas by impact and complexity to reveal which features Beauty Concierge should prioritize first.



Feature Prioritization Matrix

Feature Prioritization Matrix

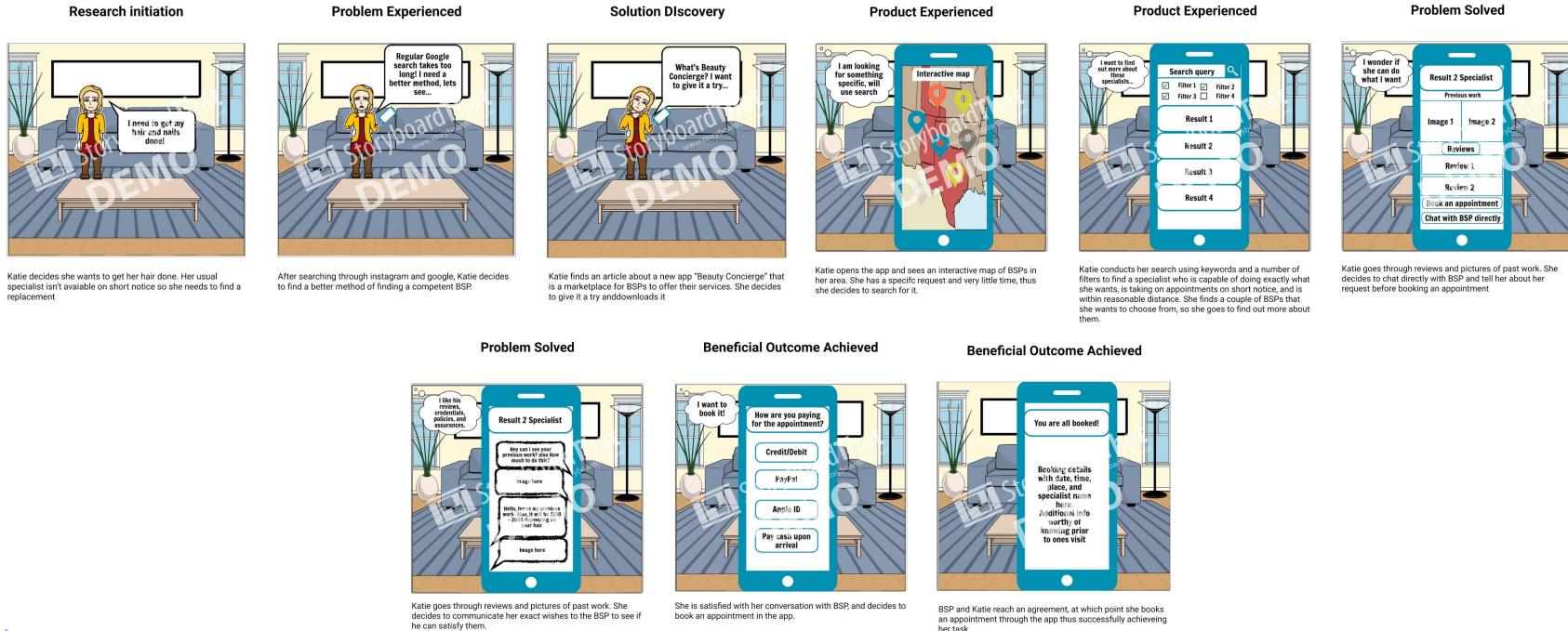
With the user and business needs in mind, We sorted the brainstorming ideas by impact and complexity to reveal which features Beauty Concierge should prioritize first.



Feature Prioritization Matrix

Storyboard

We created a storyboard to **visualize the story** of how a user will interact with and experience **Beauty Concierge**.



User Journey



User Name

Katie Brown

Age

28 years old

Occupation

Head Bartender at
Cactus Club

Location

North York, ON

User Motivations

Katie has been very busy as of late. She is working long hours at the bar and tries to go out to restaurants with her friends during her spare time. She is in dire need of some "me" time. Katie decides she wants to treat herself to a new hairstyle and new nails.

The Experience

Initiation

- 1 Katie decides she wants to get her hair and nails done and begins her research on Instagram and Google

- 2 Katie realizes that it's time consuming process to search and canvas through a plethora of providers across Instagram and Google.

Discovery

- 3 Katie searches Google to see if there is a way to search through providers and book with them all in one place.

- 4 Katie comes across an article that features Beauty Conceirge, the app that streamlines beauty service discovery, planning and booking.

- 5 Katie downloads Beauty Conceirge and starts exploring the features.

Experience

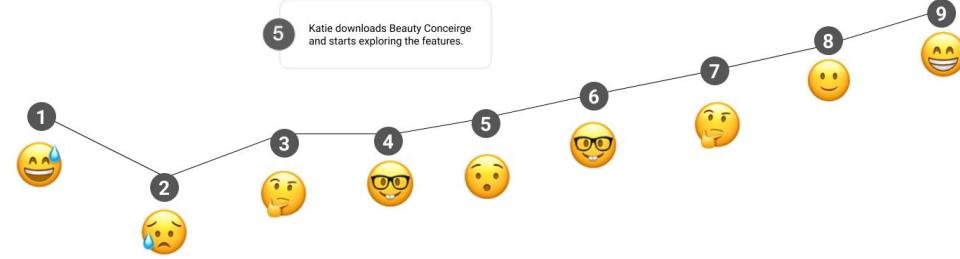
- 6 Katie applies filters and searches for a hair stylist and nail tech that fits her wants and needs.

- 7 She goes through pictures of previous work and chooses a hair stylist and nail tech to chat with and discuss what she wants done.

Achievement

- 8 The hair stylist, nail tech and Katie are all aligned on the services and expectations she has.

- 9 Katie books her hair and nail appointment through the app!



Opportunities

- Katie's first choice is to search the platforms that she normally uses. We'll have to make sure that people know about our app.

- We could provide incentives to beauty service providers to make them want to put their business on our app.

- Make sure that user's are educated on all of the unique features of our app.

- Don't just have generic filters, really dig deep and figure out what people look for in regards to beauty service providers.

- App should have all appointment details in one place for easy access.

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Paper Prototyping and Testing

Competitor Analysis

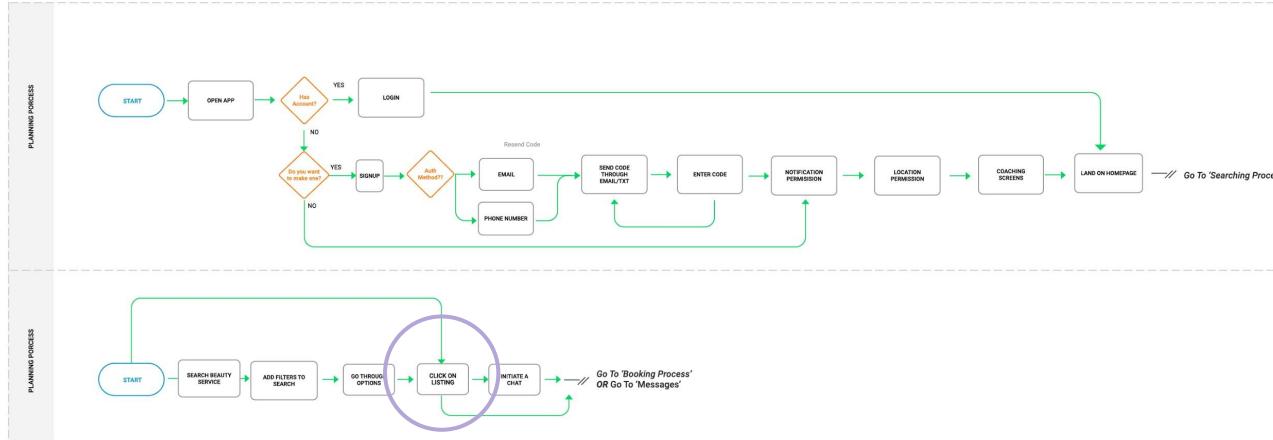
	Feature Analysis	Competitive Advantage	Weaknesses	Customer Reviews
DIRECT COMPETITORS				
Style Seat	<ul style="list-style-type: none"> - StyleSeat is a web-based platform for independent beauty professionals. It allows you to book beauty and wellness service providers. - Provides services for Men and Women. - Has all beauty service needs under one roof. - Can contact the service provider via call & message. 	<ul style="list-style-type: none"> - Has information on services providers, type of services, online booking (including check availability or available date and time), pricing, reviews, distance from your location, and their portfolio. - Provides feedback on each service. - Can shop for salon products. - Cashless Payments 	<ul style="list-style-type: none"> - Can't find Cancellation Policy for all service providers. - Pros can choose to charge your card if you skip the appointment or cancel within 24 hours of the appointment start time. - The app does not have the power to set up or enforce any policy for a professional. - The app has no authority to issue any refunds on behalf of these professionals - Options to add add-ons and additional services instead of the service provider having to create a different package for each option. - Booking Fee \$1 to cover the operational costs of providing a smooth booking experience. This will require a credit/debit card to be added at the time of booking. 	<ul style="list-style-type: none"> - App is very user-friendly as well as efficient and functional website. - Great way to look up stylists in new areas. I like how you can search different location for stylists and hairstyle types. - Customer get friendly emails if they haven't booked with their stylist in a while- Follow up - Ability to view the hairdresser availability and schedule the appointments.
Stylu	<ul style="list-style-type: none"> -STYLU is an app-based company that delivers professional hair and makeup services directly to your home, office hotel, etc. - They provide services for women (Up do's, blow out, make up and bridal hair and make up.) - Offers Chat with STYLU via messenger - Online Payment options - Appointment scheduling with multiple services and clients 	<ul style="list-style-type: none"> - Convenient for last minute booking and showcases a wide variety of services for individuals and groups. - Cashless payment options - Travels to your location 	<ul style="list-style-type: none"> - No way to choose specific service technicians - Constantly offers \$10 promo code on page refresh - No way to review/view previous work or latest trends - Only methods of contact seem to be email & automated chat - Chat is automated with only three choices for getting answers. - App can only book one service at a time but website has no restrictions on services selected on payout details. 	<ul style="list-style-type: none"> - Management is amazing, work with the best artists - Professionalism, go above and beyond to make sure your need are met - Convenient for last minute booking - negative issue with payment and being charged twice.

Competitor Analysis

	Feature Analysis	Competitive Advantage	Weaknesses	Customer Reviews
INDIRECT COMPETITORS				
My Beauty Crew	<ul style="list-style-type: none"> - My Beauty Crew offers premium mobile hair and makeup services directly to door - They provide services for women (Up do's, blow out, make up and bridal hair and make up, and lessons) - Ability to book appointments with specific artists 	<ul style="list-style-type: none"> - Has information on services providers, type of services, online booking (including check availability or available date and time), pricing, reviews, and a description of the artist. - Offers in-person visits - Award winning and media recognized 	<ul style="list-style-type: none"> - No mobile app - Design is not user friendly between mobile and desktop - Does not accept online payment, debit cards payment. 	Lacking a lot of reviews but those found online claimed to have loved the service.
Spraii	<ul style="list-style-type: none"> - Spraii is a Mobile Spray Tan and Teeth Whitening service provider. - Offer their service at your home, office, hotel, wherever and bring everything that needs to give the perfect glow. - Sells custom products. - A \$3 COVID19 safety fee is charged with each appointment to help the customer and the artist safe and healthy during the service. 	<ul style="list-style-type: none"> - Has Classic and Express Option - When you book with your BFF, you save on the price. - Provides pricing. - Ability to book artist depending on the region - Video of the service provided and how it is provided. - Information on Care Tips. 	<ul style="list-style-type: none"> - Limited location ie North York, Toronto & Etobicoke. - 48 hours cancelled policy. - Air conditioning must be on for entire duration, if not the customer has to inform the service provider when booking. - No app available 	Overall positive customer feedback. <ul style="list-style-type: none"> - knowledgeable and professional. - You can pay in USD or CAD. - Elegant Layout of the website and branded well.

User Flow Iteration #1

Now that we understood the strengths and weaknesses of Beauty Concierge's competitors, we could map out **how users will interact with the app and try to identify any pain points they may experience.**



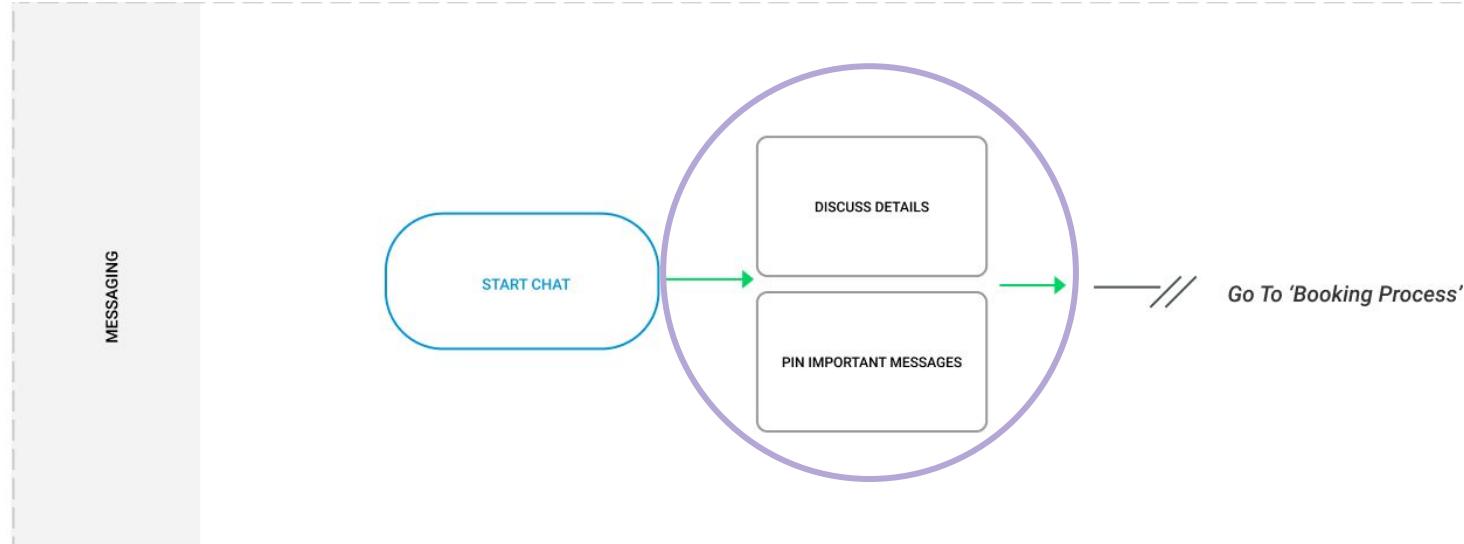
For our first user flow, we focused our attention on getting the user to the chat feature. We wanted to ensure that the chat feature was easily identifiable taking **less than 3 minutes long to reach with minimal effort from the user.**

It was important to us to have the *coaching screens* after sign up because we wanted to increase user retention. Our goal was to guide them to our main feature which was the chat feature and widget. We did this by allowing for **multiple ways** to get to the listing page where the chat feature was located.

3

User Flow Iteration #2

Once on the listing page, it was important for our user to know how to initiate a chat because it allowed for our user to gain more information on the services they require and also book their appointment



3

User Flow Iteration #2

Once on the listing page, it was important for our user to know how to initiate a chat because it allowed for our user to gain more information on the services they require and also book their appointment

During usability testing, we discovered that users were getting confused by some of the chat's features.



This problem was solved with a coaching screen that would explain features that could be confusing.

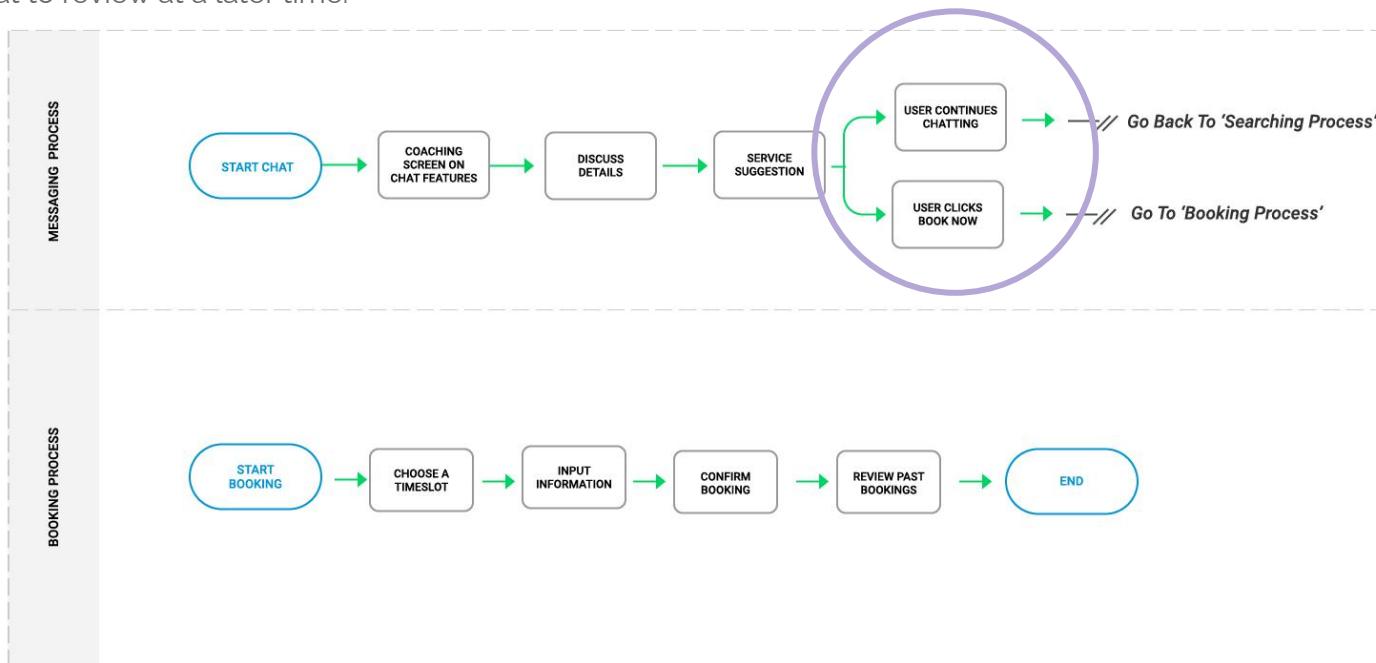


Full User Flow Iteration #2

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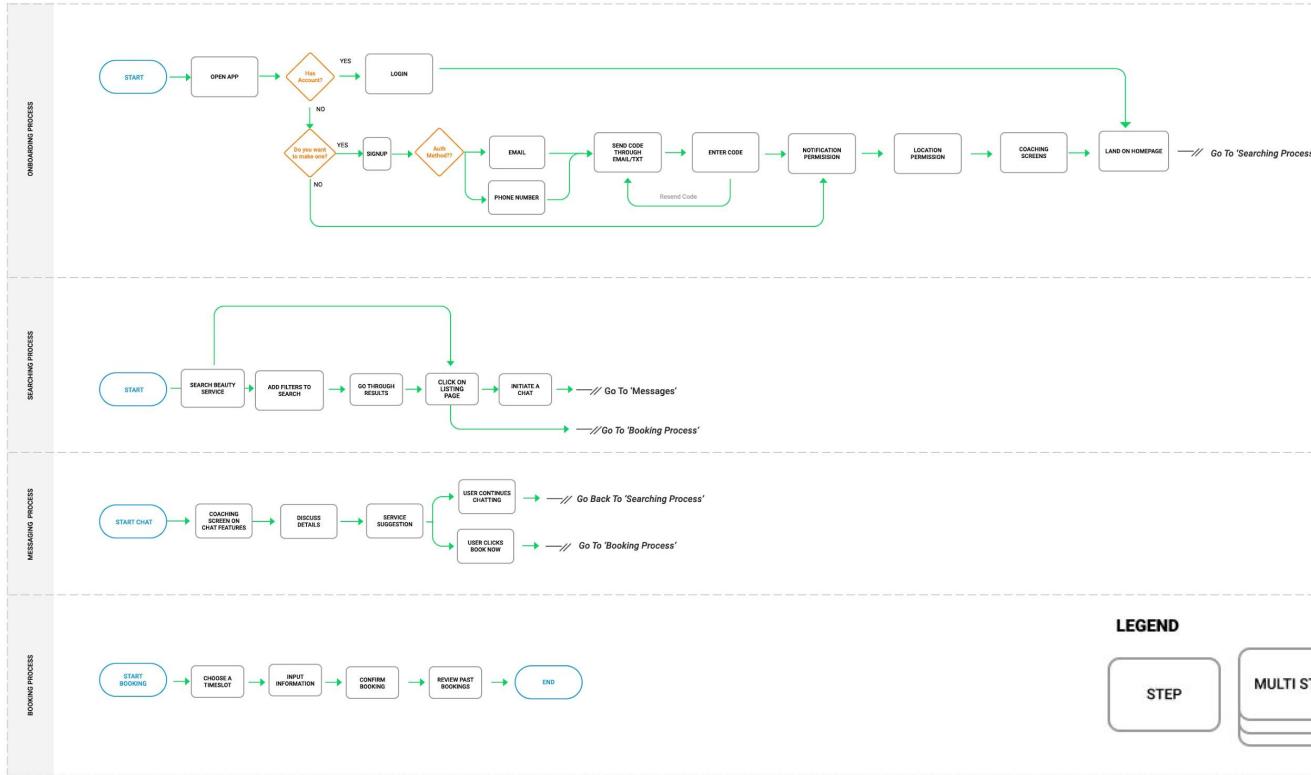
User Flow Iteration #3

Our user flow iterations managed to serve more features to our app. We were able to create a user flow that gave the user choice. The choice to either continue with their booking process or save what they discussed in the chat to review at a later time.



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User Flow Iteration #3

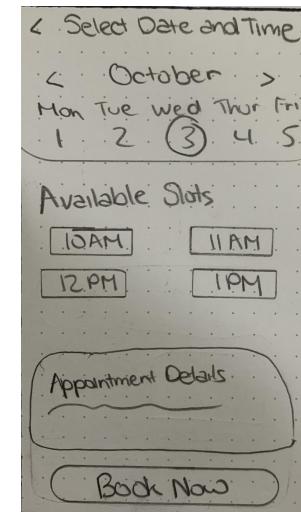
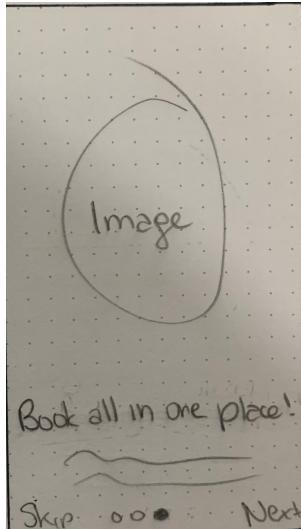
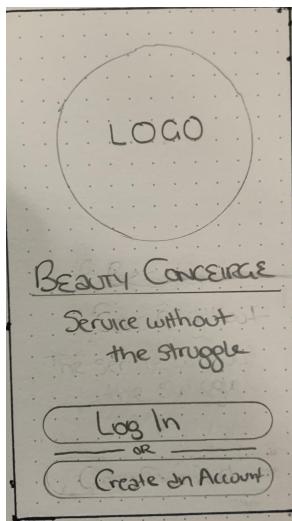


Full User Flow Iteration #3

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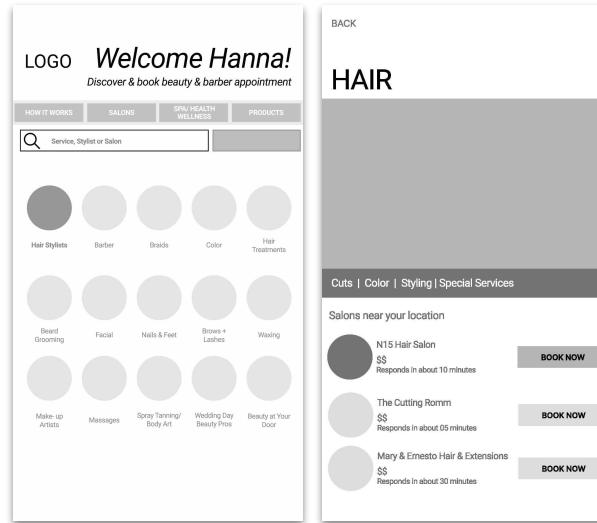
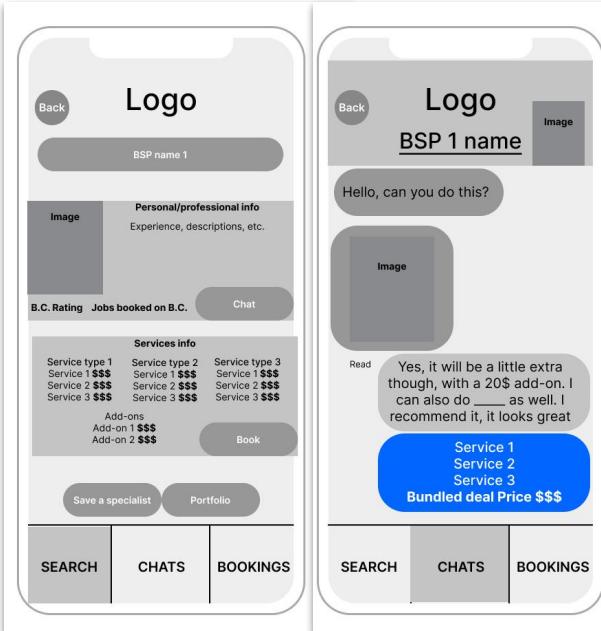
Paper Wireframes

Using the revised user flow, we created paper wireframes that follow a clean, minimalist interface. Our user wants a hassle-free, easy beauty service planning experience, so it was important that the interface reflected that. This process helped us to understand and brainstorm more ideas before we build the Low-fi Wireframes.



3

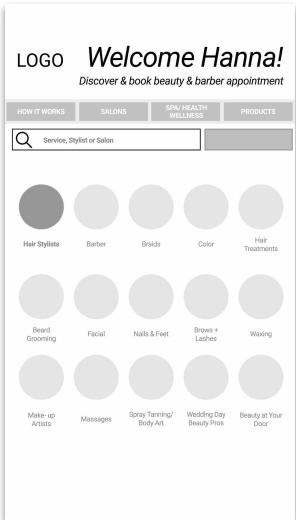
Digital Wireframes



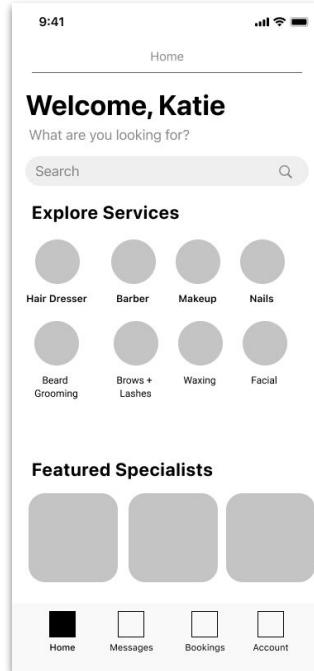
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Digital Wireframes Iteration #1

Before



After



← Status Bar

← Navigation Bar

← iOS Style Fonts

← Cards

← Bottom Navigation Bar

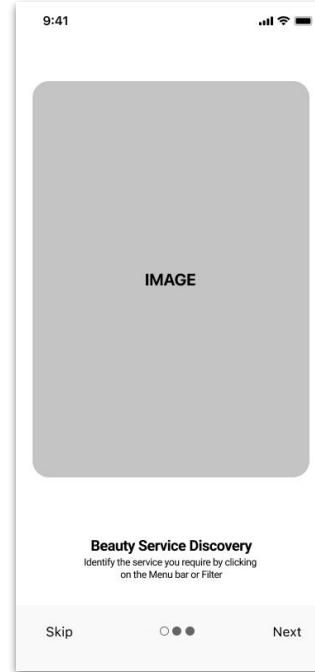
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Digital Wireframes Iteration #2

Before



After



← Detailed information on onboarding

← Skip on swipe indicators

3

Lo-fi Wireframes

When creating the lo-fi wireframes we made sure to include the coaching screens with greater detail that highlighted features like finding a beauty service provider, chat option to get the price for a service, and the ability to book online.

9:41

9:41

9:41

9:41

9:41

Home

Welcome, Katie

What are you looking for?

Search

Explore Services

Balayage Highlights Full Colour Grey Coverage

Root Touchup \$100

Full Colour \$200

Balayage \$300

Highlights \$350

Beard Grooming Brows + Lashes Waxing Facial

Featured Specialists

Beauty Service Discovery

Identify the service you require by clicking on the Menu bar or Filter

Skip Next

Home Messages Bookings Account

Alyssa Edwards

Services

Hi, are you able to perform this service?

Image

Messages

Alyssa Edwards

Hi, are you able to perform this service?

Image

Reviews

Chat with me! Book now!

June 2020

SUN MON TUE WED THU FRI SAT

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7 8 9 10 11 12 13

14 15 16 17 18 19 20

21 22 23 24 25 26 27

28 29 30

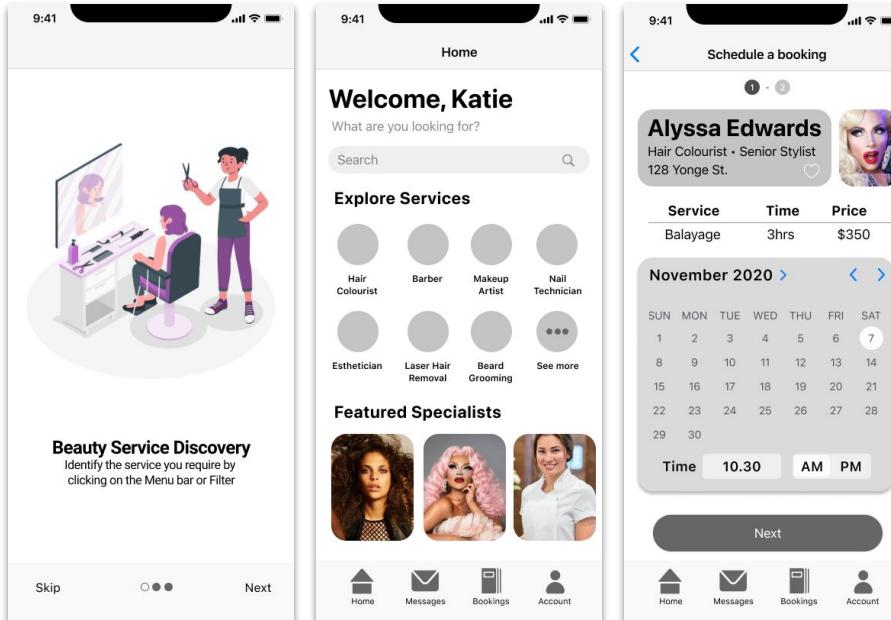
Time 09:41 AM PM

Book now!

Home Messages Bookings Account

Mid-fi Wireframes

Based on the feedback received from our users, we modified some of the features in the interface such as the "See more" option on the Homepage, add more options on the listing page like offers, link to their website and reviews with images.



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Testing and Iteration

User Testing Plan

Having finished the prototype it was time to put it to the test. We created a User Testing Plan to help us **discover any pain points in the application**. We tested the first prototype on 5 participants ages 23-34 who were looking for new beauty service providers.

Objective

1. Can users find a beauty service specialist quick and efficiently
2. Can users initiate a chat with their preferred beauty service specialist
3. Can users book an appointment using the in app widget
4. Can users review their recently booked appointments

Tasks

- 1: Set up an account
- 2: Find and locate Beauty service provider from the dashboard
- 3: Initiate a chat and inquire about services
- 4: Book your appointment
5. Review Bookings

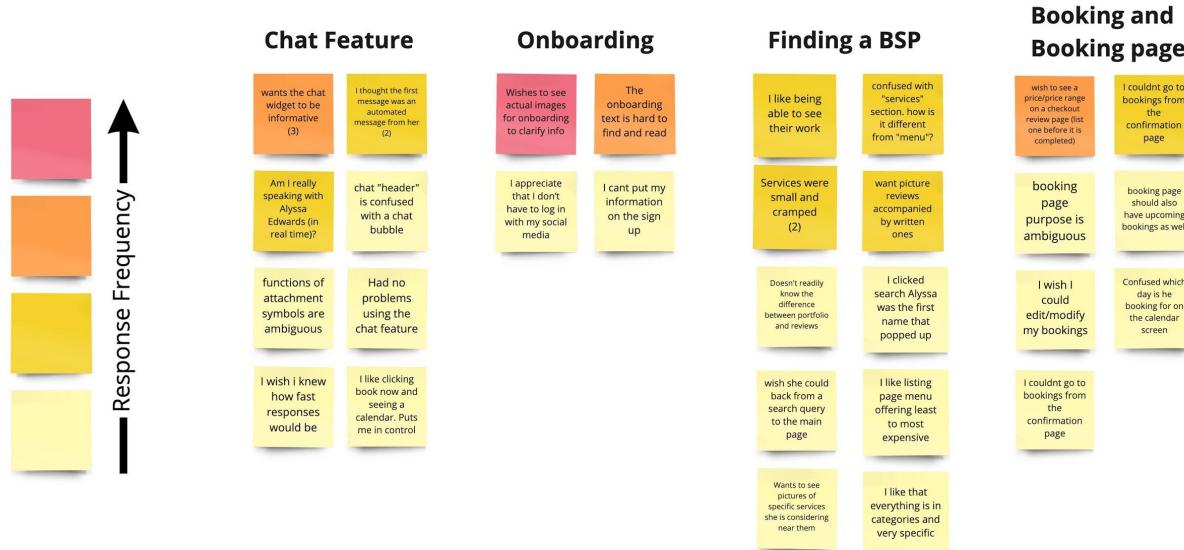
Feedback

5 out of 5 participants were able to complete all 5 tasks.

Many individuals had no issues reaching the chat interface and completing the tasks, however we found our main feature, the booking widget, was not informative enough for our participants.

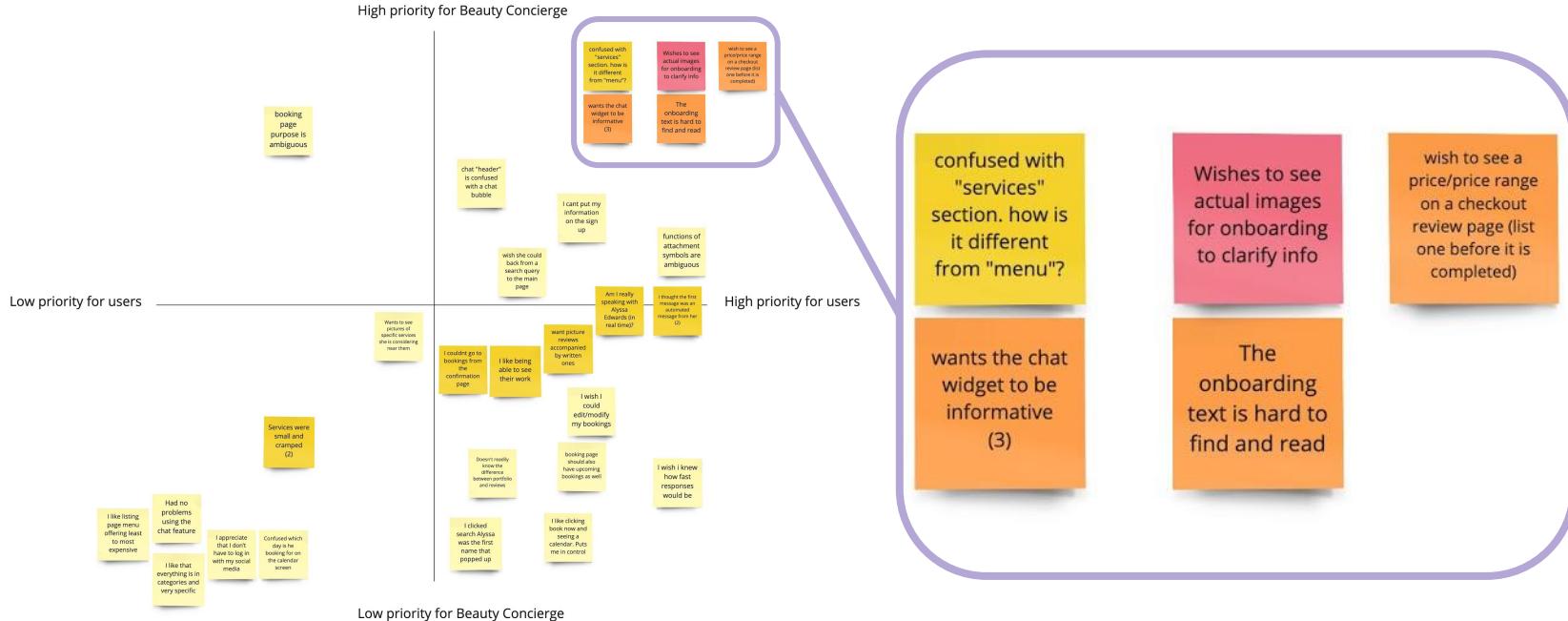
User Testing Results Analysis

We took all of the feedback and organized it into an affinity diagram. This allowed us to **visually assess the pain points and feedback** that we noted during the user testing. We then organized the insights into a priority matrix so we knew which feedback to focus on.



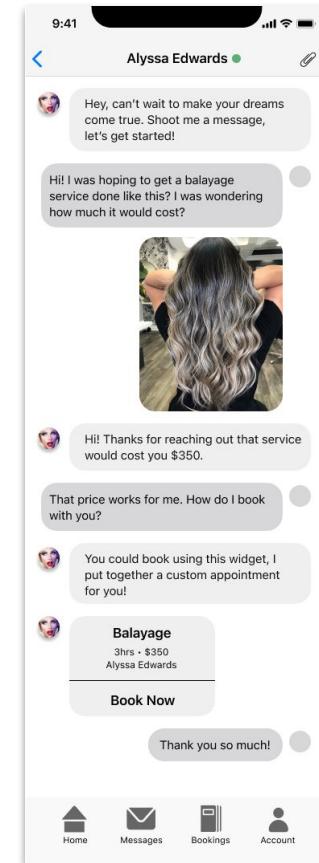
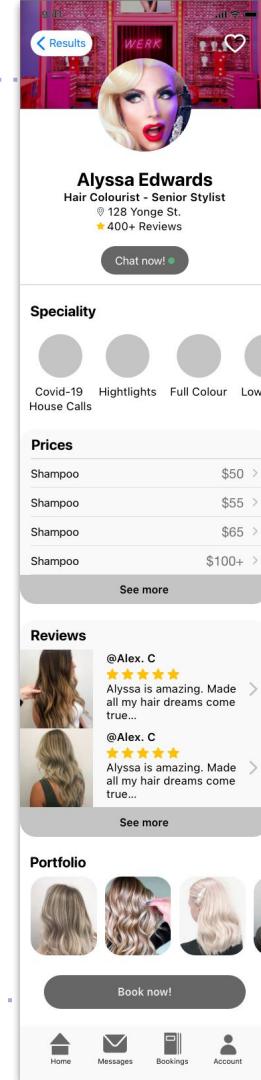
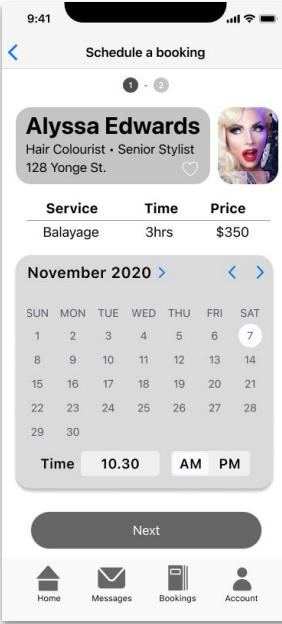
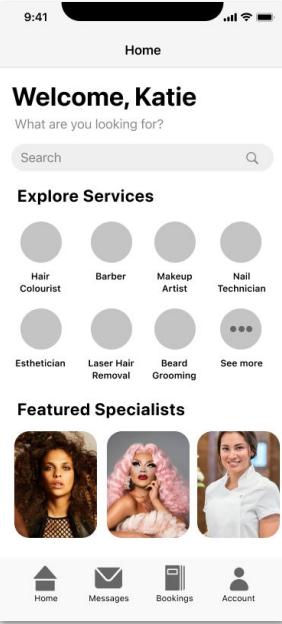
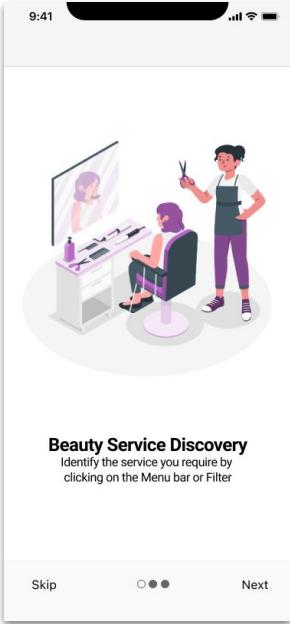
User Testing Results Analysis

We found that many of our participants wanted our key feature, the in app chat widget, to present more information related to their services and booking.



Mid-fi Wireframes

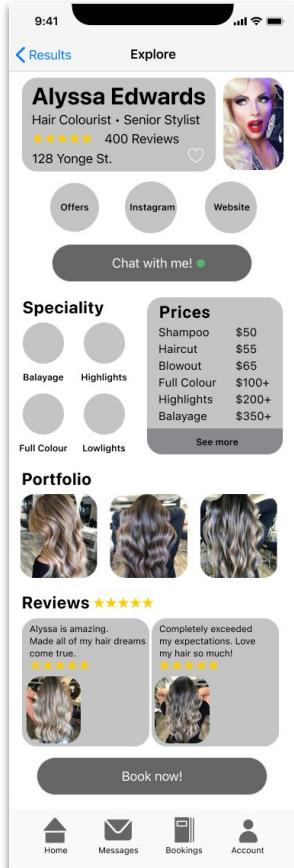
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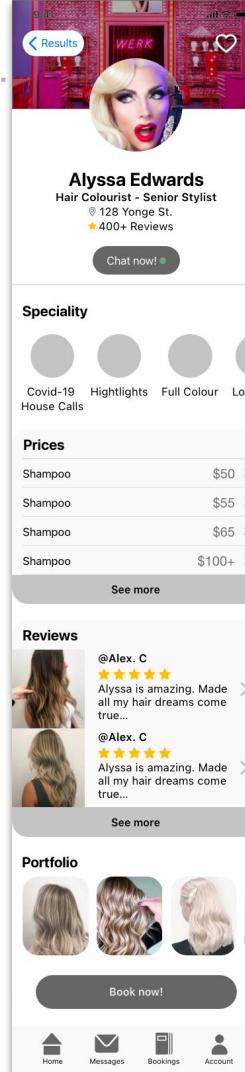
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Mid-fi Wireframe iteration

Before



After



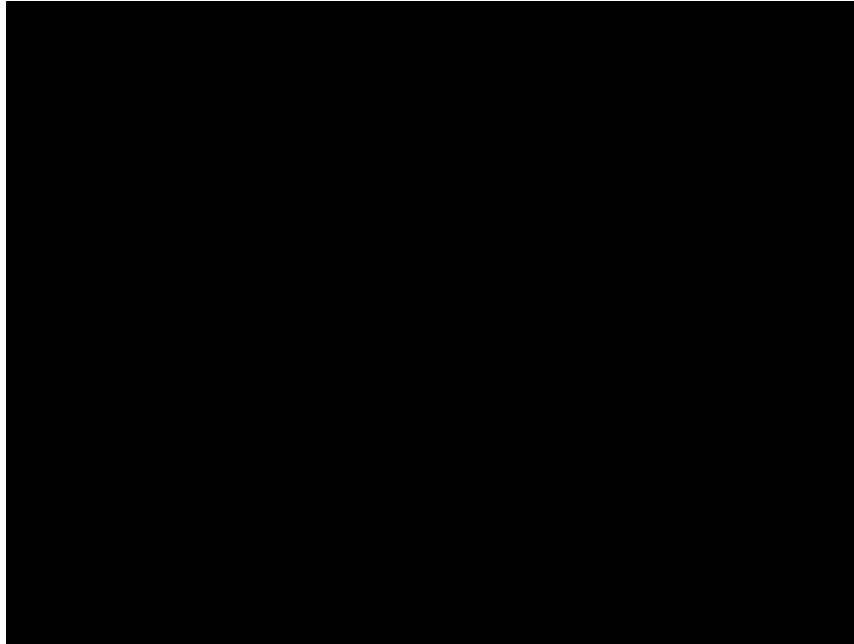
Made sure price and contact information was both legible upon opening list page

Changed review font size to be more legible

Made information more legible by separating sections based on a one column approach

4

Prototype



<https://riannaalli604653.invisionapp.com/console/share/XS1R8O4O3C/495196732>

4

Final Thoughts

We were all very excited going into this project, as people who have all received beauty services we all had our own ideas on how to improve the process. All of us had very different experiences which made the initial stages of the design process challenging when trying to get our point across

User Research

As research progressed, we were able to focus more on the users needs making it much easier to design a solution based on data other than just our own personal experiences. In the future, we will spend more time doing User Research as it will help us dig deep and really solidify the feelings of our users. Our initial wireframes did not do well in testing and we had to redesign in order to better serve our user.

Next steps

Process Payment

In the future, we hope to be able to allow our user to pay for their service through the app. This will allow us to provide them with a complete beauty service discover process from start to finish.