
Bob University App

UI/UX Inspiration Brief

This document provides a curated selection of mobile applications to study for UI/UX inspiration during the development of the Bob University hair education app. Each recommendation has been selected based on alignment with The Bob Company's brand identity, target audience (Gen Z stylists), and core functionality requirements (video education, subscriptions, community).

Project Context: Native iOS/Android app for Ray Hornback's hair education platform. Target: Scale from 125 to 600+ members. Key features include HD video library (~150 videos), freemium model, \$49/\$97 subscription tiers, certification system, stylist directory, and AI assistant.

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Brand Alignment Reference

Before diving into app recommendations, here's a quick reference of The Bob Company's brand guidelines that should inform all UI decisions:

Color Palette

Color	Hex Code	Usage
Warm Pink	#c68976	Primary accent, CTAs, highlights
Nude	#dfc0ab	Secondary backgrounds, cards
Blush	#ffe9e7	Light backgrounds, hover states
Coral	#eb8b8b	Accent, notifications, alerts
Cream	#f6f3f3	Light mode background
Charcoal	#4e4e4e	Text, dark mode backgrounds

Typography

Element	Font	Notes
Headlines (H1)	CLOCKS / Playfair Display	Editorial serif, large display only
Subheads (H2-H4)	DM Sans Medium/SemiBold	Clean, modern sans-serif
Body Text	DM Sans Regular	Highly readable, approachable
Buttons/CTAs	DM Sans Medium	Optional ALL CAPS
Accent/Script	Brittany	Sparingly for emphasis only

Tier 1: Direct Competitors & Best Matches

These apps share the closest DNA with Bob University—video-based education, creator-led content, subscription models, and similar target demographics. Study these most closely.

1. Braggn University

Platform: iOS, Android | **Category:** Hair Education | **Priority:** ★★★★★

Why it works: Nearly identical business model—video-based hair education with course chapters, skill levels (Beginner/Intermediate), star ratings, and freemium-to-purchase flow. The warm photography, clean typography hierarchy, soft gold/cream accents, and professional-yet-approachable feel align perfectly with Bob Company's brand direction.

Key screens to study:

- Home screen with personalized greeting and hero course card
- Course list with thumbnail + title + chapters + duration + rating layout
- Course detail page with Overview/Chapters tabs
- Dark purchase screen with social proof ('Bought By 2,500+ Members')
- Bottom navigation: Home, Courses, Community, Shop, More

2. MasterClass

Platform: iOS, Android, Web, TV | **Category:** Premium Education | **Priority:** ★★★★★

Why it works: Premium video education with celebrity instructors—similar to Ray's positioning as THE expert in his niche. Known for cinematic production quality and making instructors the hero of the experience. Their dark video playback mode and clean content organization are excellent references.

Key screens to study:

- Instructor-focused course cards with large portrait photography
- Course detail pages with lesson breakdown and duration
- Video player with chapter navigation
- Progress tracking and 'Continue Watching' sections
- Onboarding flow with personalization questions

3. Skillshare

Platform: iOS, Android, Web | **Category:** Creator Education | **Priority:** ★★★★★■

Why it works: Creator-led education platform with strong community angle. Excellent reference for course discovery patterns, filtering, and the 'Currently Watching,' 'Bookmarked,' and category organization. Their horizontal scrolling course cards work particularly well on mobile.

Key screens to study:

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- Category filtering with horizontal scroll tabs
 - Course cards with progress indicators
 - 'Save for Later' / bookmark functionality
 - Search results with filter options
 - Class project and community features

Tier 2: Premium Subscription & Wellness Apps

These apps excel at premium positioning, warm aesthetics, and subscription conversion flows. While not direct competitors, their design patterns translate well to Bob University's goals.

4. Calm

Platform: iOS, Android | **Category:** Wellness/Meditation | **Priority:** ★★★★★■

Why it works: Masterful use of warm, muted color palettes and nature photography—aligns with the salon/self-care vibe Ray's audience responds to. Their purchase screens use that same dark-with-light-text approach visible in Braggn. Excellent example of premium positioning without feeling cold.

Key screens to study:

- Dark mode paywall with benefit highlights
- Content organization by mood/goal
- Progress tracking and streak displays
- Personalization during onboarding
- Soft, rounded UI elements throughout

5. Headspace

Platform: iOS, Android | **Category:** Wellness/Meditation | **Priority:** ★★★★★■

Why it works: Best-in-class onboarding, progress tracking, and gentle micro-animations. Their use of soft rounded corners and friendly illustrations creates approachability. Study their subscription conversion flow and how they balance free content with premium upsells.

Key screens to study:

- Step-by-step onboarding with personalization
- Progress visualization and achievement badges
- Freemium content gating strategy
- Friendly avatar/mascot integration
- Subscription comparison screens

6. Peloton

Platform: iOS, Android, Web, TV | **Category:** Fitness Education | **Priority:** ★★★★★■

Why it works: Instructor-led video content with community features and progress tracking. Strong reference for live event integration and making the instructor the star of the experience. Their class filtering by duration, difficulty, and type applies directly to Ray's course organization.

Key screens to study:

- Instructor profile pages and following system

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- Class filtering (duration, difficulty, type)
 - Live class scheduling and reminders
 - Leaderboards and social motivation features
 - Achievement and milestone celebrations

Tier 3: Industry-Specific References

These apps serve the professional beauty industry directly. Study them for industry-specific patterns and to understand what stylists already expect from hair education apps.

7. Wella Education App

Platform: iOS, Android | **Category:** Professional Hair Education | **Priority:** ★★★

Why it works: Actual hair industry education app from a major brand. Study how they organize technique tutorials and handle video content for professional stylists. Direct competitor research to understand baseline expectations.

Key features to note:

- Technique organization and categorization
- Product-linked education content
- 'Ask the Experts' support feature
- Salon team learning management
- Progress tracking for assigned lessons

8. BeautyForce by L'Oréal

Platform: iOS, Android | **Category:** Professional Hair Education | **Priority:** ★★★

Why it works: Another professional hair education platform from a major beauty brand. Good for understanding what stylists expect from beauty-industry apps and how professionals consume educational content on mobile devices.

Key features to note:

- Color support tools and formulation guides
- Video tutorials organized by technique
- Social media integration for inspiration
- Product education tied to techniques
- Community connection features

Key Design Patterns to Extract

Based on analysis of the recommended apps and Bob Company's brand requirements, prioritize these specific design patterns:

Navigation & Structure

- **Bottom tab navigation** with 5 tabs: Home, Courses, Community, Shop, More (matches Braggn)
- **Hero card on home screen** featuring a featured/recommended course with large imagery
- **Horizontal scroll sections** for course categories ('Recent Courses,' 'Popular,' 'New')
- **Tab switching** within course detail pages (Overview / Chapters)

Course Display

- **Course cards:** Thumbnail + Title + Chapter count + Duration + Star rating
- **Skill level badges:** Beginner (green), Intermediate (yellow), Advanced (coral)
- **'New' tags** on recently added content in upper-left corner of thumbnails
- **Progress indicators** on partially-completed courses (progress bar or percentage)
- **Save/Bookmark functionality** with dedicated 'Bookmarked' tab in Courses section

Purchase & Conversion

- **Dark background** for paywall/purchase screens (charcoal #4e4e4e)
- **Social proof** prominently displayed ('Bought by 2,500+ Members')
- **Benefit highlights** in scrollable cards before CTA
- **Strong CTA button** in brand warm pink (#c68976) with white text
- **'I'll Do It Later' secondary option** as text link below primary CTA

Visual Treatment

- **Photography-forward** hero sections (real photos, not illustrations)
- **Warm color temperature** in imagery—avoid cold/clinical blues
- **Rounded corners** on cards and buttons (8-12px radius)
- **Generous whitespace** between sections for breathing room
- **Subtle shadows** on cards (not hard drop shadows)

Quick Reference: App Comparison

App	Best For	Download
Braggn University	Overall structure, course cards, purchase flow	iOS / Android
MasterClass	Premium feel, instructor focus, video player	iOS / Android
Skillshare	Discovery, filtering, bookmarks	iOS / Android
Calm	Warm aesthetics, dark paywalls	iOS / Android
Headspace	Onboarding, progress tracking	iOS / Android
Peloton	Live events, instructor profiles	iOS / Android
Wella Education	Industry-specific patterns	iOS / Android
BeautyForce	Stylist expectations	iOS / Android

Recommended Next Steps

1. **Download all Tier 1 apps** and create screenshots of key screens for direct reference
2. **Create a Figma moodboard** combining screenshots with Bob Company brand elements
3. **Map the user journey** from Braggn to identify which patterns apply to Bob University
4. **Define screen list** prioritized by MVP requirements vs. future phases
5. **Review with Ray** to confirm aesthetic direction before wireframing begins

This brief should serve as a living reference document throughout the design phase. As development progresses, revisit these apps to study specific interaction patterns and micro-animations that enhance the user experience.

— Prepared by FoxTrove.ai for Bob University App Development —