

RESEARCH RECORD REPORT

Web Media - Final Major Project

WEB14303

Kaleshe Alleyne-Vassel

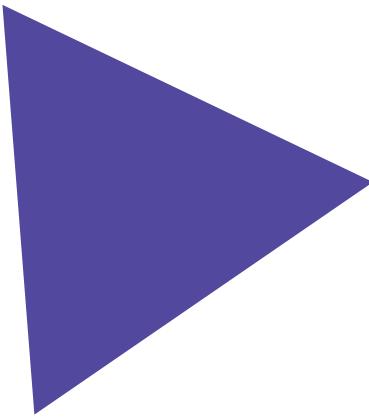
Executive Summary

A brief overview of the contents of the report,
main findings and recommendations.

A report detailing a constant unmet need within the black community, the difficulty for black women to find a hair stylist close to them, who know how to deal with their hair.

Methodologies such as design thinking are used to uncover the pain points of both hairdressers and customers. Which are turned into user personas that provide a basis for designing with empathy.

Not to mention a competitor analysis and user-testing report which uncover possible threats and test assumptions.



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Mindmap

A mindmap showing what I am good at, what I enjoy and what people will pay me to do.

WHAT I'M GOOD AT

Problem Solving
Drawing

Video Editing

UX/UI
Design
Coding

**WHAT BRINGS
ME JOY**

Learning New Skills

Helping Others

**WHAT PEOPLE WILL
PAY ME FOR**

Design Methodology

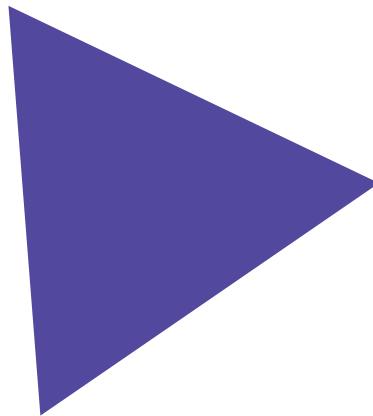
A mindmap showing what I am good at, what I enjoy and what people will pay me to do.

Design thinking was my primary approach to the research I undertook, where it was used to explore an ongoing issue in an underserved community, that is finding a good afro hair stylist easily. In order to gain a deeper understanding I had a few information phone calls and discussions with hair stylists about their day to day work.

This allowed me to uncover key pain points currently not met by other applications that lead me to participate in rapid 1 minute sessions of ideation where I listed a range of possible solutions, eliminating the most unrealistic.

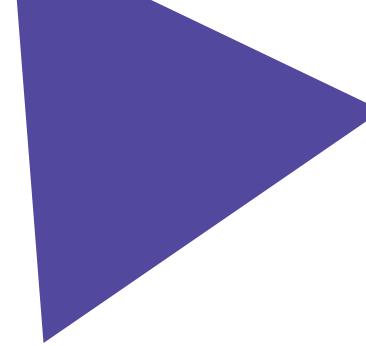
Primary research was conducted via discussions, surveys, interviews and user-testing. Surveys were shared via WhatsApp, Facebook and Twitter, in order to validate my idea after the ideation process.

The survey was completed by 10 black caribbeans/black africans and 1 person of mixed ethnicity. Which inspired the way in which elements were placed on the app and the art direction I decided to go with.





glo°



Project Proposal

Glo, a geo-location based mobile and web app that promises to make it easier for people with afro hair to find hairdressers that are able to cater to their needs. Benefiting both hairdressers and customers by helping customers to discover hairdressers closest to them whilst providing hairdressers with an easier and more convenient means to reach their target audience.

Opportunity

Finding a good hairdresser is difficult for black women, who are forced to resort to social media platforms such as Instagram or Twitter when looking to find someone to do their hair.

But it isn't only difficult for those looking to get their hair styled, it can also be challenging for stylists who are just starting out. As Instagram favours businesses with a higher follow count as opposed to distance and ratings.

Purpose

To provide a go to platform for people with afro hair to rely on to help them find hairdressers who are close to them.

User Personas

3 User Personas based on data obtained through primary research.



Rihanna Dixon

24, Customer | Part-time Nursery Assistant

Rihanna grew up in Manchester and moved to London with her mum and dad at the age of 14 years old. She went natural back in 2013 after being inspired by the booming natural hair movement.

MOTIVATIONS

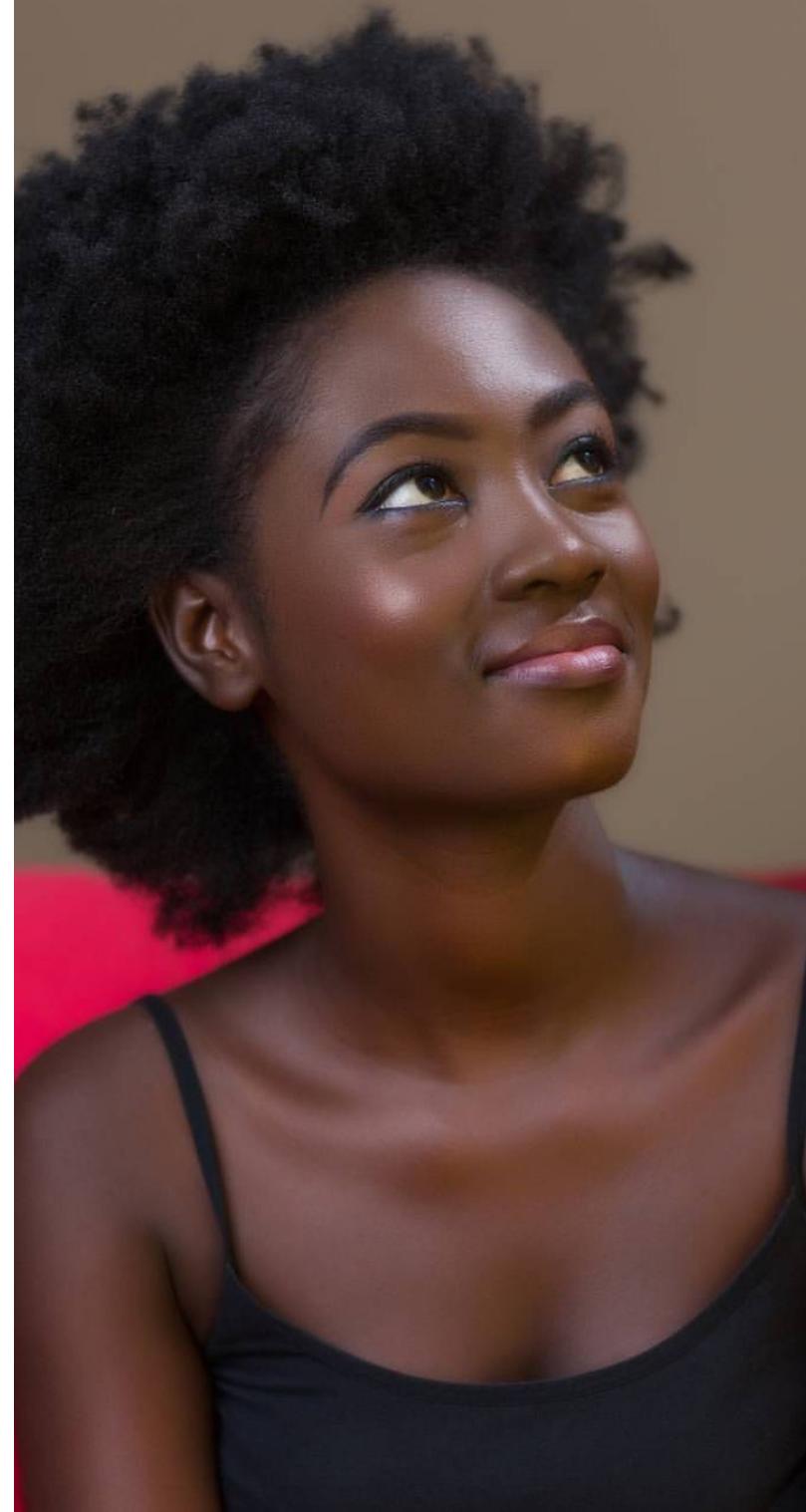
After spending a majority of her life with chemically processed hair, Rihanna is not used to styling her natural hair. So when she needs her hair styled for special occasions etc. she usually looks for hairstylists on Instagram or through friends.

FRUSTRATIONS

Finding the right hair stylist on Instagram or Facebook can sometimes be difficult and the ones you do find are located way too far away.

GOALS

For there to be a platform that makes it easier to find all of your nearest hairdressers in one place. There are many applications that do this but they don't tend to have people who can manage afro hair, and if they do there are way too little.



Rihanna Dixon

29, Hairdresser | Freelance Writer

Since secondary school Michelle has spent her free time styling hair for others, mainly family and friends but recently she has started to take it a little more seriously and wishes to take it further

MOTIVATIONS

Michelle wants her mobile hair business to get the exposure that it deserves. She has a steady clientele but wishes for a way to reach any potential clients easier.

FRUSTRATIONS

Michelle's current way to find new clients is via Instagram but she feels that it is very limited and that she is missing out on a lot of business due to its limitations.

GOALS

To have an easier way to reach clients. Perhaps something like Just Eat, where everything is one place.



Mary Dean

29, Hairdresser | Sales Assistant

Mary works full-time at Waitrose and has been taking on additional work as a hair stylist for over 2 years. Using Instagram as her main place to pick up new clients.

MOTIVATIONS

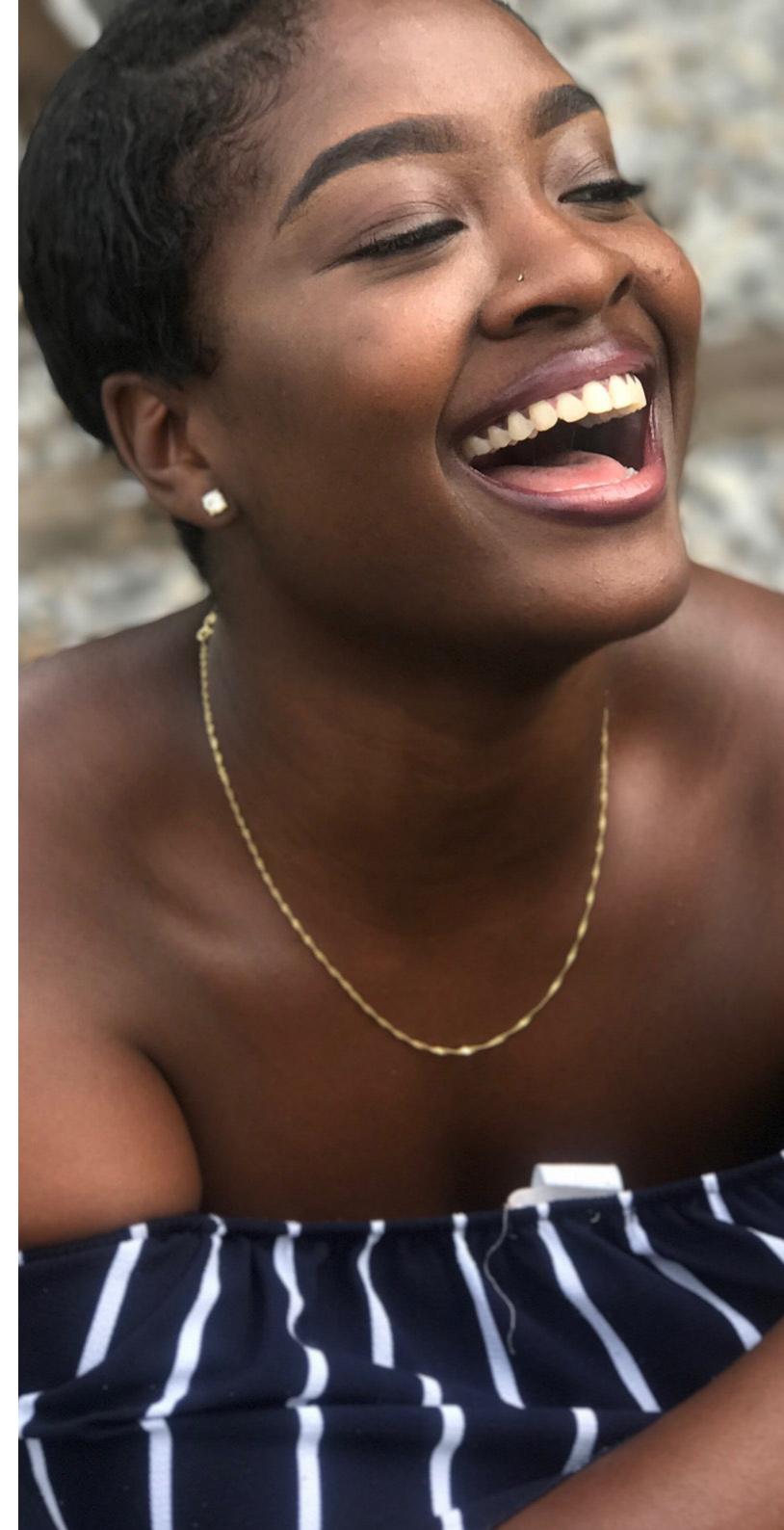
She finds Instagram as a great way to bring in new traffic. It has been a great side hustle for her alongside working at Waitrose.

FRUSTRATIONS

Mary finds that her follower count won't pass its 200 follower count and finds it difficult to use Instagram for business but feels as though its her only way of getting clients. She also dislikes having to frequently update her Instagram feed in order to stay relevant.

GOALS

Mary wants a product like Instagram but without the competition as she finds it can result a lack of motivation.



Where will it be?

The various mediums that the Glo brand and its applications will be available.





Our Story Stylists

Login or Signup

I am a hairdresser

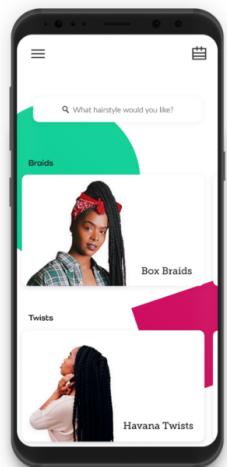
Sign up as a hairdresser

A faster way to a better you

What hairstyle would you like?

Current location

Search



Download our app for on the go access to **hairdressers**

a geo-location based mobile and web app that promises to make it easier for people with afro hair to find hairdressers that are able to cater to their needs. Benefiting both hairdressers and customers by helping customers to discover hairdressers closest to them whilst providing hairdressers with an easier and more convenient means to reach their target audience.

Download App

Web

Though the app will be Glo's primary place of use, there will also be a desktop site.

FAQ

Contact us
info@letsglo.co.uk

Social Media





Instagram

Search



glo

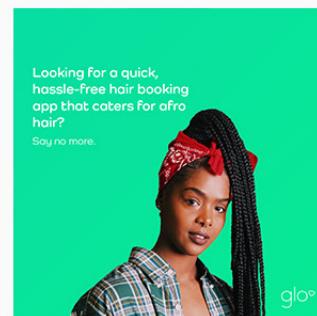
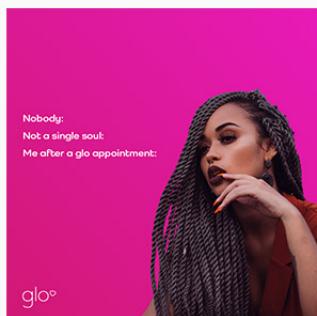
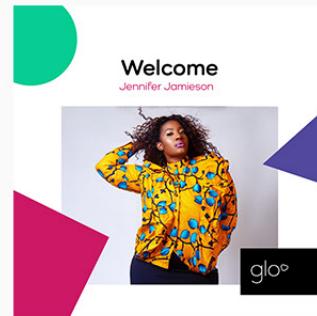
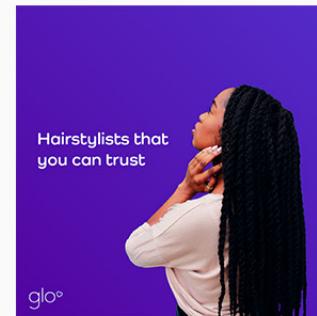
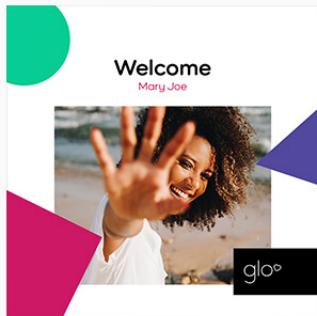
Follow

284 posts

973 followers

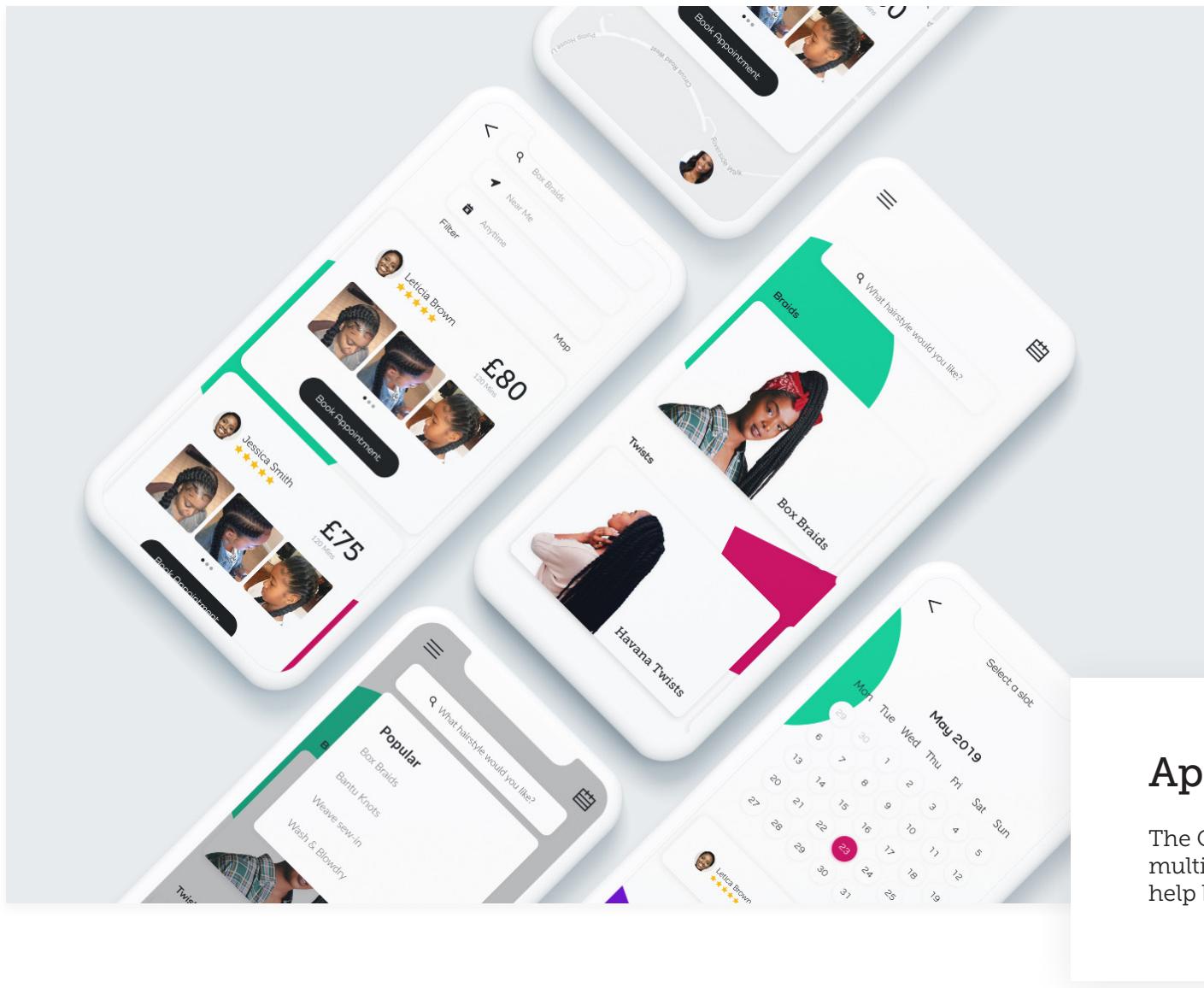
156 following

Making it easier for people with afro hair to find stylists that can cater to their hair type



Social Media

Instagram will be Glo's primary social media channel, alongside Twitter & Facebook.

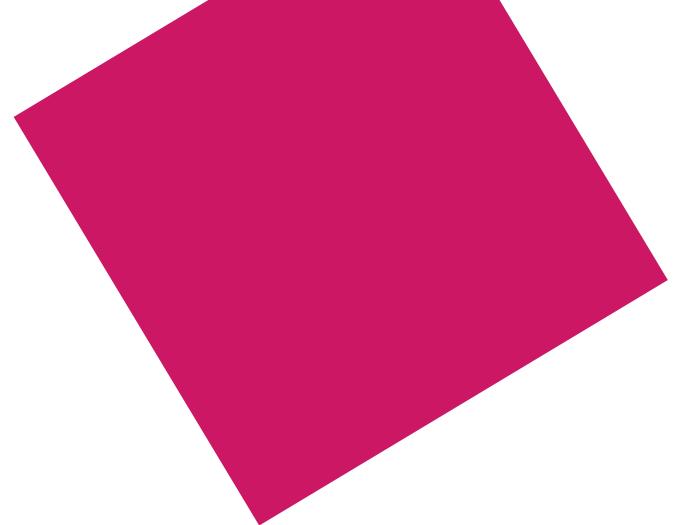
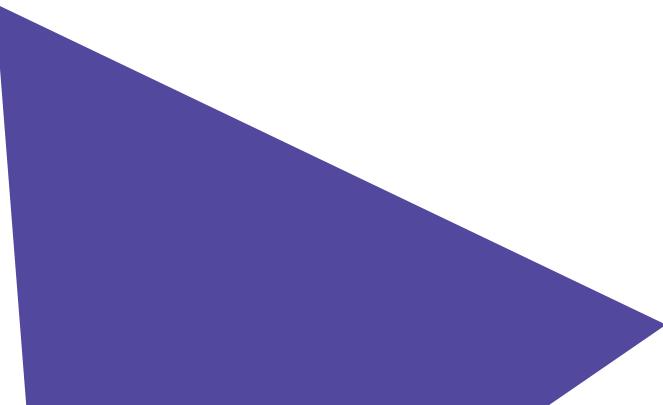


App

The Glo app is its primary medium, however multi-channel marketing will be used in order to help build the brand.

Is this a new or emerging market?

Details about the target audience and how they have and are being underserved.



There isn't a better time than now for there to be a product like Glo. Glo's target audience - black women with afro hair, have been underserved for many years.

Today we are constantly seeing beauty, hairbooking apps on the rise, most of which do not cater to black women, and when they do they are ridiculously overpriced and are primarily targeted towards a middle-upperclassed audience.

Which is one of the reasons why Glo is targeted towards younger working-class black women.



Paper Prototype v1

This paper prototype was tested with 2 users to find out what to change about the user journey.



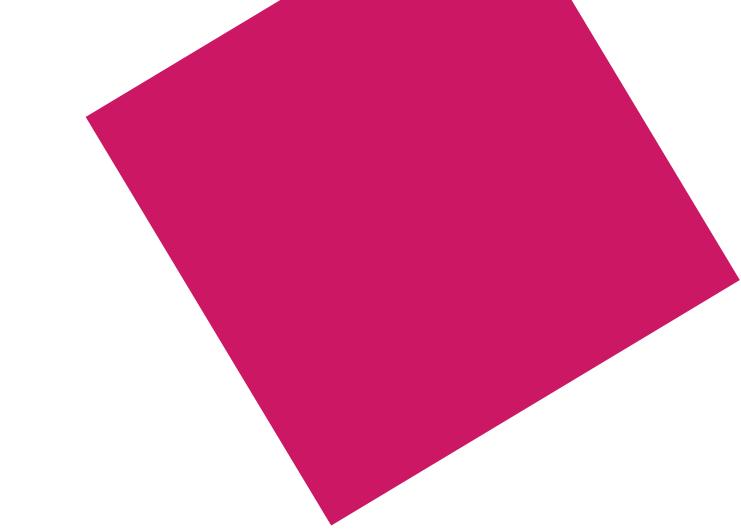


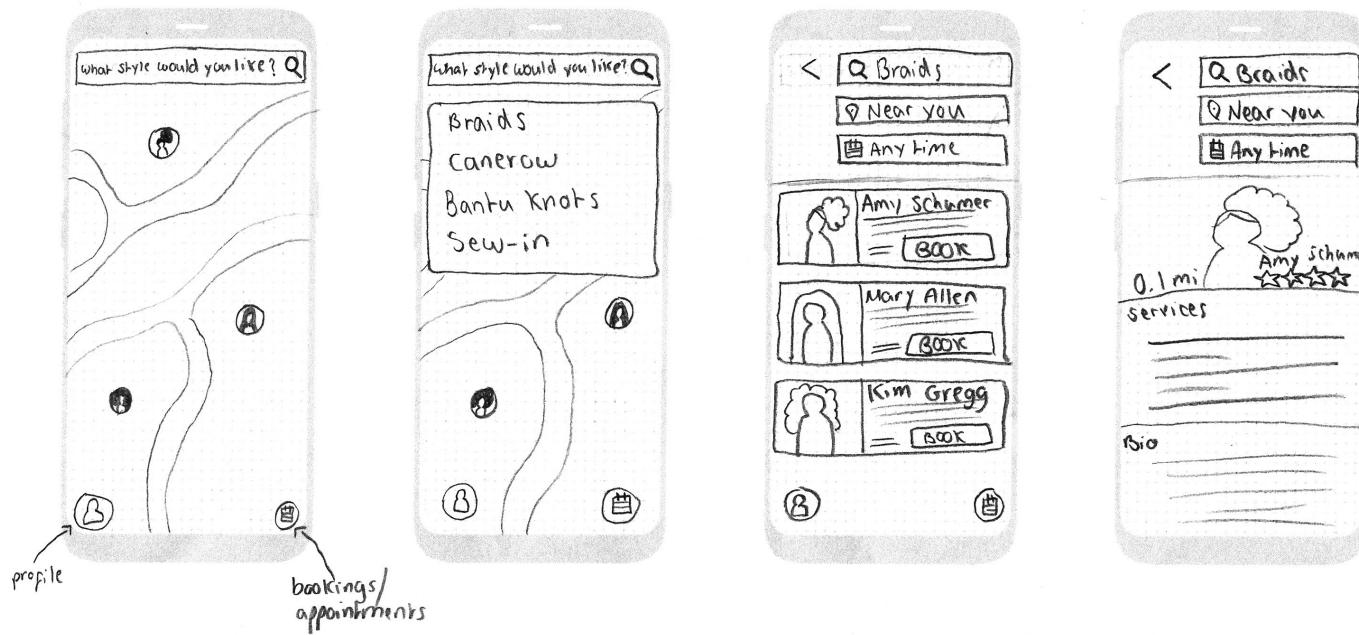
What was discovered

Testing flagged an issue with the language and user flow.

Paper Prototype v2

After applying the changes from the first round
of testing this is the next iteration.

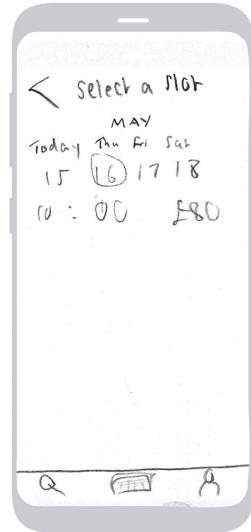
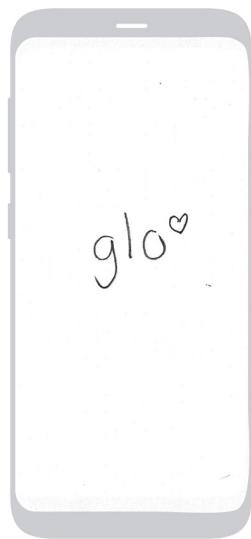




Paper Prototype v3

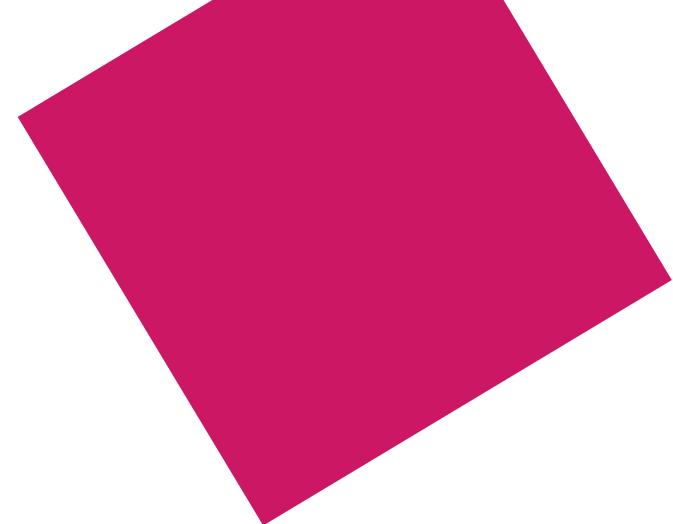
The final paper prototype, after rigorous testing and research.





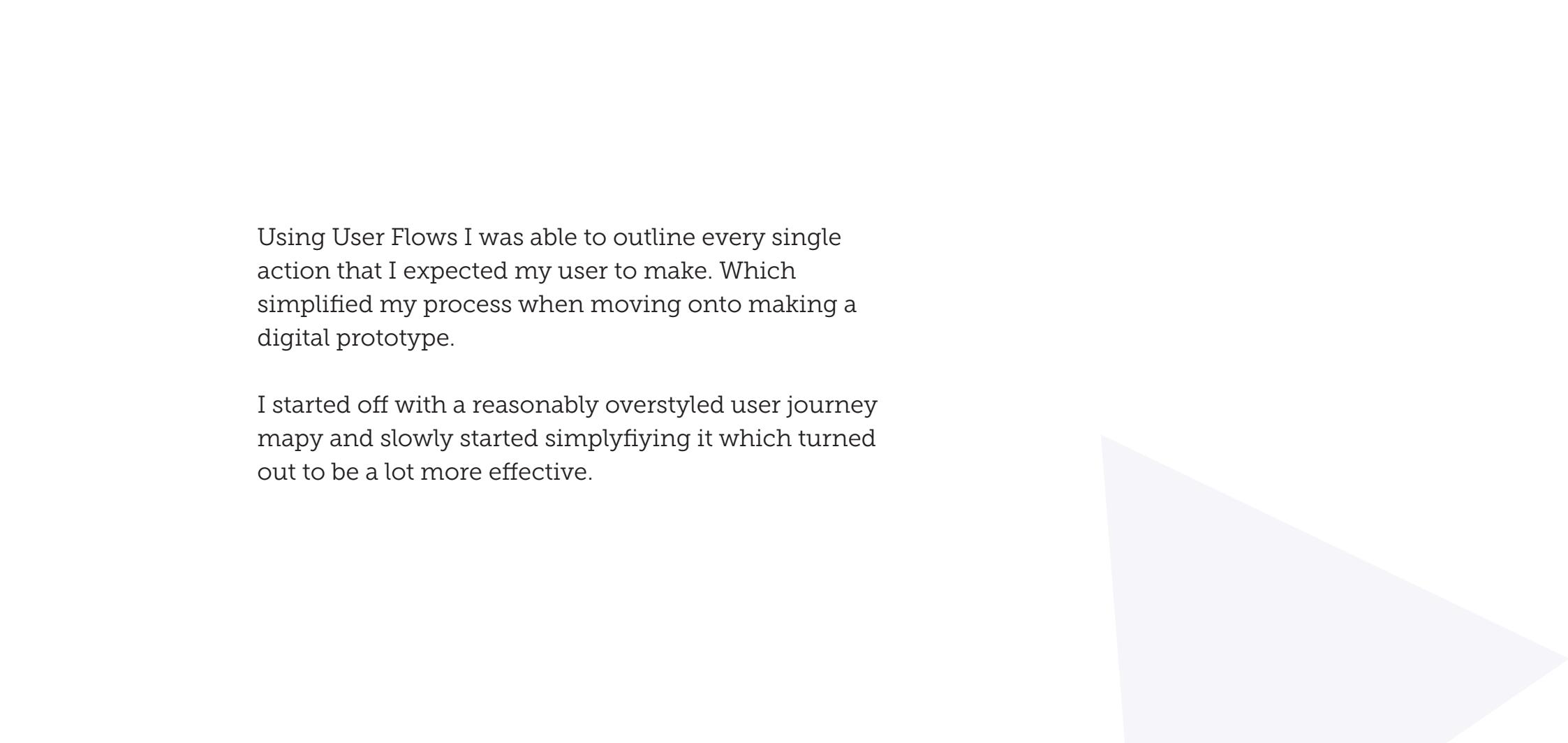
User Flows

The userflows are placed in order of creation.
Only 3 were made in total.

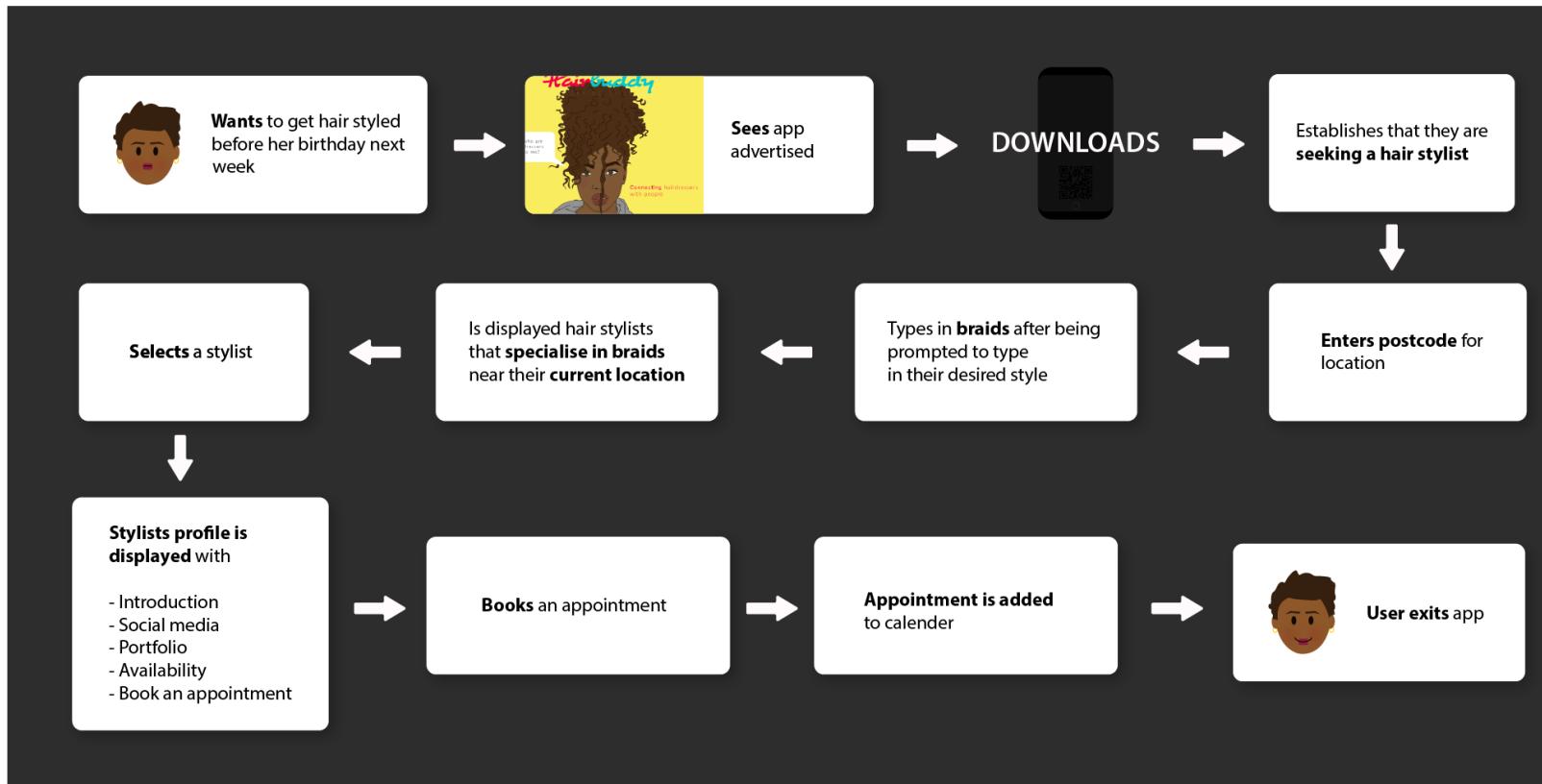




Using User Flows I was able to outline every single action that I expected my user to make. Which simplified my process when moving onto making a digital prototype.



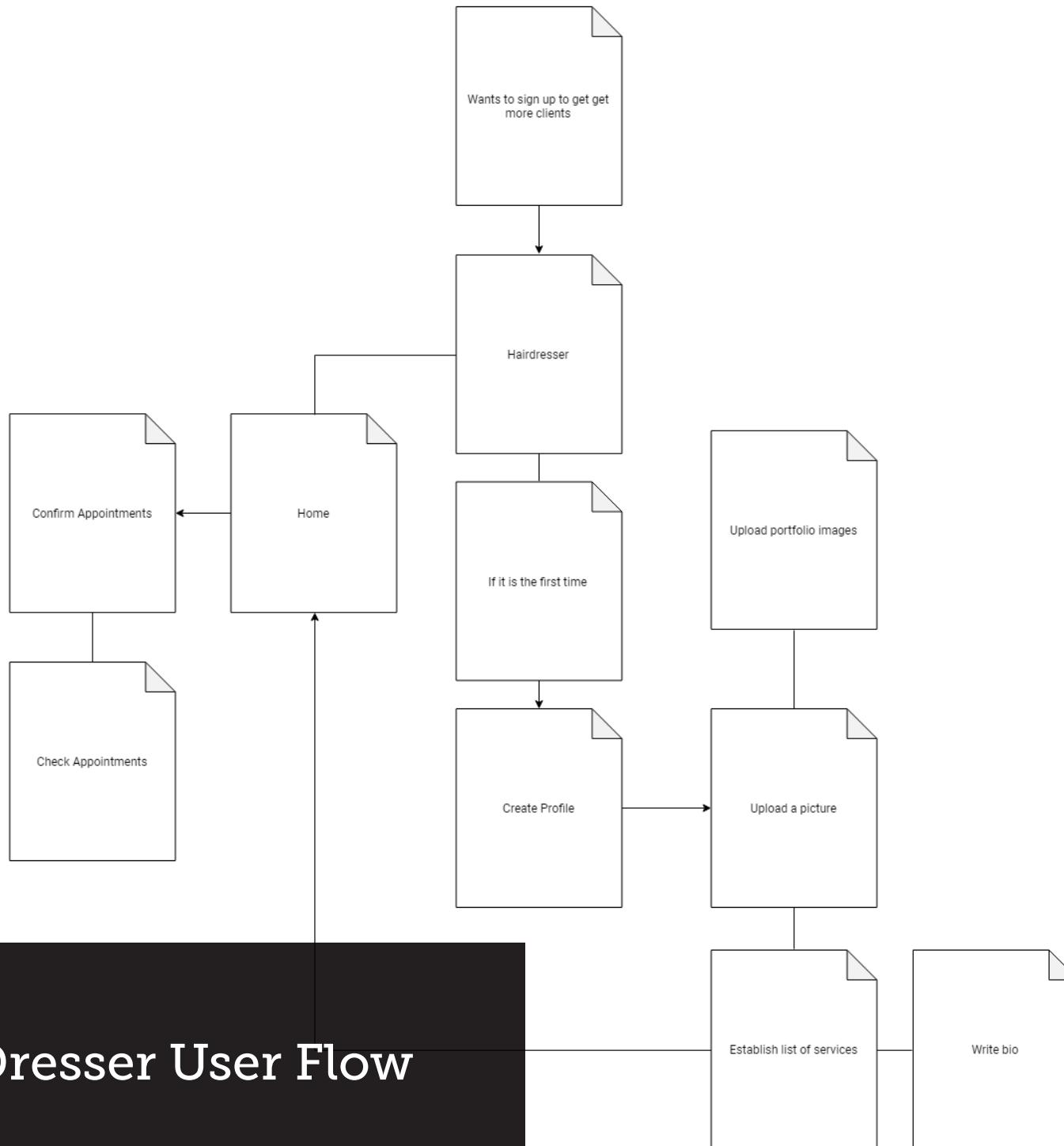
I started off with a reasonably overstyled user journey map and slowly started simplifying it which turned out to be a lot more effective.



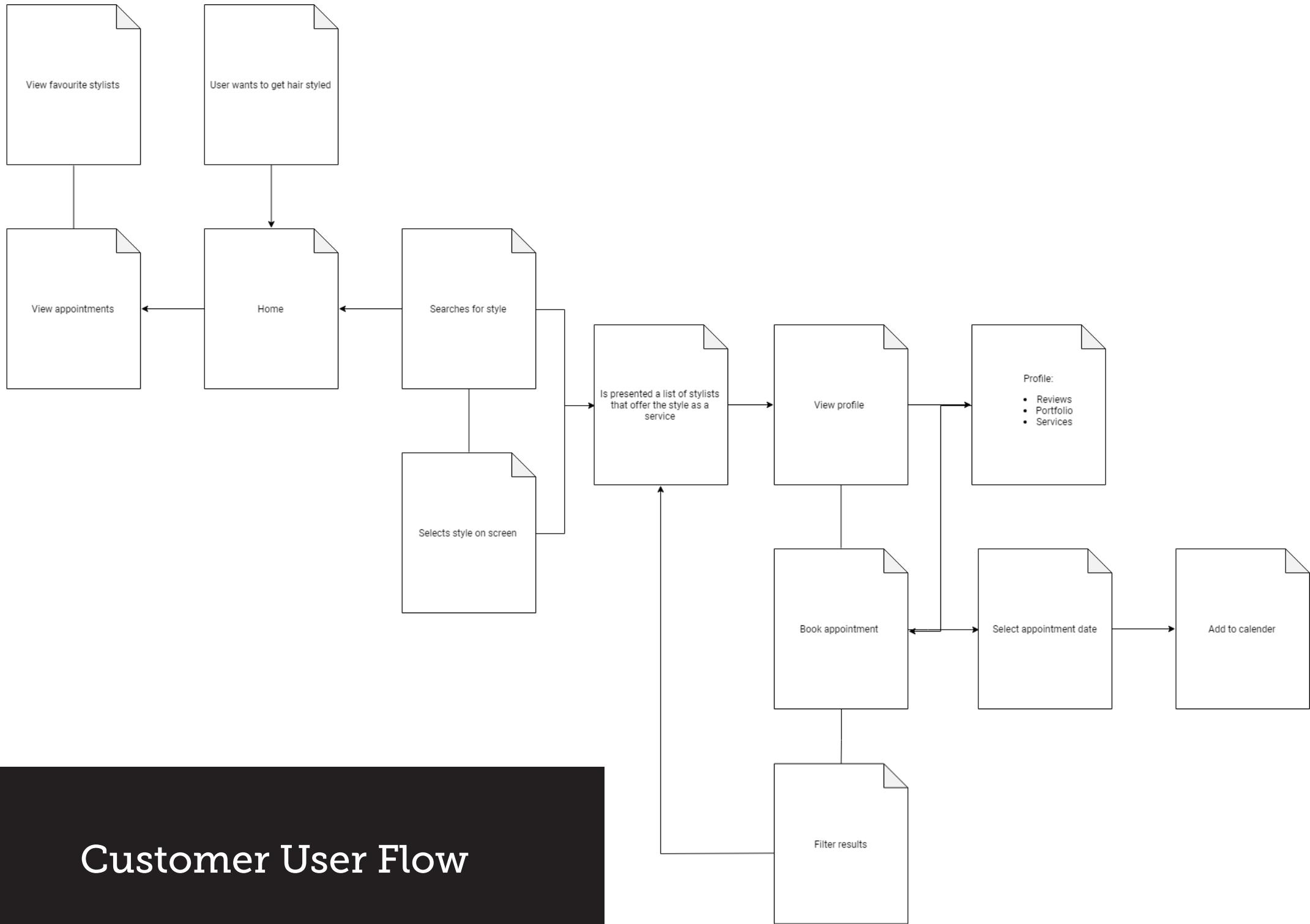
First User Flow



First User Flow showing a Stylist and Hairdresser Journey



Hair Dresser User Flow

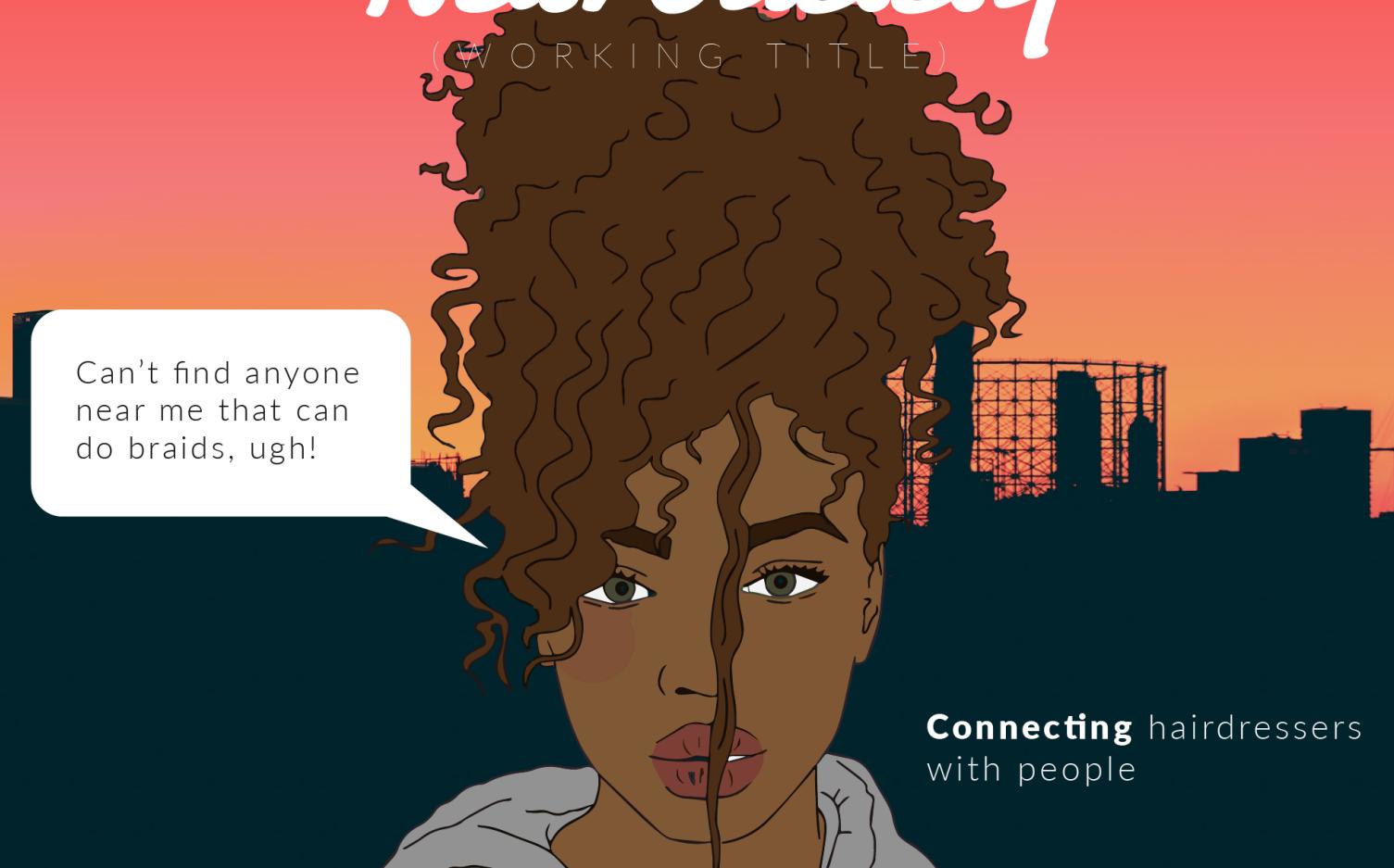


Concept one-pagers

I created multiple concept one-pagers that subtly communicate the concept through text.

Hairbuddy

(WORKING TITLE)



Can't find anyone
near me that can
do braids, ugh!

Connecting hairdressers
with people

FIND

STYLISTS
NEAR
YOU.



GLO

Available now on:

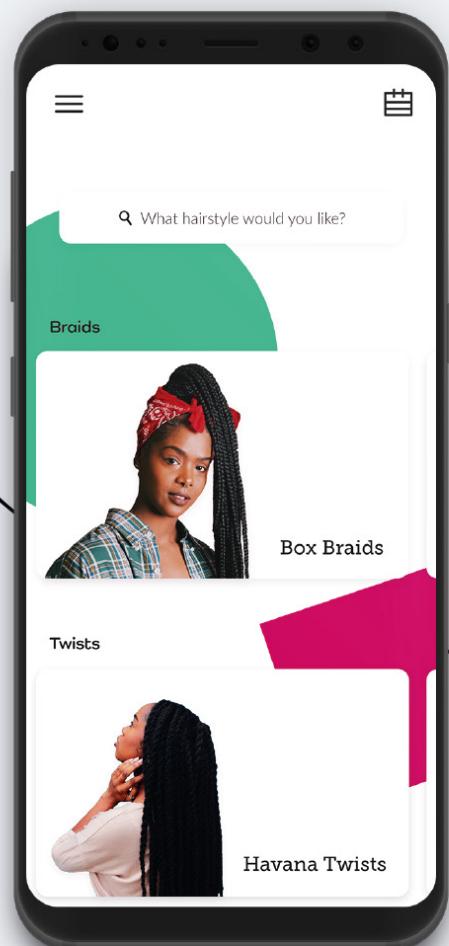
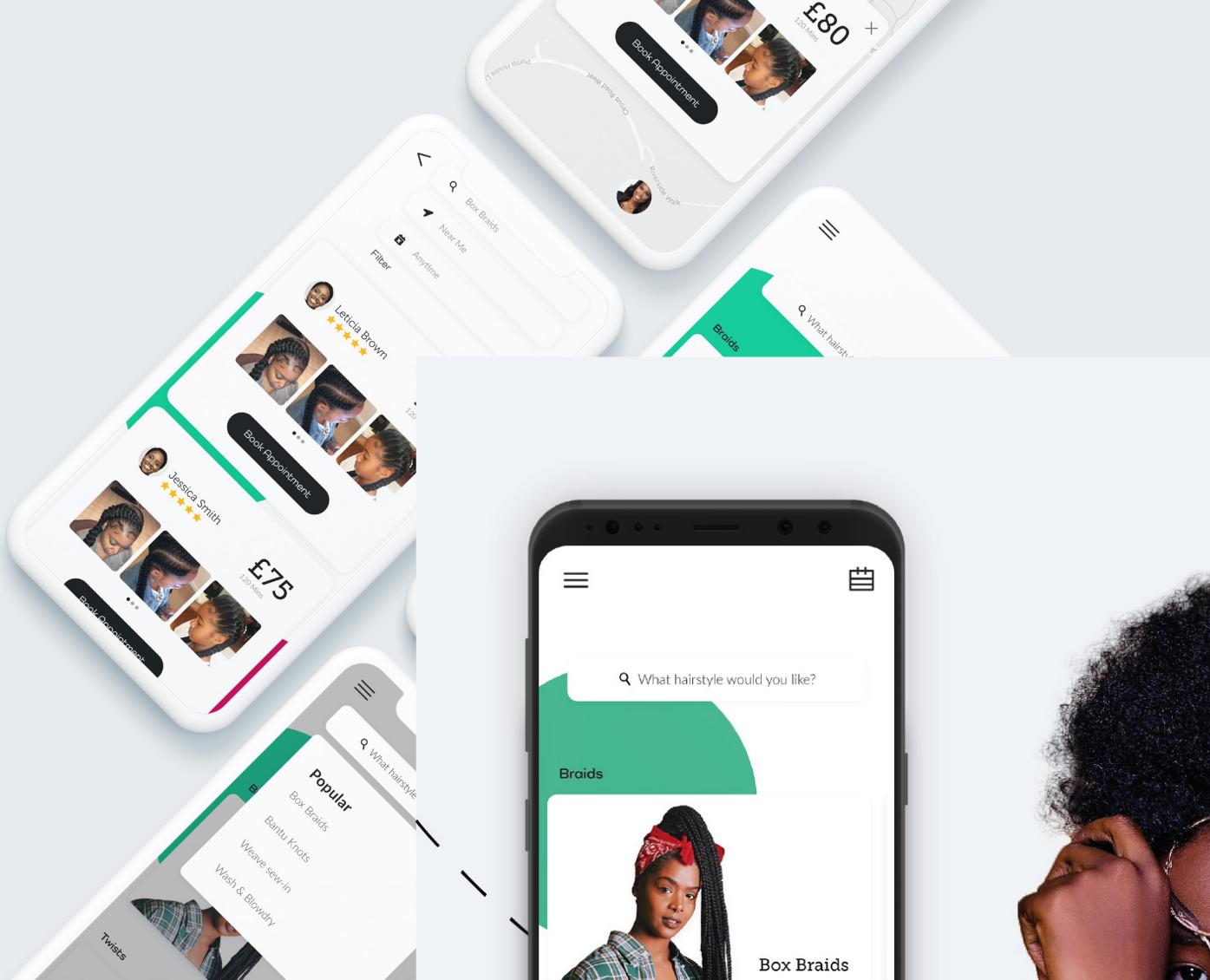
GLO

MAKING FINDING HAIRDRESSERS
FOR YOU EASIER.



GET IT ON
Google Play

Available on the
App Store



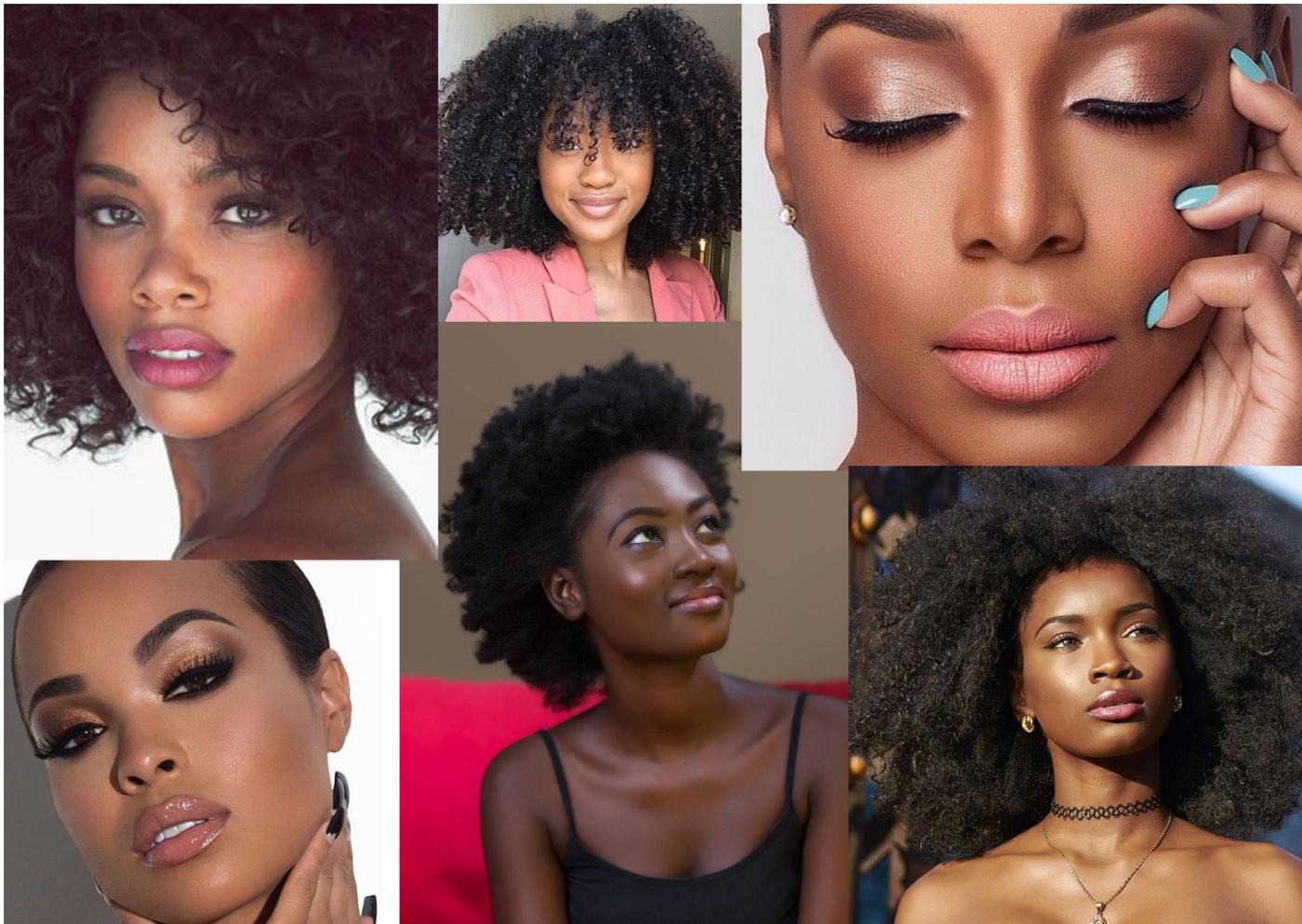
glo^o

A faster way to a better you.

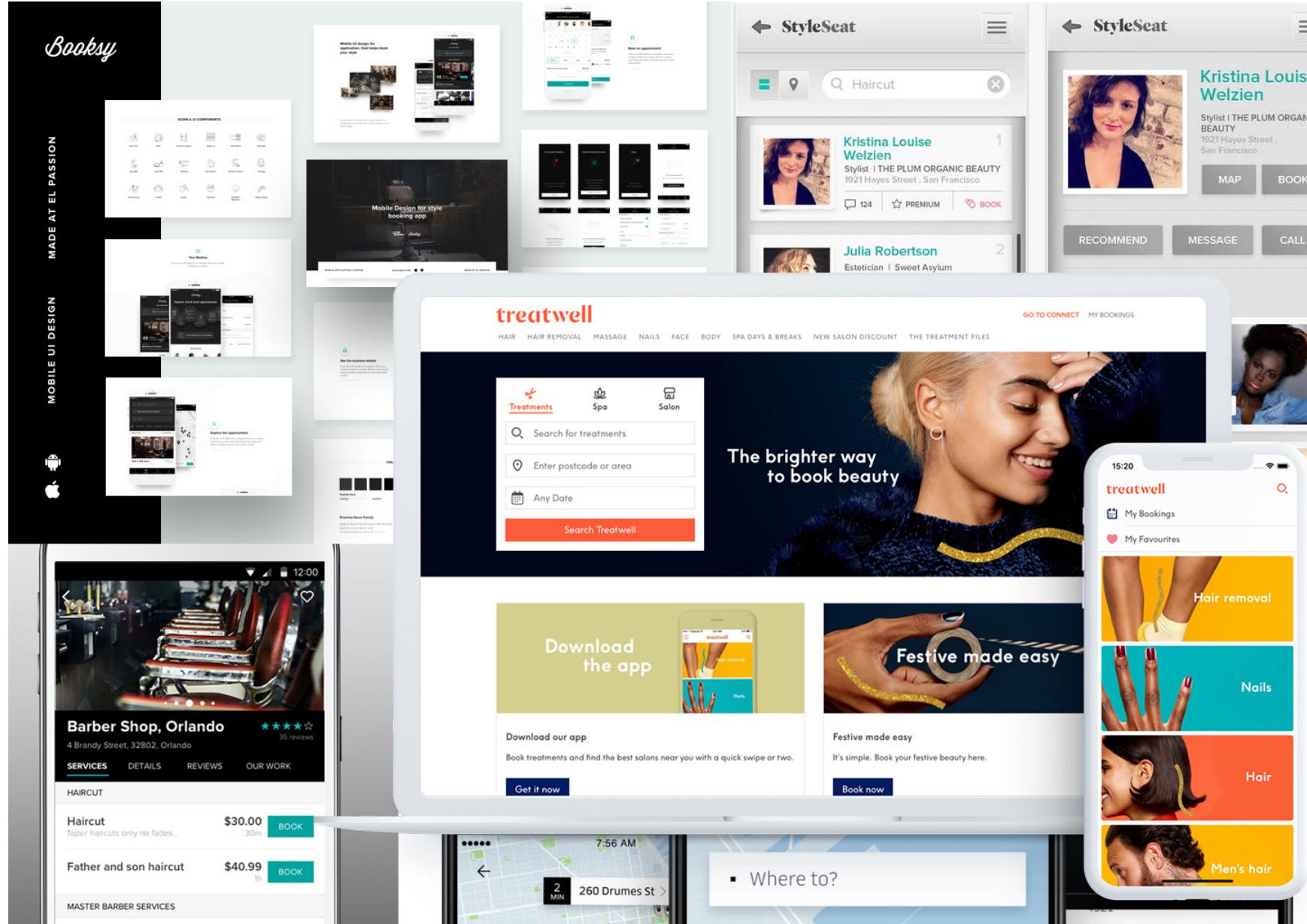
Moodboards

3 moodboards that display the branches of inspiration I used to design the brand.





Moodboard for the feeling



Moodboard for the app



© Can Stock Photo - csp0563383



Some of the Paye patterns created for applications across brand collateral

Traditional African Art - This inspired my art direction

Customer Discovery

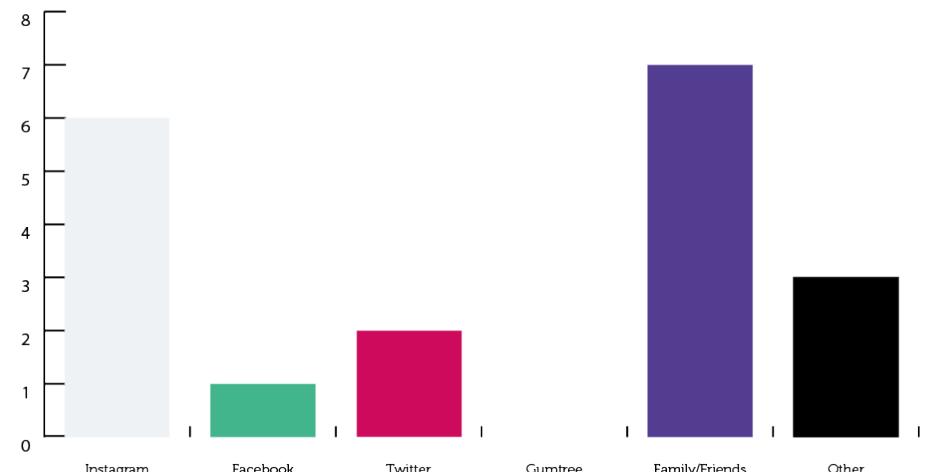
An analysis on the Interview and Surveys I
undertook for my primary research.

Survey Monkey

I conducted a Survey via Survey Monkey with 11 participants in order to find out what avenues black women are using to find people to style their hair. These are my findings.

I found out that the most common avenue that people used were family/friends, with Instagram coming in second.

When asked what they liked or disliked about these processes. 2 of the 11 participants mentioned lack of trust, something I never really took into consideration prior.



Results from the Survey "Which channel do you use to find a hairdresser?"

Interviews

I reached out to multiple hairdressers who use Instagram to reign in business in an attempt to find out more about their experience in using social media as a medium to attract their target market and to discover any potential pain points.

Instagram users Lacedbyvic and lushbraidsbyb were more than happy to participate.

I started off the interviews by asking what platform they felt was the most effective in bringing in new clients, to which both responded with Instagram, explaining how effective the paying for promotion feature was and the amount of visibility you are able to receive from it.

Though it was also revealed that Instagram favours those who have a higher following over those who are just starting out.

Lushbraidsbyb shared her concerns on how she found it hard to use 'these apps' and how she sometimes struggles with motivation and lack of creativity.

Instagram requires you to frequently push out content in order to be noticed and sometimes that can make for a negative experience overall.

Both interviews were very insightful, reinforcing the importance of an application that favors location over popularity.



Competitor Analysis

Businesses that are doing something similar to what I am doing and how we differ..



Lots of afro hair stylists

WHERE I WANT TO BE

Afrocks

Easy to use

Difficult to use

booksy

treatwell

Few afro hair stylists

Treatwell

A platform that allows you to book online beauty and hair appointments 24/7. With over 10,000 salons to choose from.

TARGET AUDIENCE

Over 25 middle-classed women

MARKETING STRATEGY

omnichannel, ads

ONLINE CHANNELS

Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn

STRENGTHS

Strong brand identity, with a high organic ranking on Google. Their ads are plastered all around the city.

WEAKNESSES

They have left a huge gap in the market for applications like Glo.

OPPORTUNITIES

They are a big company with a whole lot of funding so could fulfill the need in the market for black women if they wanted to.

Afrocks

Afrocks is an online platform that connects individuals looking for Natural Hair and Beauty services with top-quality, pre-screened independent service professionals or Salons.

TARGET AUDIENCE

Over 30 black women with natural hair

MARKETING STRATEGY

Posting on social media

ONLINE CHANNELS

Facebook, Twitter, Instagram

STRENGTHS

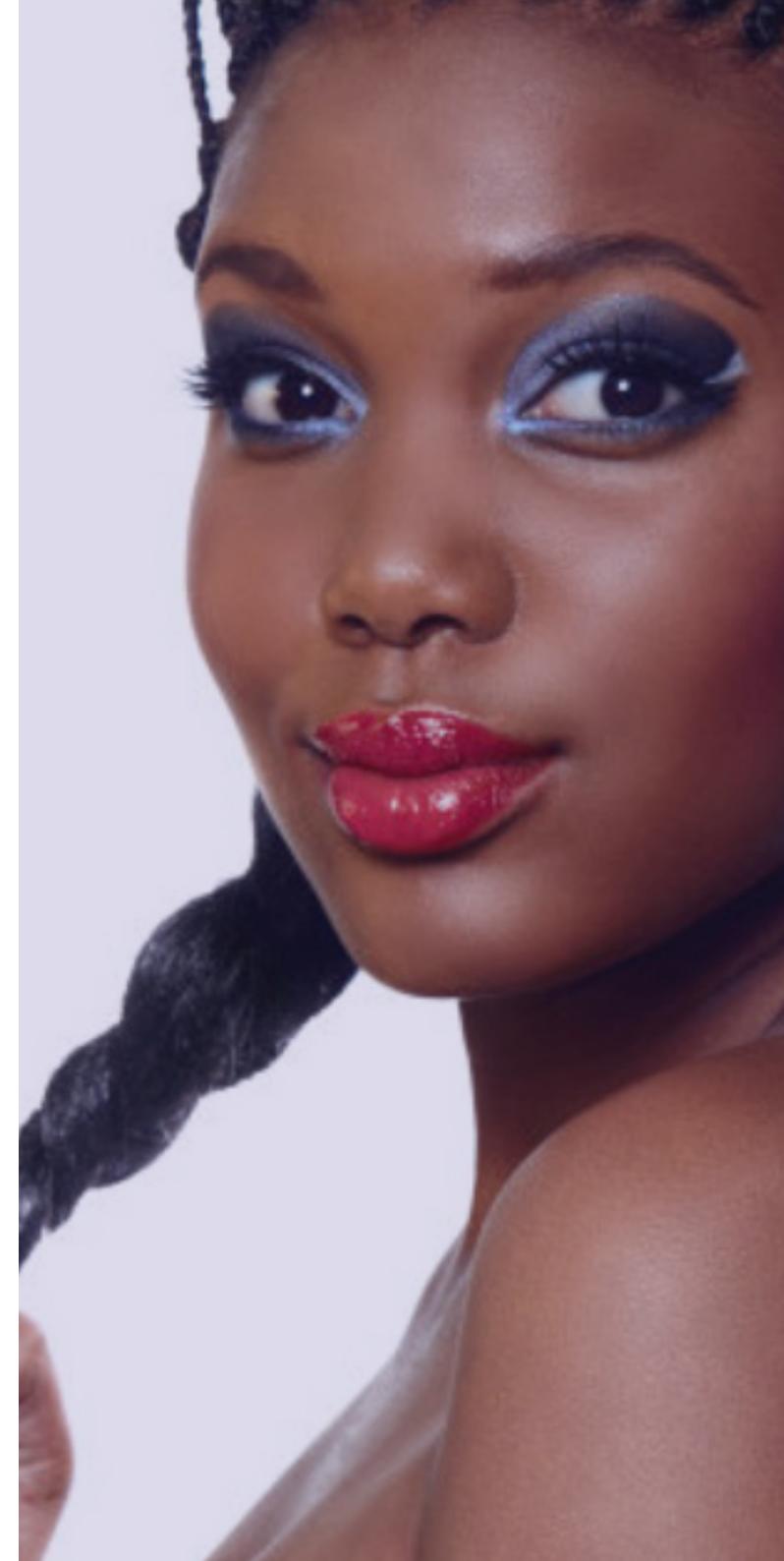
A decent following on their social media, where they upload regularly, as well as a reasonable amount of stylists already signed to their platform.

WEAKNESSES

Whilst Afrocks promises to allow you to find a hair stylist "within a few clicks" it is let down by a poor user experience, with way too many clicks to reach your destination. Which is followed by a confusing booking process that can only be worked out through avid trial and error.

OPPORTUNITIES

Their marketing is targeted towards people with locs, which is a very niche market.



User-Testing Report

User-testing was conducted in order to establish a hierarchy for the screens elements.

The user-testing was conducted with 4 black women between the ages 19 - 23 at a similar ability level. The participants took the test without any prior knowledge of the apps use and were asked to explain what they thought they are currently looking at and what they thought they were supposed to do.

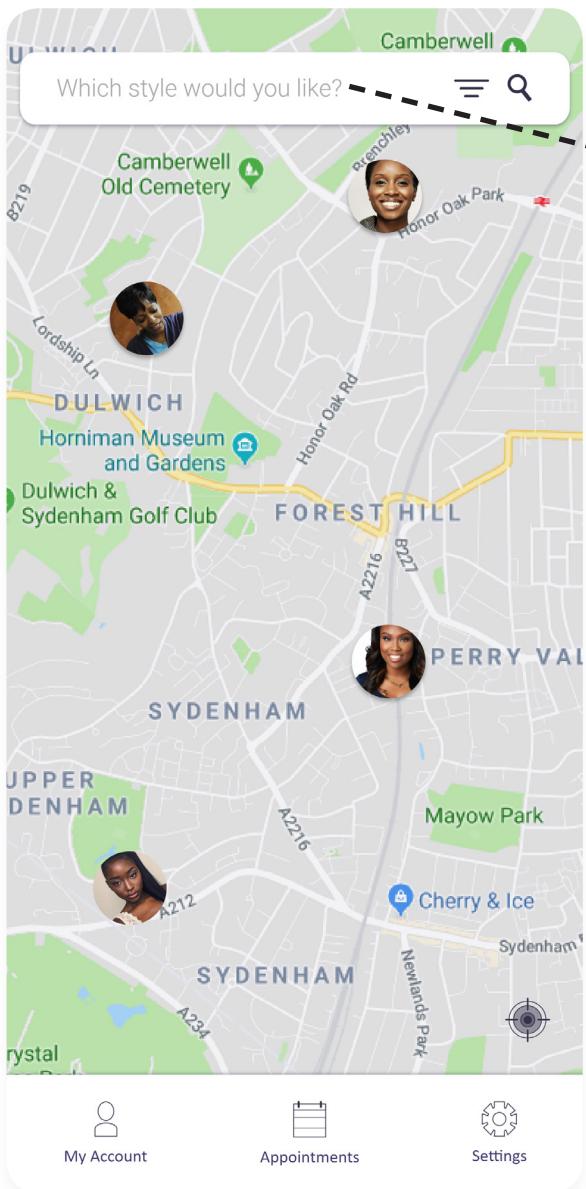
Participants

Aaliyah, Maisie, Georgia and Lisa.

Key Findings

- The search bar on the first screen was not prominent enough
- Examples of work are the first thing people look for when looking for a stylist
- The top 3 elements of importance are price, distance and ratings





#1 Users went to the profile picture icons instead of the search bar at the top

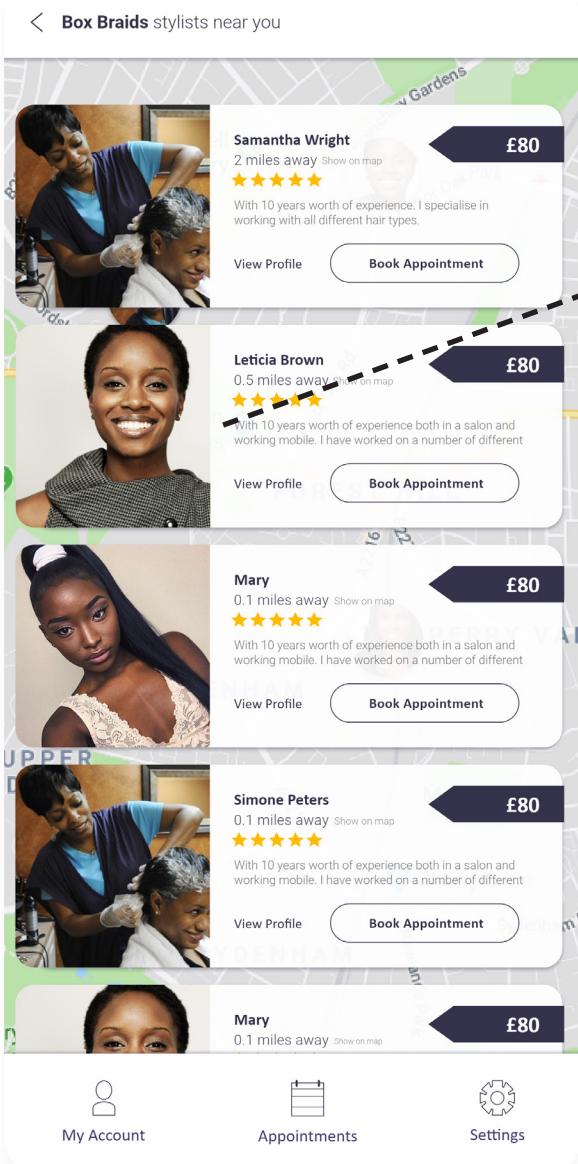
All 4 participants didn't notice the search bar placed at the top of the screen.

Aaliyah assumed it was a filter (which it kind of is) whilst the others didn't notice it at all. They headed straight to the profile picture icons and the navigation bar at the bottom of the page.

Suggested Action

Maise suggested to move that moving the bar closer to the centre might make it more obvious whilst Georgia suggested that it should be on a different screen altogether.

"Oh, I didn't see that"



#2 Users would prefer to see an example of a stylists work rather than their profile picture

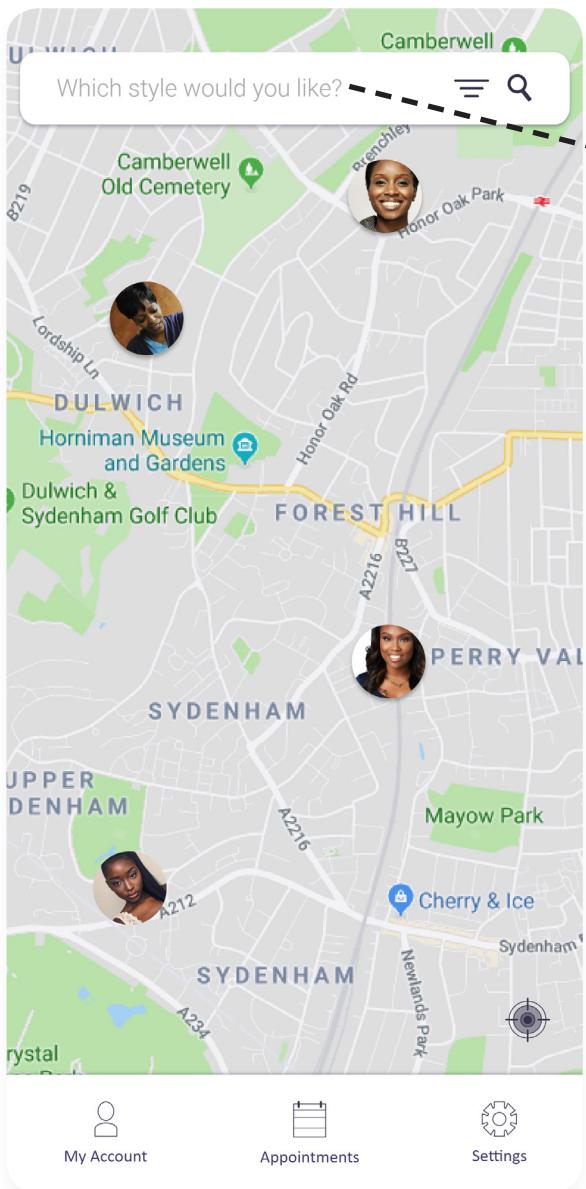
Each participant found portfolio images a very important deciding factor in choosing a stylist. Georgia ranked it 1st against ratings and price. They didn't really care about the appearance of their stylist.

Suggested Action

Both Georgia and Aaliyah suggested for the list of stylists to include a snippet of their work.

A small slideshow of each stylists portfolio should be included on their profile snippet and their profile image should be smaller, due to its lack of importance

"Examples of a stylists work are really important"



#3 You should be able to filter the results on the same page that they show

Participants claimed that filtering is one of the first things that they do when they are making any kind of purchase. Whilst you can filter when you use the search bar, you can't once your results display.

Suggested Action

Add a filter button that can allow users to filter by price, distance and location.

"I like showing the cheapest first"

What went well?

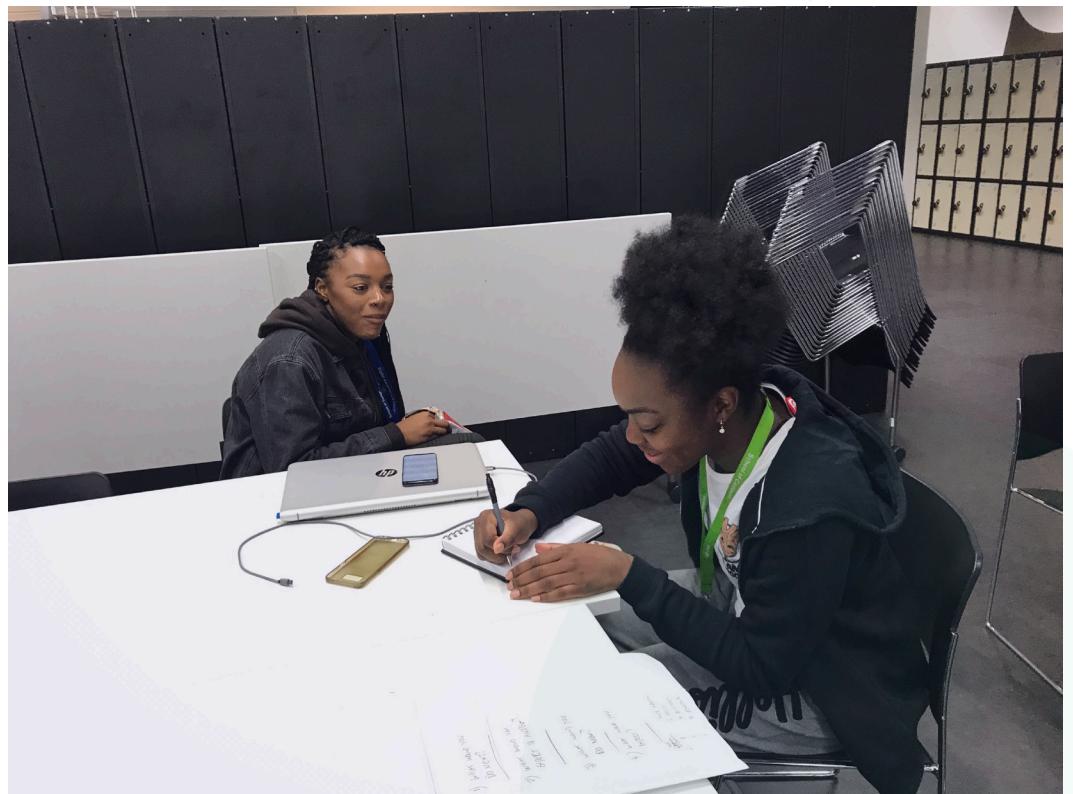
I was really happy with the outcome of the user-testing and wish I had done it much sooner. When designing an app there are many things that can go unnoticed, which was the search bar in this case.

When designing I was almost certain everyone would go to the search bar right away which was far from the truth.

I was also able to validate preexisting ideas I already had such as my decision to choose the price as the most important element on the listing page.

What could've gone better?

I think my preparation before the user-testing could've been better. I made my participants carry out the testing blind which I quickly regretted after making the decision to do so.



Conclusion & Reflection

My findings from this project and what I could have done differently.

Glo promises to fill the gap in the market that others are failing to do so. While Afrocks have made an attempt in doing so their lack of brand identity and poor user experience are setting them back.

Through the use of design thinking, primary research and user-testing I have created a MVP that can only get better as time goes on.

What I have learned from this process is how easy it can be to put together an idea and make a strong user-centered product. Concerns based on findings are the challenges I might face with the marketing. Treatwell have done well because of their marketing, however they have a lot of funding. Moving forward that is something i have to take into consideration.

If I could have done anything differently, it would have been to have more rounds of testing as you can never test too much. I would have also made a website with added functionality such as a database.

Bibliography

Krug, S. (2013). Don't make me think, revisited. Pearson Education.

Appendix

Survey Results when 11 participants answered what they liked or disliked about their avenue for finding a stylist

What do you like or dislike about this process?

Not knowing the reputation of the company and if I haven't had a recommendation from friends or family.

2/16/2019 10:37 PM Add tags – View respondent's answers

The way they do the hair sometime and the price they charge

2/8/2019 6:32 PM Add tags – View respondent's answers

Numerous choices.

2/7/2019 11:14 AM Add tags – View respondent's answers

Takes a lot of phone calls until you find a hair stylist who fits my requirement and hair care need.

2/7/2019 12:18 AM Add tags – View respondent's answers

I prefer Instagram ... pics and vids of the hairdressers work

2/6/2019 10:21 PM Add tags – View respondent's answers

It can be time consuming and not always a stylist in my area.

2/6/2019 8:55 PM Add tags – View respondent's answers

Prices or they live in america or can't see there work

2/6/2019 5:00 PM Add tags – View respondent's answers

Can't see reviews - just a few comments (negative) Can see multiple images of their work (positive)

2/6/2019 4:42 PM Add tags – View respondent's answers

Takes ages. And also it's about trusting the person. So usually it's word of mouth from their previous work.

2/6/2019 4:39 PM Add tags – View respondent's answers

Struggling to find one that's close enough for a reasonable price that I actually like

2/6/2019 4:33 PM