Hair Care

Mobile App

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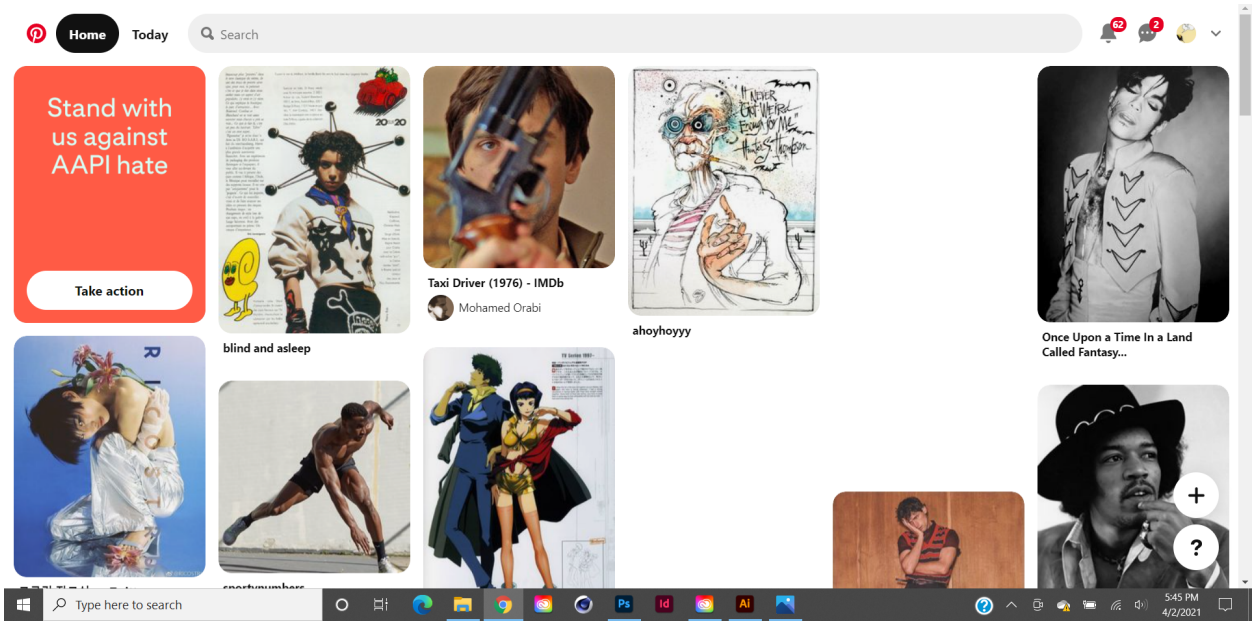
Introduction: Growing up, figuring out which length and style to keep my hair in was a struggle that I had to deal with almost every day. Even now, there are times that I feel that I should change the way my hair looks and that there could be something I'm missing. Another issue is that people won't know enough about hair care products or which ones can work best for their type of hair and the style they want to keep. Knowing these things and hearing kind recommendations from other people on how one can take care of and style their hair may be an essential part to helping people feel more confident about themselves, while knowing that an element of self-care is being taken care of.

Design Statement: Hair Care (name is a WIP) is a website/app that helps people find which hair styles they like best, based on their physical features and personal preferences. Hair Care also helps users find which hair products can be used to achieve hair beauty based on the type of hair that they have. The app does this by asking the user questions about what type of hair they have and the length that they like to keep it. This can also be improved by using AI that takes a picture of the user's head and finds different hairstyles online that the user may like. After this, the app/website creates a feed that shows recommended hair products to help with different aspects, such as washing, styling, and conditioning in order to make sure the user is feeling confident in themselves. There can also be a category that allows the user to keep track of what products they use and learn more about the benefits that it provides, while giving the app more data to help it suggest other things.

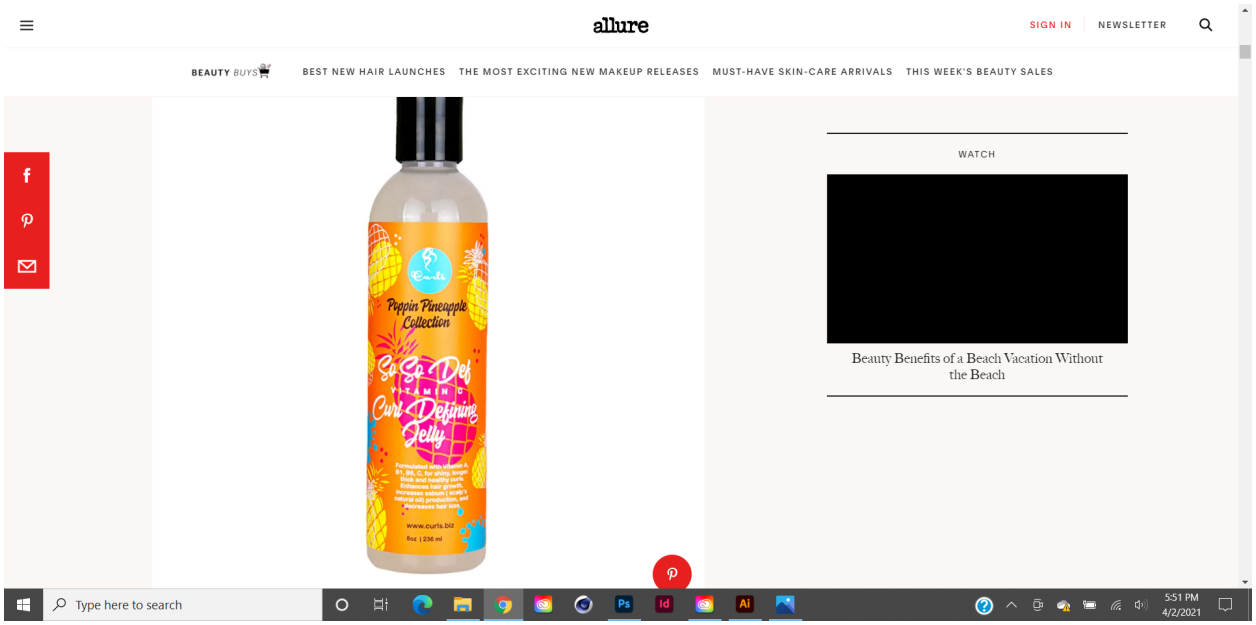
Audience and Context: The audience is anyone who wants to learn more about different hair products that could be right for them, as well as anyone who wants to experiment with different looks. This platform can also be beneficial for someone who struggles with how their hair looks and helps them see potential.

Another audience could be hairstylists in the entertainment industry who may need help finding different hairstyles for certain people.

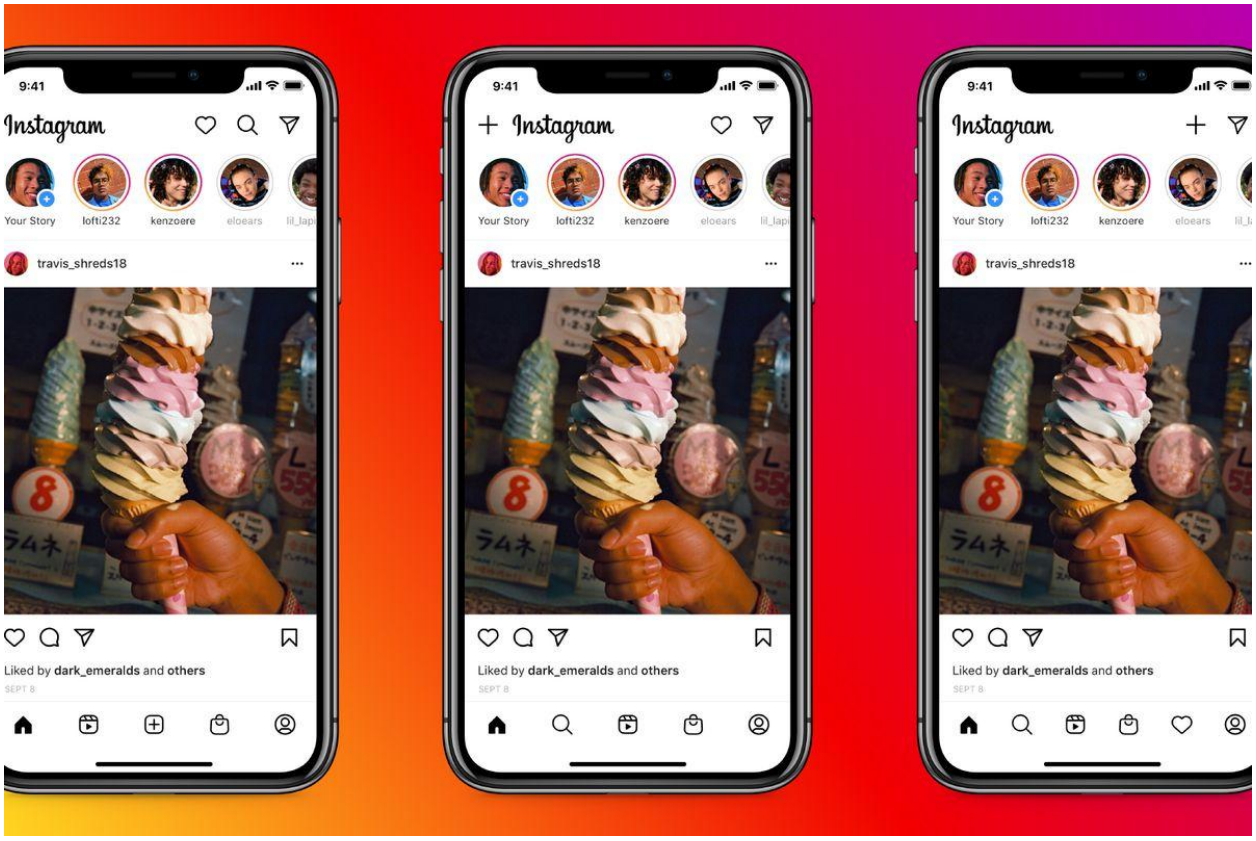
Inspirations



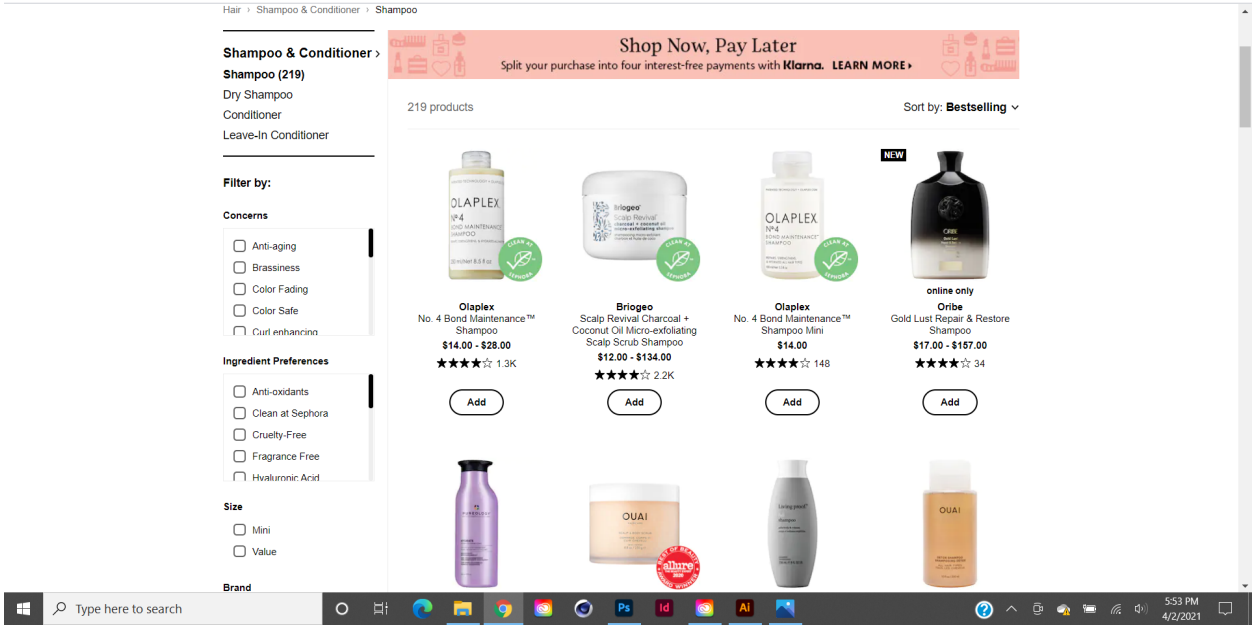
Pinterest



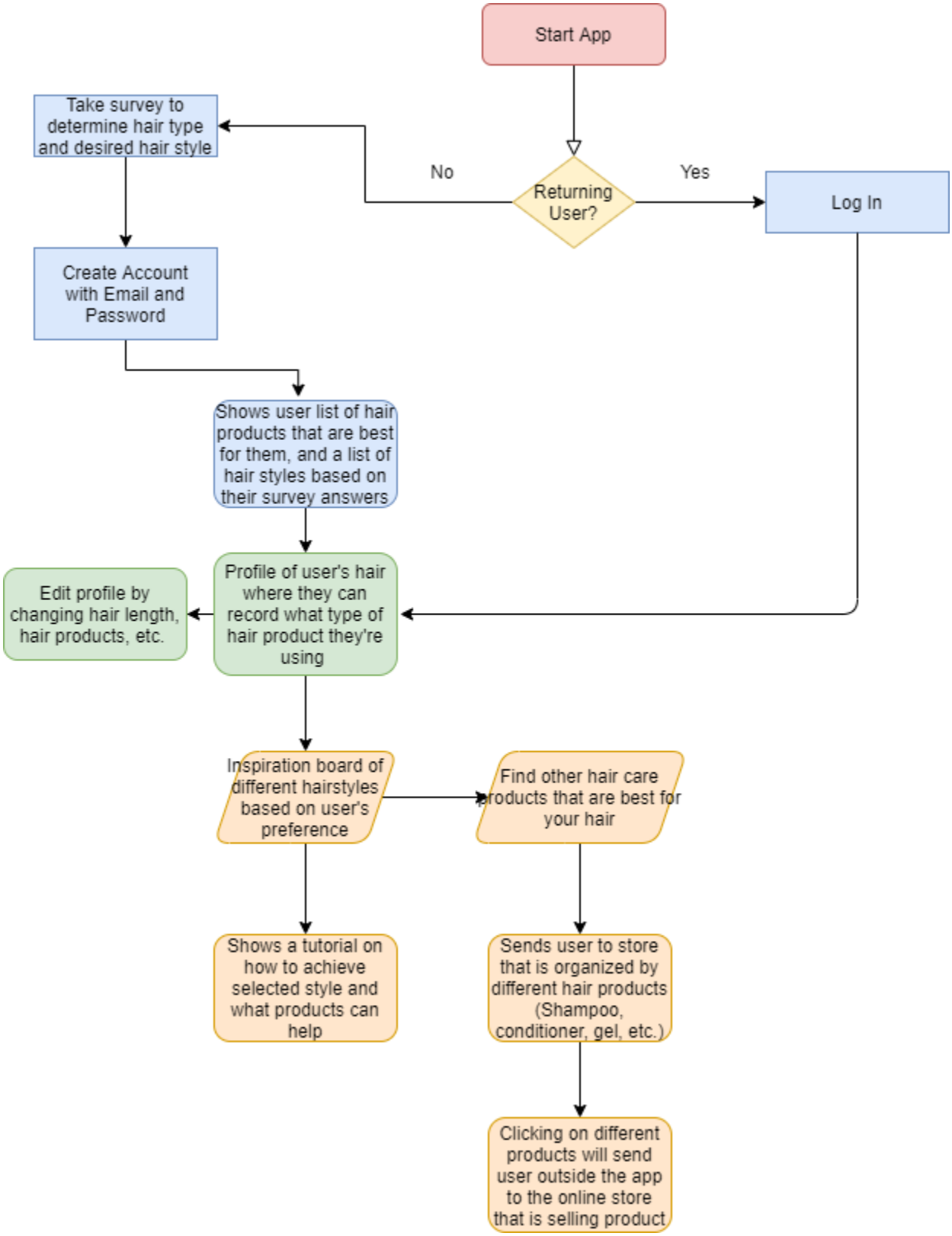
Allure



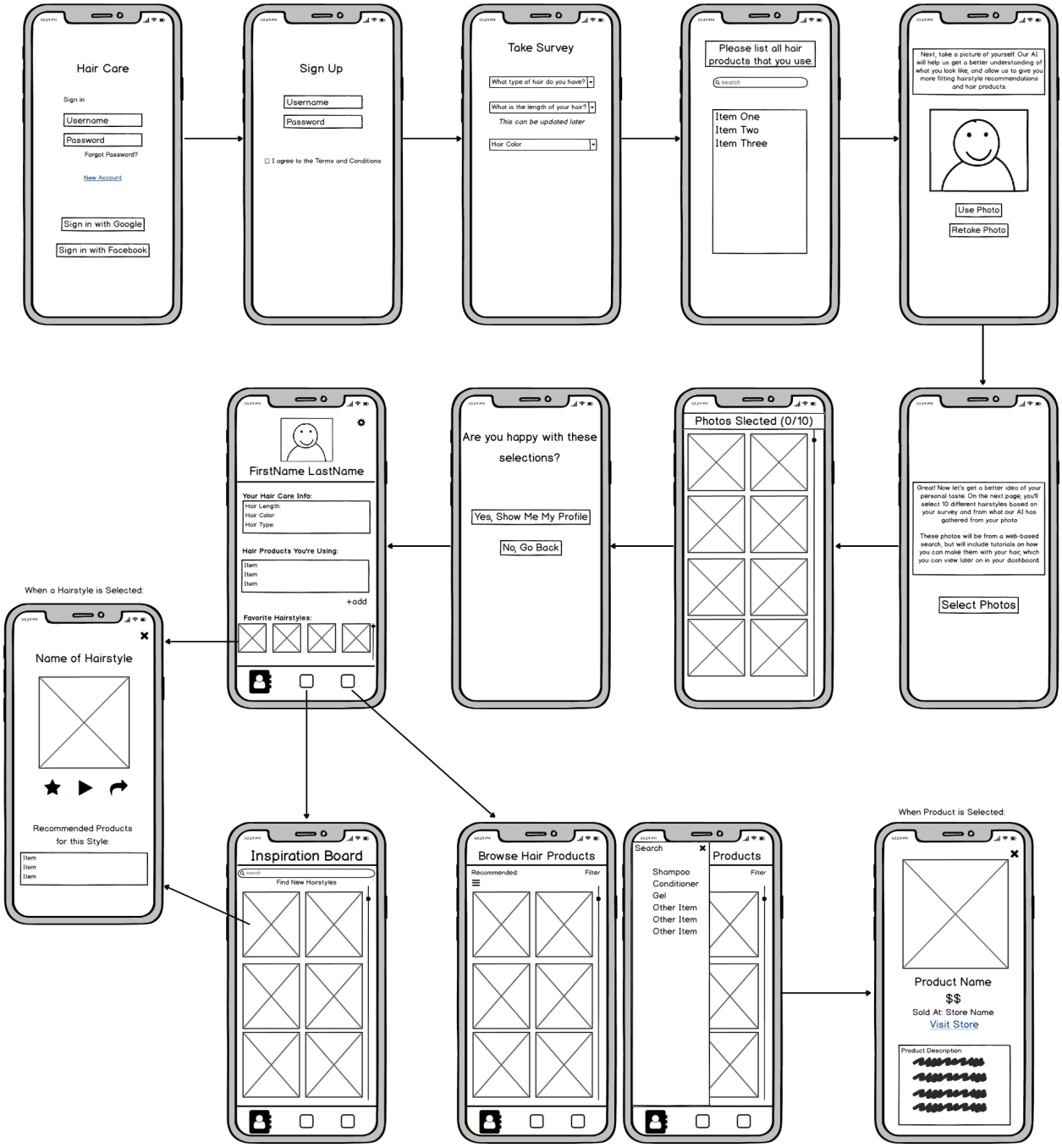
Interface of Instagram, where the user scrolls through different products and hairstyles, depending on which tab they are on.



Sephora


Start App
Returning User?
No
Yes
Take survey to determine hair type and desired hair style
Log In
Create Account with Email and Password
Shows user list of hair products that are best for them, and a list of hair styles based on their survey answers
Profile of user's hair where they can record what type of hair product they're using
Edit profile by changing hair length, hair products, etc.
Inspiration board of different hairstyles based on user's preference
Find other hair care products that are best for your hair
Shows a tutorial on how to achieve selected style and what products can help
Sends user to store that is organized by different hair products (Shampoo, conditioner, gel, etc.)
Clicking on different products will send user outside the app to the online store that is selling product

Wireframes:


Hair Care
Sign in
Username
Password
Forgot Password?
New Account
Sign in with Google
Sign in with Facebook
Sign Up
Username
Password
☐ I agree to the Terms and Conditions
Take Survey
What type of hair do you have?
What is the length of your hair?
This can be updated later
Hair Color
Please list all hair products that you use.
search
Item One
Item Two
Item Three
Next, take a picture of yourself. Our AI will help us get a better understanding of what you look like, and allow us to give you more fitting hairstyle recommendations and hair products.
Use Photo
Retake Photo
Great! Now let's get a better idea of your personal taste. On the next page, you'll select 10 different hairstyles based on your survey and from what our AI has gathered from your photo
These photos will be from a web-based search, but will include tutorials on how you can make them with your hair, which you can view later on in your dashboard.
Select Photos
Photos Slected (0/10)
Are you happy with these selections?
Yes, Show Me My Profile
No, Go Back
FirstName LastName
Your Hair Care Info:
Hair Length:
Hair Color:
Hair Type:
Hair Products You're Using:
Item
Item
Item
+add
Favorite Hairstyles:
When a Hairstyle is Selected:
Name of Hairstyle
Recommended Products for this Style:
Item
Item
Item
Inspiration Board
search
Find New Hairstyles
Browse Hair Products
Recommended:
Filter
Search
Shampoo
Conditioner
Gel
Other Item
Other Item
Other Item
Products
Filter
When Product is Selected:
Product Name
$$
Sold At: Store Name
Visit Store
Product Description:

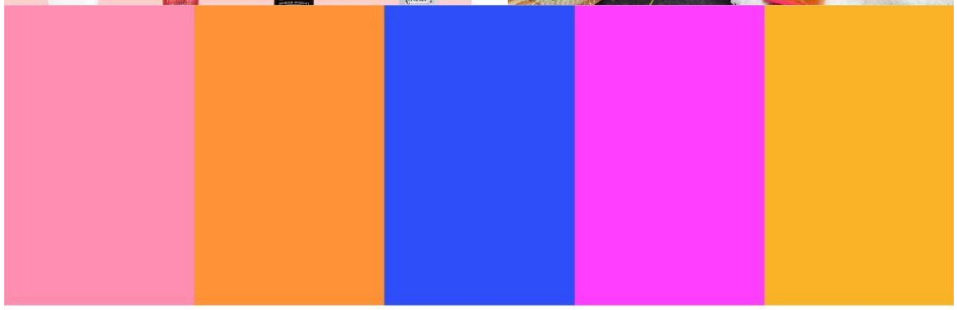
Mood Board

23
EASY
NATURAL
HAIRSTYLES
IGBOCURLS.COM
IGBOCURLS.COM

CREMO

Maui
MOISTURE
Heal &
Hydrate +
Shea Butter
SHAMPOO
Maui
MOISTURE
Heal &
Hydrate +
Shea Butter
CONDITIONER

A smart choice.
Shopping centre Viru Keskus has the biggest bookstore, the widest selection of jewellery and the best fashion shops in Estonia.
viru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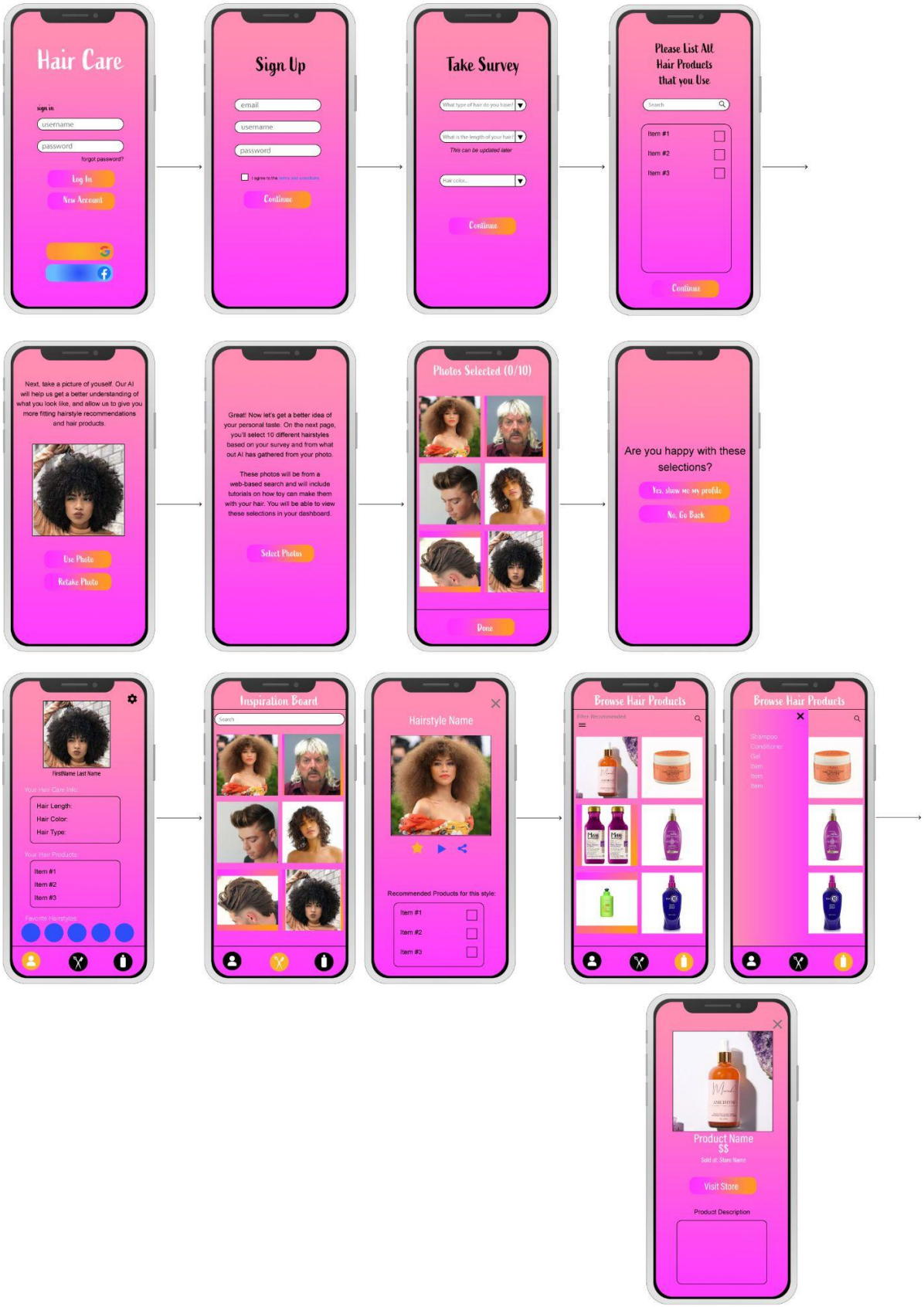
color.adobe.com



High Fidelity Wireframes

Final Prototype

https://adamemanuelnation751670.invisionapp.com/overview/Hi-Fidelity-Wireframe-ckoes9e6t0hnz017f6x0d8yb1/screens?sortBy=1&sortOrder=1&viewLayout=2