

LineUp

The Concept

The concept for LineUp came after working as a barber and noticing the difficulty my clients had trying to find a barber they trusted, while also realizing that the barbers who taught me the craft were losing their businesses due to overhead costs and a lack of finding new customers. LineUp is currently a web app I built in Rails that allows users to find barbers by zipcode. The wireframes you'll see below depict the process I went through in order to make the app a reality. You'll also be able to see some screenshots of the final design, but I'm always reiterating.

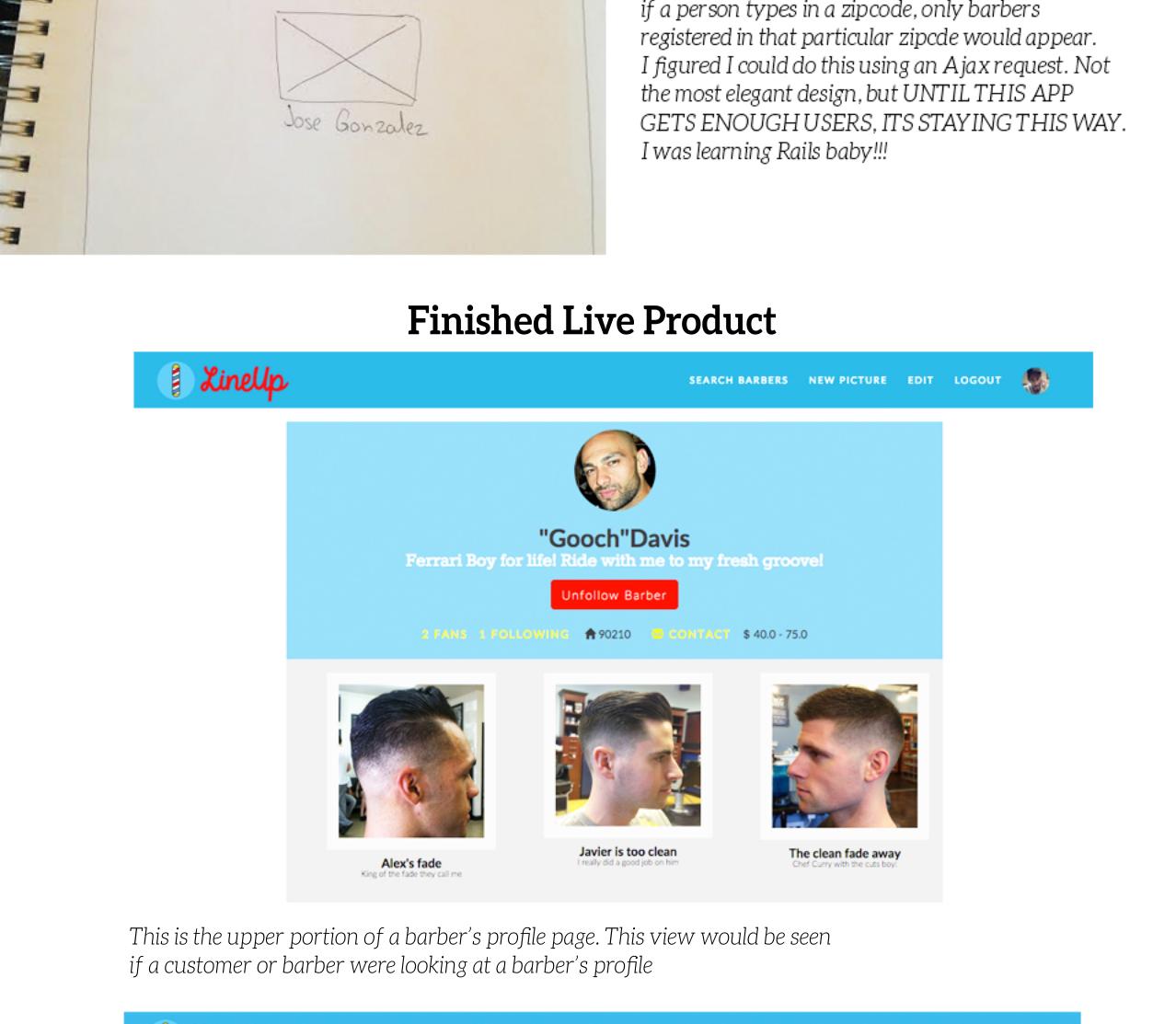
Recognized Opportunities

Migrated to a new city? Good luck experimenting with barbershops until you find the right one. Although my original objective was to make an Uber for barbers, I narrowed my scope down to creating a platform where hair stylists could showcase their work and customers could find them by zipcode. I also originally wanted to create a Yelp like system with rating barbers, but realized that great haircuts are subjective.

My Role

UI and UX Design - Front End Development - Back End Development

Sketches



This was the original wireframe for the barber's profile page. My design inspiration came from Pinterest. You'd have a profile picture, description, price range and portfolio section where a barber could showcase his work.

The problem:

I didn't think this was the most efficient design that would integrate with mobile devices. The distribution of pictures would be confusing since I wanted each picture to take 80 - 100% of the screen width on smaller devices.

I also didn't think it was feasible for me to code an elegant uneven distribution of uploaded user pictures in rails with my given front-end skills at the time.

The solution:

I realized that the point of me doing this project was not to build something with a complex design. Learning the backend side of Rails was hard enough for me!

I knew that creating an even distribution of pictures was possible with my skill set. Especially while using Twitter Bootstrap. I decided to emulate Dribbble's user profile layout.

You have a profile picture at the top, the user's information below and a follow button directly above the info. There would also need to be some type of pagination at the bottom of the page in case a barber had multiple pages in his portfolio.

The Search Feature:
The most important feature of the app was to be able to search for barbers by zipcode or name. How this would work? I had no idea when I began the project...

Would the page be blank without barbers until you typed your zipcode in the search bar? Or would the page be populated with registered barbers as a listing where you'd have to search through multiple pages of barbers?

I decided to keep it simple. Have a populated page, if a person types in a zipcode, only barbers registered in that particular zipcode would appear.

I figured I could do this using an Ajax request. Not the most elegant design, but UNTIL THIS APP GETS ENOUGH USERS, IT'S STAYING THIS WAY.

I was learning Rails baby!!!

Finished Live Product



This is the upper portion of a barber's profile page. This view would be seen if a customer or barber were looking at a barber's profile

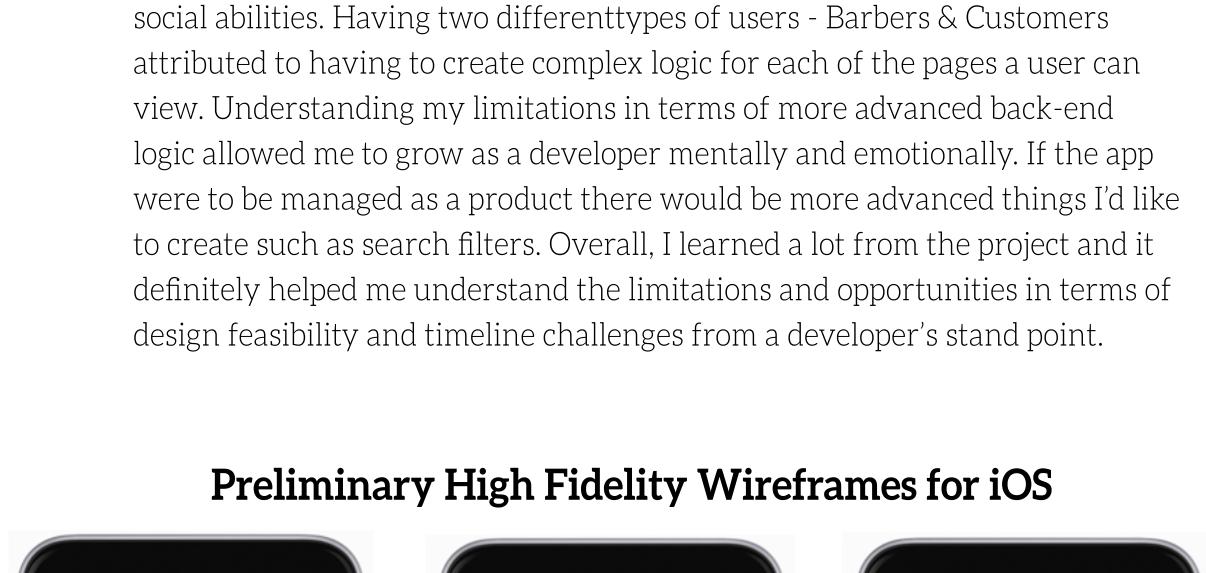


This is the search page populated with a couple registered barbers on the site. If 90210 were typed in the search bar, only Gooch would appear!!!

Design Challenges

There were many challenges I faced with this project day after day. One of the bigger issues was to create the back end logic for the app's social abilities. Having two different types of users - Barbers & Customers attributed to having to create complex logic for each of the pages a user can view. Understanding my limitations in terms of more advanced back-end logic allowed me to grow as a developer mentally and emotionally. If the app were to be managed as a product there would be more advanced things I'd like to create such as search filters. Overall, I learned a lot from the project and it definitely helped me understand the limitations and opportunities in terms of design feasibility and timeline challenges from a developer's stand point.

Preliminary High Fidelity Wireframes for iOS



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