

# LineUp

## Project Overview

During college cutting hair was my side hustle to earn extra money. Friends and family would call me during late evenings after they got out of work or when they wanted to save the \$20-\$25 they would regularly spend at a barbershop. After I gained the trust of being a decent barber to clientele, I was able to earn \$100-\$150 extra money per month as a broke student. The concept came from wanting to extend this form of extra income to barbers who needed it as well as for people who wanted the convenience of a personal barber that came to their home. During my time at General Assembly, I thought why not make the concept a reality?

## Recognized Opportunities

I realized a few opportunities before I came up with the concept for LineUp. Barbers overhead costs can be upward of \$700 per month to rent a booth in a shop. New barbers have difficulty gaining new clients when working in established shops by trying not to "steal" clients from coworkers. When moving to a new city, people have to experiment with barbers before they find one they trust. I wanted to create something where people could discover barbers in neighborhoods. I didn't want to create a Yelp like system where barbers were rated. I simply wanted to create a site where you could check out their portfolios and make your choice based on whether you liked their style or not. Ratings would deter from the fact that I wanted to promote up and coming barbers. What is deemed to be a great haircut is also very subjective.

## Challenges

During the middle of my class at GA, I came to the conclusion that Ruby on Rails was my weakness. I wanted to give up on the app time and time again. To explain the technicality in lamens terms, I had to come up with a way to create barbers and customers when people signed up for the site. But Ruby on Rails recognized both of these types of people to be categorized as one thing...Users. The problem was I had to show Users two different pages dependent on whether the User was a barber or customer. The logic for accomplishing this became very wonky. I started over and made two different types of Users...Barbers and Customers. Down the line, this made things a bit easier to manage, but the tricky logic came once again when I tried to make the site social so a customer could look through another barber or customer's friends list.

Working with Amazon Web Services was another challenge I faced. Deploying an app to Heroku would only allow Users to save pictures for 24 hours. The AWS documentation was not as straight forward as I'd hoped, but I got through it.

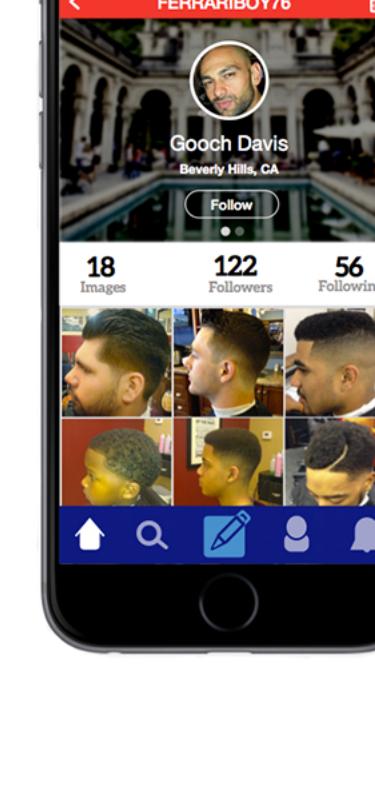
You can check out the web app back on my site at [jeremidudu.com](http://jeremidudu.com).

## Mobile Application Design

I haven't yet dove into developing LineUp as a mobile app, but I have come up with the design concept. I don't believe in reinventing the wheel, but rather drawing inspiration from what people are familiar with. My goal was to make the design as intuitive as possible while being inspired by the apps of Tumblr, Instagram and Twitter.

### Sign Up

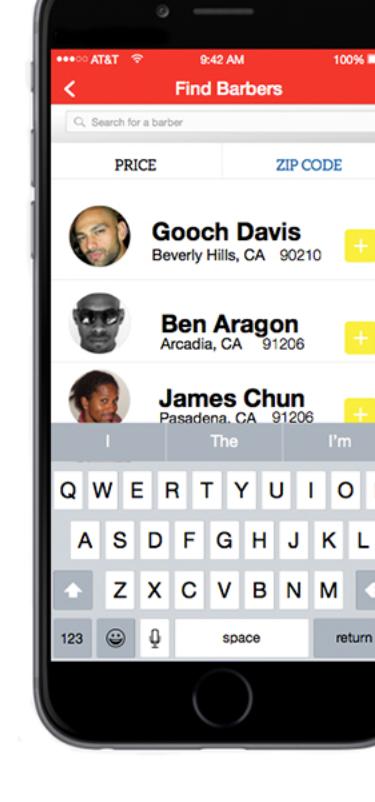
As mentioned above with the web app, users would have the ability to sign up as customers or barbers



### Barber Profile Page

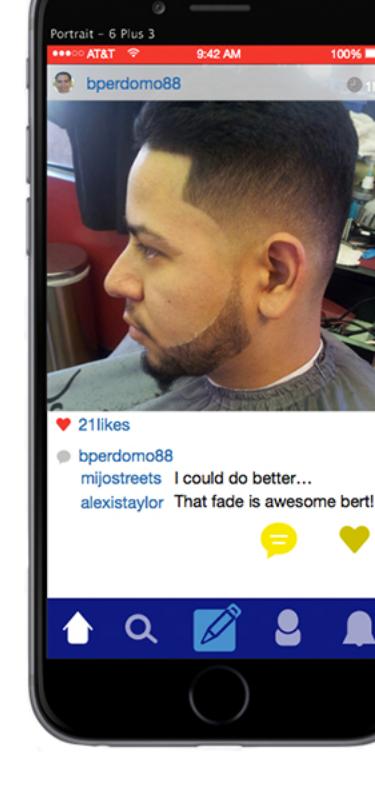
On the barber's page you have a few options. You could choose to follow the viewed barber. Swipe left over the header to view a short detailed bio of the barber and the price range they charge.

Go through pictures in a similar fashion to Instagram. Or schedule an appointment if this barber's style peaks your interest. Ideally the app would use the Sunrise Calendar API.



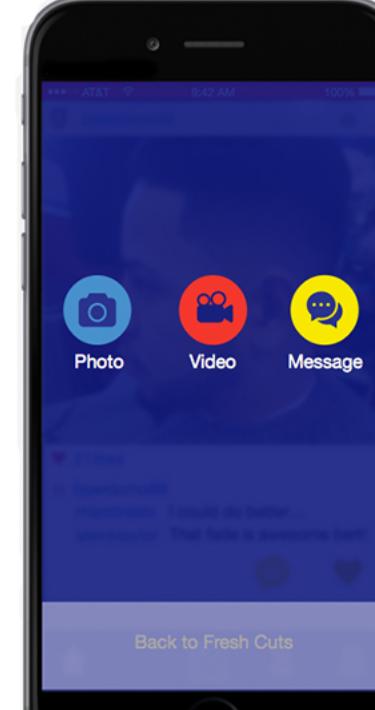
### Search for Barbers

The second tab of the navigation would take users to a search page. Where they could filter their search by price range that barbers charge or the zipcode they work in. The yellow buttons would allow you to add barbers in to a list of barbers you follow.



### Home Page

Similar to Instagram the user's home page would be populated with recent uploaded pictures that barbers or customers that you follow have posted. You could choose to like or comment on the picture.



### Actions Tab

Clicking on the middle Actions tab located in the navigation would slide up an animation of 3 actions you could choose from. Upload a picture or video. If you want to get in touch with a barber you'd be able to send them a message. This was inspired by Tumblr.

