

# PROJECT



PROPOSAL

[www.stylify.ca](http://www.stylify.ca)



PROJECT OVERVIEW

01

# PROJECT OVERVIEW

# Contents

## 1. Project Overview

- 1.1 Idea
- 1.2 Problem
- 1.3 Solution
- 1.4 Main Features
- 1.5 Competitor Analysis

## 2. Project Timeline

- 2.1 Design Timeline
- 2.2 Development Timeline

## 3. Design Process

- 3.1 User Persona
- 3.2 User Flow
- 3.3 Wireframes
- 3.4 Mockups
- 3.5 Branding
- 3.6 UI Kit

## 4. Technical Overview

- 4.1 System Architecture
- 4.2 Data Model
- 4.3 Tech Stack

## 5. Business Model

- 5.1 Business Ethics
- 5.2 Competitor Analysis
- 5.3 Future Features

## 6. Team



# Inspiration behind the Stylify App

Stylify was created with the aim of assisting local businesses in managing their customer appointments effectively and preventing any overlaps. In addition to streamlining the appointment booking process, the app helps businesses attract new customers and keep loyal ones by offering exclusive deals. To address the common challenge faced by many businesses of monitoring their performance, Stylify provides valuable insights into revenues, customer feedback, and staff performance.



## Challenges Faced by Businesses:

### 1. Inefficient Appointment Management

Manual appointment booking can lead to overlaps and scheduling conflicts, causing inconvenience to customers and lost business.

### 2. Customer Attraction and Retention Challenges

Difficulty in attracting and retaining customers due to changing demands and preferences.

### 3. Costly Business Insights Tracking

Monitoring business insights can be time-consuming and take up valuable resources.

# App Features



## Valuable Business Insights

Stylify enables easy monitoring of revenue, feedback, and staff performance for data-driven decisions to optimize operations and stay competitive.



## Streamlined Appointment

Stylify streamlines appointment bookings, minimizing overlaps and scheduling conflicts. This ensures an excellent customer experience, leading to increased satisfaction and retention.



## Improved Customer Engagement

Stylify enables effective customer engagement with exclusive deals, leading to attraction, retention, and revenue growth.



02

# PROJECT TIMELINE

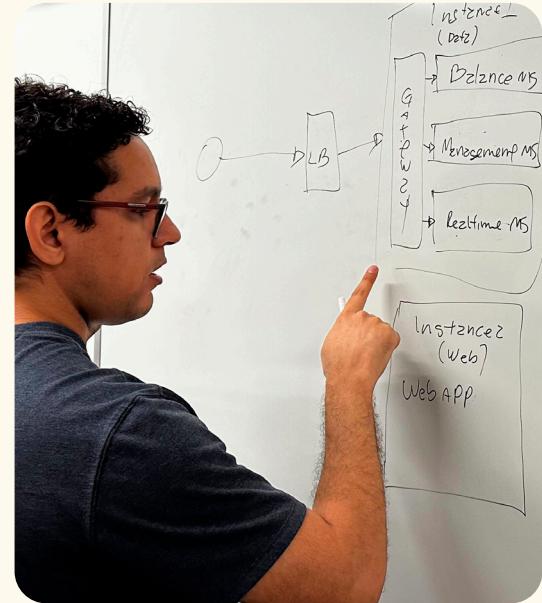
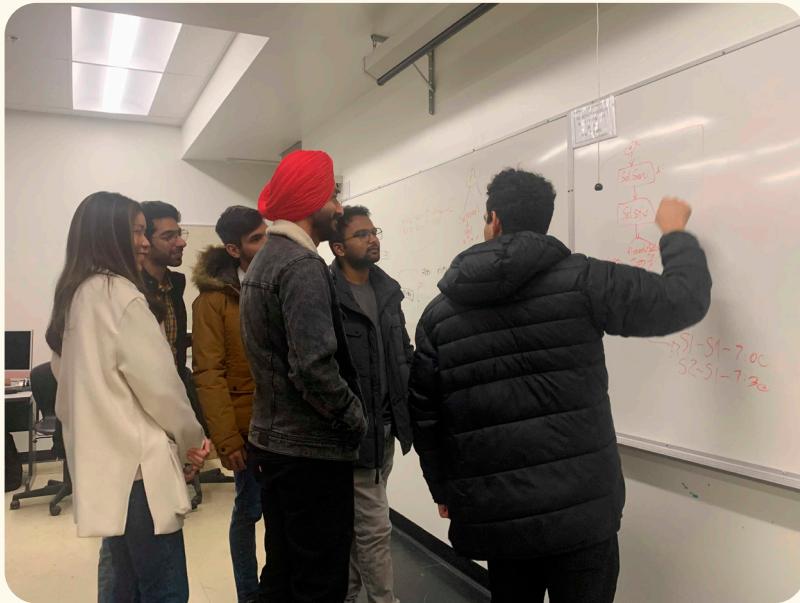
# Design Timeline





# Development Timeline







# DESIGN PROCESS

# Personas



## Customer

Miley is a student who's been in Canada for few months now. Her goal is to become a Marketing manager. She really cares about her appearance but haven't found a favourite stylist yet and changes salon frequently.

### Goals

- Want to know beforehand what to expect from salon.
- Get the best possible experience.
- Save money and time.

### Frustrations

- Not familiar with salons in the area.
- Want to find a place that suits her taste.
- Tired of changing stylists frequently.



## Business

Jon is a salon owner in Canada. His goal is to make salon business grow. He really cares about his customers and want to provide them smooth customer services.

### Goals

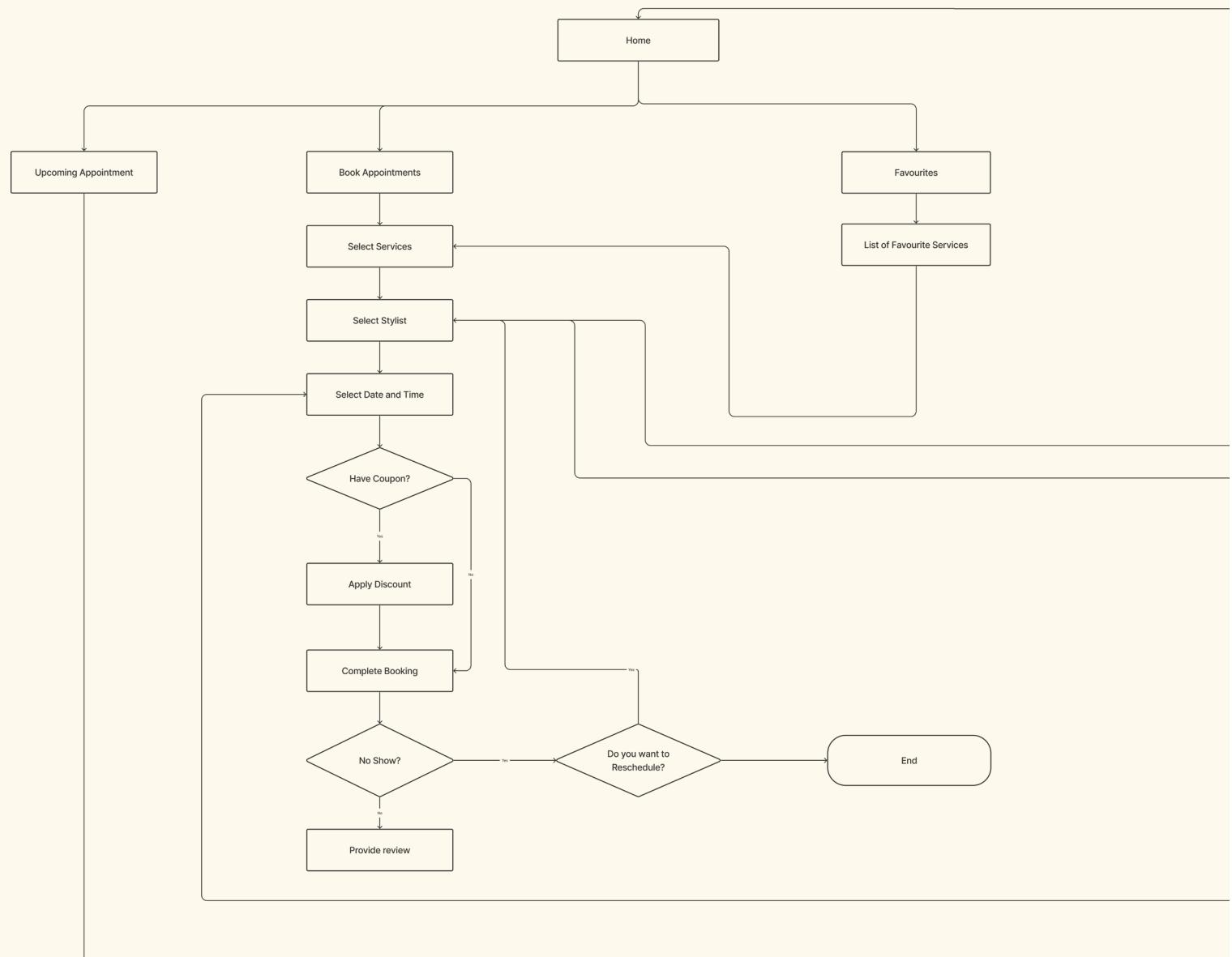
- To keep track of sales and revenue.
- Provide best customer experience.
- Check availability of their stylists.

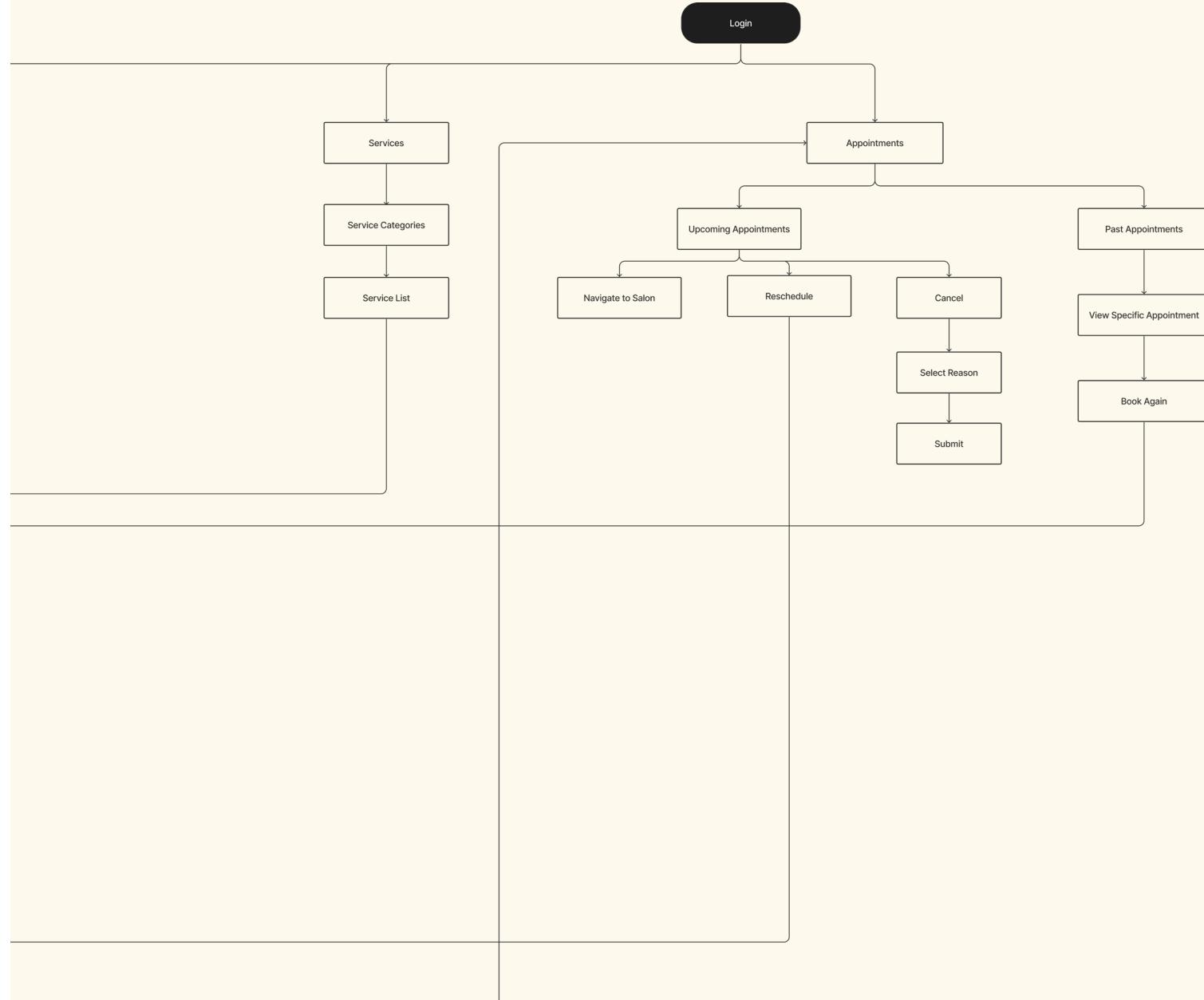
### Frustrations

- No way to get reviews after the appointments.
- Hard to keep record of money made.
- Unsure about their loyal customers.



# User Flow







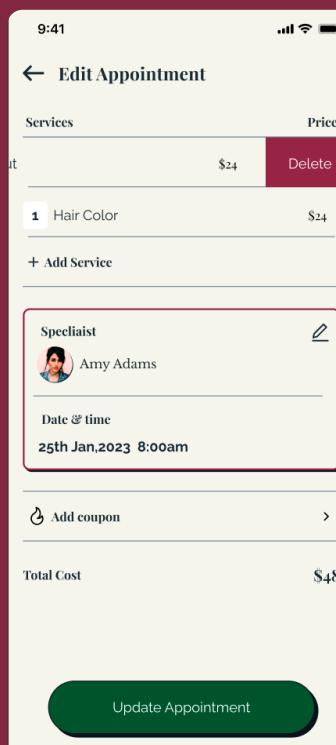
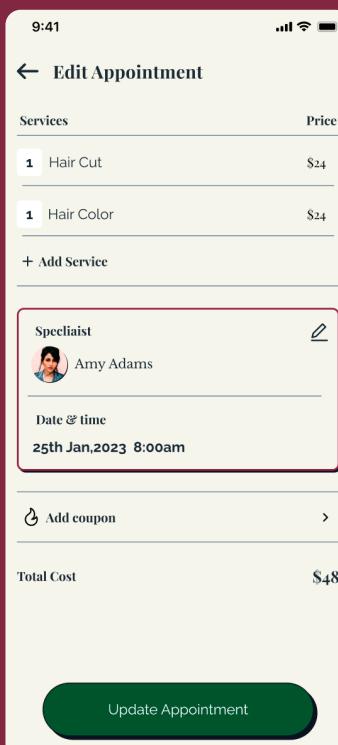
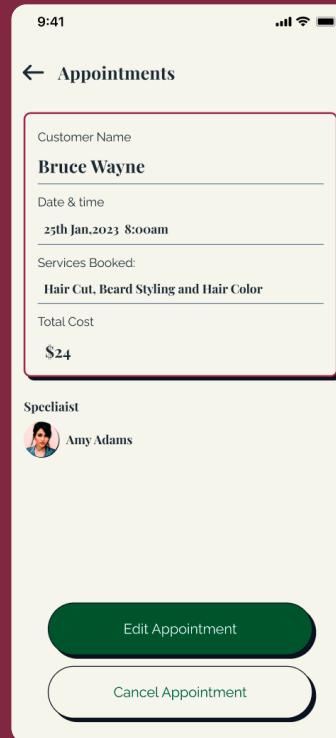
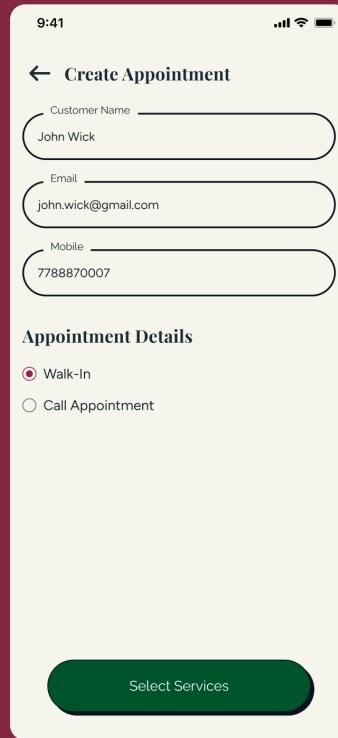
# Wireframes

The image displays six wireframe screens for a mobile application, likely a hair salon booking app, arranged in two columns of three. The screens show various stages of the booking process, including appointment lists, creation, details, stylist selection, review, and service categories.

- Appointments Screen:** Shows a weekly calendar from Monday, 22nd to Sunday, 28th. Below the calendar is a list of appointments:
  - 2:00 pm: Dr. Frank Hessel (Hair cut, Beard Styling, +3 more, Mike Adams)
  - 2:30 pm: Tracy Hermiston (Hair cut, Beard Styling, +3 more, Kelley Watsica)
  - 3:00 pm: Lorenzo Rempel (Hair cut, Beard Styling, +3 more, Kristen Moen)
  - 3:00 pm: Bill Denesik (Hair cut, Beard Styling, +3 more, Bennie Dickinson)
  - 5:00 pm: Dr. Mitchell Pollich (Hair cut, Beard Styling, +3 more, Mike Adams)
  - 2:00 pm: Dr. Frank Hessel (highlighted)At the bottom are buttons for Appointments, Insights, and More.
- Create Appointment Screen:** A form to enter customer details:
  - Customer Name: Tom Clancy
  - Email: tomisclancy@abc.com
  - Phone: 1234567890Below this is an "Appointment Details" section with a radio button for "Walk-in". At the bottom is a "Select services" button.
- Appointment Details Screen:** Displays customer and booking details:
  - Customer details: Dr. Frank Hessel
  - Booking details: 26th feb, 2023 10:00am
  - Services Booked: Hair Color
  - Total Cost: \$24
  - Stylist: Stylist is Mike AdamsAt the bottom are "Edit appointment" and "Cancel appointment" buttons.
- Edit Stylist Screen:** Allows selecting a stylist for a specific date:
  - Date: Jan 2023 (22nd to 28th)
  - Select Specialist: Mike Adams (selected), Lois Cheng, Wendy Krajcik, etc.
  - Available Slots: 8:00 - 8:50 am, 9:00 - 9:50 am, 10:00 - 10:50 am, 11:00 - 11:50 am, 1:00 - 1:50 pm, 2:00 - 2:50 pm, 3:00 - 3:50 pm, 4:00 - 4:50 pm
  - Update stylist button at the bottom.
- Review Appointment Screen:** Summary of the appointment:
  - Services: Hair Cut (\$24), Hair Color (\$24)
  - Specialist: Mike Adams
  - Date & time: 25th Jan, 2023 8:00 - 8:50 am
  - Promocode: (Apply)
  - Total Cost: \$48At the bottom is a "Confirm appointment" button.
- Services Screen:** Categories of services:
  - Hair cuts (selected)
  - Styling
  - Color services
  - NailsUnder "Hair cuts":
  - Hairstyles: Hair cut (\$24)
  - Women's Hair cut (45min • \$24)
  - Kid's Hair cut (45min • \$24)
  - Hair cut (45min • \$24)Under "Styling":
  - Hair cut (45min • \$24)Under "Color services":
  - Hair color (45min • \$24)



# Mockups





## Inspiration

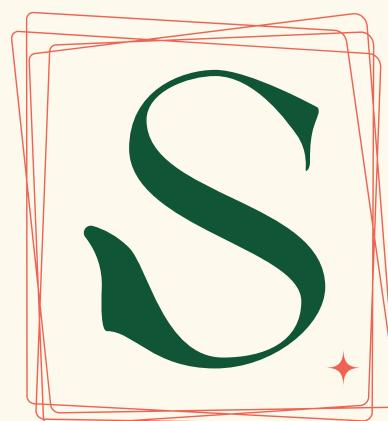
# Logo

The logo for our app “Stylify” is inspired by the bold and functional design styles of Neo-Brutalism and Neo-Pop. The typeface is custom designed specifically for the Stylify brand, giving the logo a unique and memorable look that sets it apart from other salon management apps.

## Main Logo



## App Icon





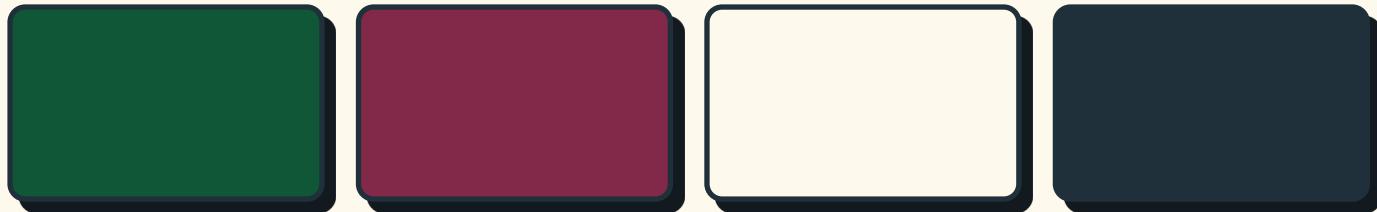
# Branding





# UI Kit

## Color Scheme



Primary Color

#105535

rgb(16, 85, 53)

Secondary Color 1

#822848

rgb(130, 40, 72)

Background

#FDF6E9

rgb(39, 83, 95)

Text

#24313A

rgb(36, 49, 58)

The color scheme for the app is carefully crafted to create a visually appealing and functional user experience. The **primary color, #105535, is a rich and warm green** hue that immediately draws the eye and sets a natural and calming tone.

The **second secondary color, #822848, is a rich and bold burgundy** hue that adds depth and contrast to the design. This color is used sparingly, to highlight specific elements and create a sense of hierarchy within the app.

The **background color, #FDF6E9, is a soft and warm off-white** hue that provides a clean and bright backdrop for the app's content. This color helps to create a calm and uncluttered environment, making the app's content easier to read and interact with.

The **text color, #24313A, is a deep and dark blue-grey** hue that provides excellent contrast against the background color.

In conclusion, the color scheme for our app is designed to create a visually appealing and functional user experience.

# Components

**2:00 pm**

**Bruce Wayne**  
Hair cut, Beard Styling, +3 more  
\$27.50 • Mike Adams

**09 March**

Hair cut, Beard Styling, +1 more  
\$27.50 • Mike Adams

**10% OFF**  
Max \$20.00  
Minimum expenditure \$40

**EASY10**

**Men's Haircut**  
45min • \$27.50

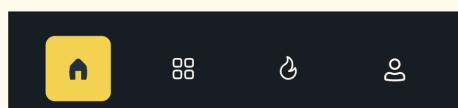
**Men's Haircut**  
45min • \$27.50

**Athens Salon**  
Hair cut, Beard Styling, +3 more  
\$27.50 • Mike Adams

**Amy Adams** 4.6 ★  
I recently had my hair cut and colored at Athens Hair Salon, and I am so pleased.

< January 2023 >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
15	16	17	18	19	20	21

**Salon Name**  
Downtown, Vancouver  
4.6 ★

**Salon Name**  
Hair cut, Beard Styling, +3 more  
45min • \$27.50

Awesome! Do you want to make it your favourite?

Button

Button

<		January					>	
M	T	W	T	F	S	S		
1	2	3	4	5	6	7		
8	9	10	11	12	13	14		
15	16	17	18	19	20	21		
22	23	24	25	26	27	28		
29	30	31						



# Components

## Input fields

	No Icon	Icon Right	Icon Left
Default			
Active			
Filled			
Helper Text			
Disabled			

## Chips



## Checkbox

<input type="checkbox"/> Small Outline	<input type="checkbox"/> Small Outline >	<input type="checkbox"/> Small Outline +	Inactive	<input type="checkbox"/> Checkbox Label
<input checked="" type="checkbox"/> Small Outline	<input type="checkbox"/> Small Outline >	<input checked="" type="checkbox"/> Small Outline +	Active	<input checked="" type="checkbox"/> Checkbox Label
<input type="checkbox"/> Small Outline	<input type="checkbox"/> Small Outline >	<input type="checkbox"/> Small Outline +	Disabled Inactive	<input type="checkbox"/> Checkbox Label
			Disabled active	<input checked="" type="checkbox"/> Checkbox Label
			Error	<input type="checkbox"/> Checkbox Label

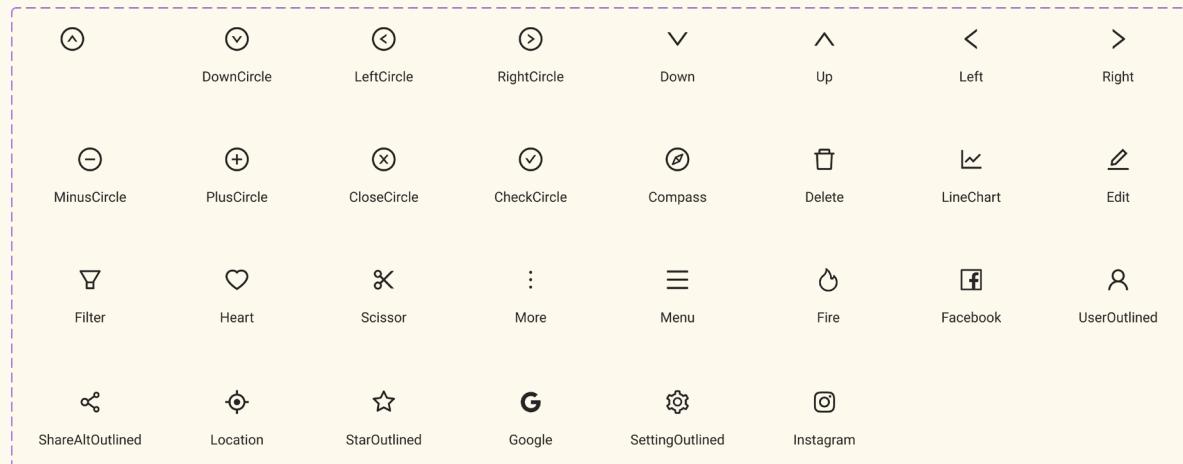
## Radio buttons

- Radio Label
- Radio Label
- Radio Label
- Radio Label

## Toggles



# Icons



# Typography

## Playfair Display

A a

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

## Figtree

A a

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

The headings are set in **Playfair Display**, a classic serif typeface that has a timeless feel with a good X-height giving the lowercase letters good, large appearances. Additionally, its kernings and open counters ensure that the text is easily readable.

The body text, buttons, and links are set in **Figtree**, a modern sans-serif typeface that has a clean and geometric feel. Additionally, with its large set of weights give us ample of options to select for particular use. Just like Libre baskerville, Figtree also boasts on its large X-height, which makes the text more legible and readable.



TECHNICAL OVERVIEW

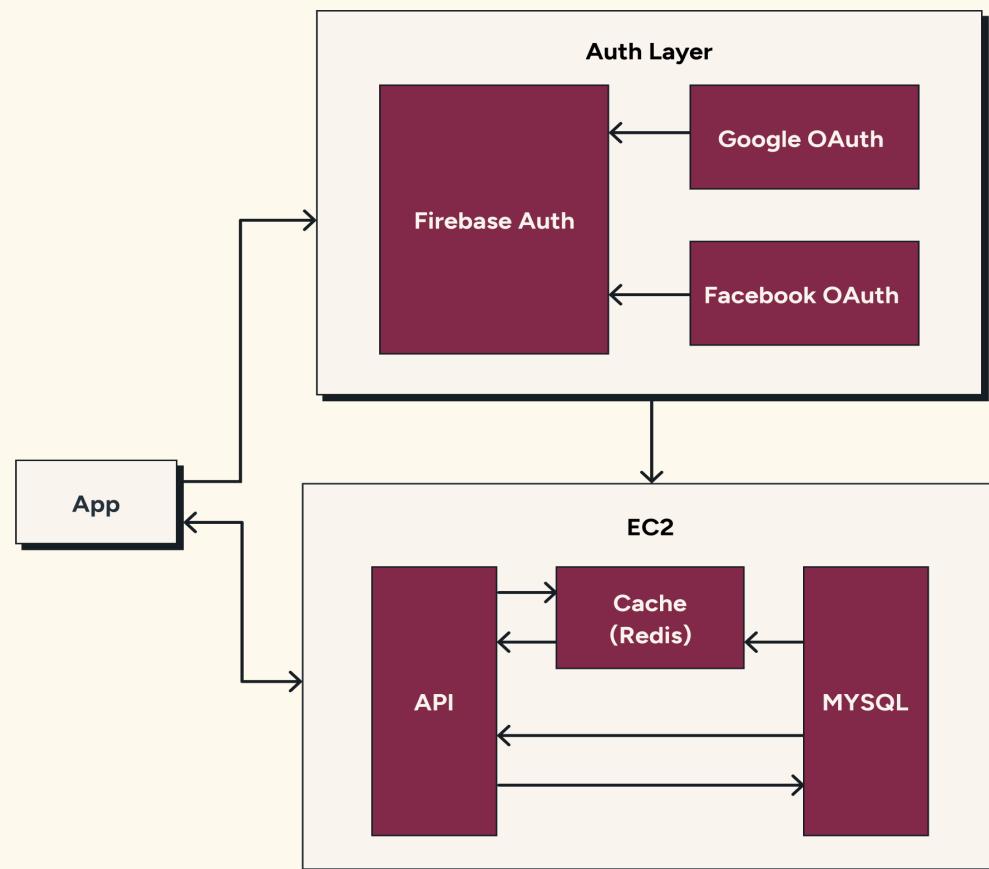
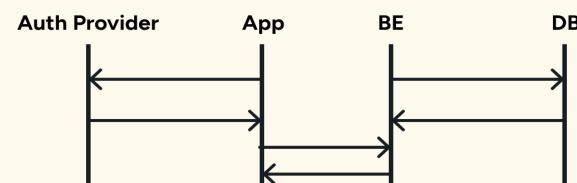
04

# TECHNICAL OVERVIEW

# System Architecture

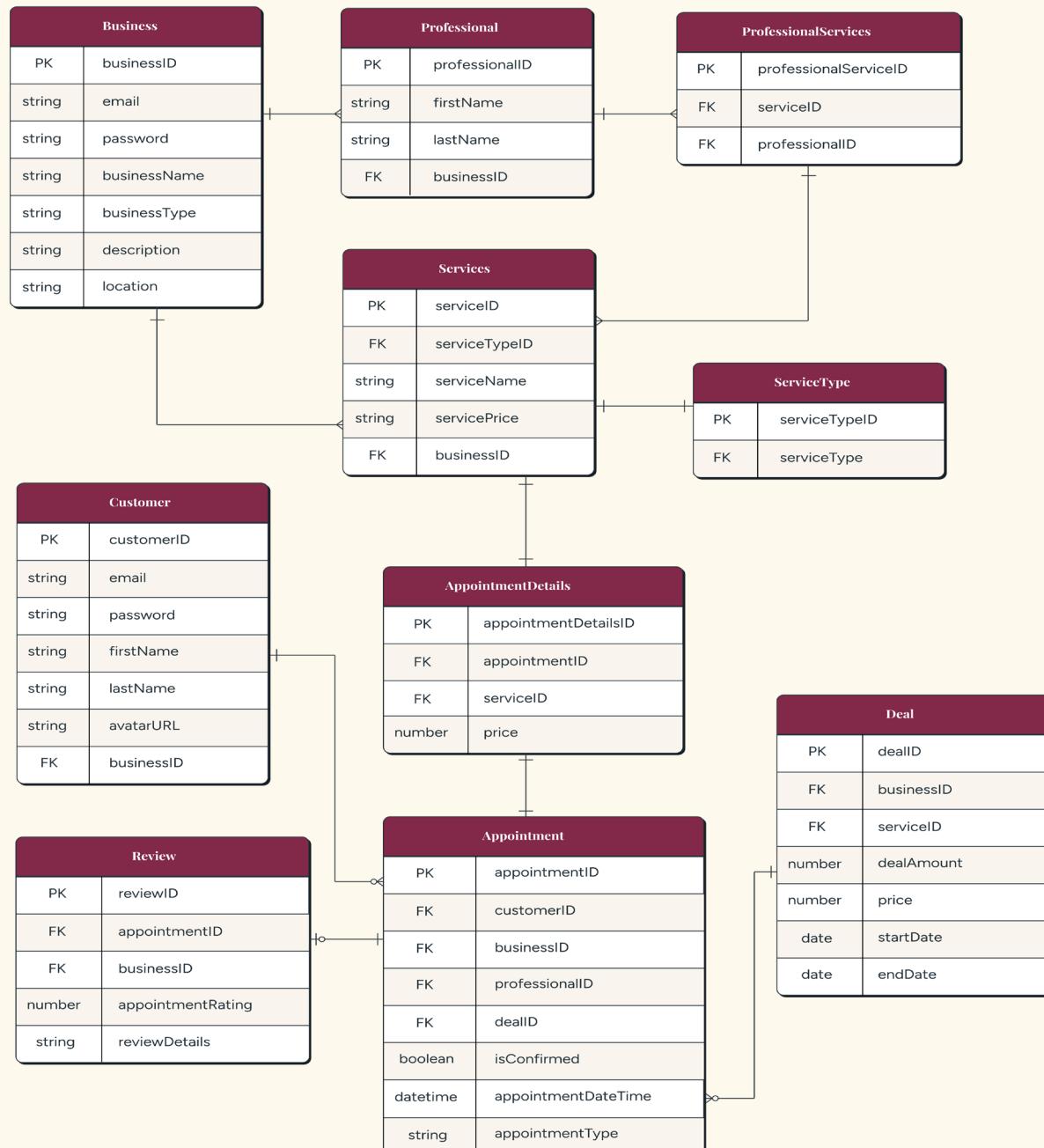
- What**
1. Business
  2. Service
  3. Service Type
  4. Professional
  5. Deal
  6. Customer
  7. Appointment
  8. Appointment Details
  9. Reviews

- Tech Decisions**
1. Firebase Auth
  2. Google OAuth
  3. Facebook OAuth





# Data Model



# Tech Stack

## Management



Jira



zoom



Slack

## Design Tools



Adobe  
Creative



Figma

## Development Technologies



React Native



Expo



Node Js



Express



Prisma



TypeScript



Docker



MySQL



Redis Cache



AWS



Github



05

BUSINESS

MODEL



# Business Ethics



## Stylify - competitors and market:

As a company that believes in fair market and fair competitiveness, Stylify believes that all the business activities should be conducted with transparency and according to the law, and as company we share all the necessary information about our business practices with our investors, clients, consumers, collaborators, and any other stakeholder that might be interested in how we do business.

We value all the people involved in the development of the application and the differences that makes each part of team valuable in their own way, as we embrace all diversity related to culture, religion, sexual and gender orientation, skin color, and any other type.

## Stylify - our people and diversity:

All the collaborators and workers of Stylify are valued and treated in a respectful way, the company treats all equally and is against all kinds of harassment and violence.



# Competitor Analysis

Features	Stylify	Rosy	Vagaro	Fresha
Appointment	✓	✓	✓	✓
Feedback	✓	✗	✗	✗
Discounts	✓	✗	✗	✗
Business Insights	✓	✗	✗	✗

# Business Model

At present, Stylify is exploring various business models with industry experts to determine the best approach. Our competitors offer subscription-based models with additional fees for specific features, but we are assessing the appeal of this model to our customers. While we initially focus on salons, we plan to expand to other beauty businesses, such as spas, in the future. We will also continually develop new features based on user feedback and needs.

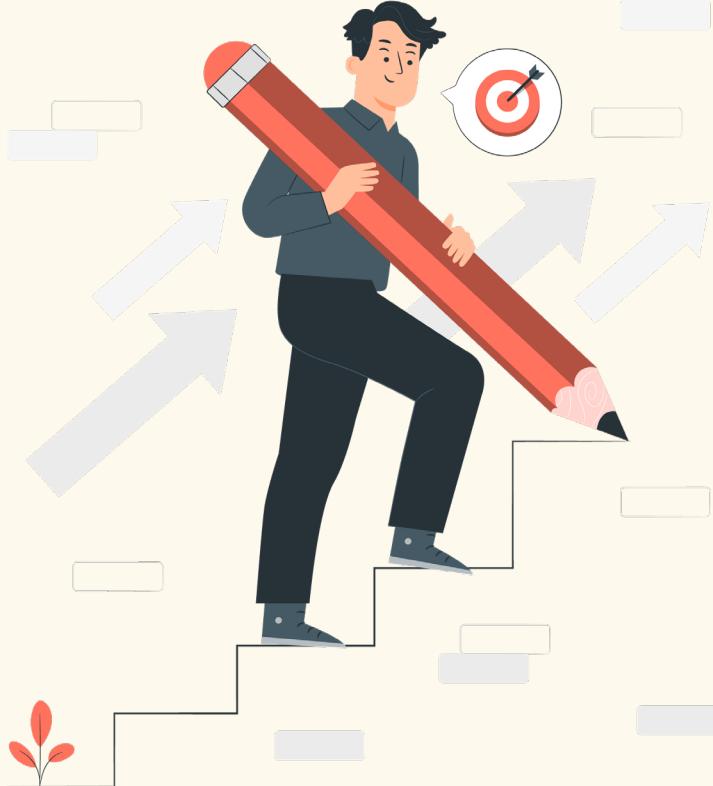


# Future Features

Stylify team strongly believes in always improve the application with new features or improving existing ones. Based on that belief, this are the features that we plan to implement on the next months:

## **Market Expansion ->**

Now Stylify focus specially in the Business of Salons, but as a company the team understands that there is a market opportunity to work with other businesses and increase the market and presence of Stylify. The main goal will be on other Beauty Businesses. previous works and be able to judge if they want to get a service with that professional or not.



## **Payment ->**

Businesses will be able to receive the payment of the services that clients hire directly through the application, the company still studying what is the best method to implement this, but soon the implementation of this feature will simplify the interaction between costumer and business.



## **Portfolio ->**

Users will be able to access the Instagram of the professionals to check their previous works and be able to judge if they want to get a service with that professional or not.



06

## OUR TEAM



**Akhil Noone**

UX/UI Designer

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