GLAM GIRL

Scheduling an appointment with a Salon

MISBA SAMAN

2 MONTHS

GOOGLE DOCS, BEHANCE, DRIBBLE, FIGMA, WHIMSICAL,

UNBOUNCE, LOOKBACK, MIRO, ZEPLIN and MOBIPIN

Problem Overview

Getting a haircut, facial, threading, waxing, etc. is a necessity of every women and they would prefer a professional to take care of these services by visiting a salon. In today's world, people are always busy. Therefore, in order to schedule a service one would have to make an appointment at the salon by calling them up. This becomes a pain for the customer if the phone is busy or the receptionist is unavailable and as a result the salon may lose a valued customer. To ease scheduling an appointment on both the customer and service provider, I suggested a solution in the form of a mobile application that shows availability of stylists at a particular salon and they can schedule appointments at the click of a button. This increases the retention rate of customers at a particular salon and customers would also love a smooth scheduling service.

Discovery:
Research & Analysis

Many women whom I meet on a daily basis are working women, out of which a few are married, a single mother, a pregnant woman and an unmarried woman. These women spoke about how frustrating it is to take an appointment in a salon. They had to call or text and wait for confirmation or had to wait for a long period in the salon. Most preferred to visit same stylist each time they visited and had to reschedule or cancel their appointment based on the availability of that stylist. Listening to these pain points, I proposed a solution of a mobile application which would help them in scheduling an appointment at a salon with their preferred stylist. Everyone liked the concept and idea, with excitement they all agreed for the interviewing process. This is how the journey for "*GLAM GIRL*" began.

Fig a. Accessibility Testing
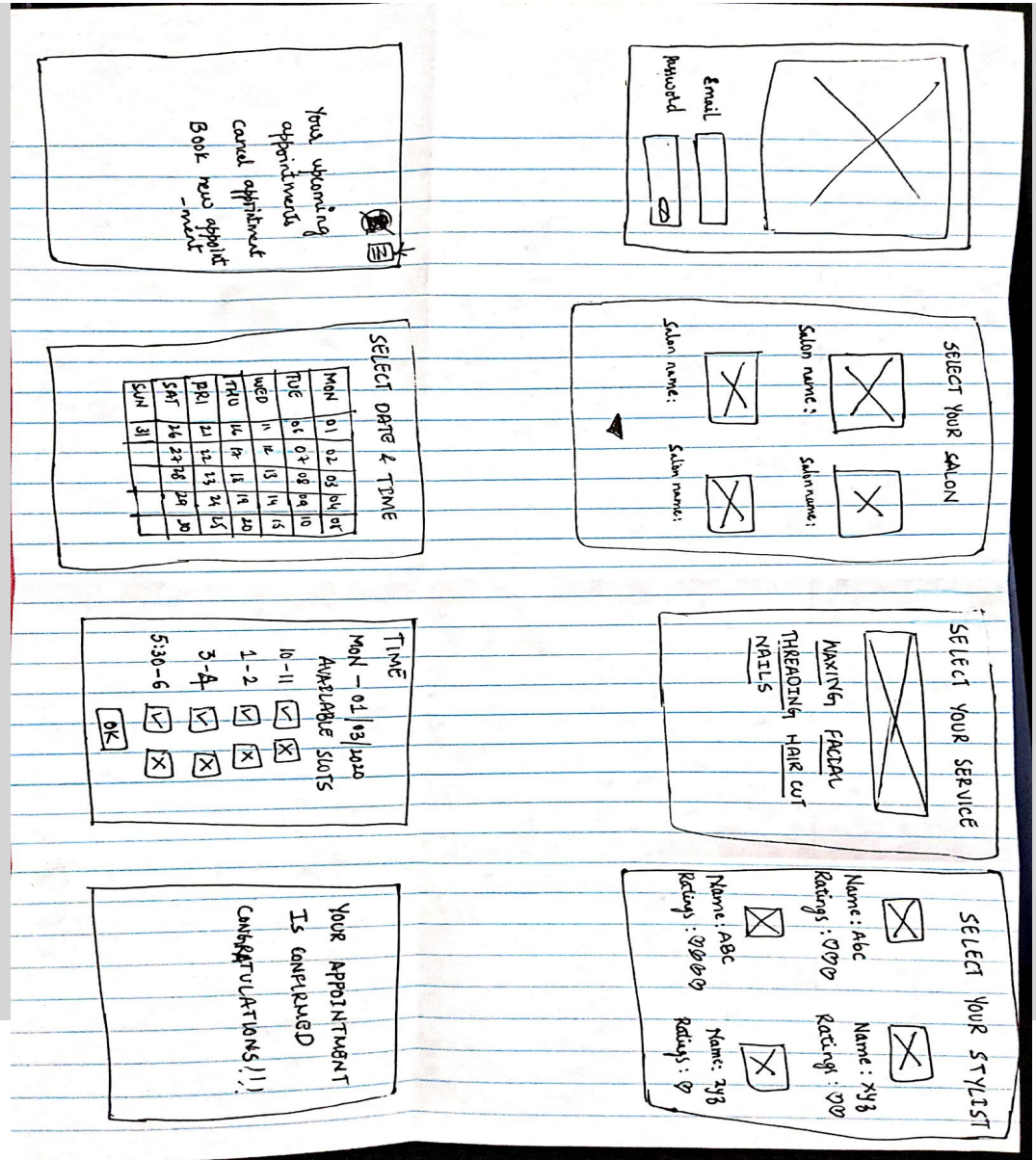
Fig b. Paper-based sketches

	Goals	Signals	Metrics
Happiness	Allow users to select their favorite salon and stylist	Users ratings from 1 to 5	Customer satisfaction survey
Engagement	Users book their appointment in a salon with their stylist	Increased number of appointment bookings	Tracking number of customer appointments
Adoption	Increasing number of app sign ups	New users joined	Track number of registrants over time
Retention	Reduce number of users from deleting app	Users who are using app without hesitation	Track number of users who have deleted the app
Task success	Decrease number of incomplete bookings	Number of users who dont complete their bookings	Track where users are dropping off in app

Fig c. Heart Analysis

Research Questions

How do they plan on visiting a salon?

How will they schedule, reschedule or cancel the appointment?

○ *What are users' current pain points?*

● *[Behaviors] How are busy women getting their services done currently?*

○ *Do they interact with any scheduling app?*

● *Do users really need a scheduling app?*

○ *How do users feel about existing apps?*

As a result of this research I understood the pain points clearly and the expectations of users from this application.

I proceeded by preparing the following **survey questions**

1. How are you booking your appointment currently at the salon? [Assumption women may be booking through messages/phone calls]

a. Message your stylist b. Phone call in salon c. Phone call with your stylist d. Other [Specify]

2. In the last month how did you book your appointment? [learning method]

a. Message your stylist b. Phone call in salon c. Phone call with your stylist d. Other [Specify]

3. Have you used any scheduling app? [To know how familiar are they with using app]

 a. Yes [App name] b. No

4. In the past week, how often did you use a mobile app to schedule an appointment? [Frequency]

a. A few times per day   b. About once per day   c. 4-6 times per week   d. 2-3 times per week   e. Once per week   f. I didn't use at all [survey ends]

5. On which day did you visit the salon last week? [Learning which could be the busy day in using app]

a. Week Day b. Week End c. Both

6. What is your age? [Assumption: People in different age groups might have different timings to visit salon.]

a. Under 18 b. 18–25   c. 26–35   d. 36–65   e. Above 65

7. What services do you take in a salon? [To learn which service would be busy]

a. Waxing b. Threading c. Facial d. Hair-cut e. Nails

Design: Concepts & Sketching

After completing my research process, I proceeded to do some sketching

This is a **low fidelity** sketch of the app wherein the design consists of the pages for

- *Login*, using which users will be able to login (if existing users) else Sign Up as a new user.
- Next Page, is for selecting a *salon*. A list of salons will be displayed to the user out of which they can select one of their choice
  or based on ratings.
- Further, this page is displayed with a list of *stylist* with their name and stylist.
- Then, *Service* page will be displayed to select any service like Haircut, Waxing, Threading etc.
- A calendar will be displayed to select the date and day for *booking an appointment*.
- Finally, a confirmation page will be displayed along with the *booking summary*.
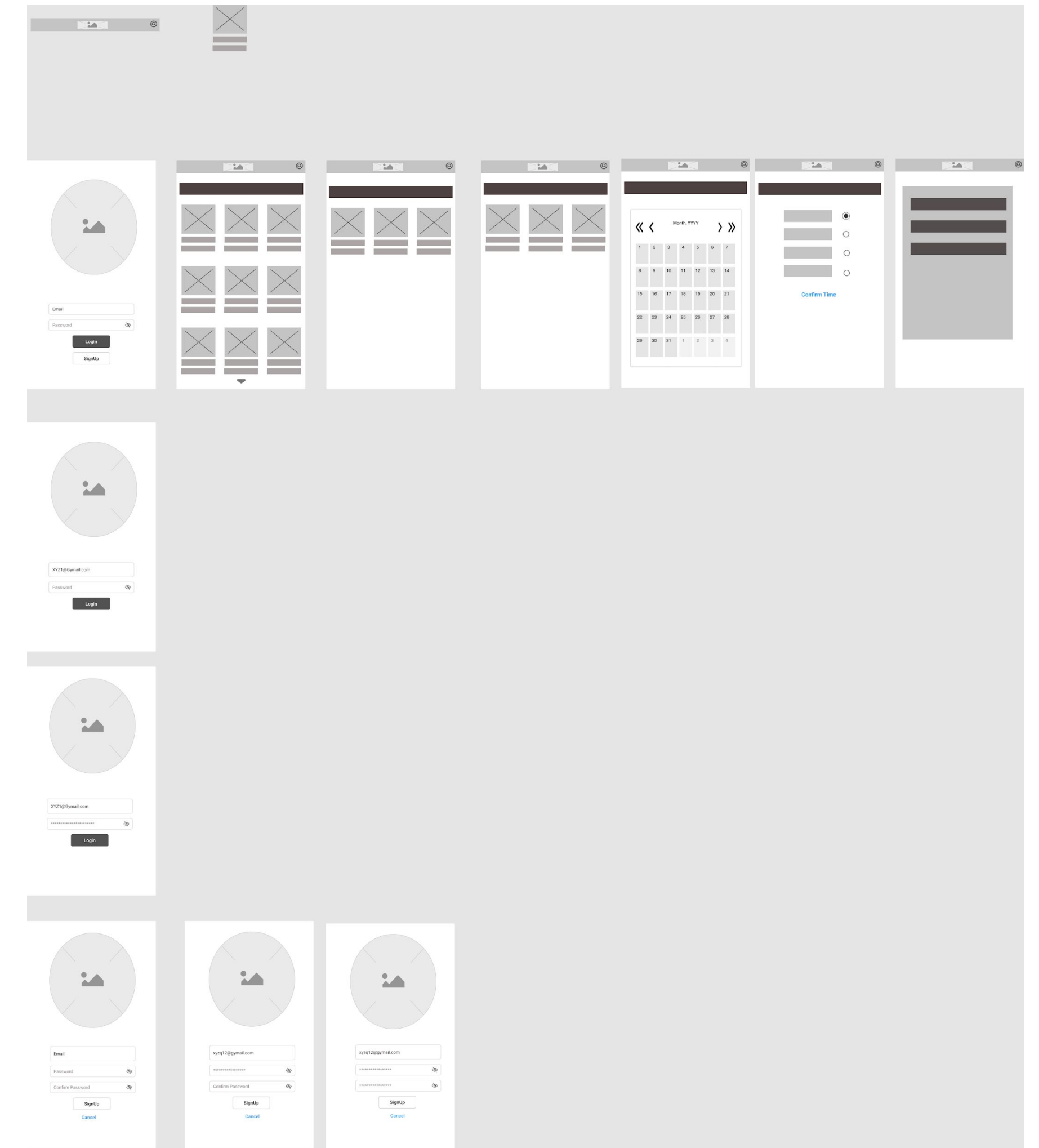
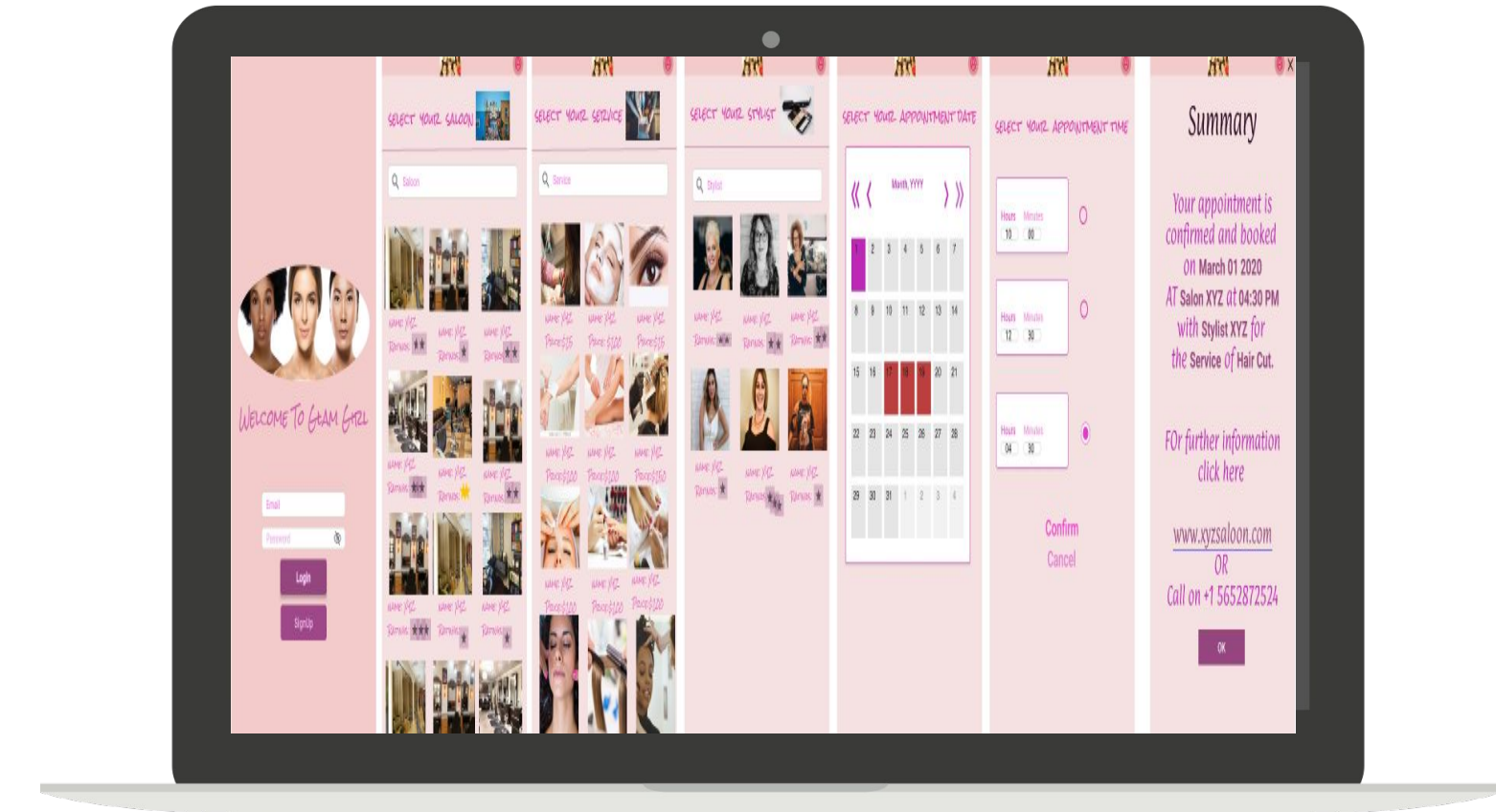To complete this I have used the Figma Tool.

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Fig. Low Fidelity Sketches

Develop: Prototyping

Here, is the link for Low-Fidelity prototype of the app, which will provide an insight on how the app works.

https://www.figma.com/proto/zAmMEszPyzRNAyAsVe19kx/Lo-Fi-Sketches?node-id=4%3A5570&scaling=min-zoom

Test: Validation, Usability, Feedback

After designing the first working prototype I used UNBOUNCE for AB testing to increase the number of successful and confirmed appointments.

Usability Testing

Then I recruited the same users, who had participated in my interview section for Usability Testing using LOOKBACK tool. Here, I shared my prototype link with the users and requested them for their feedback.

Feedback

100% of the users were happy seeing the working prototype which is going to solve their appointment booking problem.

90% users were frustrated not seeing a button in the last page and not understanding what to do next?

Also, they were confused if their appointment was really booked.

10% users asked if the calendar could be linked with their personal Google Calendar.

80% of the users asked to display the Price for each service.

Based on this feedback, I iterated my designs in order to improve them.
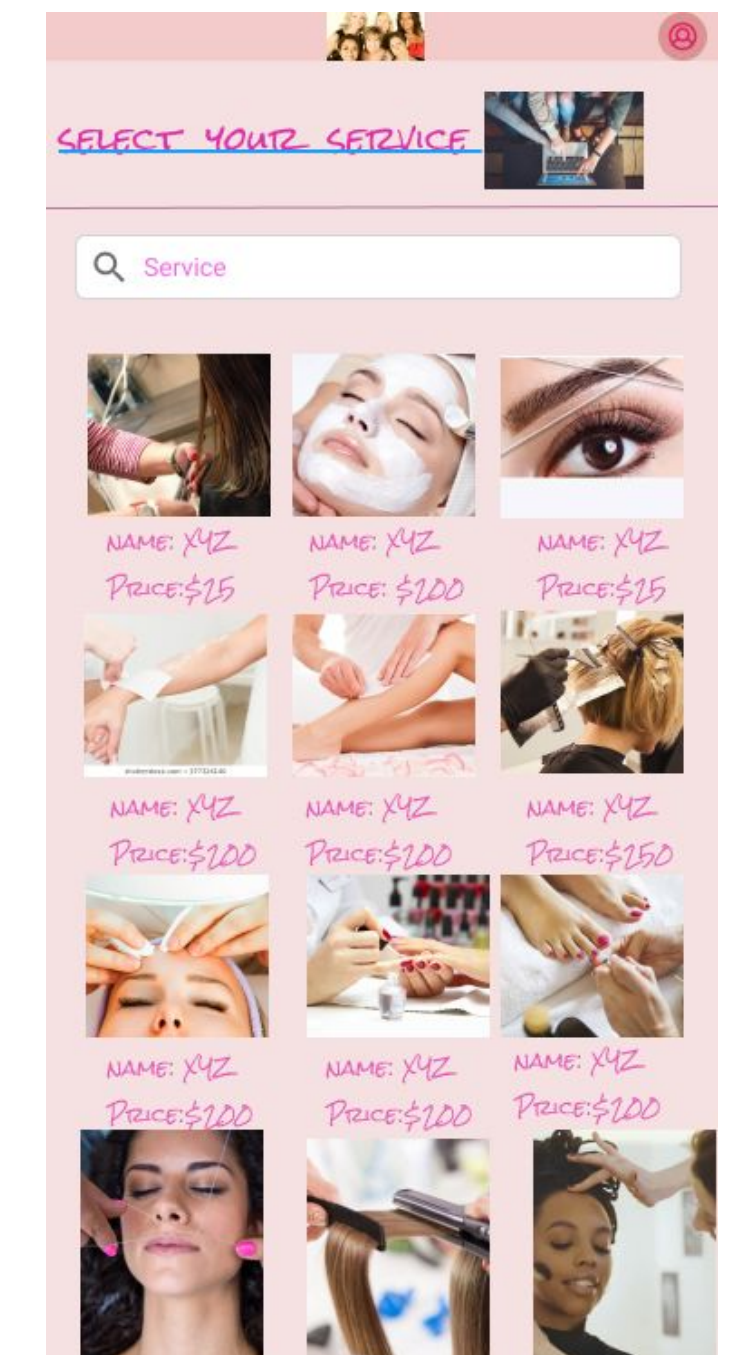
100%

90%

10%

80%
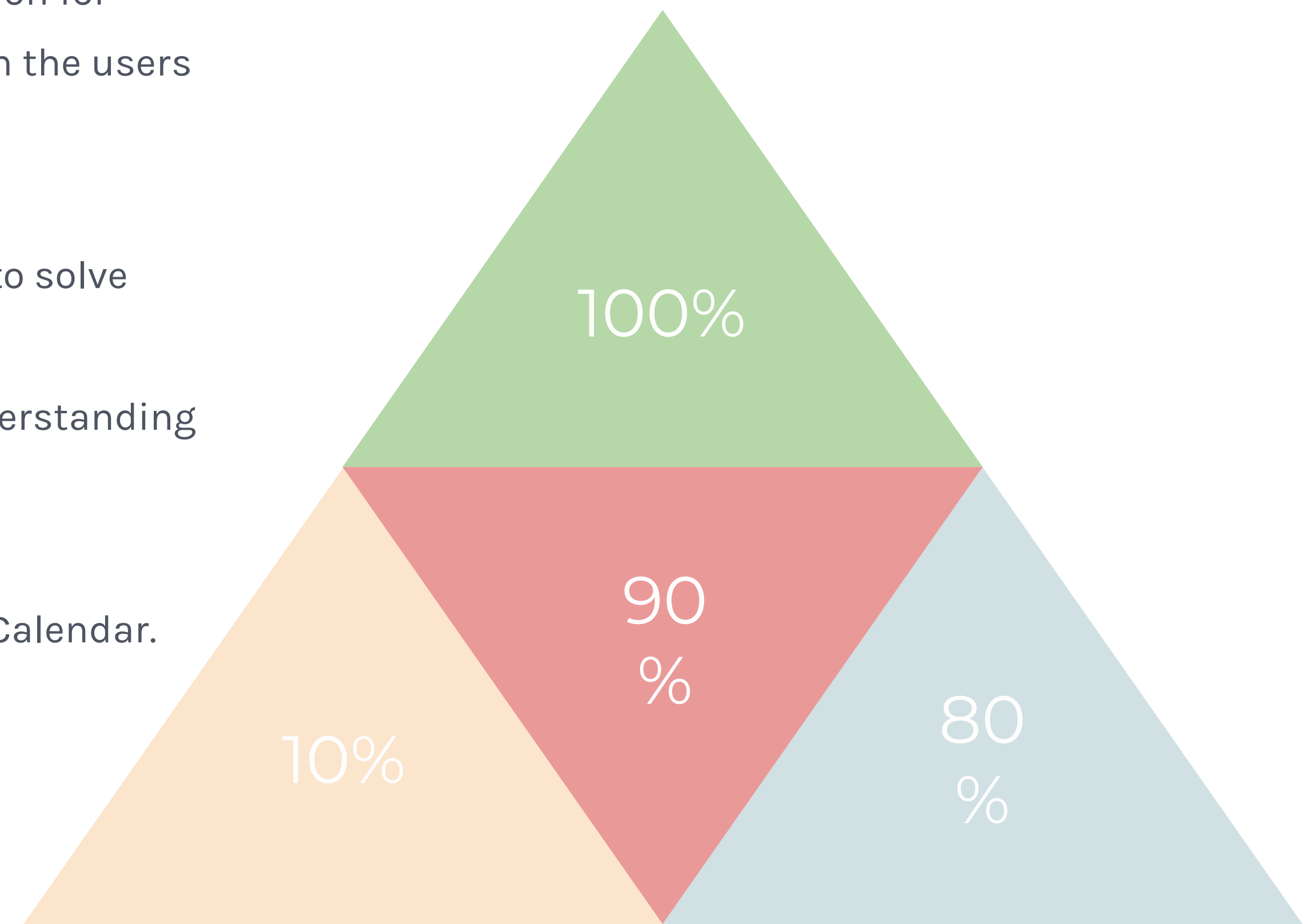
Validation

Using the LOOKBACK tool, I validated

1. If the users are able to easily navigate from one page to another
2. If the users are able to login and signup
3. Are the images being displayed properly
4. Is the font size right
5. Are users able to click on calendar dates
6. Are users able to see the selected slots
7. Is the summary page and message properly conveyed

Design: Iteration

The following are the changes made based on the user feedback and this will increase the number of confirmed appointments.

a. Added the "OK" Button and a "Close" icon to increase the number of successful appointments and remove the frustration among users which was caused in the summary page where users did not know what to do next.

b. Added the "Price" field for each service.

c. Aligned the ratings of salons and stylists.

Solution & Impact Overview

This is the link for High fidelity prototype of the design

https://www.figma.com/proto/L8iQ2v0i4IPLCeFTkA5HOn/Mid-Term?node-id=1%3A7846&viewport=836%2C678%2C1&scaling=scale-down

About Me

My name is **Misba Saman**, I am a graduate in Masters of Cloud Computing from University of Leicester, UK.

I was interested in working towards customers, hence soon after my graduation I volunteered as a HR recruiter, whereI improved upon my communication skills and understood how an organisation works. To achieve my dreams and passion to work towards customers I decided to pursue Masters in Cloud Computing from University of Leicester. During my masters I worked as a software test intern, I enjoyed working in this role as I was working by keeping the users in mind. I tested websites and was also a main tester for a Project. I developed my software testing skills by writing test cases, performing accessibility testing, and finding bugs. The job required me to think differently to test every aspect of the product to make it more user friendly and bug free. I worked closely with the team on making the website better.

Then, I worked as a project manager to gain managerial skills. Finally, after gaining experience in testing and management. I continued my journey to become a UX Designer because I believed I had the potential and background knowledge to become a UX designer. Therefore, I completed Udacity's nanodegree program In UX design.

As part of this course, I learnt how to use different tools like Figma, WebAIM, Whimsical, Unbounce, LookBack and Miro. I did a project of my own from scratch by conducting research, interviewing the potential users, conducting surveys, designing low-fidelity sketches and high fidelity sketches, testing and iterating on the design process.

I believe that after my hard work and years of experience I have good communication and managerial skills, and ready to start my journey as an UX Designer. The experience I have gained from my past jobs are all related and helped me in successfully completing my course.