Beard Stylist

IAT381 Project Deliverables P01

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Beard Stylist

Tasks:

A.) Beard cut services } prices... how long...

B.) Store hours/ Locations, or stylist info/contact info

C.) List/browse beard models/types.

D.) About the business or achievements

E.) Beard products shopping
↳ from hair products

Branding Ideas:

- cut, shape & style beard for both genders (age 14 + up) possibly...
- sell beard treatment products including fast/slow growth
- this company can entice customers by having a beard plantation feature.

Brand Components:

Fonts: depending on style
Barbershop fonts/Helvetica.

colour palettes: monochromatic scheme of brown

Art style options: clean icons (moustache)/graffiti like (biker beard)

Ideation Sketches

1024x768

Desktop TaskFlow

Desktop design decisions is based on a mouse interaction and how fast a user can navigate / understand

*Every page has a return to main page.

Main Page :

News / Updates

Browse beard products

Location / Hours

Services & Prices

About / information

Services & Prices

Prices of:
- Shaving
- Styling
- Conditioning
- Implanting

Services & Prices

Each service's specific stylists and their locations - profile & hours.

Services & Prices

Schedule / book an appointment base on service / location / stylist.

Confirmation Pg

Confirm bookings / purchase / appointments / payments / order placements etc.

Location / Hours

Enter address / map

give nearest location and further ones

hours & more detailed info

Location / Hours

More detailed info about a branch and its hours, location, stylists on that specific branch.
Services the chosen branch provides. (maybe products)

Location / Hours

More detailed info about a branch and its hours, location, stylists on that specific branch.
Services the chosen branch provides. (maybe products)

Location / Hours

Book an appointment to the specific branch.

appointment for service by hours input data such as phone / address

News / Updates

Latest post headlines and header images.

Listed by date and each linked to the full post details.

News / Updates

Detailed view with the author information, and possibly links relating to the info.

About / Info

Brief info about what this business is.
What we do, who we are, what our values are, what might interest you.

About / Info

What we've done.
pictures & info

(Portfolio like page)

Browse Products

offers log-in page.

Listed popular products w/ prices quick purchase button

Listed categories

Link to detailed product info

Browse Products

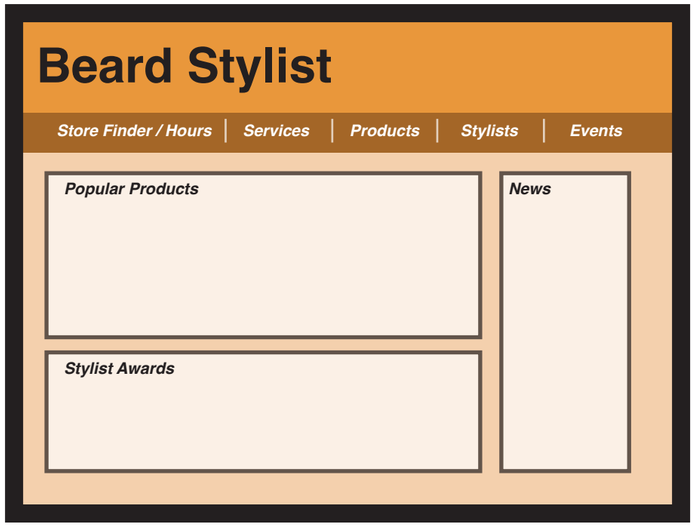
Detailed product info page purchase button

recent / similar products

Browse Products

Payment / checkout page

Payment options, receipt etc.



640x960

Mobile TaskFlow

Mobile design decisions is based on tapping, larger hierarchy stretch and enough button sizes to navigate

*Every page has a header to return to main page.

Main Page :

Location / Hours **News / Updates**

About / information Services & Prices

Browse beard products

Services & Prices

Prices of:
- Shaving
- Styling
- Conditioning
- Implanting

Services & Prices

Give an option where they can find and book an appointment by phone

Location / Hours

Search Function

Automatically search from GPS and list locations from the nearest branch.

maybe a map of how to get there. how far away.

Location / Hours

More detailed info about a branch and its hours and location.

No info about stylists or prices.

News / Updates

Latest post headlines and header images.

Listed by date and each linked to the full post details.

News / Updates

Detailed view with the author information, and possibly links relating to the info.

About / Info

Company values & awards

Browse Products

Browse function.
No purchase will be made.

detailed product is just the list of locations where the product is sold.

Beard Stylist

- Locations / Hours
- News & Updates
- Browse Products
- Bk an Appointment

Beard Stylist

Your Location

1. Kingsway *45meters*
3336 Kingsway Ave, Burnaby
(604)-604-3773

2. Lougheed *3 km*
6555 Lughrady Ln, Richmond
(604)-605-3773

Beard Stylist

- [ ] Lotions
- [ ] Growers
- [ ] Paints
- [ ] Pluckers

1600x900

TV TaskFlow

TV Design decisions are based on the user that is limited with 4 arrow buttons and an enter + back button to navigate

*Every page has a return to main page.

Main Page :

News / Updates **Browse beard products**

Location / Hours **About / information**

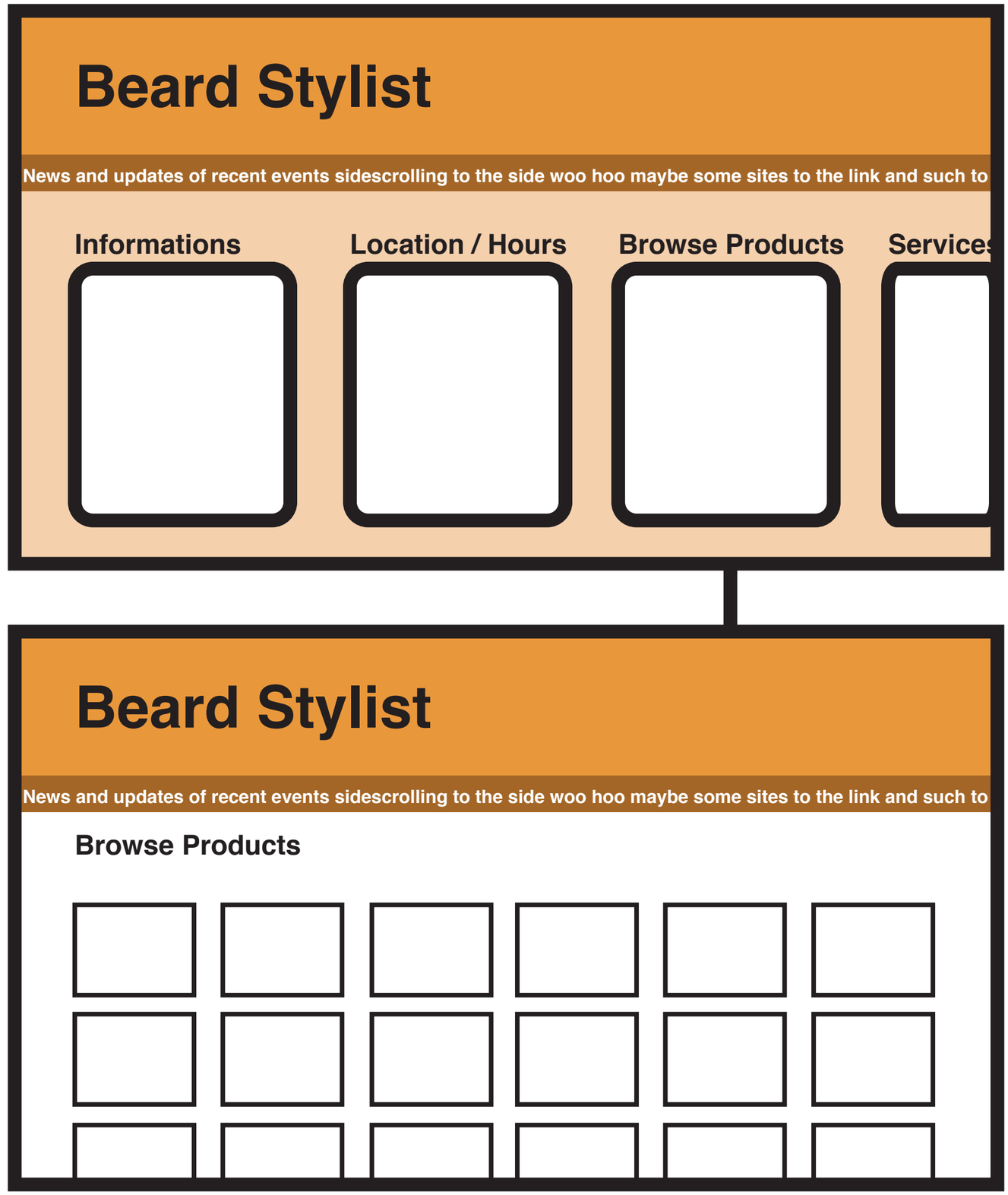
Services & Prices

Main Page:

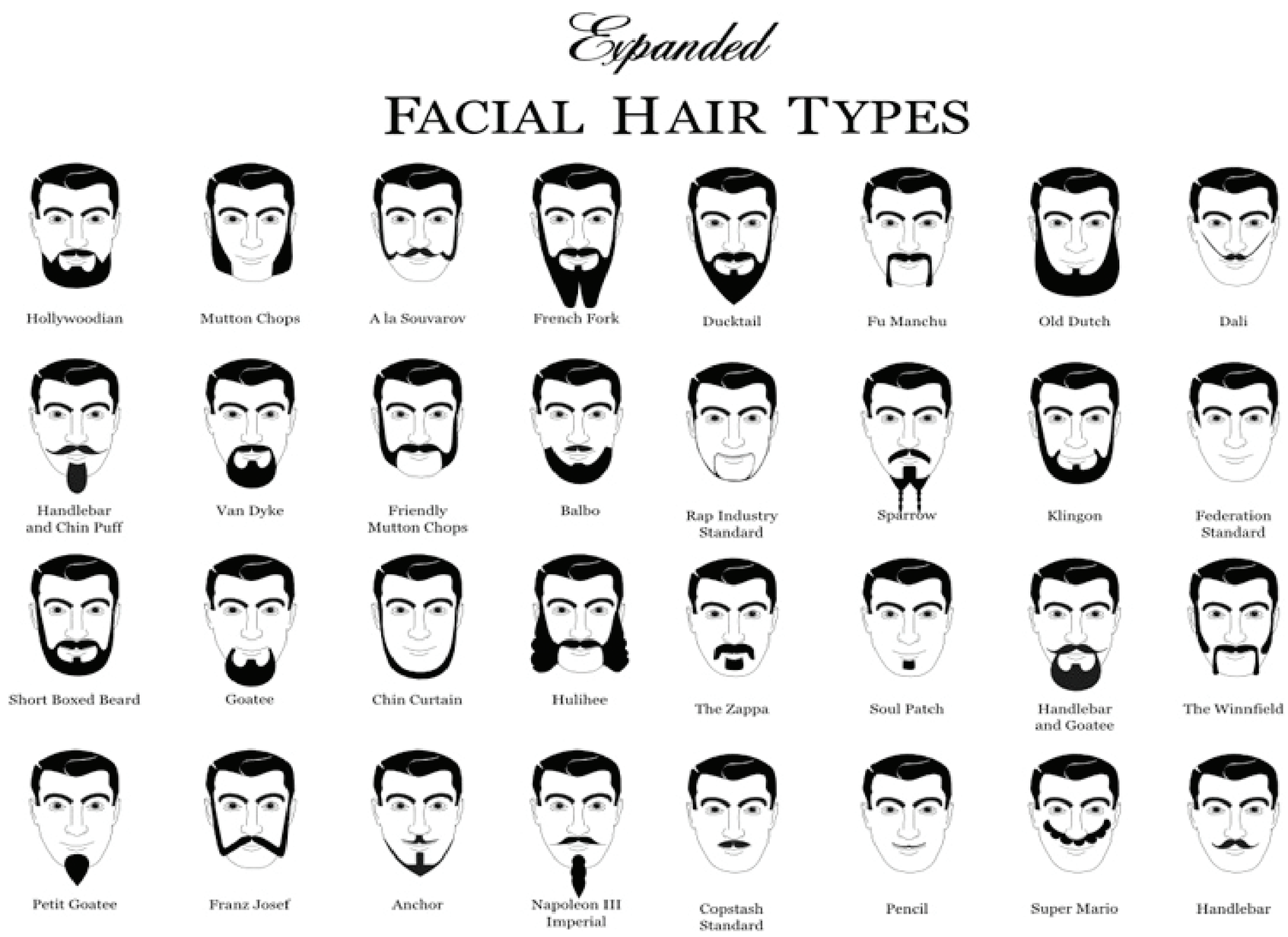
Scrollable - all news / updates

About / Info - (what, who & awards)

Links to others.



Beard References



Material Reference
for possible Beard Types

Beard Stylist

Glouchester
Font Titles

Color Palette:
Vintage
Monochrome

GeoSansLight
Font for Headers

Home Page

About Us

Contacts

Store Locator

Haettenschweiler
for Links

This is so different from the barbershops you usually see. This barbershop styles the hair under your nose and not above. Things that would impress a lady of your genuine characteristics and image of a person.

Hoefler font
for texts

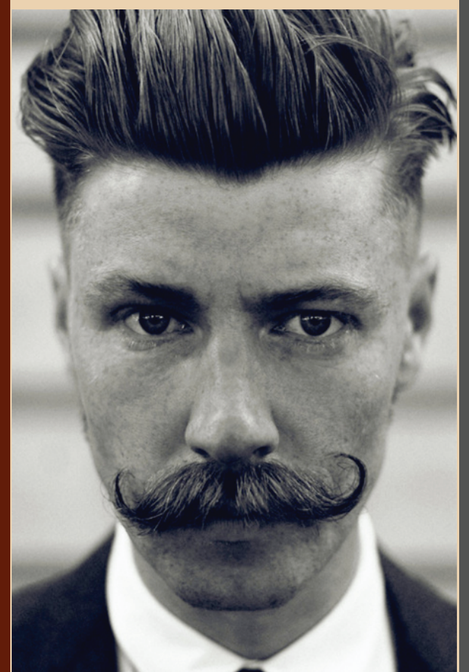


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Image Citations

http://static.tumblr.com/vfh1wg5/7tzma3rug/beardlogo-01.png

http://puzzlingposts.com/wp-content/uploads/2013/02/Picture-of-a-Beardian-mustache.jpg

http://aspiringgentleman.files.wordpress.com/2013/07/jonfjeldsa2.jpg

http://sisterbrain.com/wp-content/uploads/2012/12/thumbeard.png

http://www.murdocklondon.com/tmm/wp-content/uploads/2011/12/Untitled-2.jpg

http://www.soletopia.com/wp-content/uploads/2013/03/three-piece-peaked-lapels-older-gentleman-beard.jpg

http://eggboss.com/wp-content/uploads/2013/09/The-Gentleman.png

The screens are not final. Based on feedback that the site should be in uniform across all platforms. Homepage and steps should be similar. This is just a current look and feel of the site.