

System Proposal



- Female;
- 27 years old;
- Uses her smartphone a lot;
- Has tight schedule;
- Likes to have her haircut done by who knows her taste.

Sophia Romaine

(The client)

Wants:

- Cut or style her hair with her favorite haircutter;
- Book an appointment as fast as possible;
- Don't want to waste time providing information;

Served by:

- Mobile first website;
- Be able to book recurrent appointments;
- Cancel appointments;

Ideal solution:

- The app will send her reminders about her recurrent appointments;
- If she have to cancel an appointment, the app will suggest another time similar the one she likes;
- Like big buttons, bright colors and professional photos;



- Male;
- 32 years old;
- Uses his smartphone a lot;
- Flexible schedule;
- Works in more than one place during the week.

Noah Barnaby (The haircutter)

Wants:

- See his weekly agenda to know when he has to be at the beauty saloon;
- Be able to cancel his appointments;
- Be able to control his incomes;

Served by:

- Mobile first website;
- Weekly agenda synchronized with his smartphone;
- Client database with personal info and tastes;

Ideal solution:

- Income report;
- Being able to cancel an appointment without worrying to reschedule it;
- Being able to block agenda;
- Clean layout, easy to see agenda or client information;



- Female;
- 35 years old;
- Doesn't like to use smartphone;
- Likes to work from home.

Olivia Liakos

(The owner)

Wants:

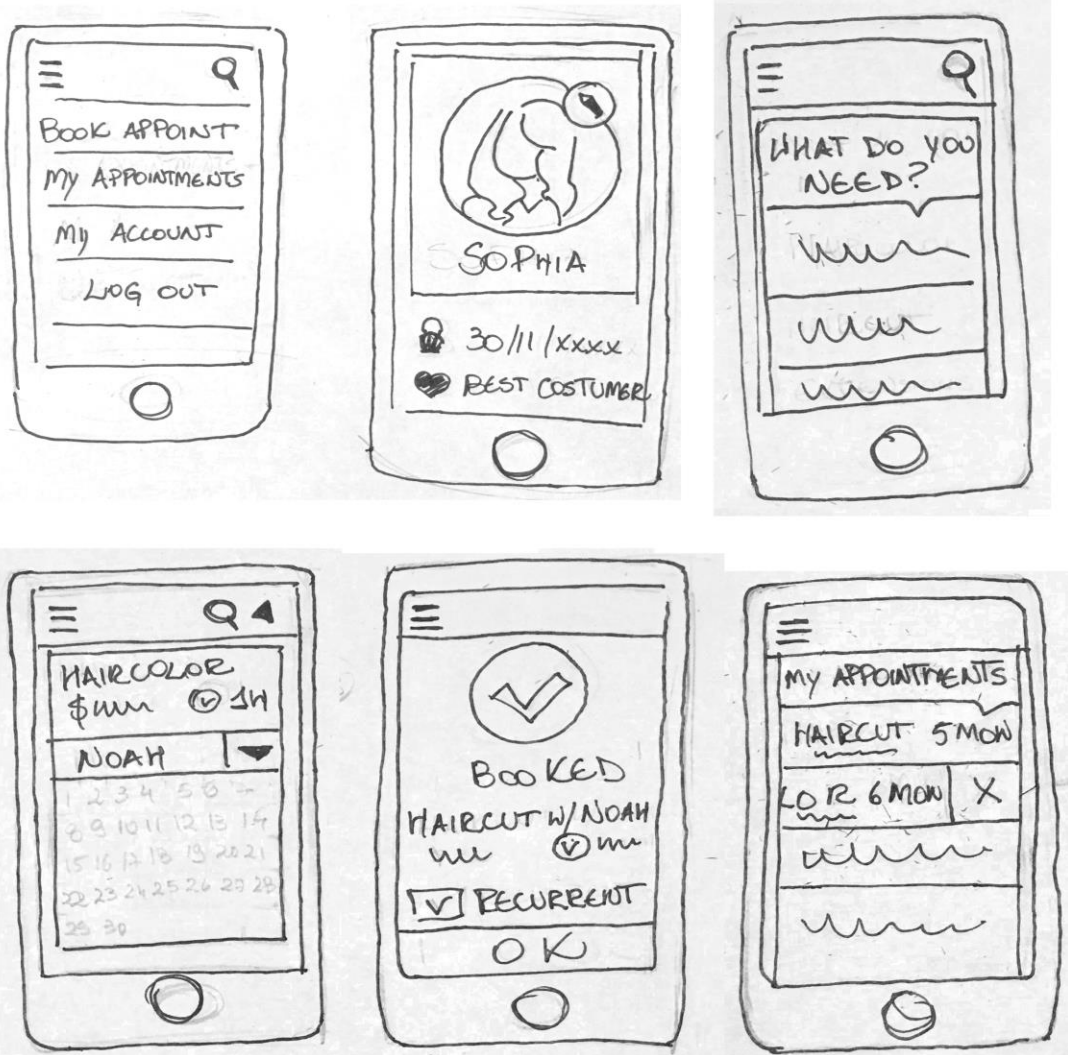
- To see everybody's agenda;
- See the hair saloon's weekly income;
- Be able to control product inventory;
- See the quantity of appointments cancelled;

Served by:

- Easy to use website;
- Weekly reports;

Ideal solution:

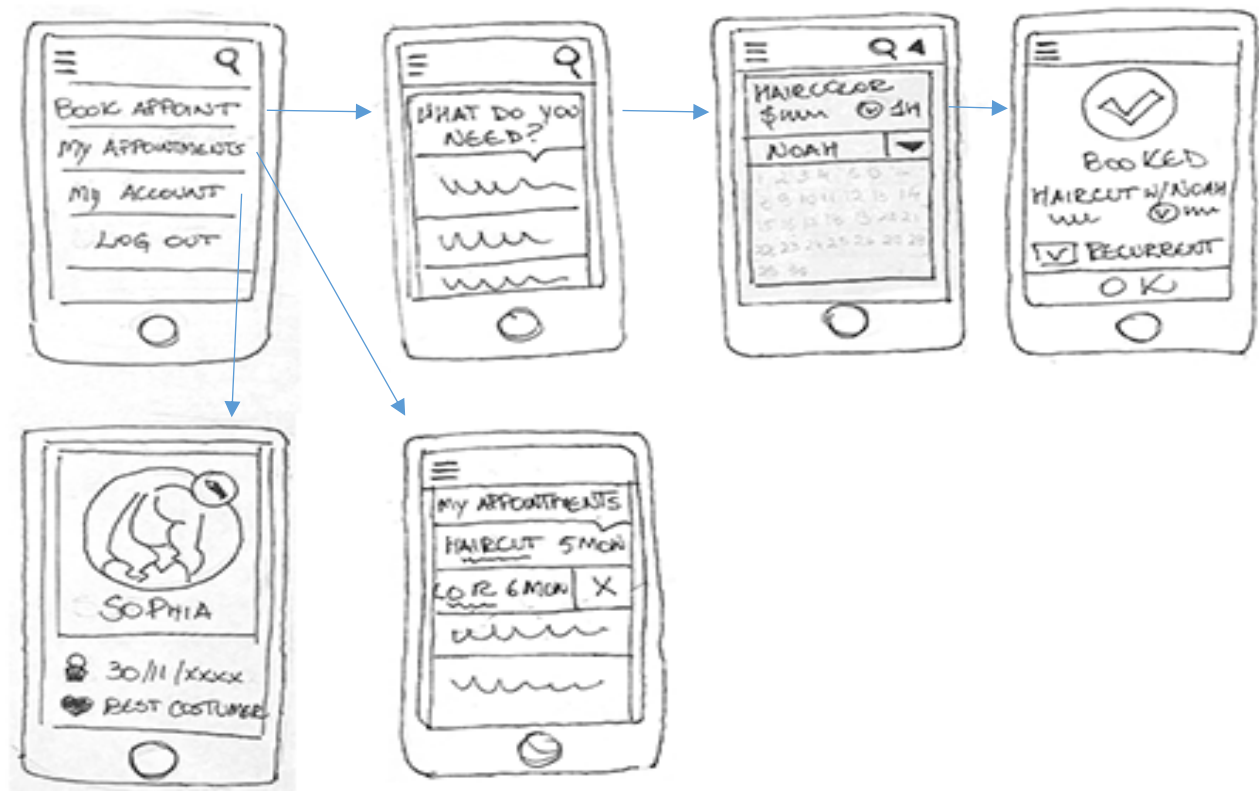
- Reports have filter options that show or hide information;
- Receive notifications when products need to be bought;
- Clean layout, big buttons and clear reports;

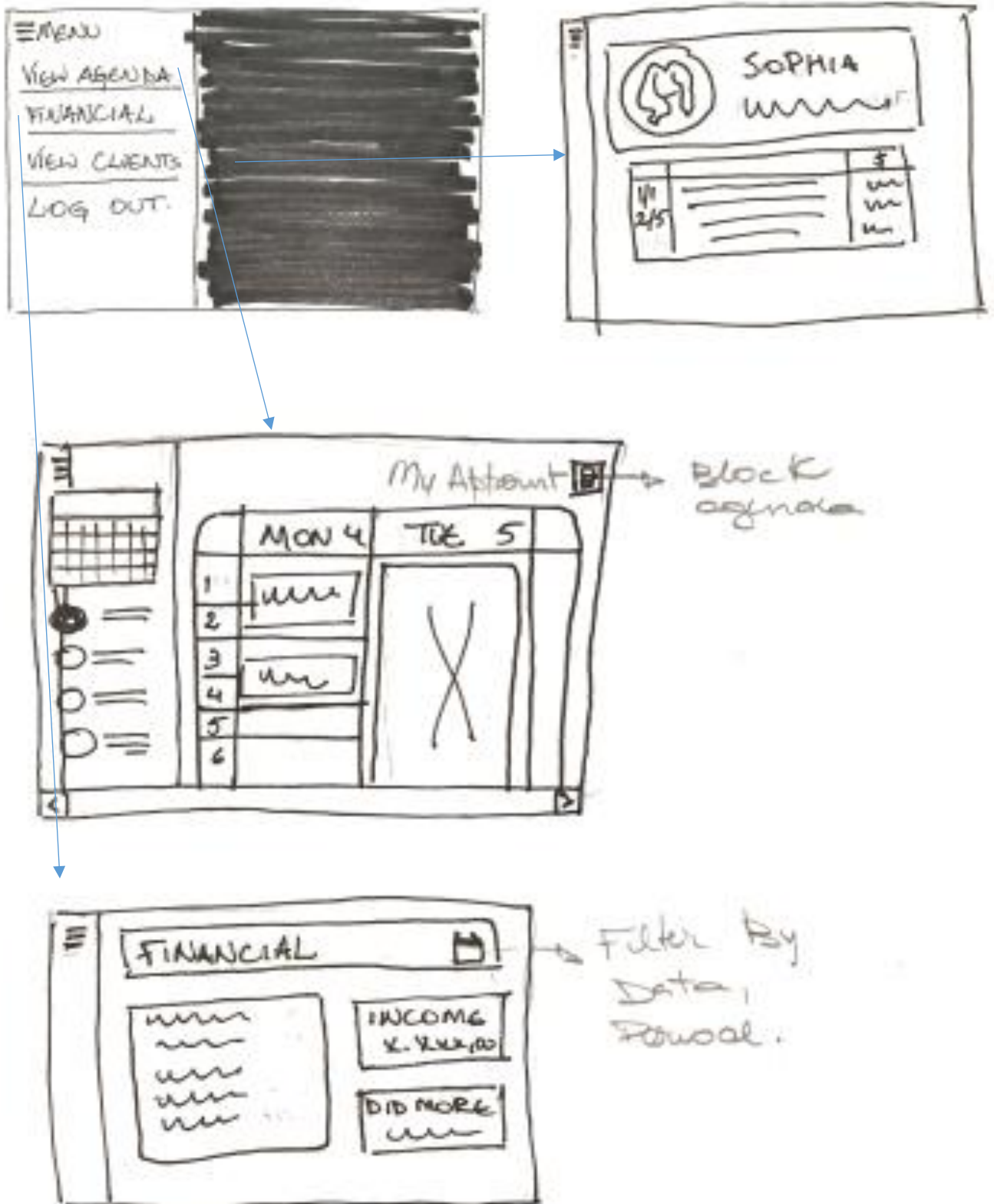


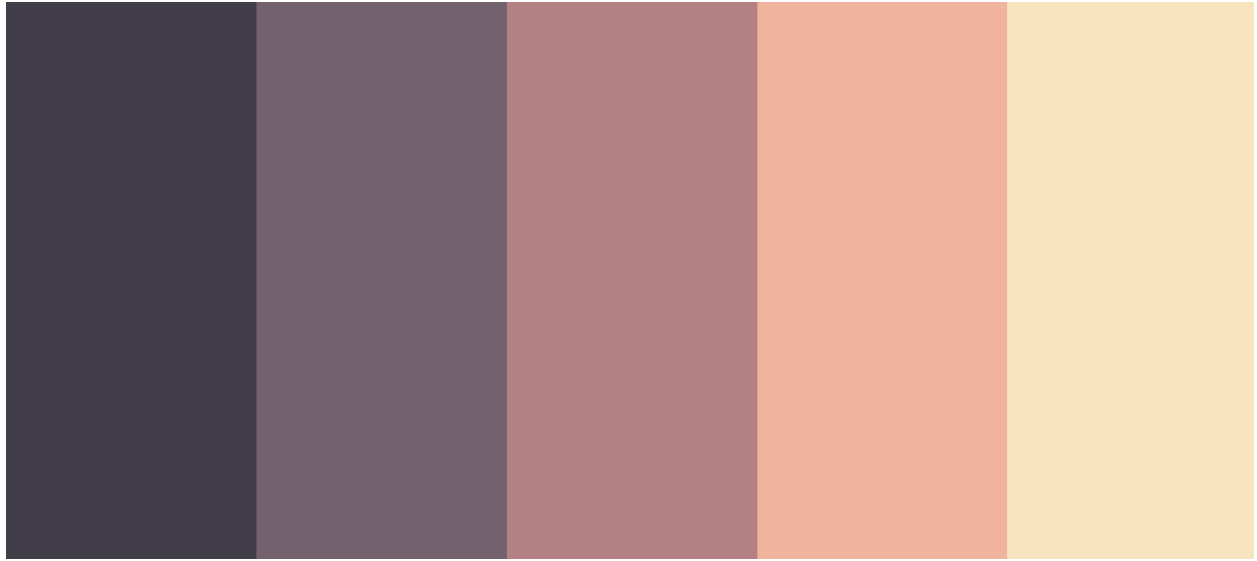
THE SPECTACLE BEFORE US WAS INDEED SUBLIME.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

The idea is to create different layouts for each persona. For the client version, the sketches are focused on the smartphone use, with pastel colors and the following webfonts: Amantic SC for the titles and Open sans Condensed for the body. The idea is to create a delicate but exciting environment in which the client can easily book her/his appointments using the smartphone.



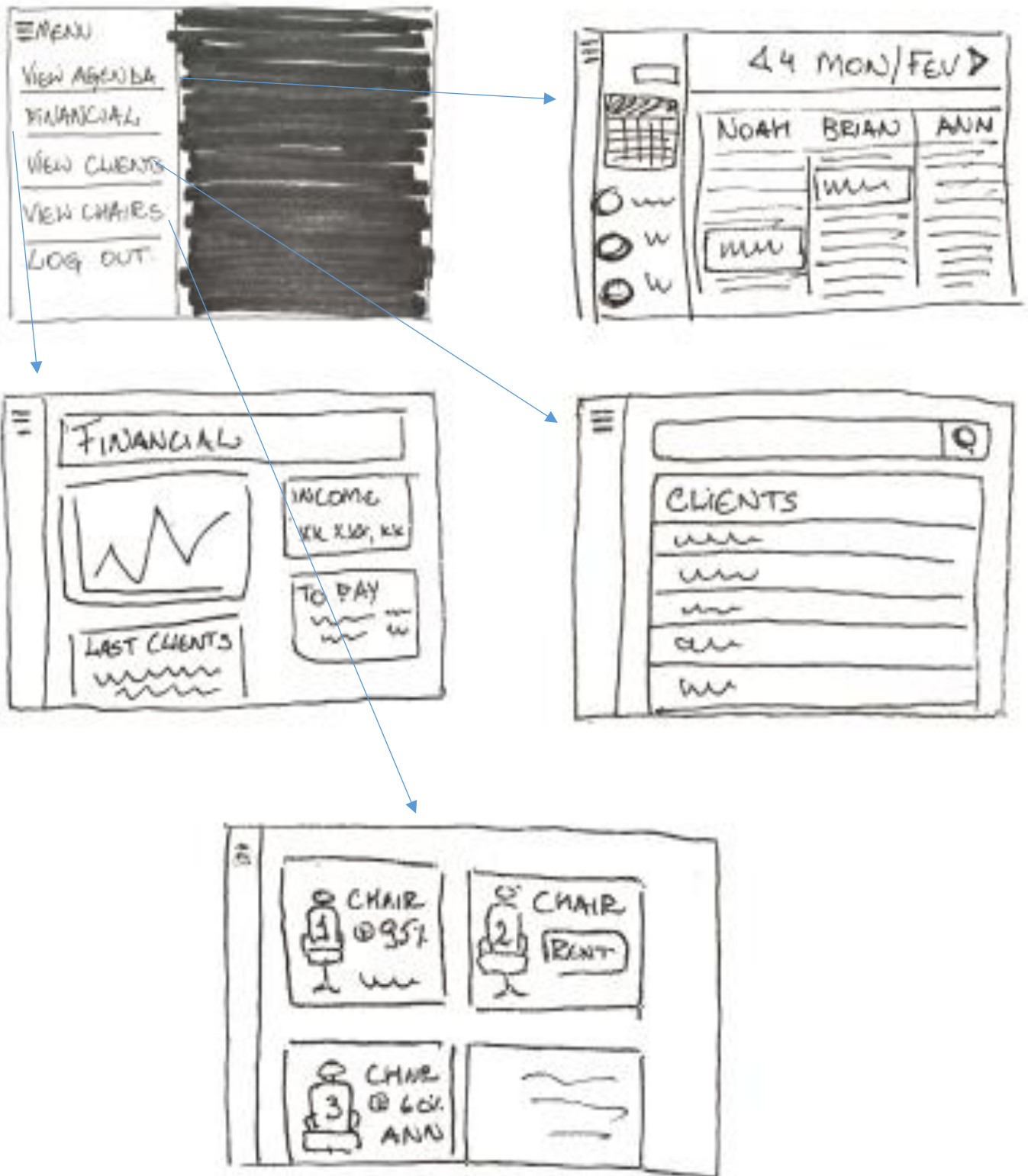




The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

For the haircutter version, the sketches are focused on the website use on a computer, with more sober colors but modern to help achieve a professional but also fashion look and the following fonts: Open sans Condensed for the titles and raleway for the body. The staff will be able to see the appointments, being able to cancel and book them; see financial information like own incomes and expenses and also see the client information.





The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

For the admin version, the sketches are focused on the website use on a computer, with more sober colors to help achieve a professional and serious look and the following fonts: Open sans Condensed for the titles and raleway for the body. The admin will be able to see the appointments, being able to cancel and book them; see financial information like the incomes and expenses and also see the client information. Besides that the Admin can add or remove filters to the reports and also see the chair utilization based on the statistics of the system.

Last Minute Appointment Feature

Besides the functionalities described before, there's the last minute appointment feature, in which the clients will be offered any last minute appointment available due to cancellations. Below are some prototypes: last appointment by text message, by push notification and inside the app notification, in which a simple swipe would be enough for confirming the appointment. Also there's a storyboard simulating its functionality:

