

TIMMYCARE

Celebrate Your Curls, Embrace Your Beauty.

TimmyCare -

An Online Marketplace for African-American Hair Products in

Vancouver, Canada

Embrace Your Roots, Elevate Your Style

The platform aims to address the specific needs of individuals with diverse hair types, offering a range of products and resources to help customers maintain healthy, beautiful hair.



Logo Construction



Logo design Overview

Visual Elements:

Color Scheme: The logo incorporates the primary colors of Deep Maroon and Rich Gold, aligning with the brand's color guide.

Typography: The logo features clean, bold lines that create a modern and sleek appearance, suggesting a forward-thinking and contemporary brand identity.

Design: The interlocking "T" and "C" initials form a cohesive and balanced design, representing unity and integration. This design choice can symbolize the inclusive nature of TIMMYCARE, catering to diverse hair types and textures.

Symbolism and Interpretation: **Strength and Stability:** The use of strong, bold lines and a solid color palette conveys the reliability and robustness of TIMMYCARE's products and services.

Luxury and Quality: The Rich Gold color symbolizes luxury, quality, and excellence, reflecting the premium nature of the products offered by TIMMYCARE.

Modern and Professional: The sleek, minimalist design reflects a brand that is both modern and professional, appealing to a wide range of customers, including professionals like Maya and students like Timmy.

Inclusivity: The interlocking design elements symbolize the coming together of different hair types and textures, emphasizing TIMMYCARE's commitment to inclusivity and diversity

Website and Mobile App: The logo can be prominently displayed on the homepage, product pages, and throughout the TIMMYCARE online marketplace. Its clean design ensures it will look good on various screen sizes and resolutions.

Packaging: The logo can be used on product packaging, ensuring brand consistency and recognition.

Marketing Materials: The logo can be featured in promotional materials, social media posts and advertisements to strengthen brand identity and visibility.

Typography

Aa
Poppins

Champions for change

H1 34pt Poppins ExtraBold

Champions for change

H2 22pt Poppins Bold

Champions for change

H3 18pt Poppins SemiBold

Champions for change

Body Text 14pt Poppins Medium

Champions for change

Description 14pt Poppins Regular

Secondary Typography

Aa

Roboto

Champions for change

H1 34pt Roboto ExtraBold

Champions for change

H2 22pt Roboto Bold

Champions for change

H3 18pt Roboto SemiBold

Champions for change

Body Text 14pt Roboto Medium

Champions for change

Description 14pt Poppins Regular

Color scheme - Palette

COLOR

COLOR

COLOR

COLOR

COLOR

COLOR

Overview

Topic: TimmyCare -

An Online Marketplace for African-American Hair Products in Vancouver, Canada

Overview:

TimmyCare is an online marketplace dedicated to African-American hair products, serving the Vancouver, Canada community. The platform offers a wide range of hair care products tailored to the unique needs of African-American hair, including shampoos, conditioners, styling products, tools, and accessories. TimmyCare aims to provide a convenient and comprehensive shopping experience, supporting the local community and promoting brands that cater to African-American hair.

Key Features:

Searching or Catalogue Browsing Functionality:

Advanced Search: Users can search for products using keywords, categories, and filters such as price range, brand, hair type (e.g., curly, oily, kinky), and specific hair concerns (e.g., dryness, breakage).

Category Browsing: Products are organized into categories like Shampoos & Conditioners, Styling Products, Hair Treatments, Tools & Accessories, and more, each with subcategories for detailed navigation.

Personalized Recommendations:

Based on user browsing history and preferences, the platform provides personalized product recommendations.

Bookmarking or Flagging Items for Review Later:

Wishlist: Users can add products to a wishlist to review or purchase later.

Favorites: Users can mark products as favorites, which will be saved in their profile for quick access.

Purchase, Checkout or Process Completion:

Secure Checkout: A streamlined and secure checkout process with multiple payment options (credit/debit cards, PayPal, etc.).

Cart Management: Users can easily add, remove, and adjust quantities of items in their shopping cart.

Order Tracking: After purchase, users can track their orders from processing to delivery.

Login and User Settings Interfaces:

User Accounts: Users can create and manage their accounts, including personal details, payment methods, and addresses.

User Settings: Settings for account preferences, notification preferences, and privacy settings.

Login Options: Multiple login options including email/password, Google, and Facebook.

Help, Messaging or Other Features:

Customer Support: A comprehensive help center with FAQs, guides, and live chat support.

Feedback and Reviews: Users can leave reviews and ratings for products they have purchased.

Hair Care Tips: A dedicated section for hair care tips and tutorials specifically for African-American hair.

Community Engagement: Forums and groups where users can discuss hair care tips, product recommendations, and connect with other community members.

User Persona

PERSONA



TIMMY



As a student far from home, finding the right hair care products and routines is crucial for me.

I want to feel confident and comfortable, and having a go-to place for all my hair care needs would make a big difference.

SUMMARY

Timmy represents a tech-savvy, socially active student who values convenience, quality, and community. AfroHairCare aims to address his needs by providing a comprehensive platform with a variety of hair care products, educational resources, and a supportive community, all while being mindful of his budget and time constraints.

Age: 26

Occupation: Student at BCIT, Design and Development

Personality: Passionate, Comfortable using digital platforms and online services.

Status: Single

Location: CANADA

Motivations

To maintain healthy and well-groomed hair while living in a different cultural environment.
To build confidence through proper self-care and grooming.
To efficiently manage time and resources as a student while ensuring personal well-being.

User Needs

Product Variety: A wide range of hair care products specifically designed for African hair types.
Educational Resources: Access to tutorials, articles, and tips on hair care.
Community Interaction: Platforms to interact with other users, share tips, and discuss hair care challenges and solutions.
Affordability: Options that fit a student budget without compromising on quality.

Goals

To find reliable and high-quality hair care products suitable for his African hair type.
To learn about proper hair care techniques and routines to maintain healthy hair.
To connect with a community that shares similar hair care challenges and solutions.
To balance his academic responsibilities with self-care and grooming.

Challenges

Limited knowledge of where to find specialized hair care products in Vancouver.
Difficulty in finding products that cater specifically to African hair types.
Managing a student budget while trying to purchase quality hair care products.
Balancing time between studies and personal grooming.

User Persona

PERSONA



MAYA

Finding the right hair care products and routines can be a challenge with my mixed hair. I need solutions that are professional, effective, and tailored to my unique texture.

SUMMARY

Maya represents a professional, ambitious individual who values quality and efficiency in her hair care routine. AfroHairCare aims to address her needs by offering a diverse range of products, professional styling tips, and a supportive community, helping her maintain a confident and polished appearance.

Age: 26

Occupation: HR Specialist

Personality: Detail-Oriented,

Ambitious, Social

Status: Married

Location: CANADA

Motivations

To feel confident and look professional at work while expressing her personal style.
To find a balanced hair care routine that is both effective and time-efficient.
To stay informed about the best products and practices for her mixed hair type.

User Needs

Product Diversity: A variety of hair care products that address the unique needs of mixed hair textures.
Professional Styling Tips: Access to resources that help maintain a polished and professional look.
Community Support: A platform to interact with others who share similar hair care challenges and experiences.
Quality and Efficiency: High-quality products that save time and fit into her busy schedule.

Goals

To find hair care products that cater to her mixed hair type.
To maintain a professional appearance while keeping her hair healthy and styled.
To discover new hair care routines and styles suitable for her texture.
To connect with a community that understands her unique hair care needs.

Challenges

Difficulty in finding products that work well with her mixed hair texture.
Managing her time between a demanding job and personal self-care.
Navigating the vast array of hair care products to find what truly works for her.
Balancing professional grooming standards with her personal hair care preferences.



User Scenario

SCENARIO



TIMMY

Timmy has an important presentation for his Digital Design and Development course at BCIT. As an international student, he wants to ensure that his appearance reflects his confidence and professionalism. He realizes that his hair needs some care and styling to look its best, but he's not sure which products will work best for his specific hair type. Timmy decides to visit AfroHairCare to find the right products and learn more about hair care routines.

User Goal:

To find the best hair care products and styling tips for his African hair type in order to look polished and confident for his presentation.

Age: 26

Occupation: Student at BCIT

Personality: Tech-Savvy, Inquisitive, Social.

Status: Married

Location: CANADA

Steps:

Login to AfroHairCare: Timmy logs into his account on AfroHairCare using his laptop.

Search for Products: He uses the advanced search feature to find shampoos, conditioners, and styling products suitable for curly and kinky hair.

Filter by Hair Concerns: Timmy applies filters to narrow down products for dryness and breakage, which are his main concerns.

Read Reviews and Recommendations: He reads customer reviews and checks personalized recommendations based on his hair type and previous searches.

Add to Cart: Timmy adds a shampoo, conditioner, and a leave-in styling cream to his cart.

Browse Hair Care Tips: He navigates to the hair care tips section and watches a tutorial on how to properly apply the products and style his hair for a professional look.

Proceed to Checkout: Timmy securely checks out using his preferred payment method and selects expedited shipping to receive the products in time for his presentation.

Order Confirmation and Tracking: He receives an order confirmation and tracks the shipment status.

Outcome:

Timmy receives his products, follows the hair care tips, and styles his hair confidently for his presentation, feeling prepared and professional.

Challenges

Limited knowledge of where to find specialized hair care products in Vancouver.

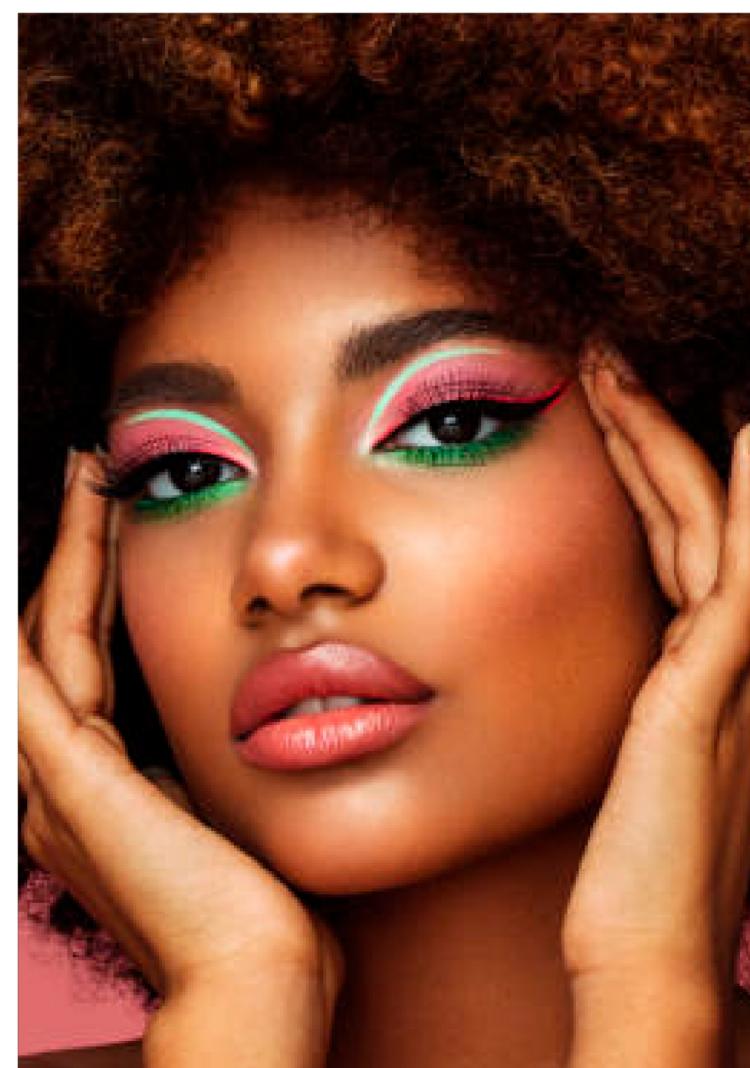
Difficulty in finding products that cater specifically to African hair types.

Managing a student budget while trying to purchase quality hair care products.

Balancing time between studies and personal grooming.

User Scenario

SCENARIO



MAYA



Maya has an upcoming company event where she will be representing the HR department. She wants her hair to look professional and well-groomed, but she's been struggling to find products that work well with her mixed hair texture. Maya decides to use AfroHairCare to discover new products and get advice on maintaining a polished look.

Age: 26

Occupation: HR Specialist

Personality: Detail-Oriented,

Ambitious, Social

Status: Married

Location: CANADA

User Goal:

To find suitable hair care products and professional styling tips that cater to her mixed hair texture, ensuring she looks her best for the company event.

Steps:

Login to AfroHairCare: Maya logs into her AfroHairCare account on her smartphone.
Explore Products: She browses through the categories of hair care products, focusing on those specifically designed for mixed hair textures.
Apply Filters: Maya filters products by her hair type and concerns, such as frizz and moisture retention.
Read Reviews and Articles: She reads product reviews and articles on maintaining a professional hairstyle for mixed hair.
Add to Wishlist: Maya adds a few products to her wishlist for future reference.
Add to Cart: She selects a moisturizing shampoo, conditioner, and a smoothing serum and adds them to her cart.
Check Professional Styling Tips: Maya visits the professional styling tips section and finds advice on achieving a sleek and polished look suitable for a corporate environment.
Complete Purchase: She completes the purchase using her credit card and opts for standard shipping..

Outcome:

Maya receives her products, follows the professional styling tips, and achieves a polished and professional look for the company event, feeling confident and prepared to represent her department.

Challenges

Difficulty in finding products that work well with her mixed hair texture. Managing her time between a demanding job and personal self-care. Navigating the vast array of hair care products to find what truly works for her. Balancing professional grooming standards with her personal hair care preferences.

Empathy Map For Maya

"Finding the right hair care products and routines can be a challenge with my mixed hair. I need solutions that are professional, effective, and tailored to my unique texture." •

says

"Finding the right products for my mixed hair texture is such a hassle."

"I need to look polished and professional for work."

"I want to discover new styles and routines that suit my hair."

"Balancing work and self-care is challenging."

"I prefer products that are both effective and affordable."

feels

Stressed by the difficulty of finding suitable products.
Frustrated when products don't deliver the desired results.
Confident when her hair looks polished and professional.
Relieved when she finds effective products within her budget.
Motivated to try new styles and routines that enhance her appearance.

What you love

thinks

"Will these products work for my mixed hair?"
"How can I achieve a professional look with minimal effort?"
"Are there better products or techniques I haven't tried yet?"
"How can I manage my hair without spending too much time or money?"
"I need to feel confident in my appearance for work events."

What you need

MAYA

does

Browses online stores and reads product descriptions and reviews.
Experiments with different hair care routines and styles.
Adds products to her wishlist and compares prices before purchasing.
Participates in online forums and social media groups focused on hair care.
Schedules time for hair care in her routine, balancing it with work demands

What you can pay for

Empathy Map for Timmy

"Finding the right hair care products and routines can be a challenge with my mixed hair. I need solutions that are professional, effective, and tailored to my unique texture." •



USER JOURNEY MAP / Maya

USER INFO



"Balancing my career and personal grooming can be challenging. Finding the right hair care products for my mixed hair texture is a hassle, but it's important for me to look polished and professional at work. I need effective, affordable solutions that fit into my busy lifestyle."

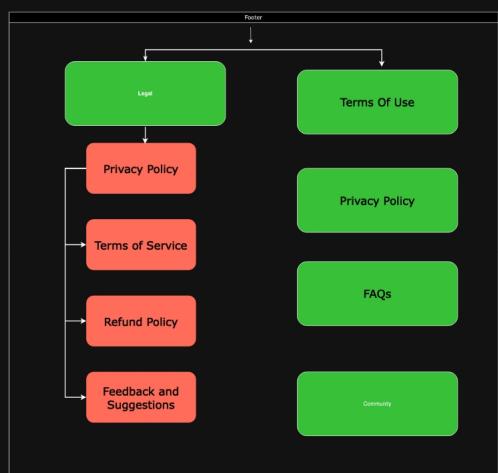
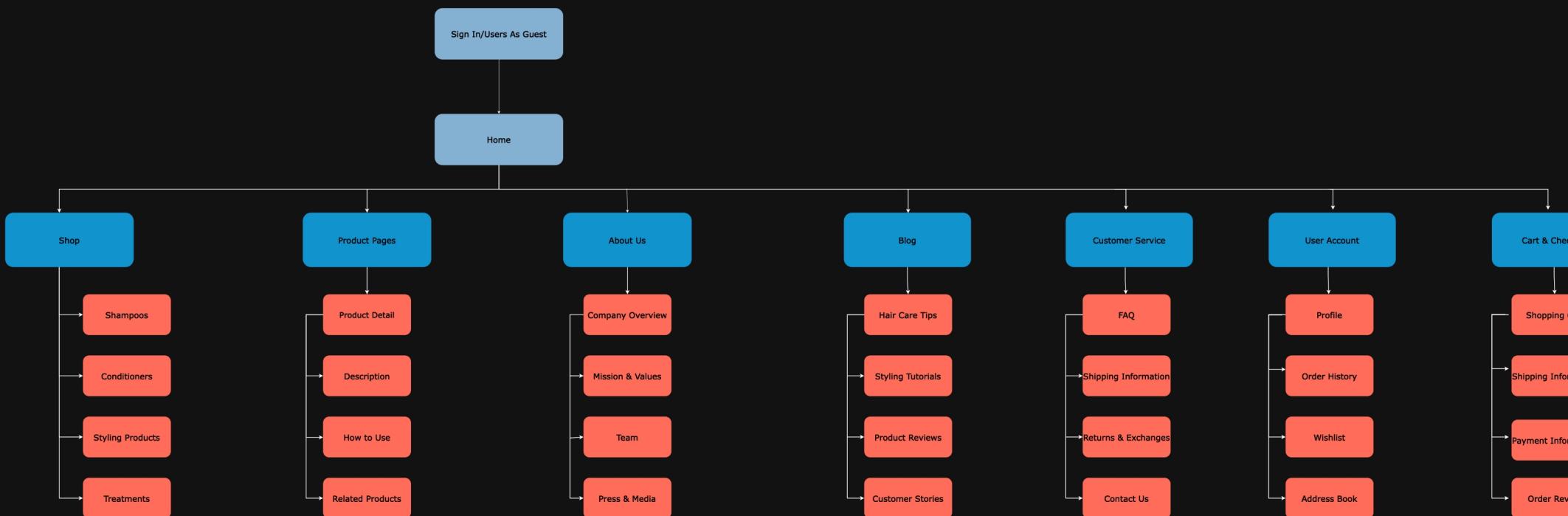
SCENARIO

Maya has an upcoming company event where she will be representing the HR department. She wants her hair to look professional and well-groomed, but she's been struggling to find products that work well with her mixed hair texture. Maya decides to use AfroHairCare to discover new products and get advice on maintaining a polished look.

EXPECTATIONS

- High-Quality Products:
- Professional Appearance:
- Affordability
- Convenient Shopping Experience
- Personalized Recommendations

STAGES	AWARENESS ►	RESEARCH ►	DECISION ►	EXPERIENCE ►	REFLECTION
GOALS	Identify the need for better hair care products and solutions for her mixed hair texture.	Gather information on products and routines that could improve her hair care.	Select and purchase the right products for her hair care needs.	AfroHairCare website, checkout process, order confirmation.	Reflect on the overall experience and decide on future purchases.
ACTIONS	<ol style="list-style-type: none"> Notices hair issues such as frizz and dryness. Searches online for hair care tips and product recommendations. 	<ol style="list-style-type: none"> Visits AfroHairCare website. Browses products, reads descriptions, and checks reviews. Watches tutorials and reads articles on hair care. 	<ol style="list-style-type: none"> Adds products to the cart. Compares prices and checks for discounts or promotions. Proceeds to checkout and completes the purchase. 	<ol style="list-style-type: none"> Receives and unpacks the products. Follows tutorials and instructions to use the products. Styles her hair for work and events. 	<ol style="list-style-type: none"> Considers the effectiveness of the products. Leaves feedback and reviews on AfroHairCare. Plans to repurchase or explore new products.
THOUGHTS	<ul style="list-style-type: none"> "I need to find products that work for my mixed hair texture." "Where can I find reliable information and reviews?" 	<ol style="list-style-type: none"> "What products are recommended for my hair type?" "Are these products affordable and effective?" 	<ol style="list-style-type: none"> "Are these products worth the investment?" "Will they arrive on time?" 	<ol style="list-style-type: none"> "Are these products working well for my hair?" "Do I notice any improvement?" 	<ol style="list-style-type: none"> "These products worked well for me." "I should leave a review to help others." "What other products should I try next?"
PAIN POINTS	<ol style="list-style-type: none"> Difficulty in finding specific products for mixed hair textures. Overwhelmed by the variety of options available. 	<ol style="list-style-type: none"> Uncertainty about which products will work best. Concerns about price and quality. 	<ol style="list-style-type: none"> Concerns about making the right purchase decision. Worries about shipping costs and delivery times. 	<ol style="list-style-type: none"> Initial uncertainty about using new products. Potential dissatisfaction if products don't meet expectations. 	<ol style="list-style-type: none"> Deciding whether to stick with current products or try new ones. Wanting to share feedback but finding the process cumbersome.
EMOTIONS	 Interested	 Overwhelmed	 Frustrated	 Confident	 Happy
TOUCHPOINTS					
OPPORTUNITIES	<ol style="list-style-type: none"> Use targeted advertising and SEO to promote AfroHairCare's specialized products. Collaborate with influencers to raise awareness about the brand. 	<ol style="list-style-type: none"> Provide clear, detailed product descriptions and user reviews. Highlight best-sellers and highly-rated products. Offer educational content and tutorials. 	<ol style="list-style-type: none"> Offer discounts or bundle deals for first-time customers. Provide clear shipping information and multiple delivery options. Send a personalized confirmation email with additional tips. 	<ol style="list-style-type: none"> Follow-up email to check on customer satisfaction. Encourage users to leave reviews and share their experiences. Offer loyalty points or discounts for future purchases. 	<ol style="list-style-type: none"> Provide incentives for leaving reviews. Suggest other products based on her purchase history. Offer a referral program to encourage word-of-mouth marketing.



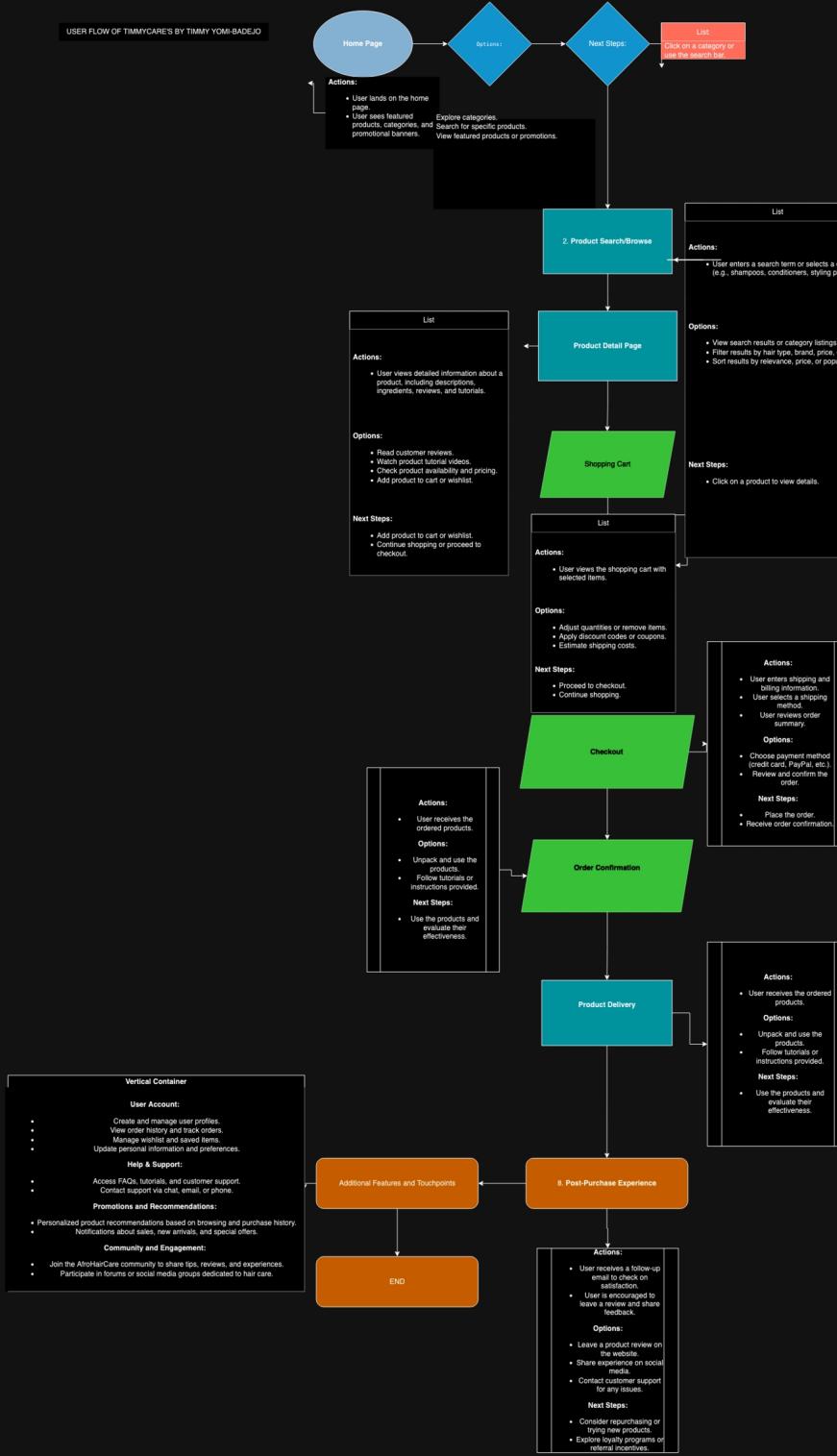
The website will cater to individuals seeking specialized hair care solutions for African-American and mixed-ethnicity hair types in Venezuela and Asia. Offering a comprehensive selection of products tailored for different hair types, the website will provide a personalized shopping experience. From shampoos and conditioners to styling products and treatments, AfroHairCare will cover various aspects of hair care to meet the needs of its audience.

FACETS & SITEMAP

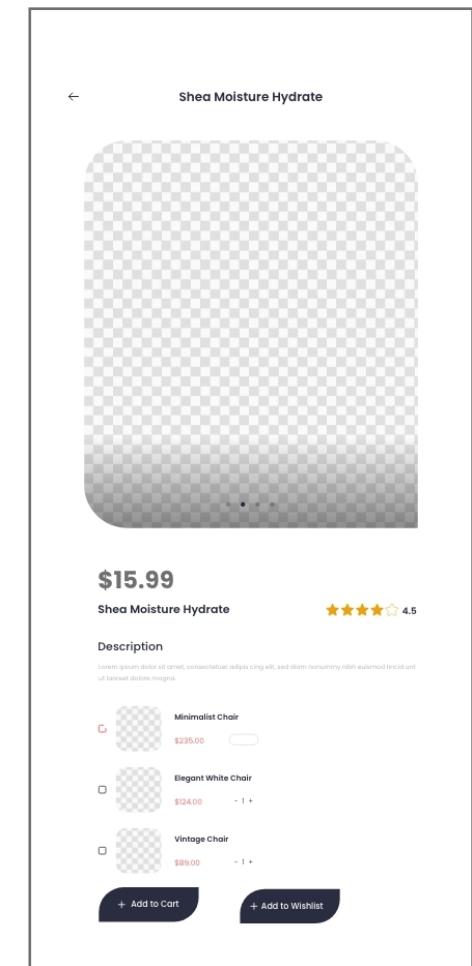
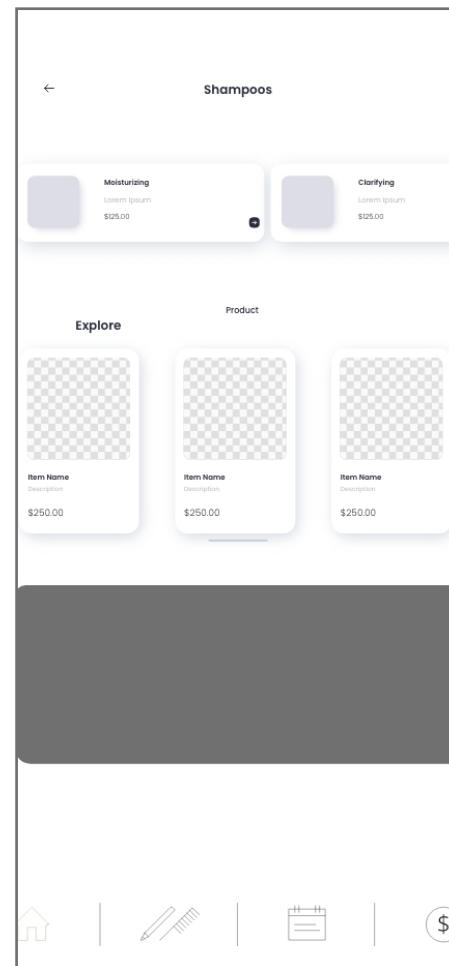
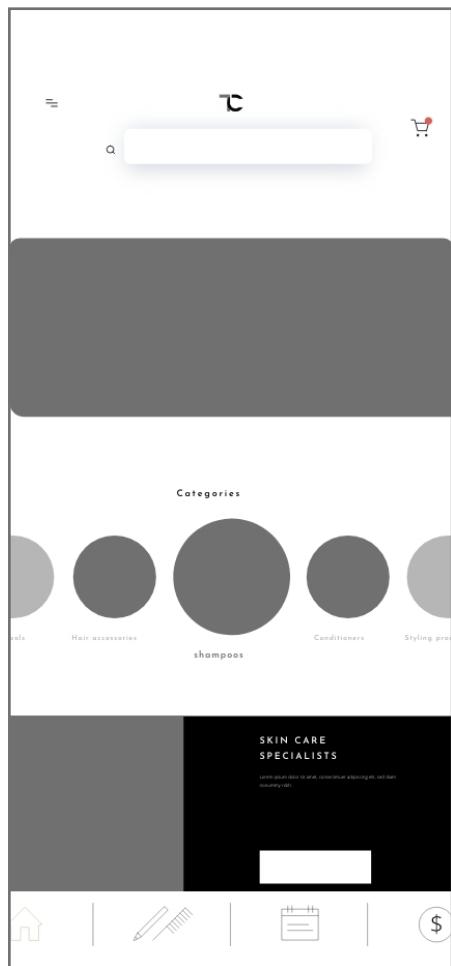
Legend

- Primary Nav
- Secondary Nav
- Footer Nav

- Facets on Home Page**
1. Product Categories
 2. Hair Types
 3. Hair Length
 4. Hair Concerns
 5. Featured Collections
 6. Special Offers
 7. Price Range
 8. Customer Ratings
 9. Content Sections
 10. Community Highlights



Wireframe



Wireframe

