TOULOPE OGUNBAMERU

iBarb App

iBarb is an appointment booking service aimed at helping customers save time in few steps to safely, easily and quickly book sports appointment time with their favorite barbershop thereby completely eliminating time wasting, while waiting around for their turn.

PROJECT TIMELINE	SKILLS	TOOLS	MAIN GOALS
3 weeks	User Research Wireframing Prototyping User Testing	Sketch Invision InVision X	Validate problem Deliver end flow Validate

1. THE PROBLEM

Clients **waste** precious time waiting to get a **haircut**.

Barbers usually **avoid taking bookings by phone** and usually prefer clients to walk in and wait for their turn to book a **same-day/hour** appointment and **never turn up**.

Clients would **prefer** a barber they are **familiar** with or one strongly recommended by friends and acquaintances rather than a new barber where it is known 1 hour head and a 24hour wait.

This time could be spent having productive, or with friends and family and also take the pressure off barbers organizing the queue.

Proposed Solution

Even though there are some products currently available for booking appointments with barbers, there is room for a **much better User Experience**. This is a motivation to handle the difficult and not so fun stuff so that barbers and prospective users can focus on what they love. Hair Cut!

Introducing "iBarb".

iBarb is an **appointment booking product** for potential users that provides an easy, fast and easy way to safely and securely book appointments with the chosen barber.

The product will help potential clients **find a barber**, read their **profile** and **reviews**, book **appointments** and make **payment** in few clicks rather than wasting hours on waiting in queue to get a haircut.

Objectives

- The main objective is to design an easy to use, functional, intuitive and aesthetically pleasing interface that users want to use and re-use.
- Test and validate solution with prospective users.

2. MY ROLE

I worked close to this product design as the User Experience and User Interface Designer. I also conducted User Research to understand the users to deliver the end-to-end solution for which this project is intended.

DESIGN CHALLENGES
- Objectives
- Constraints
- Challenges
- Product Design
- Interaction Design
- Interaction Prototype

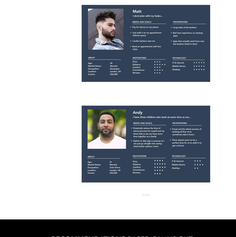
KEY RESEARCH CHALLENGES
- Stakeholder Interviews
- Competitive Analysis
- User Interviews
- Personas
- Problem Statements
- Card Sorting
- User Testing

3. MY PROCESS

I use a **customer-centric, data-driven** decision-making approach, following the Lean UX process and Design Thinking. I believe in the Agile Methodology, sure that my design decisions are informed by **user research** and **feedback**. I also like to follow a **mobile-first** approach as most of users are **digitally-savvy** and **spend mobile**.

4. COMPETITIVE ANALYSIS

I decided to look at **existing products** providing booking service for barbers to see how to improve the user experience and address **pain points** across all **touch points** in the customer journey.



	Booksy	The Barber Pod	Neamul
Pleasure	• Scan ID • Reminders • Group appointments • Gift cards • Coupon or gift card • Loyalty program	• Multiple locations • Personal profile • Text to the barber	• Make an purchase, appointment booking and in-office services • Reminders and notifications • Video call barber directly (They open)
Pain	• Sign-in • Sign-up process • Many steps before appointment booking • Cancellation policy • Cancel or reschedule • Text to the barber • Text reminder