

# HCI - Assignment 2

Creation of a product using a human-centered approach



deti

universidade de aveiro  
departamento de eletrónica,  
telecomunicações e informática



# Stylist Company

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**Lab Class: P5**



HCI 2023-2024

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# Introduction

## Stylist Company



**Motivation:** Traditional scheduling and purchasing methods at hair stylists are often inconvenient due to phone calls, limited availability, and the need for physical visits.



**Why this product?** This project provides a digital solution for easy appointment scheduling, product purchasing, professional selection and much more, offering convenience and efficiency.



**Personal Interests:** As tech enthusiasts, we are excited to create a solution that simplifies daily routines, avoiding problems that we have already encountered. This project meets our personal needs and modernizes scheduling and purchasing methods at the hair stylists' shops.

# Project Objectives

## Stylist Company

### High-level goals

Improvement in scheduling efficiency;  
Increased transparency and accessibility of information;  
Greater visibility and informed choice of professionals;  
Continuous promotion of trends.

### Benefits

- Online, 24/7 availability
- All data in one place
- Greater customer satisfaction
- Competitive advantage
- Business growth
- Costumer engagement



# Personas

## Customer

**Name:** Joana Almeida

**Age:** 27

**Gender:** F

**Job:** Influencer

**Description:** Married, mother of one son. Extroverted, sociable, and highly values her personal appearance. Very busy. Always looking to optimize her time to the fullest.

**Problem:** Struggles to find time to call or visit hair salons in person to make appointments.

**Needs:** A quick and convenient way to schedule hairdressing services according to her very busy schedule.



# Personas

## Employee

**Name:** Carlos Pereira

**Age:** 30

**Gender:** M

**Job:** Hairstylist

**Description:** Completed a 2-year course in the field and is a dedicated professional committed to providing the best service to his clients. Has now 5 years of experience.

**Problem:** Is concerned about the limited visibility of his services.

**Needs:** Wants to showcase his experience and skills to attract more clients. Seeks an efficient way to manage his work schedule and maximize his time productively.



# Scenarios

## Stylist Company

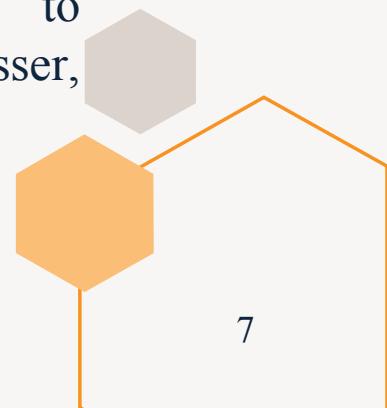
**Joana has been invited to participate in a major television program scheduled for June 21st and wants her hair to look impeccable for the event.**

### See trending haircuts:

Joana doesn't know what hairstyle she wants, so she opens the StylistCompany website to look for trendy haircuts.

### Make an appointment:

Joana already knows the desired hairstyle, so she uses the website to make an appointment at a company establishment near her, with her favorite hairdresser, Carlos Pereira, following the steps indicated by the website.



# Scenarios

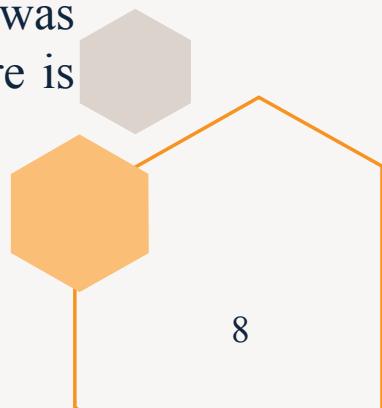
## Stylist Company

### **Modify an appointment:**

Joana received a call from the team preparing the program informing her that, due to audience management reasons, the episode has been postponed to 4 days after the originally scheduled date. Then, she uses the website to change the appointment date, for June 25th, at 10 o'clock.

### **Cancel an appointment:**

Unfortunately, later, Joana received another call informing that the program was canceled. The main presenter had an accident. Therefore, Joana sadly notices that there is no reason for the appointment, so she decides to cancel it.

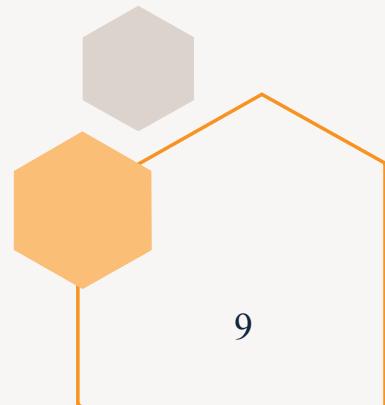


# Scenarios

## Stylist Company

### Consult appointments:

Meanwhile, Carlos Pereira, Joana's favorite hairdresser, needs to schedule a Dentist appointment, but the only available slot was 10 o'clock of June 25th. He thought he couldn't go because the last time he saw, he had Joana's appointment for that slot. But still, he went check if the appointment was still there and noticed that it wasn't, therefore he could go to the Dentist appointment.



# Tasks

## Stylist Company

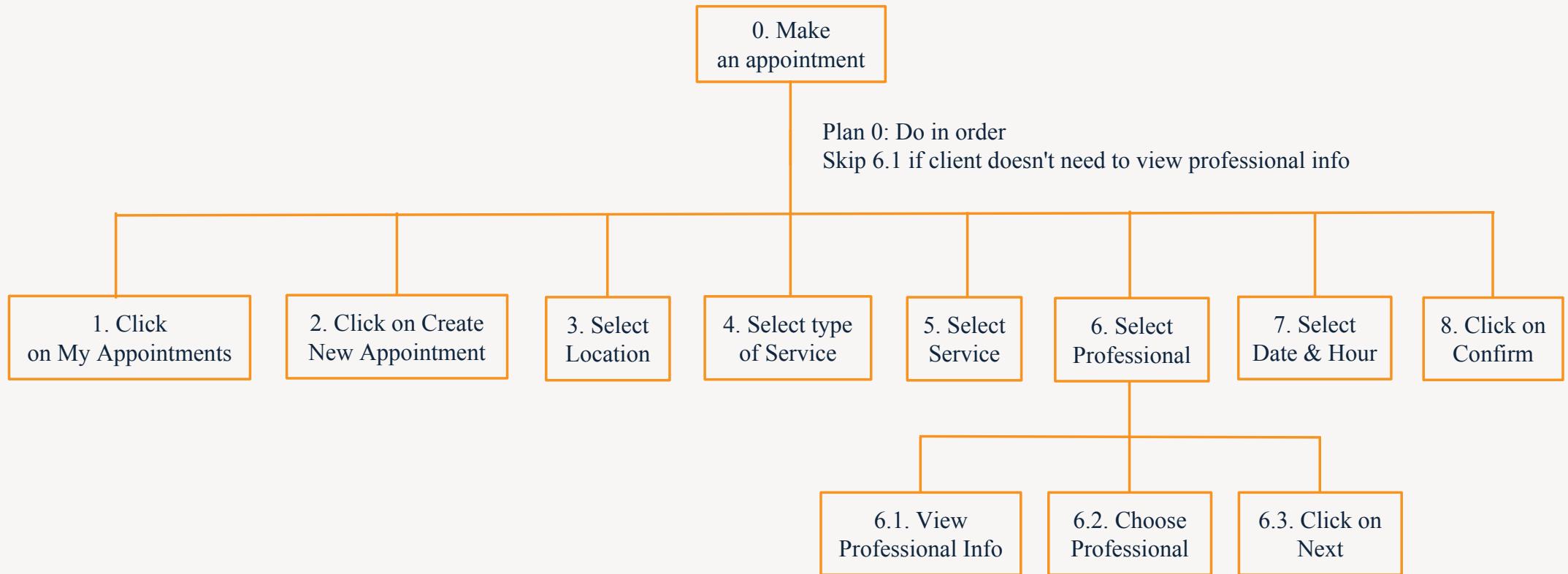
1. View trending haircut Styles
2. Make an appointment
3. Modify an appointment
4. Cancel an appointment
5. View appointments (professional)



**Note:** All tasks require a computer device usage

# Task – Make na appointment

## Stylist Company



# Requirements Stylist Company

## Functional:

- Schedule appointment
- See available dates for appointments
- Cancel appointments
- Edit appointments
- Trending haircuts
- Employee details
- Employee appointments

## Non-functional:

- Easy appointment scheduling
- Easy to access
- Platform independent
- User feedback
- Fast response times

# Low Fidelity Prototype

## Home & Trending Haircuts

**Left Screen (Login/Register):**

- Header: Ajuda, Tendências, Loja, stylist Company, Agendar, Estabelecimentos, Registrar, Entrar,
- Form: LOGIN (Email, Password), REGISTER (Email, Password, Confirm Password), Forget Pass?
- Note: **Para agendar conta é necessário cliente**
- Bottom: © Todos os direitos reservados, Contactos Empresa, empresa@empresa.pt, F O X

**Right Screen (Registration):**

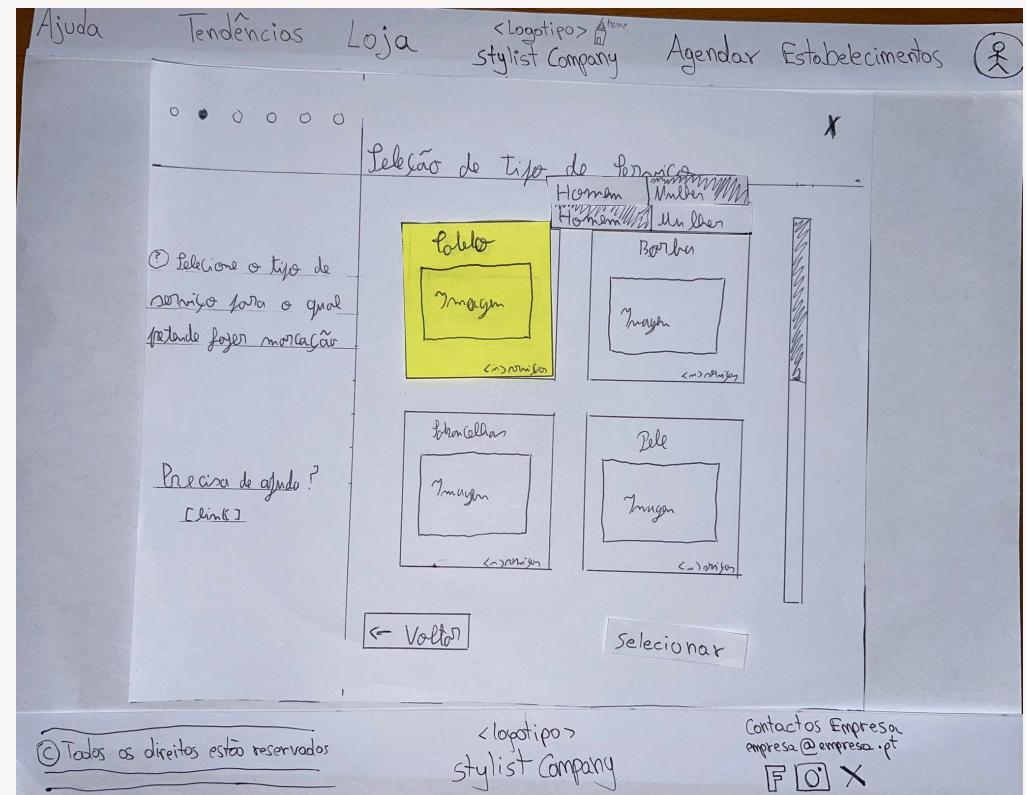
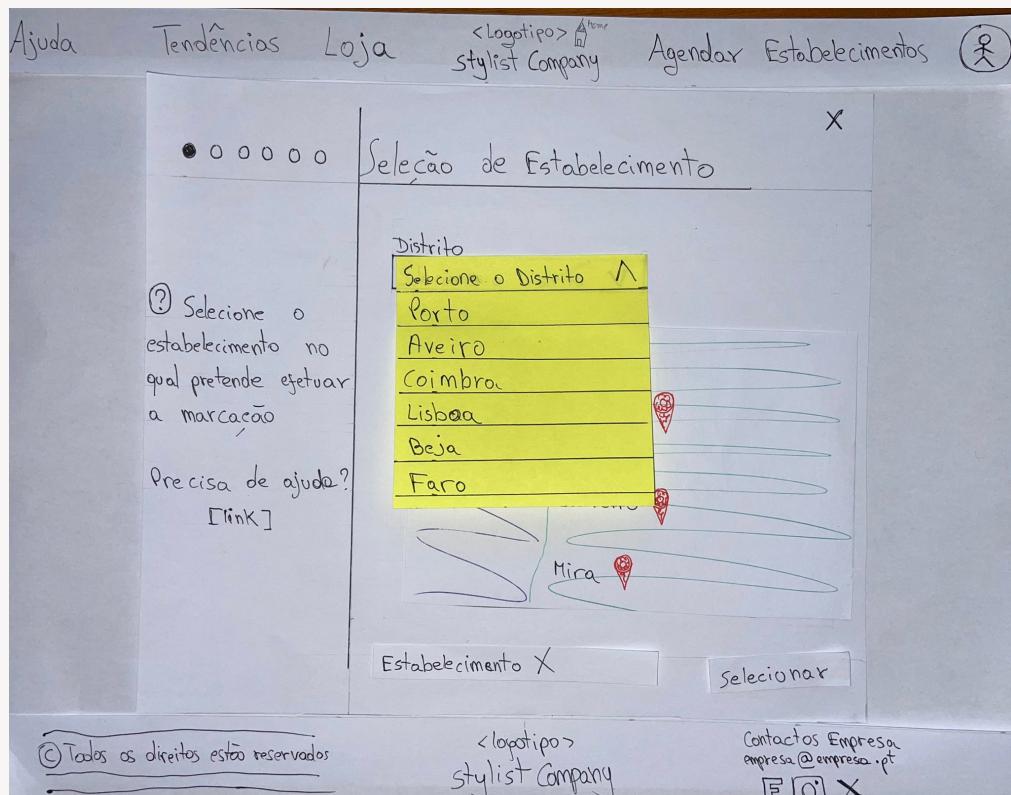
- Header: Ajuda, Tendências, Loja, stylist Company, Agendar, Estabelecimentos,
- Form: REGISTA (Dados Cliente: Nome, SobreNome, NIF, Morada, Nascimento), Log Out,
- Section: Dados Pessoais (Email, Password, Confirm Password)
- Section: Contas (Perfil e Marcacões, Log Out)
- Bottom: © Todos os direitos reservados, Contactos Empresa, empresa@empresa.pt, F O X

**Trending Haircuts:**

- Placeholder boxes labeled 1º to 6º, each containing an 'Imagen' placeholder.

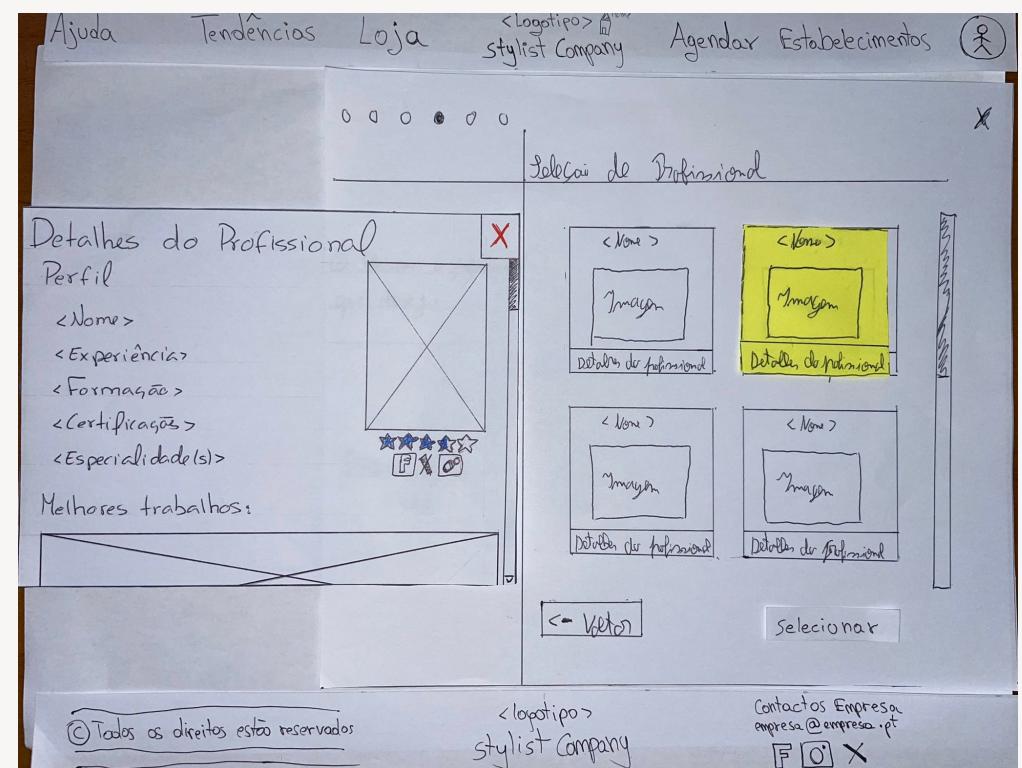
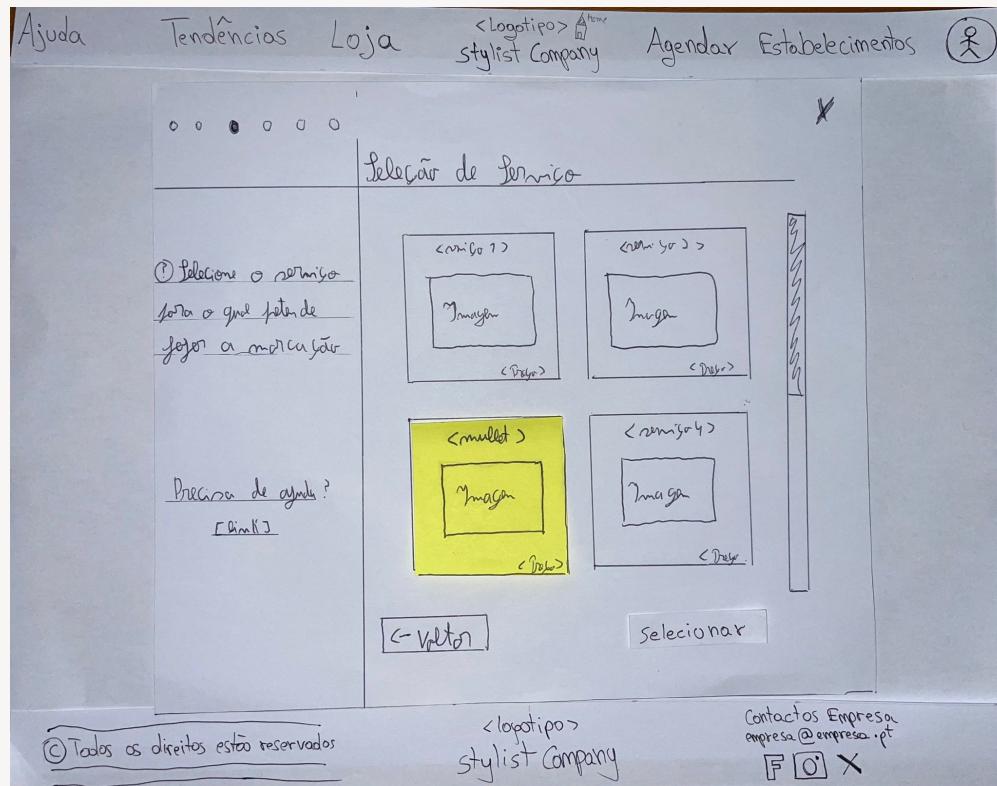
# Low Fidelity Prototype

## Appointment (1)



# Low Fidelity Prototype

## Appointment (2)



# Low Fidelity Prototype

## Appointment (3)

Redefinir Data & Hora X

① Clique na data para ver as horas disponíveis. Clique numa hora disponível para selecionar uma marcação.

Precisa de ajuda? [link] ajuda

② Clique na data para ver as horas disponíveis. Clique numa hora disponível para selecionar uma marcação.

Precisa de ajuda? [link] ajuda

Seleção de Data & Hora X

Abri 20 Maio 2024 ③

SEG	TER	QUA	QUI	SEXT	SÁB	DOM
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

16:00

← Voltar Data/Hora indisponível Selecionar

© Todos os direitos estão reservados

<logotipo> stylist Company Contactos Empresa empresa@empresa.pt F [O] X

Ajuda Tendências Loja <Logotipo> home stylist Company Agendar Estabelecimentos (Pessoas)

0 0 0 0 0 Resumo da Marcação

Estabelecimento X

Dados sobre a marcação e confirmação

<Nome do Serviço>

<Nome do Profissional>

<Data>, <Hora>

Preço total

Confirmando!

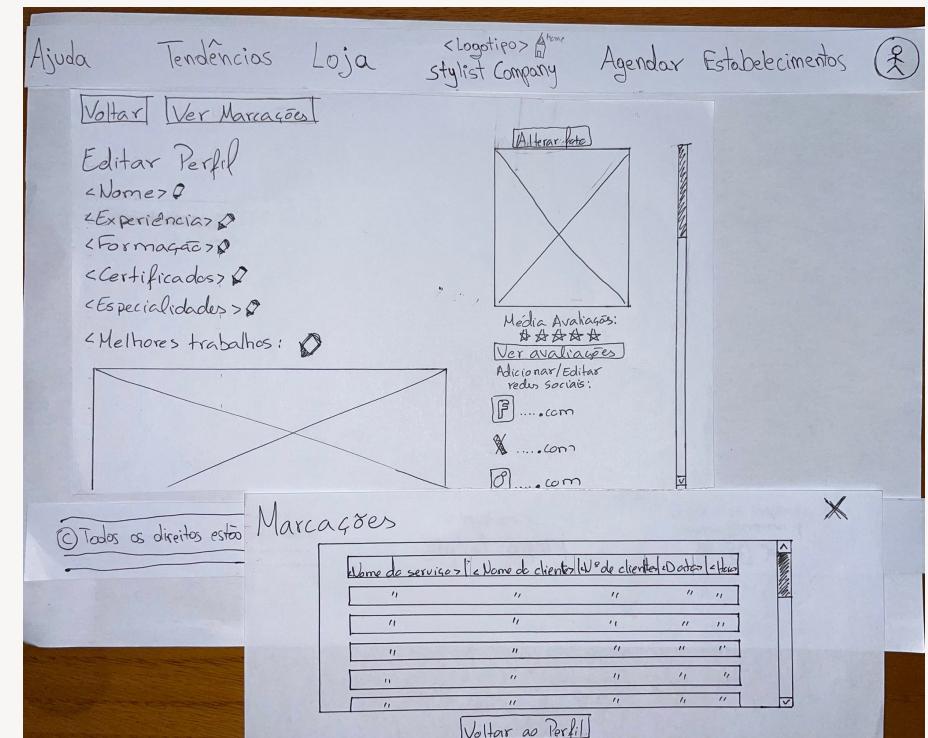
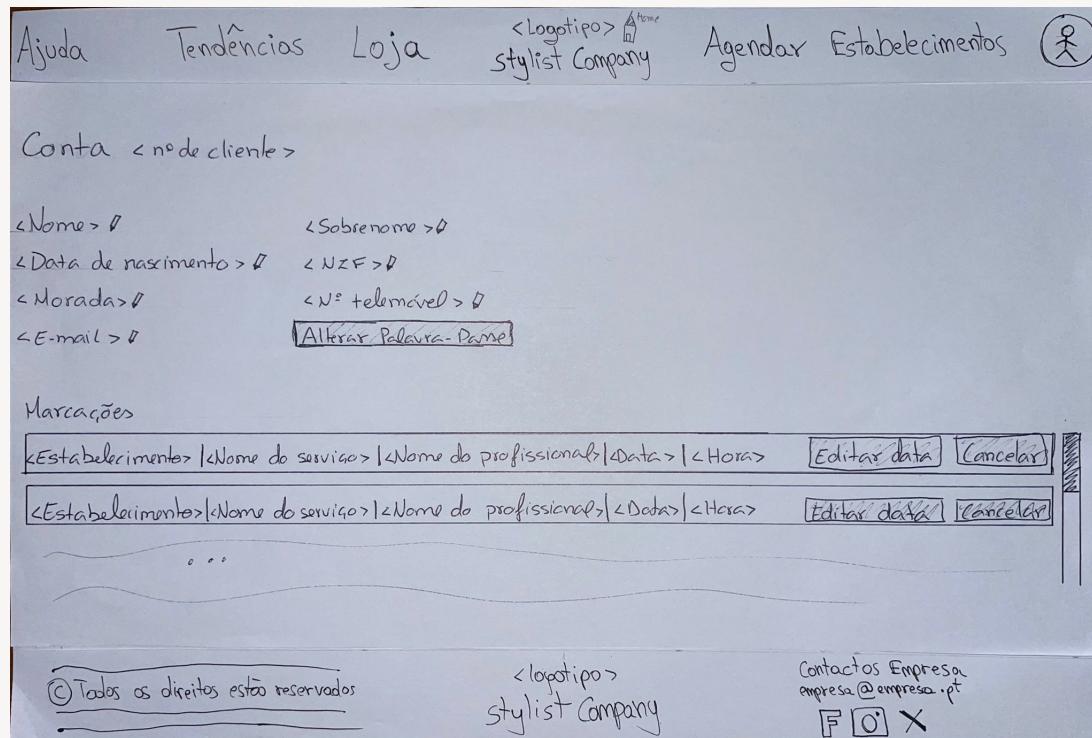
← Voltar Confirmar

© Todos os direitos estão reservados

<logotipo> stylist Company Contactos Empresa empresa@empresa.pt F [O] X

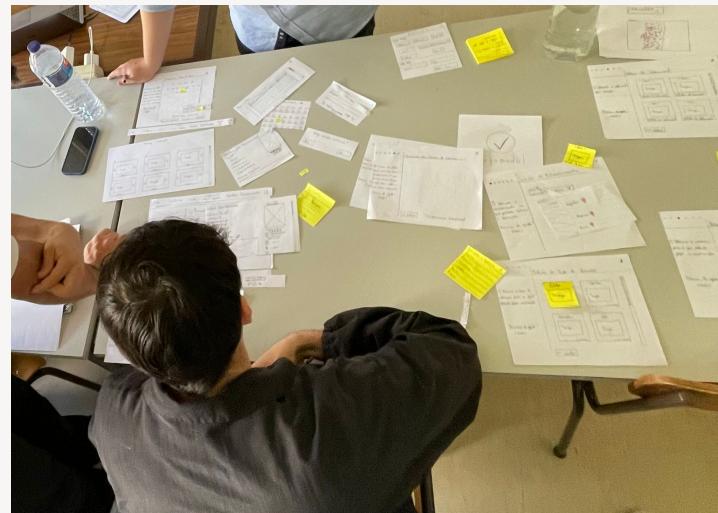
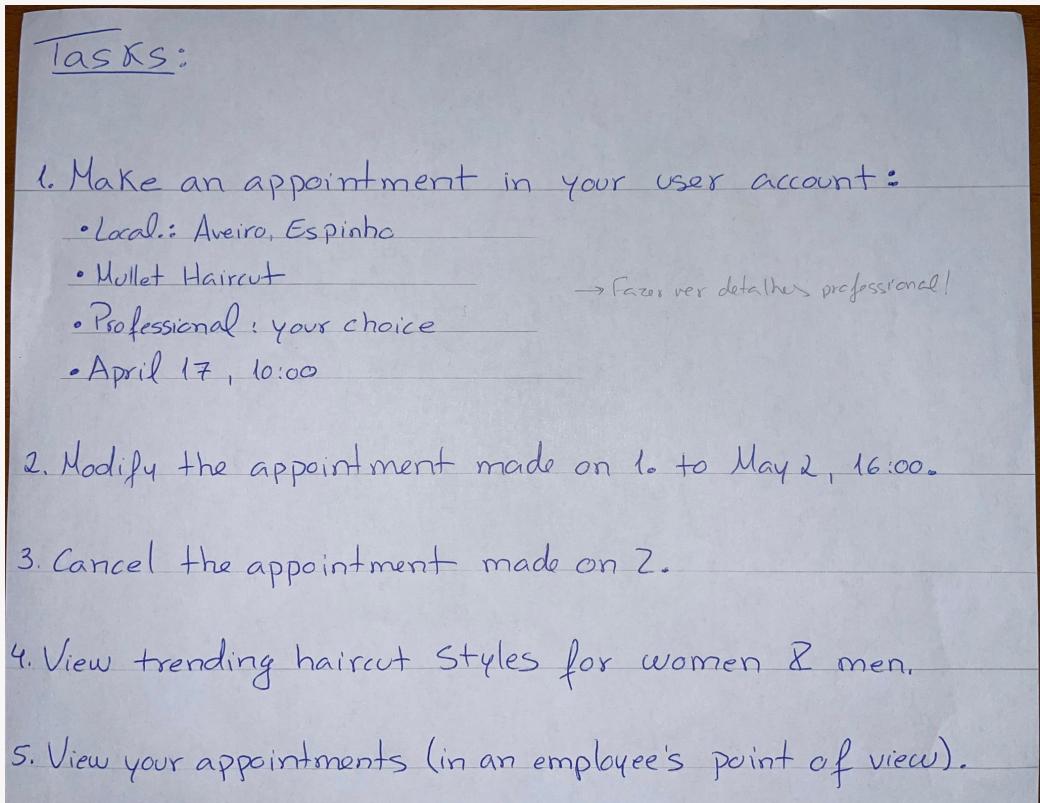
# Low Fidelity Prototype

## Client & Employee Accounts



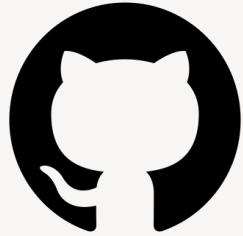
# Low Fidelity Prototype

## Other, Tasks & Testing

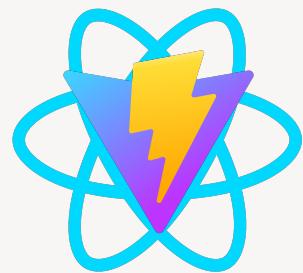


# Functional Prototype

## Used Tools



**GitHub**  
Organization & Work  
Distribution



**ReactJS + Vite**  
JS Framework &  
Fast Development  
Server



**HTML +  
TypeScript**  
Other languages used  
in the web app  
creation



**Tailwind CSS +  
Flowbite**  
CSS tools for the website  
style

# Functional Prototype Employee

Stylist Co.

Price List Appointments Help

## Appointments

26/5 27/5 28/5 29/5 30/5 31/5 1/6 2/6 3/6 4/6 5/6 6/6 7/6 8/6 9/6 10/6 11/6 12/6 13/6 14/6

### Appointments of day 26/5

Time	Service	Customer	Phone
09:00	Extensions	Joana Silva	912345678
14:00	Eyelash Extensions	Ana Santos	967
10:00	Full Beard	Joaquim Freitas	918256775
15:00	Haircut	João Mário	966712322
11:00	.....		
16:00	.....		
12:00	.....		
17:00	Haircut	André Henriques	966712322

Stylist Co.

Price List Appointments Help

## Professional Profile

Carlos Pereira

Senior stylist and specialist for 7 years

Graduated from Beauty School with a focus on hair design

Certified Hairdresser from the State Board of Cosmetology

Specialist in Hair and Extensions

Largo do Padrão - Cabeleireiro



★★★★★ 4.12 of 5 • 17 reviews

## My work

# Functional Prototype

## Trends & My Appointments

The screenshot displays the Stylist Co. mobile application interface. At the top, there is a navigation bar with icons for Price List, Trends, My Appointments, Establishments, Shop, and Help, along with a Login button. Below the navigation bar, the title "Trending Haircuts" is displayed, followed by a "Man" button and a "Woman" button. A horizontal scrollable gallery shows three images of men's hairstyles: "Undercut", "Pompadour", and another partially visible hairstyle. On the right side of the screen, there is a sidebar with a user profile icon and a "My Appointments" section. This section includes a "Create New Appointment" button and a table listing two upcoming appointments:

ESTABLISHMENT	TYPE OF SERVICE	SERVICE	PRICE	PROFESSIONAL	DATE	TIME	EDIT	CANCEL
STUDIO MZ, Braga	Beard	Designer Beard	25€	Maria Silva	26/5/2024	14:00	<button>Edit</button>	<button>Cancel</button>
Beleza 32 - Cabeleireiro e Estética Viseu, Viseu	Beard	Simple Beard	15€	Carlos Pereira	30/5/2024	17:00	<button>Edit</button>	<button>Cancel</button>

# Functional Prototype

## New Appointment

The screenshot shows the first step of a six-step process for making a new appointment. The top navigation bar includes links for Price List, Trends, My Appointments, Establishments, Shop, and Help, along with a user profile icon. The main content area is titled "1. Establishment Selection". On the left, a sidebar provides instructions: "Select the establishment where you want to make an appointment." It includes a "Need Help?" link and a "Back to My Appointments" button. The right side features a "District" dropdown menu with the placeholder "Select a District" and a list of districts: Aveiro, Braga, Coimbra, Lisboa, Porto, Santarém, and Viseu.

# User Testing Methods



## Forms (SUS)

Tasks (usability test)  
Post task (user opinion)

### Advantages

Easy to Scale  
Quick to Do



## Observation

See how the users interact with the system  
Think aloud (the user says what he is doing)

### Advantages

Easy to learn and apply  
Flexible



## Notes

User feedback about the system.

Confidentiality

### Advantages

Easy to do  
Gather more information

# User Testing Methods

**Observer's Guide**

User Code: 1

Tasks	Did the user complete the task?	Correctly? (Y/N) (correct answer)	Max Time Observed time (mm:ss)	Number of errors?	Was lost?	Asked for help	Observed Easiness/difficulty 1 – very difficult 5 – very easy					
1. <i>(Circular no card e hr / images on profile)</i> <i>Em vez de usar o nome da pessoa, pode ser mais fácil usar o nome da pessoa.</i>	<i>sob nome usuário corrigido</i> no   yes   X	2/3 ✓ <i>30 s</i> <i>00:15</i>			no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>X</td><td>4</td><td>5</td></tr></table>	1	2	X	4	5
1	2	X	4	5								
2. <i>(mudar nome de usuário para "márcia")</i> <i>Em vez de digitar o nome, pode ser mais fácil usar o nome da pessoa.</i>	<i>label</i> no   yes   X   <i>revisado</i>				no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
3. <i>(mudar nome de usuário para "márcia")</i> <i>Em vez de digitar o nome, pode ser mais fácil usar o nome da pessoa.</i>	no   yes   X   <i>Hair &amp; Extensions</i>	No appointment; indicadores e no resultado <i>2 min 10 s</i>			no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
4. <i>(mudar nome de usuário para "márcia")</i> <i>Em vez de digitar o nome, pode ser mais fácil usar o nome da pessoa.</i>	no   yes   X	Random (see in the time)	1 min 30 s		no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>X</td><td>3</td><td>4</td><td>5</td></tr></table> <i>Corre clara instante reg. extra resolução Pausa</i>	1	X	3	4	5
1	X	3	4	5								
5. <i>(mudar nome de usuário para "márcia")</i> <i>Em vez de digitar o nome, pode ser mais fácil usar o nome da pessoa.</i>	no   yes   X	---	15 s		no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>X</td><td>3</td><td>4</td><td>5</td></tr></table>	1	X	3	4	5
1	X	3	4	5								
			1 min		no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
<b>Observations:</b>	<p>Ter opção de selecionar data (tio "dáqui a 3 semanas") → não limitar usuário</p> <p>Ter marcas num calendário → estrutura</p> <p>Horas   Dados   Horas   Dados</p>											
<b>Coordinators:</b> Danilo Silva 113384   Francisco Pinto 113763   Tomás Santos 112981												

**Observer's Guide**

User Code: 4

Tasks	Did the user complete the task?	Correctly? (Y/N) (correct answer)	Max Time Observed time (mm:ss)	Number of errors?	Was lost?	Asked for help	Observed Easiness/difficulty 1 – very difficult 5 – very easy					
1. <i>no</i>	no   yes   X	20 s		0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
2. <i>no</i>	no   yes   X	2 min 10 s		0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
3. <i>no</i>	no   yes   X	1 min 30 s		0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
4. <i>no</i>	no   yes   X	—	15 s	0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
5. <i>no</i>	no   yes   X	4	1 min	0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
<b>Observations:</b>	Fazer marcas no calendário é mais fácil de usar.											
<b>Coordinators:</b> Danilo Silva 113384   Francisco Pinto 113763   Tomás Santos 112981												

**Observer's Guide**

User Code: 2

Tasks	Did the user complete the task?	Correctly? (Y/N) (correct answer)	Max Time Observed time (mm:ss)	Number of errors?	Was lost?	Asked for help	Observed Easiness/difficulty 1 – very difficult 5 – very easy					
1. <i>no</i>	no   yes   X	20 s		0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
2. <i>no</i>	no   yes   X	2 min 10 s		0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
3. <i>no</i>	no   yes   X	1 min 30 s		0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
4. <i>no</i>	no   yes   X	—	15 s	0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
5. <i>no</i>	no   yes   X	4	1 min	0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
<b>Observations:</b>												
<b>Coordinators:</b> Danilo Silva 113384   Francisco Pinto 113763   Tomás Santos 112981												

**Observer's Guide**

User Code: 3

Tasks	Did the user complete the task?	Correctly? (Y/N) (correct answer)	Max Time Observed time (mm:ss)	Number of errors?	Was lost?	Asked for help	Observed Easiness/difficulty 1 – very difficult 5 – very easy					
1. <i>no</i>	no   yes   X	20 s		0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
2. <i>no</i>	no   yes   X	2 min 10 s		0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
3. <i>no</i>	no   yes   X	1 min 30 s		0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
4. <i>no</i>	no   yes   X	—	15 s	0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
5. <i>no</i>	no   yes   X	4	1 min	0	no   slightly   a lot	no   yes   which?	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>X</td><td>5</td></tr></table>	1	2	3	X	5
1	2	3	X	5								
<b>Observations:</b>												
<b>Coordinators:</b> Danilo Silva 113384   Francisco Pinto 113763   Tomás Santos 112981												

# User Testing Methods

**Observer's Guide**  
"Usability Evaluation of Web-based Application"  
Coordinators: Danilo Silva 113384, Francisco Pinto 113763, Tomás Fernandes 112981

STEP	ACTION	COMPLETED?
1	Introduce the main aspects of what will be performed to the participant. Mention that the application is under evaluation not the participant	✓
2	Give the Informed Consent to the participant and answer any question. Only proceed after the informed consent has been signed	✓
3	Direct the participant to the list of tasks	✓
4	Get ready with the observer script. The participant starts doing the tasks and you take notes on the observer form and only interfere if the participant asks for help.	✓
5	After the participant finishes the tasks, open the post-task questionnaire and fill it, with the participant, discussing your different points of view regarding each item.	✓

Usability Test

**Tasks:** 7

Make an appointment with a barber/hairdresser and stylist, according to your preferences, using a web app.  
As a professional, check your appointments.

**Task 1**  
Look for a trendy hairstyle.  
How many models were used for your hairstyle preference? 3  
Very difficult | 1 | 2 | 3 | 4 | 5 | Very easy

**Task 2**  
Make an appointment based on:  
- Local: Viseu;  
- Haircut: Your preference chosen in Task 1;  
- Professional: Carlos Pereira;  
- Date: Week of May 12th to 18th, in a free slot.  
What is Carlos Pereira's specialization? Hair and Extensions  
Very difficult | 1 | 2 | 3 | 4 | 5 | Very easy

**Task 3**  
Modify the schedule made in Task 2 for the week of May 19th to 25th, in a free slot.  
Which slots were available?  
Very difficult | 1 | 2 | 3 | 4 | 5 | Very easy

**Task 4**  
Cancel the appointment made on Tasks 2 & 3.  
Very difficult | 1 | 2 | 3 | 4 | 5 | Very easy

**Task 5**  
Log in as an employee (@stylistco.com) and check your appointments for May 16th.  
How many appointments do you have?  
Very difficult | 1 | 2 | 3 | 4 | 5 | Very easy

**Coordinators:**  
Danilo Silva n° 113384  
Francisco Pinto n° 113763  
Tomás Santos n° 112981

Perguntas Respostas Definições

Secção 1 de 2

**Post Task Questionnaire**

Thank you for your cooperation with this study, which aims to evaluate the User Interface of the website Stylist Company and try to improve it following the Usability criteria. Your collaboration is important for the success of this evaluation, so we ask you to complete this Post Task Questionnaire

User Code: \*

Texto de resposta curta

Gender: \*

Male

Female

Age: \*

Texto de resposta curta

Profession: \*

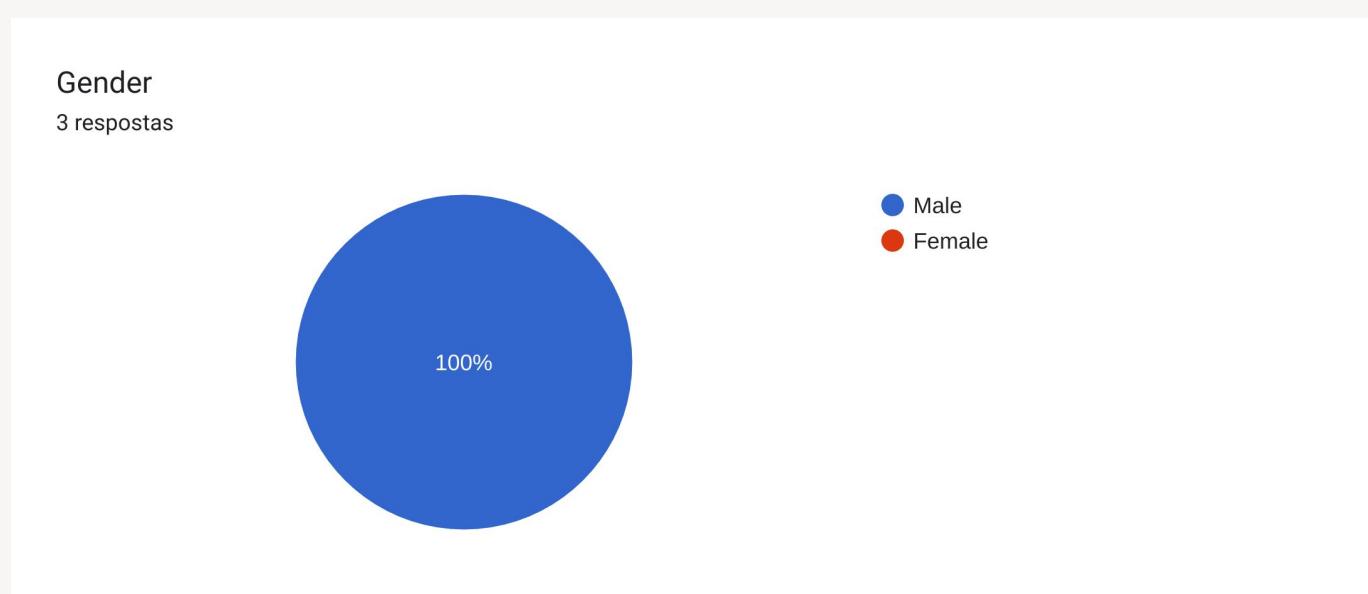
Texto de resposta curta

Previous experience with this type of application/system: \*

None

# User Evaluation

## Stylist Company



# User Evaluation

## Stylist Company

Age:

3 respostas



# User Evaluation

## Stylist Company

### User Comments

criar tab para preço, talvez adicionar botões na pagina inicial onde as imagens estão a passar

mudar a localização das marcações, não é intuitivo no perfil do cliente

Evitar scroll na página inicial (criando um tab para o preço por exemplo). Se não estiver na conta, ao clicar para fazer uma marcação aparecer logo o login (evita muitos cliques)

uma sugestão de melhoria seria poder selecionar vários serviços

os indicadores podiam ter numeração

# User Evaluation

## Stylist Company

Usability test-results	Low Fidelity Prototype	(Very hard) 1 – 5 (Very easy)	Functional Prototype
Task-Description			
1 - Look for trending haircuts	4		4
2 - Make an appointment	3		4
3 - Edit the date of the appointment	3		2
4 - Cancel the appointment	3		2
5 - View employee appointments	3		4

Note: these values are the result from the average of the answers

# User Evaluation

## Stylist Company

### User problems

Task-Description	Low Fidelity Prototype	Functional Prototype
1 - Look for trending haircuts	No comment	No comment
2 - Make an appointment	"Pensava que dava para clicar no estabelecimento"	"Os indicadores podiam ter numeração"
3 - Edit the date of the appointment	No comment	"As marcações são difíceis de encontrar"
4 - Cancel the appointment	No comment	"As marcações são difíceis de encontrar"
5 - See employee appointments	"Preciso de dar scroll para encontrar uma marcação numa certa data"	"A hora da marcação podia aparecer do lado esquerdo"

# Changes Stylist Company

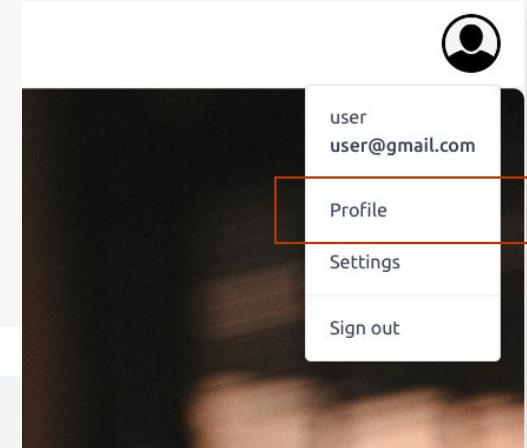
Appointments location - Before

The screenshot shows the Stylist Co. Client Profile page. At the top, there is a navigation bar with links for Shop, Trends, Appointment, Establishments, and Help. The main content area is titled "Client Profile". It displays personal information in two columns:

First Name user	Address Universidade de Aveiro, 3810-193 Aveiro
Last Name Abera	Cellphone Number 964487454
Date of Birth 28/01/2004	Email user@gmail.com
Password *****	NIF 57364868

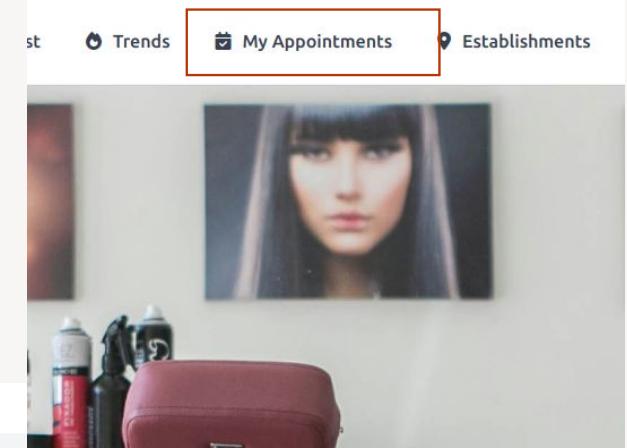
Below this is a section titled "Appointments" with a red border. It contains a table showing a single appointment:

ESTABLISHMENT	TYPE OF SERVICE	SERVICE	PRICE	PROFESSIONAL	DATE	TIME	
Beleza 32 - Cabeleireiro e Estética Viseu, Viseu	Hair	Pompadour	30€	Carlos Pereira	30/5/2024	10:00	<button>Edit</button> <button>Cancel</button>



# Changes Stylist Company

Appointments location - After



**My Appointments**

+ Create New Appointment

ESTABLISHMENT	TYPE OF SERVICE	SERVICE	PRICE	PROFESSIONAL	DATE	TIME		
Beleza 32 - Cabeleireiro e Estética Viseu, Viseu	Hair	Pompadour	30€	Carlos Pereira	30/5/2024	10:00	Edit	Cancel

# Changes Stylist Company

Indicators

## Before

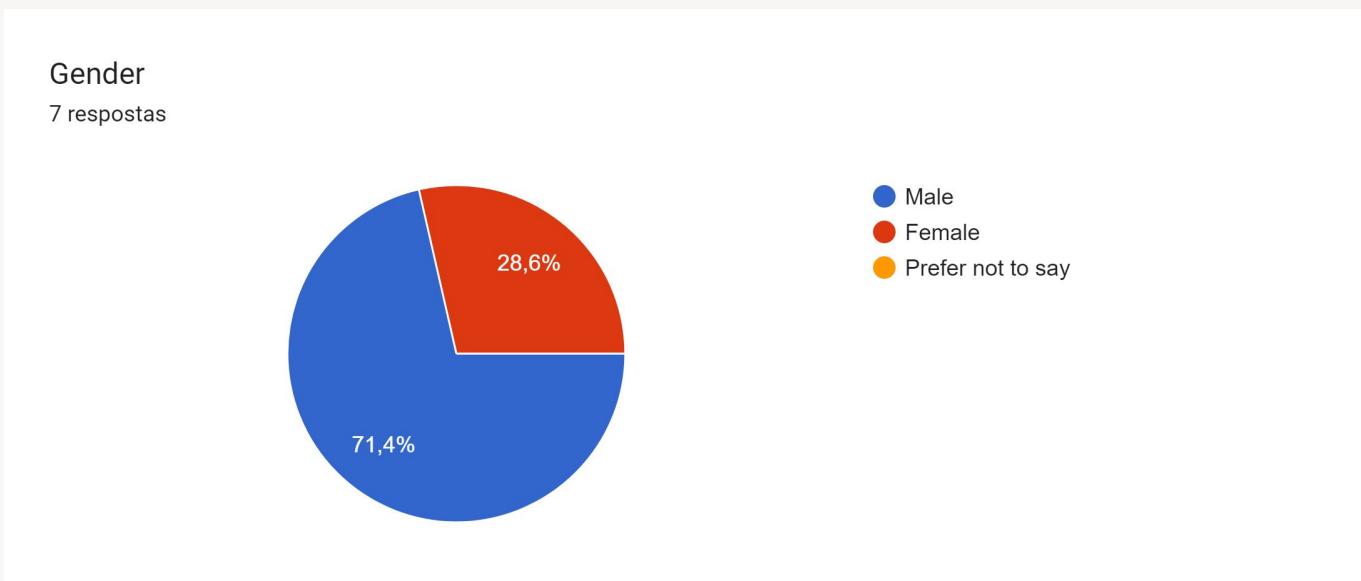
● ○ ○ ○ ○ ○	
	<b>District</b> --- Select a District --- --- Select a District --- Aveiro Braga
<b>i</b> Select the establishment	

## After

1 2 3 4 5 6	
	<b>District</b> --- Select a District --- --- Select a District --- Aveiro Braga
<b>i</b> Select the establishment	

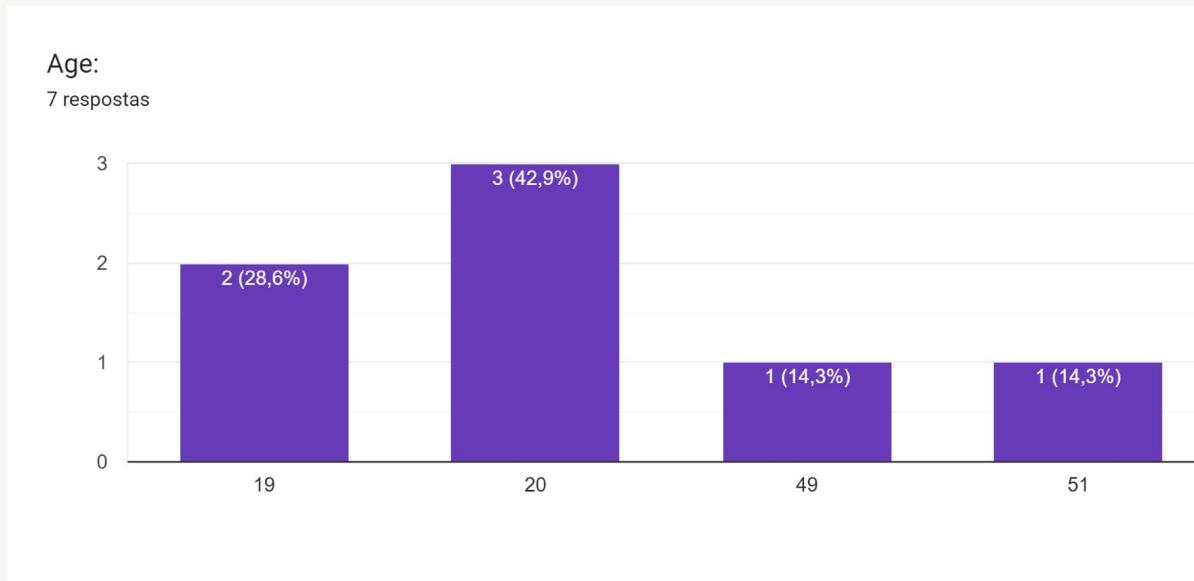
# User Evaluation

## Stylist Company



# User Evaluation

## Stylist Company



# User Evaluation

## Stylist Company

Task-Description	Functional Prototype final version (results)	(Very hard) 1 – 5 (Very easy)	Functional Prototype final version (comments)
1 - Look for trending haircuts	5		No comment
2 - Make an appointment	5		No comment
3 - Edit the date of the appointment	5		No comment
4 - Cancel the appointment	5		No comment
5 - See employee appointments	4		"Só se pode ver as marcações das duas semanas seguintes"

# User Evaluation

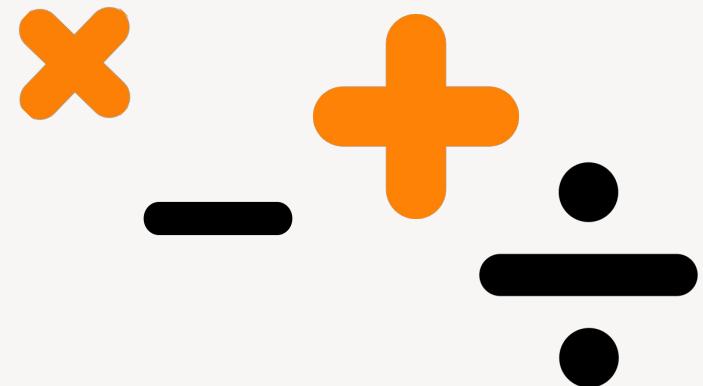
## Stylist Company

SUS-Results

(Strongly Disagree) 1 – 5 (Strongly Agree)

Questions	Results	Questions	Results
1 - I think that I would like to use this system frequently.	4	6 - I thought there was too much inconsistency in this system.	2
2 - I found the system unnecessarily complex.	1	7 - I would imagine that most people would learn to use this system very quickly.	5
3 - I thought the system was easy to use.	4	8 - I found the system very cumbersome to use.	2
4 - I think that I would need the support of a technical person to be able to use this system.	2	9 - I felt very confident using the system.	4
5 - I found the various functions in this system were well integrated.	4	10 - I needed to learn a lot of things before I could get going with this system.	1

# SUS Result Stylist Company



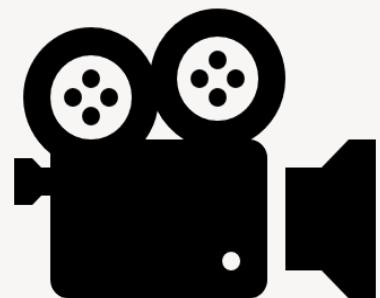
$$(4-1 + 5-1 + 4-1 + 5-2 + 4-1 + 5-2 + 5-1 + 5-2 + 4-1 + 5-1)*2.5$$

**SUS result: 82.5**

Note: SUS > 68 would be considered above average

# Demo Stylist Company

Video



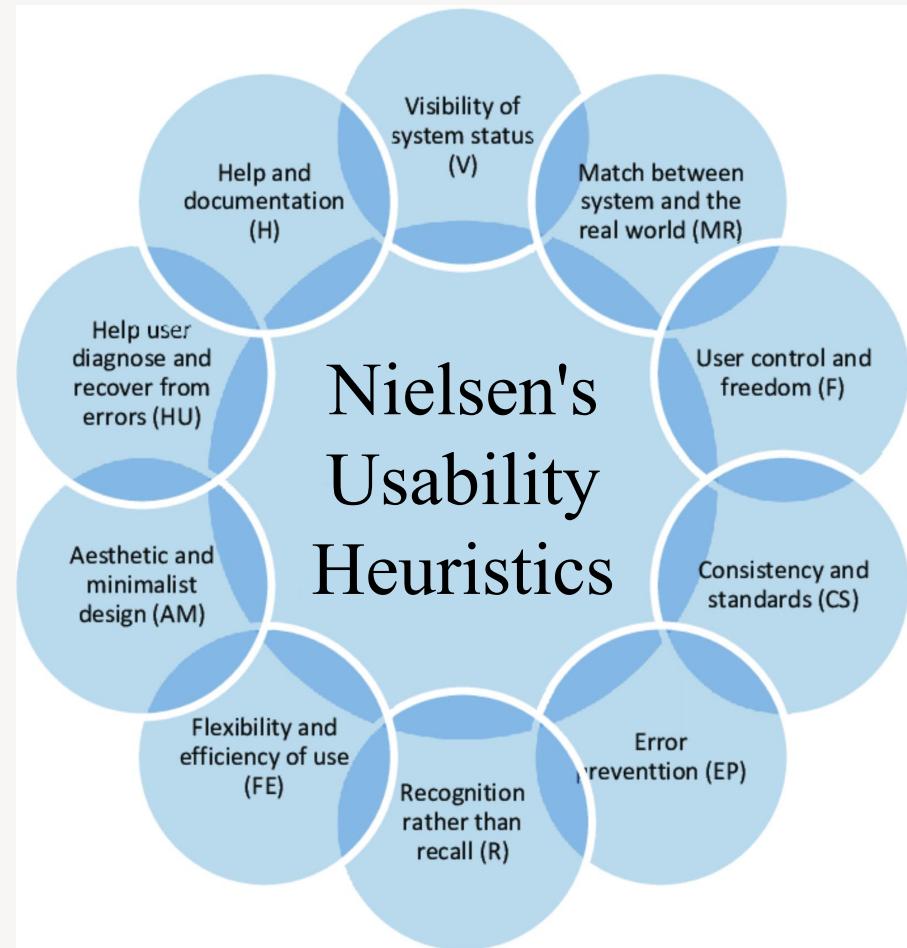
Code



# Heuristic Evaluation

## Set of Heuristics & Severity Scale

- 0 - I do not agree that this is a usability problem
- 1 - Cosmetic issue only
- 2 - Minor usability issue
- 3 - Major usability issue
- 4 - Usability catastrophe



# Problems

## Heuristic Evaluation

26/5    27/5    28/5    29/5    30/5    31/5    1/6    2/6    3/6    4/6    5/6    6/6    7/6    8/6    9/6    10/6    11/6    12/6    13/6    14/6

Issue



**Problem:** Employee can only consult appointments within 20 days

**Heuristic:** User Control and Freedom

**Severity:** 1

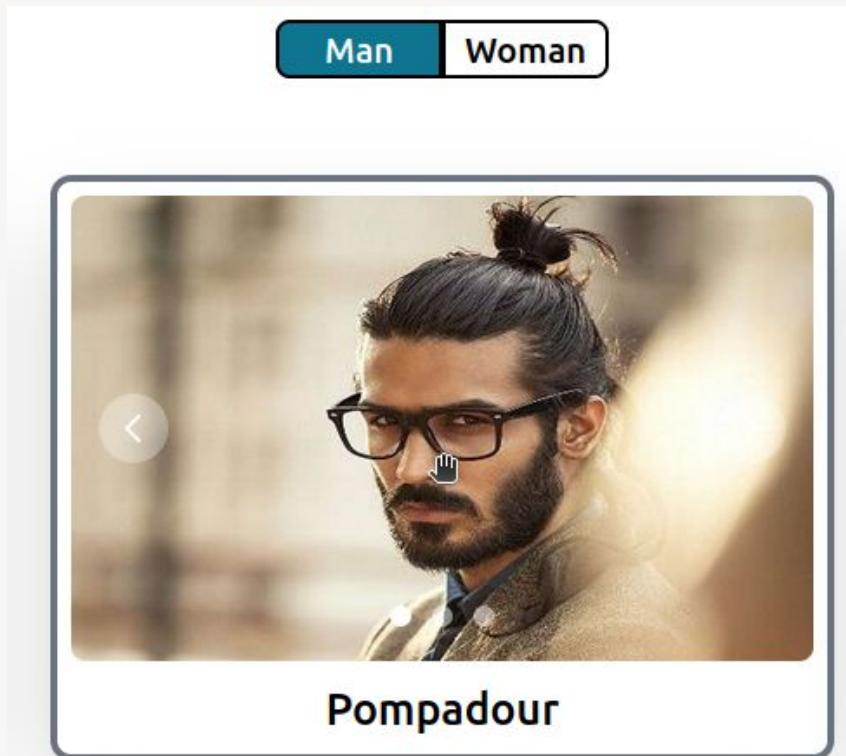


Suggestions

1. Place an arrow to the right so that the employee can navigate through the days
2. Use a calendar instead of tabs

# Problems

## Heuristic Evaluation



Issue



**Problem:** The cards in the trending hairstyles may seem that can be clicked

**Heuristic:** Consistency and Standards

**Severity:** 1



Suggestions

1. Add the functionality of clicking and show a more detailed information
2. Add the functionality of selecting one hairstyle and immediately go to the appointment

# Problems

## Heuristic Evaluation

Issue



**Problem:** There is no history of previous appointments

**Heuristic:** User Control and Freedom

**Severity:** 1

My Appointments

+ Create New Appointment

ESTABLISHMENT	TYPE OF SERVICE	SERVICE	PRICE	PROFESSIONAL	DATE	TIME		
STUDIO MZ, Braga	Beard	Designer Beard	25€	Maria Silva	26/5/2024	14:00	<button>Edit</button>	<button>Cancel</button>
Beleza 32 - Cabeleireiro e Estética Viseu, Viseu	Beard	Simple Beard	15€	Carlos Pereira	30/5/2024	17:00	<button>Edit</button>	<button>Cancel</button>



Suggestions

1. If a client had the history of appointments, it would be easier to search for favorite haircuts and professionals, and to evaluate the work of these

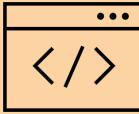
# Heuristic Evaluation

## Stylist Company's Website

Issue	Danilo	Francisco	Tomás	Media n
Employee can only consult appointments within 20 days	1	1	2	1
The cards with the trending hairstyles may seem that they can be clicked	1	0	1	1
There is no history of previous appointments	1	1	1	1

# Future Work

## Stylist Company



Implement Store, Help and Establishments pages



Allow the user to jump from a trendy hairstyle or an establishment directly to an appointment

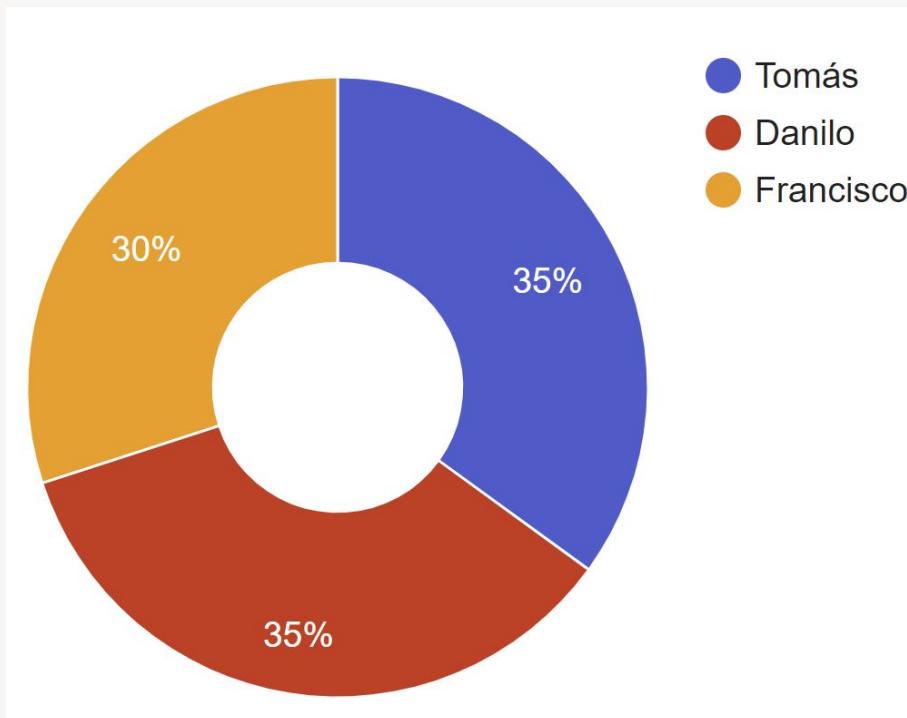


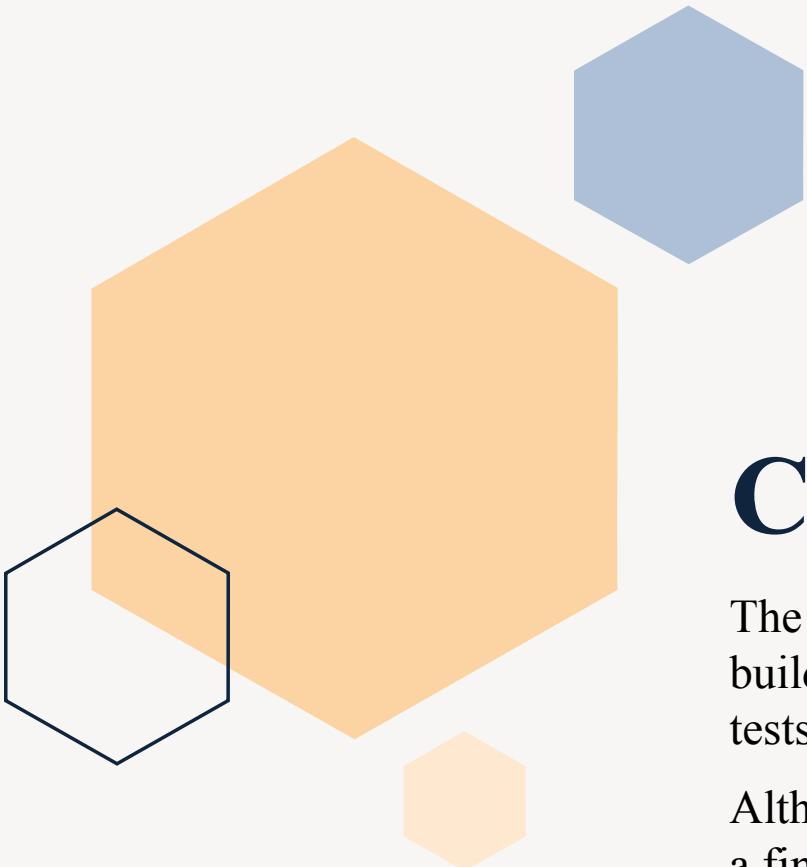
Each time an appointment is made/edited/canceled, the employee is notified



Give the employee the ability to decline/cancel/suggest a new date for an appointment

# Effort Stylist Company



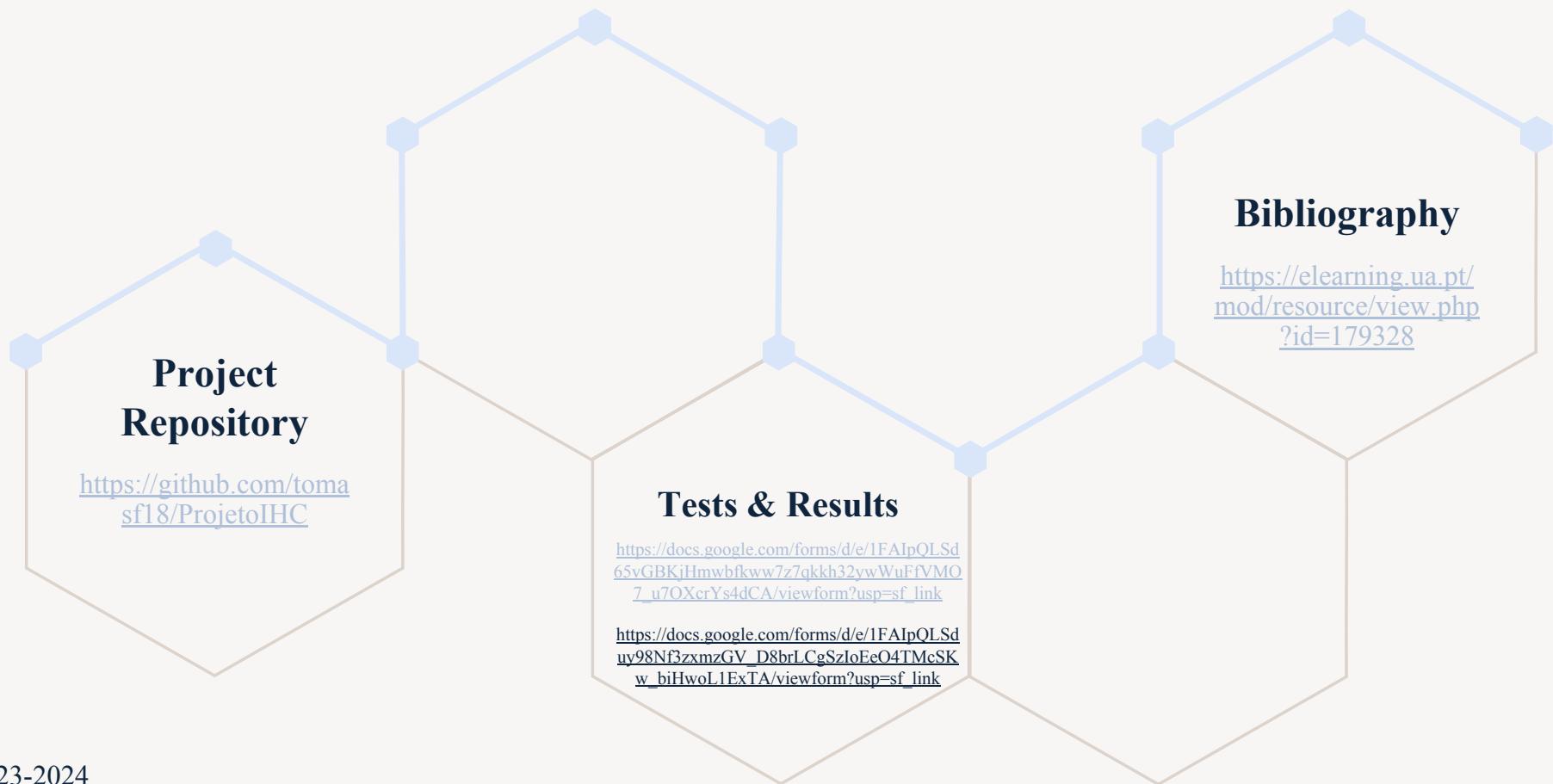


# Conclusion

The principles of Human-Centered Interaction allowed us to build this product, which we consider, after the results of the tests that we just showed, to be intuitive and pleasant to use.

Although we didn't start well, the HCI methods guided us to a final product that we are very pleased with.

Special thanks to the users who tested the product and helped us improve through all the process.



# Questions

