

# BarberGather

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Eddie

# Project overview



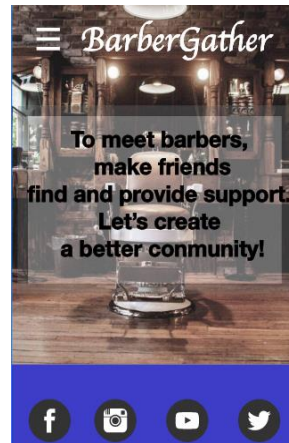
## The product:

A site for barbers to network, find and provide support.



## Project duration:

Oct, 2021



# Project overview



## The problem:

Lack of social network for barbers community.  
For people who want to know more about the industry, they don't know where to find mentors.



## The goal:

Create a networking website for barbers to network, share experiences, and meet up. The site must be user-friendly, modern and pretty to attract barbers to use it.

# Project overview



## My role:

UX designer



## Responsibilities:

Design research plan

Create persona

Conduct user research

Draw wireframe

Translate wireframe to mockup

Build low-fidelity and high-fidelity based on mockup

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



Title: Usability study of barbers networking website

Author: Eddie

Research Goals:

- Determine if users can complete core tasks within the barbers networking website.
- Determine if the website is difficult to use.
- Determine if the website solves users' problem.

# User research: pain points

1

## Pain point

User wants to switch career path, and barber is the target but doesn't know how to start.

2

## Pain point

There are many social networks but no one for barbers specific.

3

## Pain point

Users eager to have a website that network in a professional way

4

## Pain point

Lack of a platform for barbers to share the experience

# Persona: **Austin Parker**

## Problem statement:

Austin is a curious and motivated freelancer who needs a networking app for barbers because he wants to switch career path to be an apprentice of barber and needs to know more about the information.



## **Austin Parker**

**Age:** 28  
**Education:** Bachelor  
**Hometown:** Toronto, Canada  
**Family:** Married. One kid.  
**Occupation:** Freelancer

*"I want to switch my career path. Barber is an interesting job, but I don't have the experience and don't know who can teach me."*

## Goals

- Ultimately own a barbershop
- Short-term goal is finding a mentor and being an apprentice

## Frustrations

- Have no idea where to start
- Don't know who is the best barber and also be willing to take apprentice in town

Austin is a freelancer (Web developer) with a computer science background. But he is tired of his current lifestyle and wants to make a change. He always feels barber is a cool occupation. He doesn't mind being an apprentice for a few years and starting from scratch to learn everything needed to be a barber. The problem is, even there are some barbershops posted recruiting information on their websites, Austin doesn't know the reputation of those barbershops. He hopes there is an app that can let barbers or people who want to be barbers network and share information there.



# User journey map

## Persona: Austin

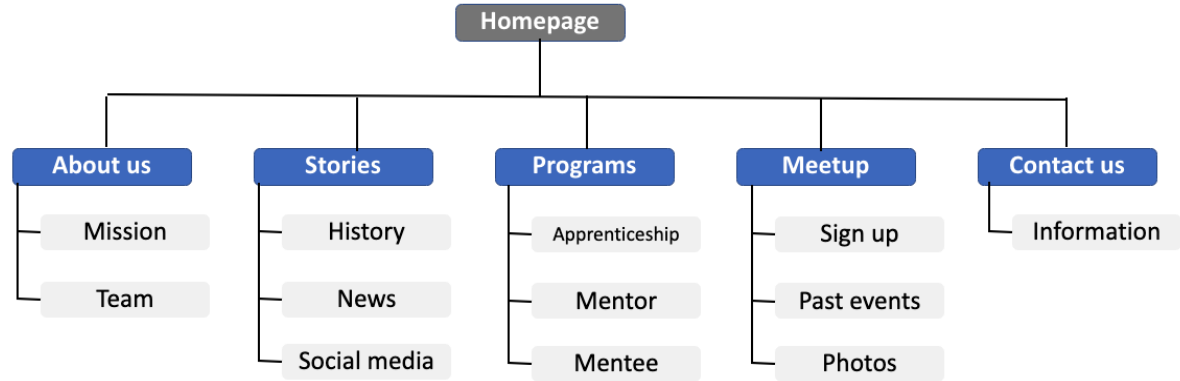
Goal: Register an account on the networking app for barbers

ACTION	Browse the home page	Find the register link	Fill out the information	Receive the confirmation email	Activate the account
TASK LIST	<ol style="list-style-type: none"><li>1. Connect to the home page via url</li><li>2. Connect to the home page via google search</li><li>3. Browse the home page</li></ol>	<ol style="list-style-type: none"><li>1. Find the register button on nav bar</li><li>2. Click the button and redirect to register page</li></ol>	<ol style="list-style-type: none"><li>1. Go through and answer every questions</li><li>2. Submit the request</li></ol>	<ol style="list-style-type: none"><li>1. Switch tab to personal email</li><li>2. Click the button in the mail</li></ol>	<ol style="list-style-type: none"><li>1. Return to the home page</li><li>2. Find profile page to confirm the account is valid</li></ol>
FEELING ADJECTIVE	<ol style="list-style-type: none"><li>1. Eager</li><li>2. Patient</li></ol>	<ol style="list-style-type: none"><li>1. Curious</li><li>2. Excited</li></ol>	<ol style="list-style-type: none"><li>1. Hesitant</li><li>2. Distracted</li></ol>	<ol style="list-style-type: none"><li>1. Boring</li><li>2. Trusting</li></ol>	<ol style="list-style-type: none"><li>1. Satisfied</li><li>2. Relief</li></ol>
IMPROVEMENT OPPORTUNITIES	<ol style="list-style-type: none"><li>1. Improve the SEO to make the website at the first page of search</li><li>2. Make home page more modern style</li></ol>	<ol style="list-style-type: none"><li>1. Register button can be more prominent</li></ol>	<ol style="list-style-type: none"><li>1. Simplify the questions list. Only keep essential ones</li><li>2. Cache the answers</li></ol>	<ol style="list-style-type: none"><li>1. Add a button to open default mail app</li></ol>	<ol style="list-style-type: none"><li>1. Add welcome message</li><li>2. Add first time visit guide</li></ol>



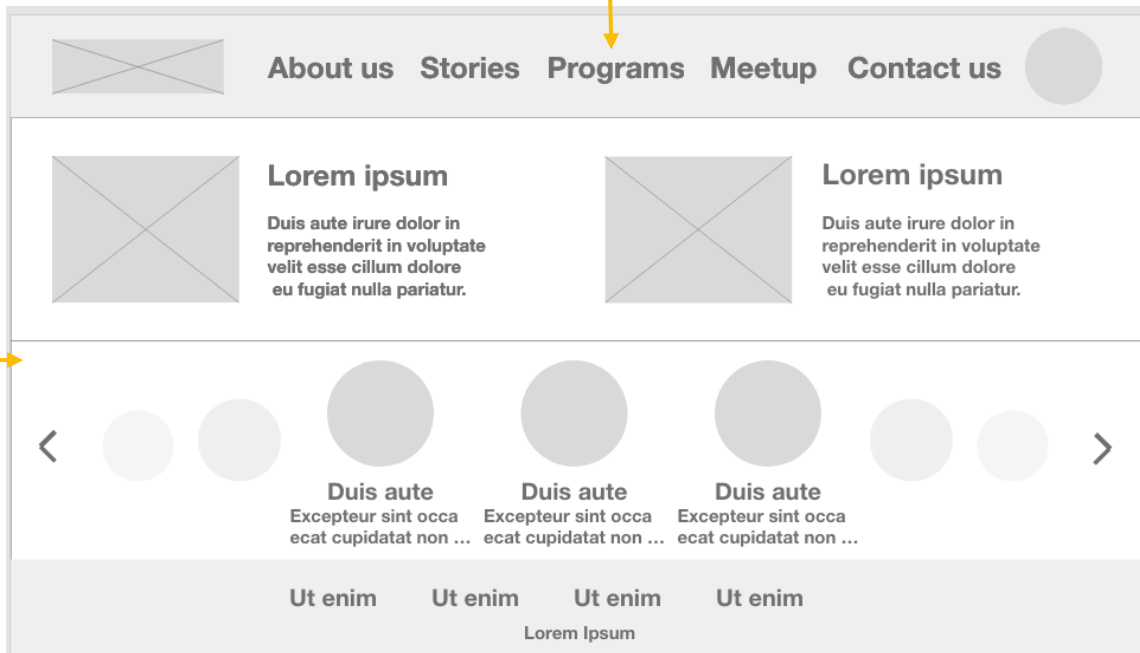
# Sitemap

By building the sitemap, the structure of the website can be confirmed. This layout will save time and make the process of building the UI efficient.



# Digital wireframes

Clear navigation bar can let user easily move between the sections



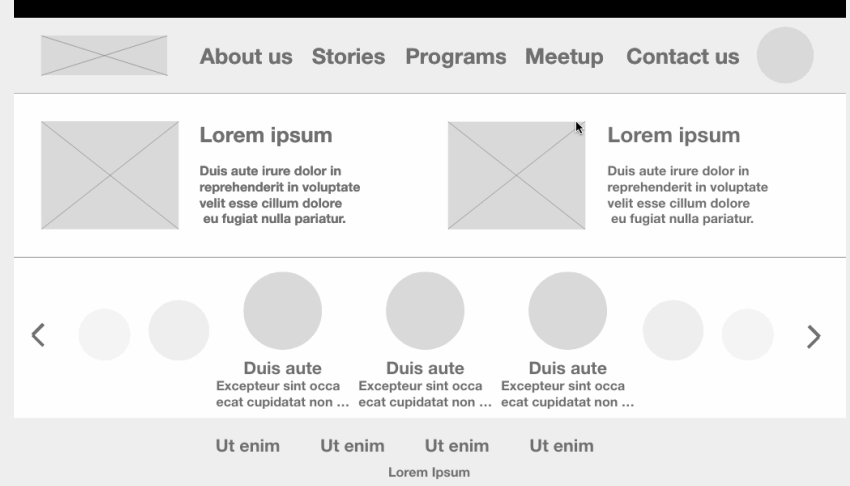
Sliding window makes multiple options can be displayed without keeping scrolling down

# Digital wireframe screen size variation(s)



# Low-fidelity prototype

[<https://xd.adobe.com/view/fd3468cd-1183-433e-bcf4-b0b0475b9c78-a867/>]



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Toronto, Canada, remote



## Participants:

5 participants



## Length:

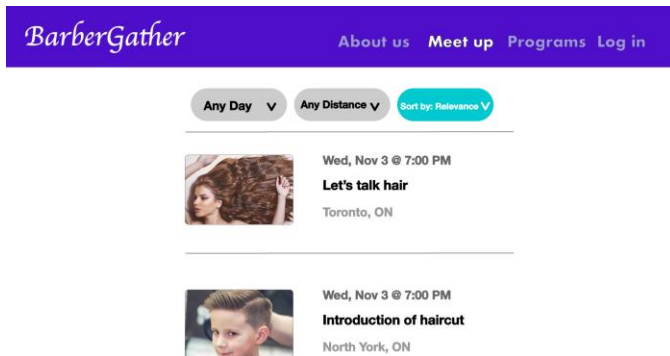
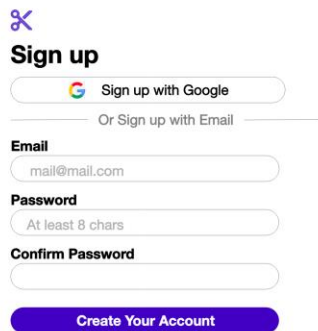
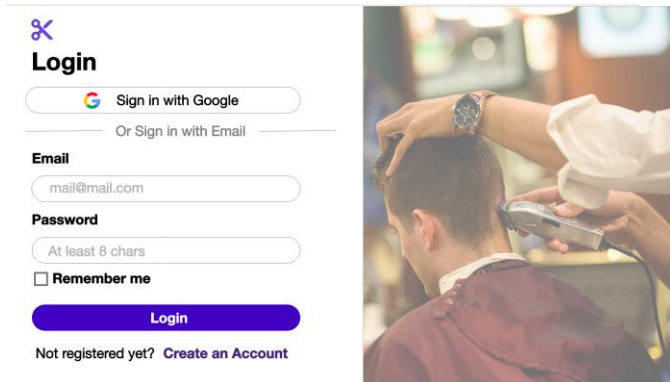
20-30 minutes

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility





# Mockups: Original screen size



# Mockups: Screen size variations



 **Login**

 Sign in with Google

— Or Sign in with Email —

**Email**

**Password**

☐ Remember me

**Login**

Not registered yet?

**Create an Account**

# High-fidelity prototype

[https://xd.adobe.com/view/a  
1b352f3-3ff9-40e1-b1e6-  
19bbeeabf7ac-f4e0/]



## Login



Sign in with Google

Or Sign in with Email

Email

mail@mail.com

Password

At least 8 chars

☐ Remember me

Login

Not registered yet? [Create an Account](#)



## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Provide the barbers the platform that they can network, socialize, share experiences, and build mentorships.



## What I learned:

This is the second UX project. By doing it from the scratch again, I familiarize myself with the professional design flow and I can't wait to keep working on more projects and applying these knowledge to my day-to-day work.

# Next steps

1

Make a final design and  
start coding

2

Launch the app to real  
world and keep an eye on  
any reviews and feedback

3

Keep iterating the design  
based on the users  
feedback after launch