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San Francisco
June 14 2020

Sister's App



Problem Statement

Woman with natural hair need a way to find quality salons because the right stylist is difficult to access.

Hypothesis

We believe that by making quality salons and stylist accessible for women with natural hair we can help women achieve healthy hair, better salon experiences and easier beauty routine. We'll know this is true when find a natural hair salon is effortless and accessible.

What will we learn!

How do folks with natural hair find salons

What makes appointments difficult?

What makes booking difficult?

Target Audience

Black women

People with natural hair

Parents

Questions

How did you find you hair stylist?

How many Stylist do you use

How much do you spend on average on appointments

How often do you see a stylist

How do you pick your hair styles

Questions

How did you find your hair stylist?

How many Stylist do you use

How much do you spend on average on appointments

How often do you see a stylist

How do you pick your hair styles

What are your hair goals?

Interviewee 1

My family has gone to the same shop for 4 generations

I go to one salon has all services in one shop

(interviewee from nyc 100ish for a high quality job

Depends on the hairstyle,

Old Photos, instagram

To spend less on hair care without compromising quality, my stylist is expensive with good reason but I wish I could visit her more often without breaking the bank I often pick hairstyles based on how long I can make it last between appointments rather than what I want

Questions

How did you find your hair stylist?

How many Stylist do you use

How much do you spend on average on appointments

How often do you see a stylist

How do you pick your hair styles

What are your hair goals?

Interviewee 2

If I see another woman with similar hair as me wearing a beautiful style I ask which salon they got it done at

2 one for braids one for weaves

(interviewee from la idk I can't find anyone so I just do it myself

Every 2 months

Black magazines, my friend or instagram
Long hair! I want it down to my butt with enough protective styling and deep conditioner all things are possible I need a stylist who can get with the program I have to go styles That go with my look till then

Questions

Interviewee 1

How did you find you hair stylist?

I ask a friend from my office

How many Stylist do you use

2 one for braids and one for straightening and trims

How much do you spend on average on appointments

San Francisco 60 -80\$ only for trims

How often do you see a stylist

Every 3 weeks

How do you pick your hair styles

Stylist recommendations
Healthy hair, my split end are so bad
cause I have trouble finding a stylist
that's not scissor happy I want a
knowledgeable trustworthy stylist
I can get insight from on haircare

What are your hair goals?

Distill Your Findings

What are people trying to do? What are their goals?

Trying to find high quality salon and maybe even share that info with friends and family

User care about quality more than price

Users want flexibility

What do you think is motivating them?

User motivation is effortless well kept healthy hair

User motivation is long healthy hair

User motivation is style she has a look

Define the problem, not the solution.

Black woman
_____ need a way to
users

Find high quality natural hair salon services that can serve a variety of stylist options at once

_____ user need

Users want support achieving healthy, long well kept hair and hot styles



because _____ insight

Persona Template

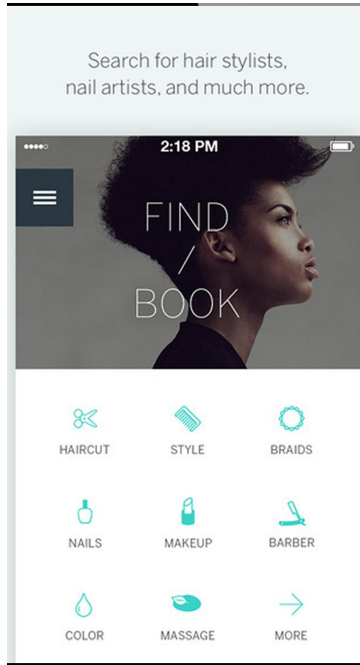


Nancy

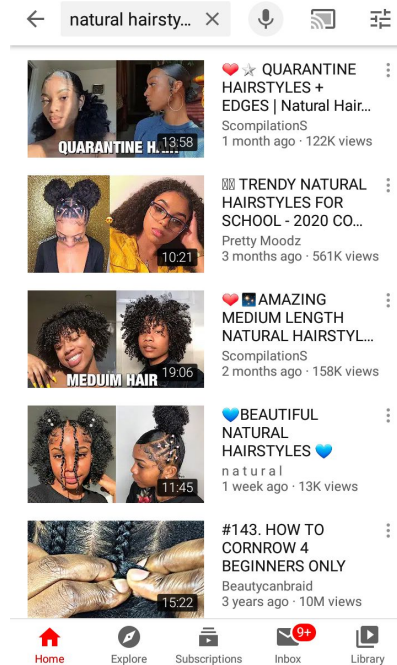
Persona for natural salon finding app

Bio and Demographics <ul style="list-style-type: none">- Age : 25- Hair Type : 4C- Location : NYC- Education : Phd. Psych- Employment : Program Management- Tech experience : Instagram queen	Behaviors <ul style="list-style-type: none">- Watches youtube video for hair inspiration- Prefers Organic Products- Vegan- Engaged
Stories and Scenarios <ul style="list-style-type: none">- Salon visits <p>Every 2 weeks Once a year</p>  <p>Satisfaction Disappointment</p> 	Goals and Needs <ul style="list-style-type: none">- Try more styles- Cut appointment cost- Quality over price

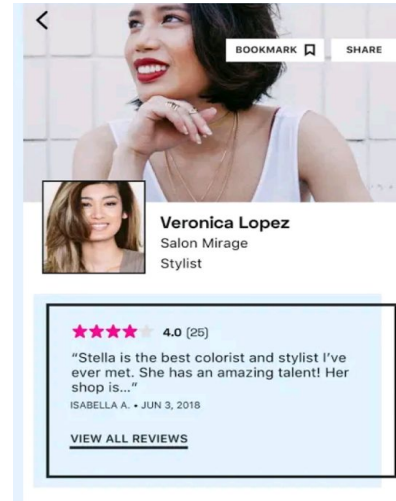
Comparative Analysis



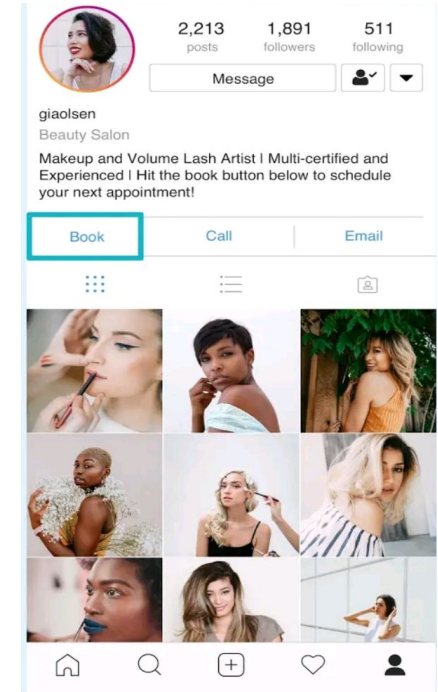
Menu
StyleSeat



Search and Learn
Youtube



Reviews
StyleSeat

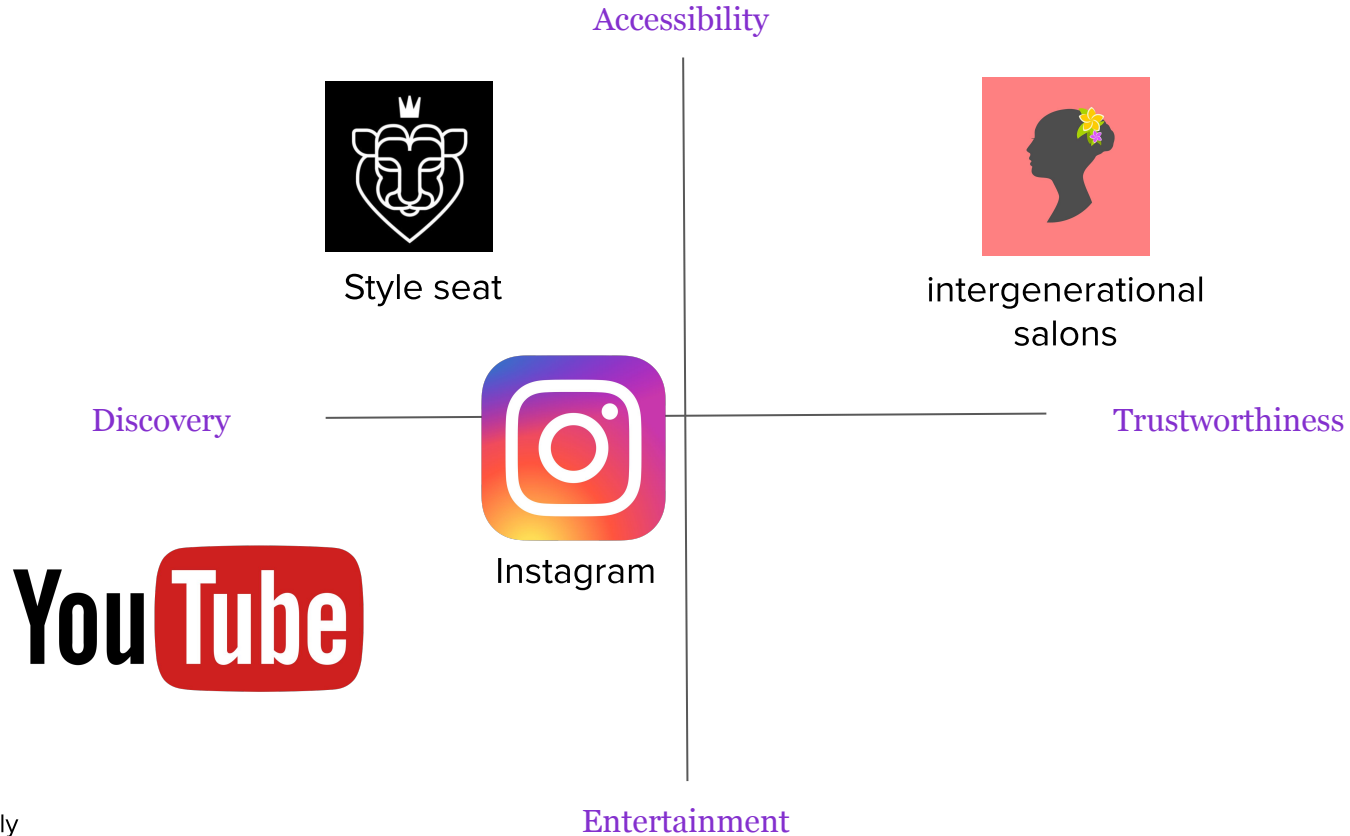


Booking
StyleSeat/Instagram

Competitor Analyze

	Name	Description
Competitor 1	StyleSeat	They are a service to discover and book beauty and barber appointments
Competitor 2	Instagram	Many salons and stylist advertise through showing appointment results on instagram people also go there often for hair style inspirations
Competitor 3	Youtube	Similar to instagram they also have salons and independent stylist advertising but this platform also provides countless hours of education resources to those brave or desperate enough to seek salon results at home
Competitor 4	The family salon	Intergenerational salons are common staple in the black community and many of them don't need to advertise at all and may at times not accept new clients they are so trusted and respected the client fear to leave them and end up bald trying someone new
Competitor 5	Calendy.	Independent stylist use this platform to book appointments

Competitive Map



Feature Comparison Matrix

	Competitor A: Instagram	Competitor B: Styleseat	Competitor C: Youtube
Feature A: Discover Salons	Yes	Yes	Yes But discovery isn't localized
Feature B: Book a Appointment .	No user must go thru bio to get a external link for appointments	Yes	No
Feature C: Learn and Explore Styles	Yes	No	Yes

HOW DO WE PRIORITIZE FEATURES?



Paper Prototype

Welcome to
SISTERS
the app for natural hair

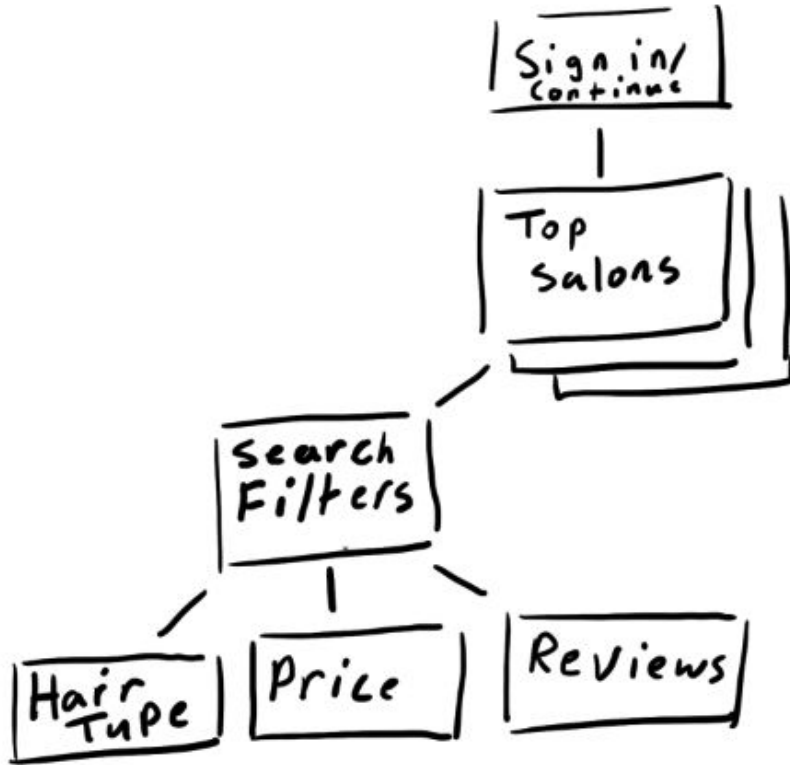


- Gmail
- Yahoo
- phone number

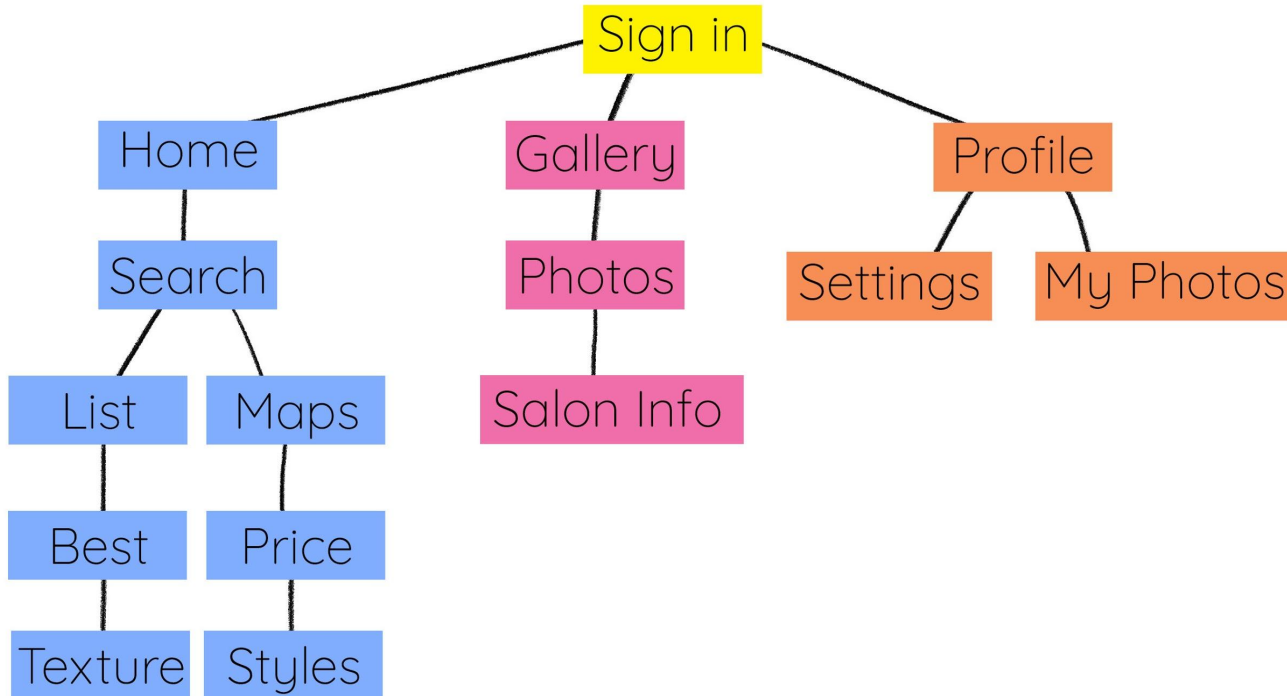
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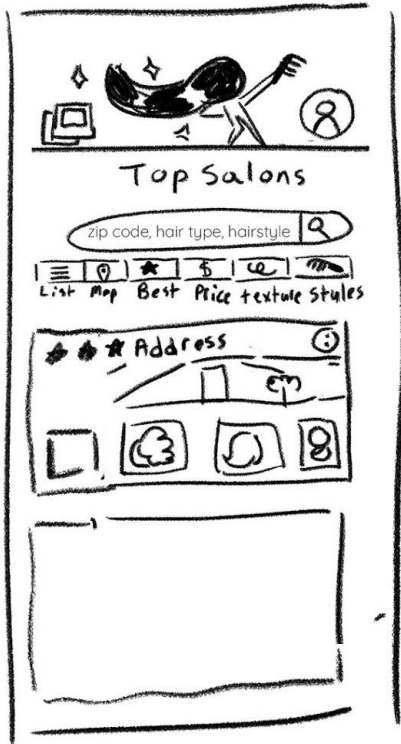
User Flow



Card Sort Results



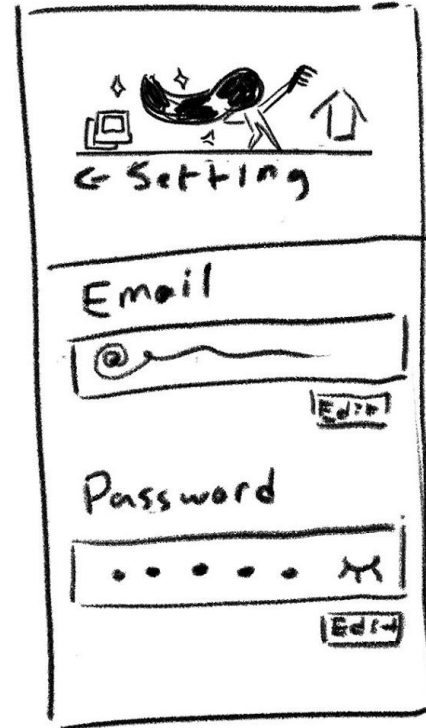
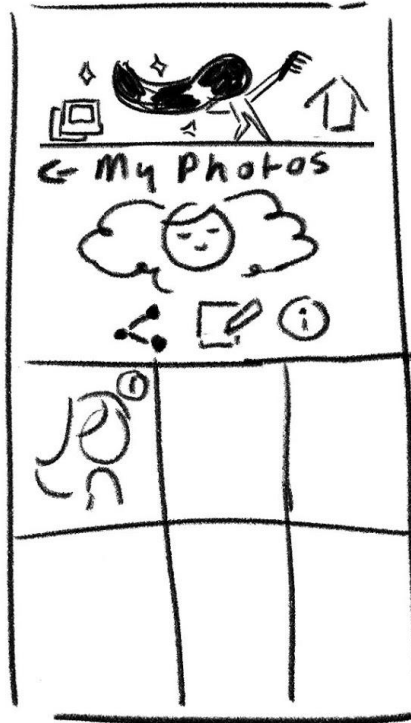
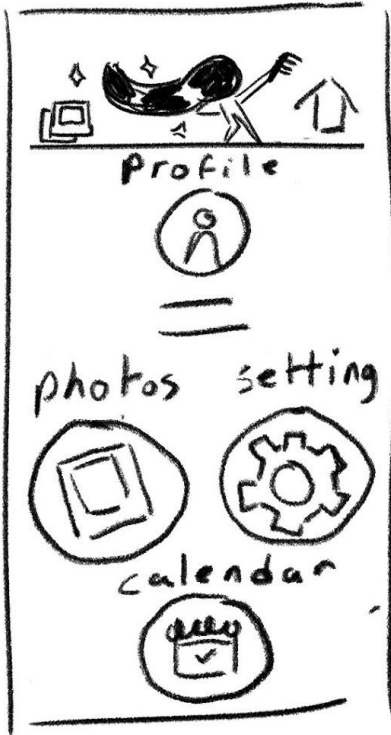
Key Screens



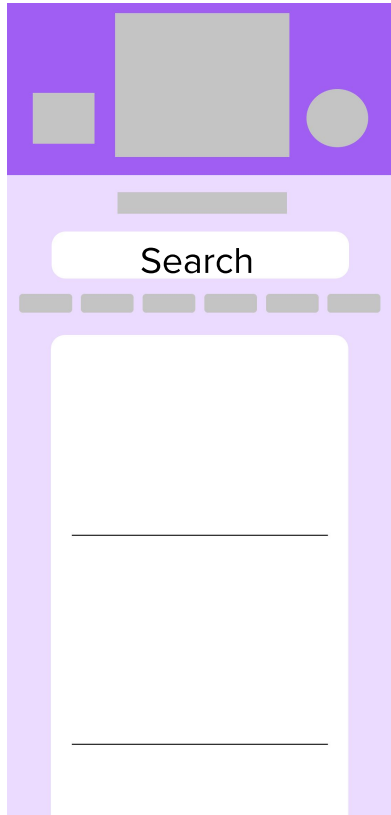
Directions



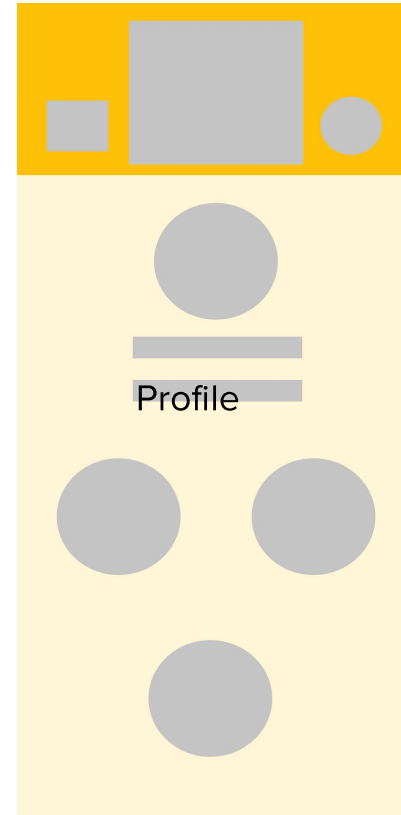
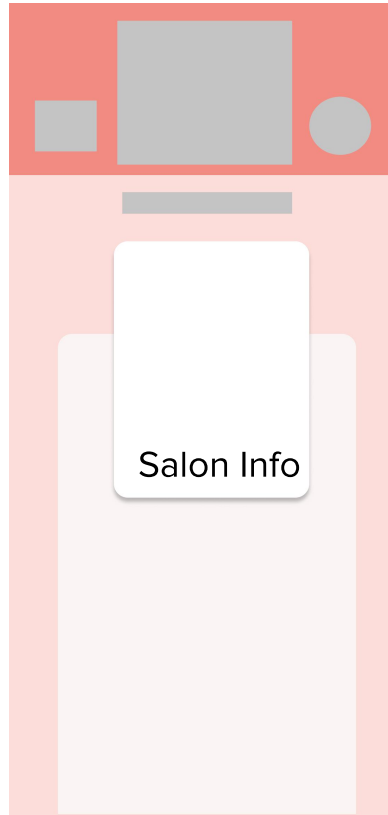
Key Screens



Sketch Wireframes

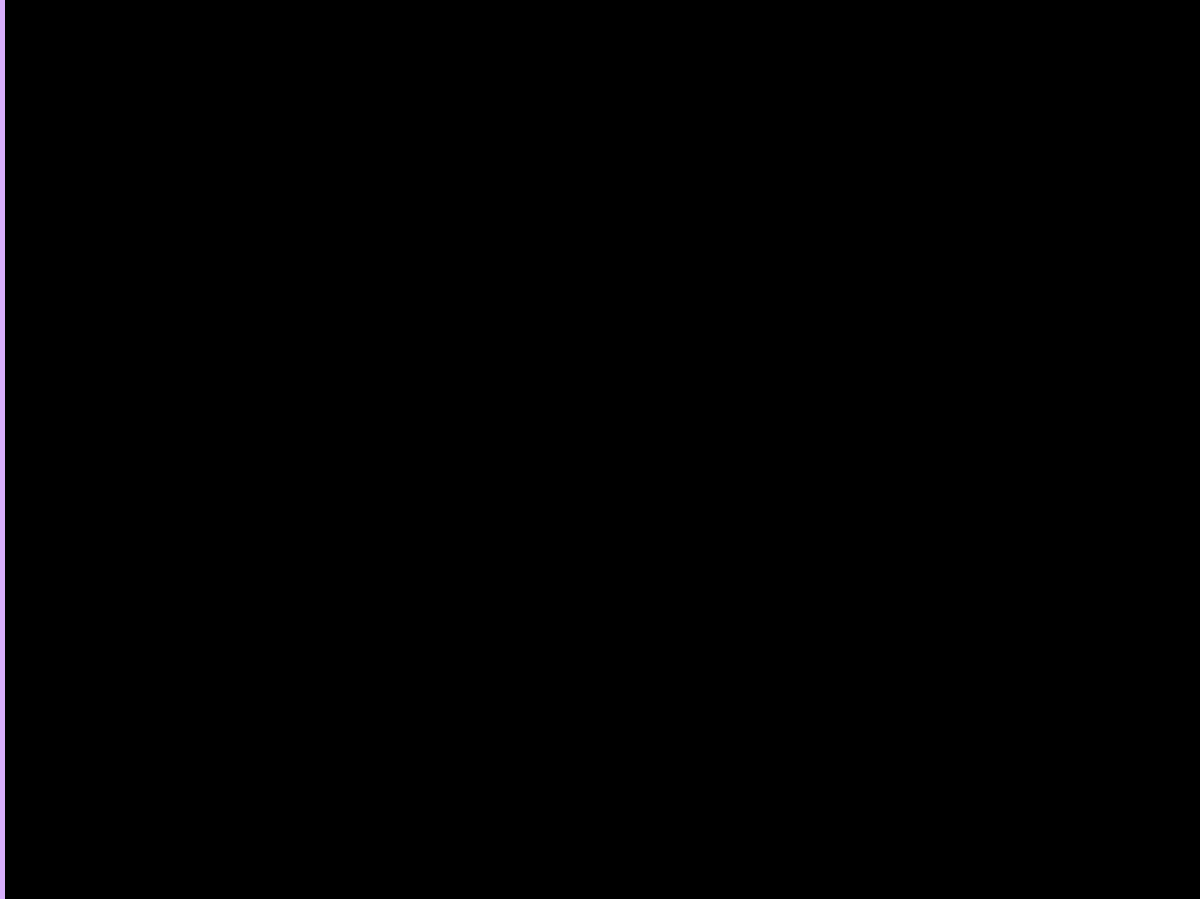


General Assembly



Prototype test walkthrough 1

[PDF LINK](#)



Onboarding

9:41

× **Sign Up** [Login](#)


Email

Password [Show](#)

I would like to receive your newsletter and other promotional information.

Sign Up

[Forgot your password?](#)



9:41


Log In [Sign up](#)

Email

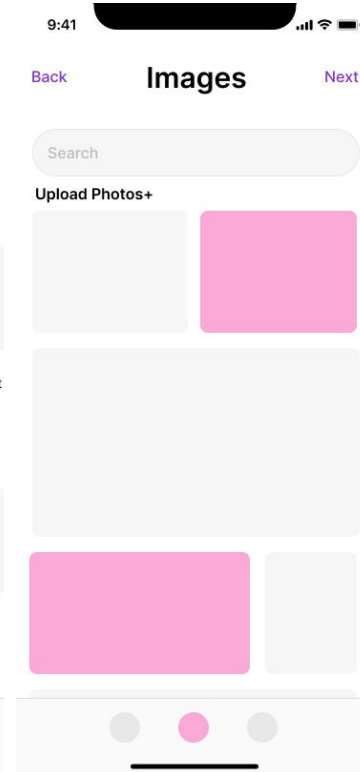
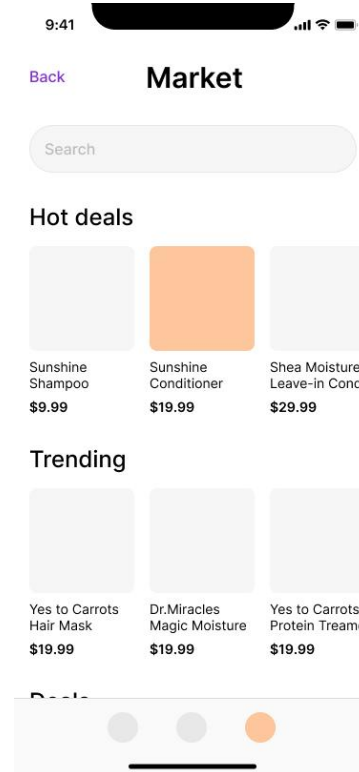
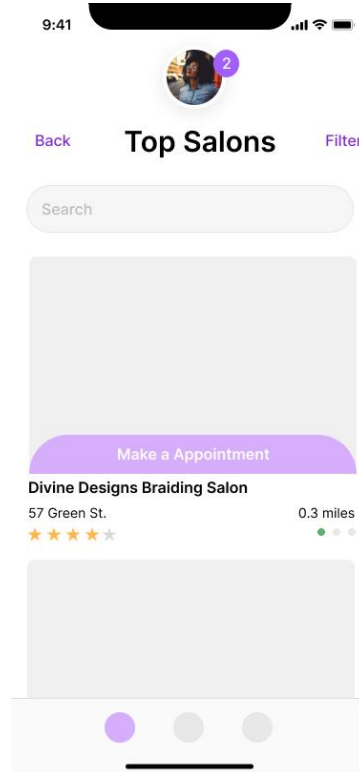
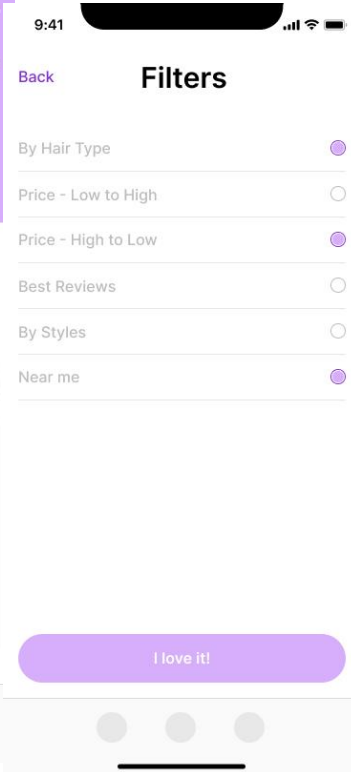
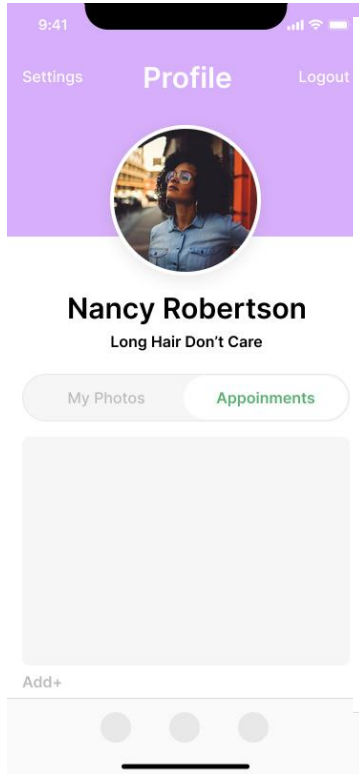
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Log In

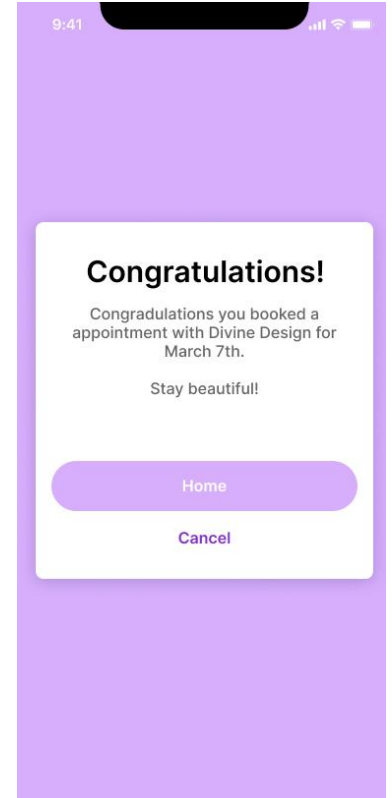
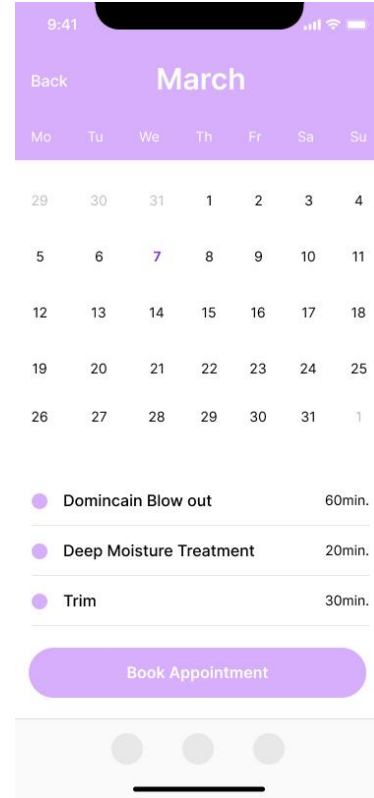
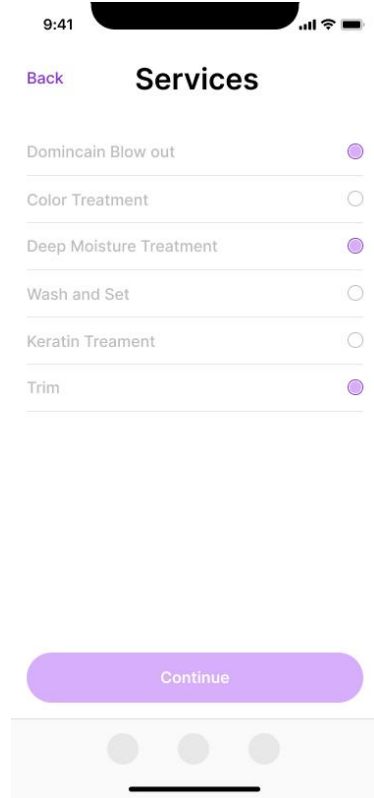
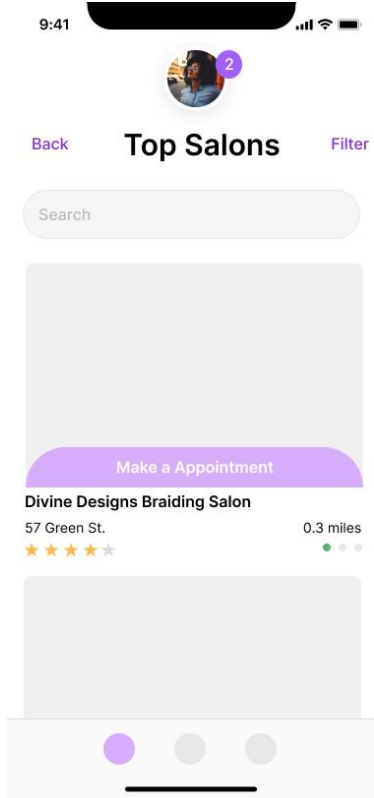
[Forgot your password?](#)



Main Screens



Book Appointment



Usability Test Results

Research Goals - Can users easily find high quality natural hair salon services that can serve a variety of stylist options at once.

Intro - Hi I'm Tracey I'll be sharing the Sisters app with you today and taking some notes.

Questions - Have you booked appointments on your phone before? What Do you enjoy? What do you wish was here?

Tasks - Book an appointment Select a Search Filter

Usability Test Results

Answer User 1 - Yes I have booked appointments before on my phone. I love that I can search salons based off of my hair type and location. I wish there were time options in the appointment area I don't know what time I booked for. What is this app called?

Notes

I wish I could share good salons with friends
I like the purple

Usability Test Results

Answer User 2 - No I have not booked appointments before on my phone. She didn't know what the app was for just by looking at it .I like that I can see how far the salon is from me. I would be great if I got a reminder on my phone before my appointment

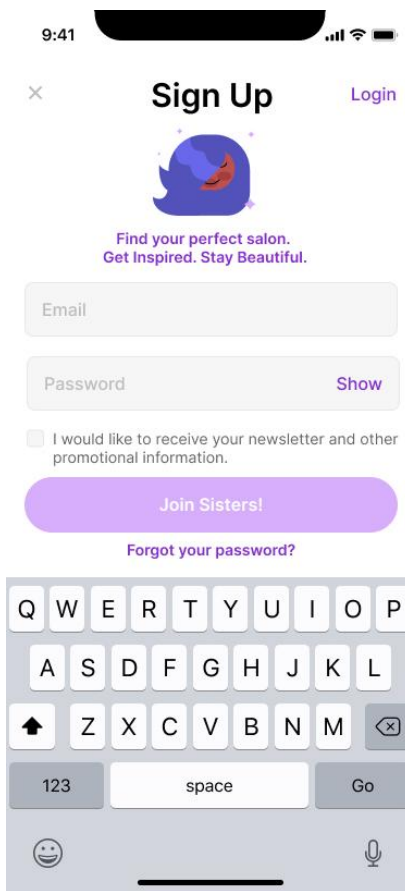
Notes

Not tech savvy but could still follow prompts
Didn't explore past the first feature once task was complete

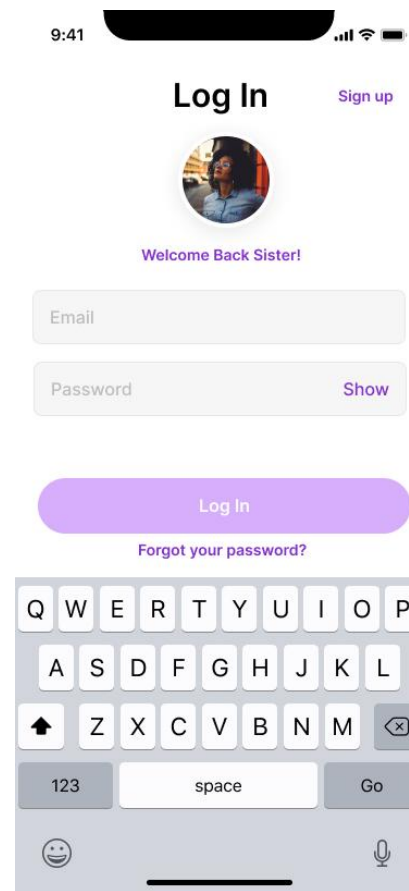
Onboarding



Welcome screen

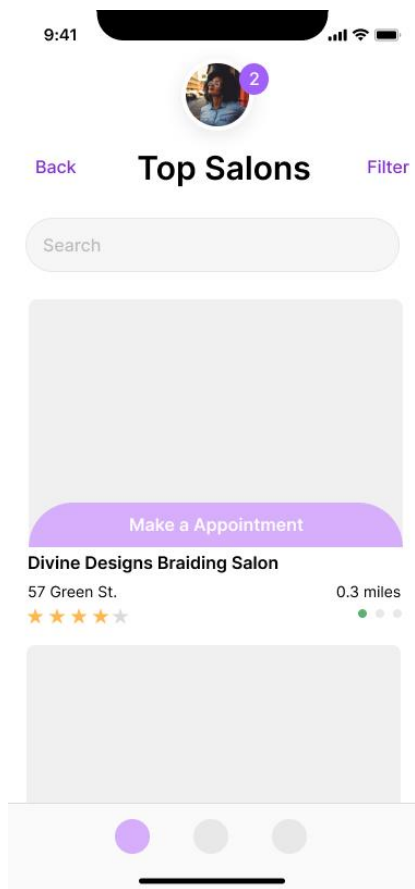


Sign up

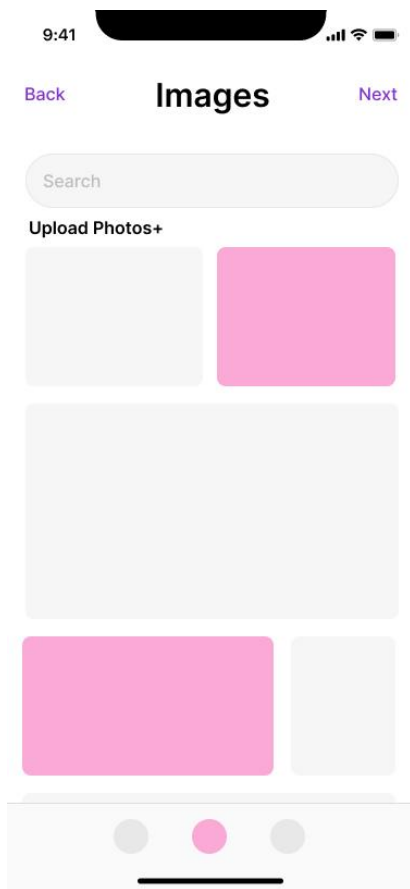


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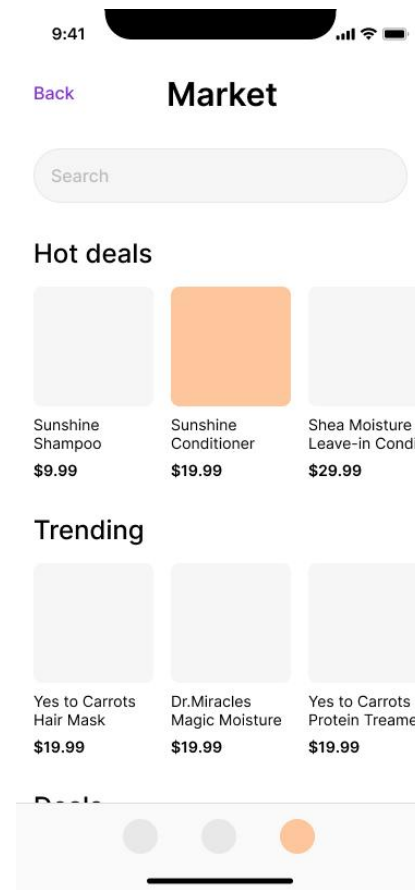
Features



Salons

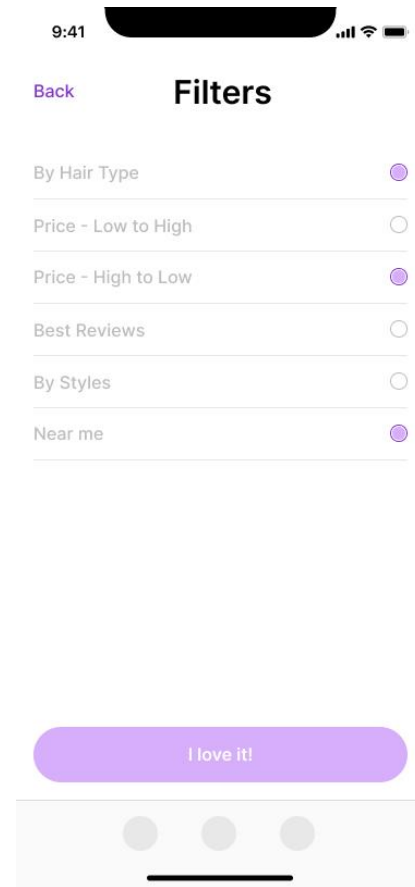
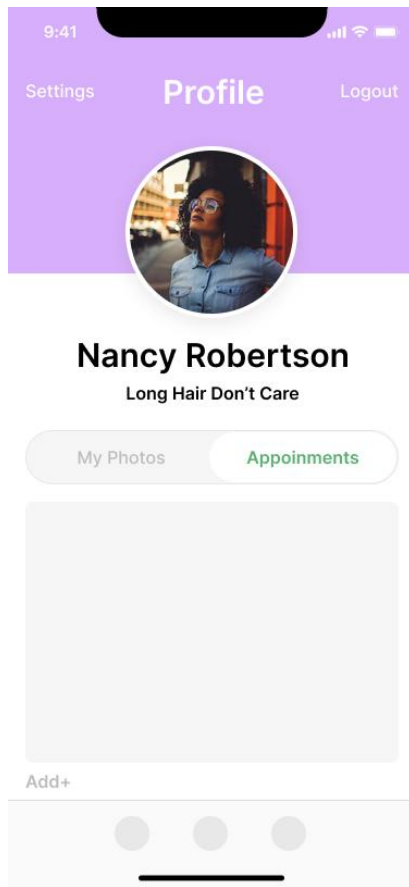
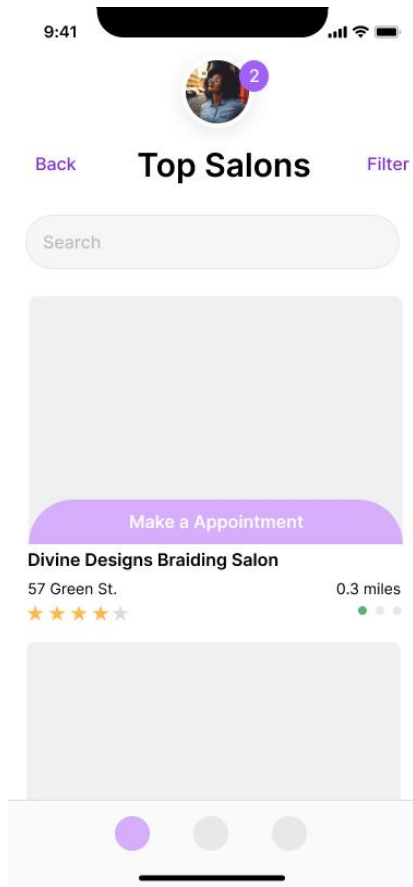


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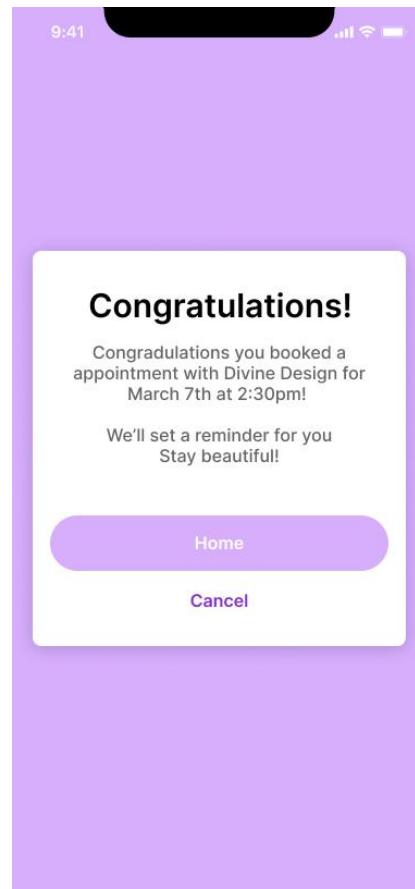
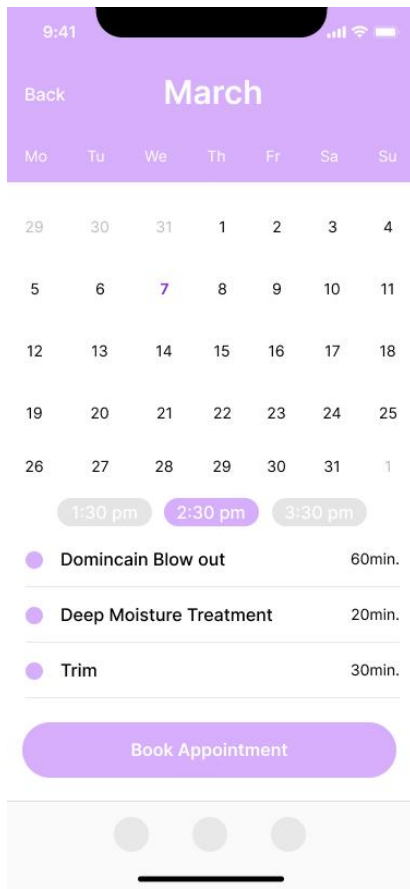
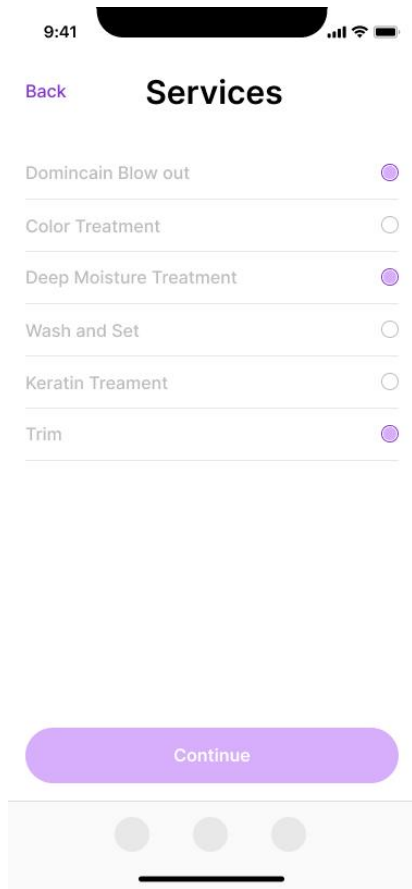
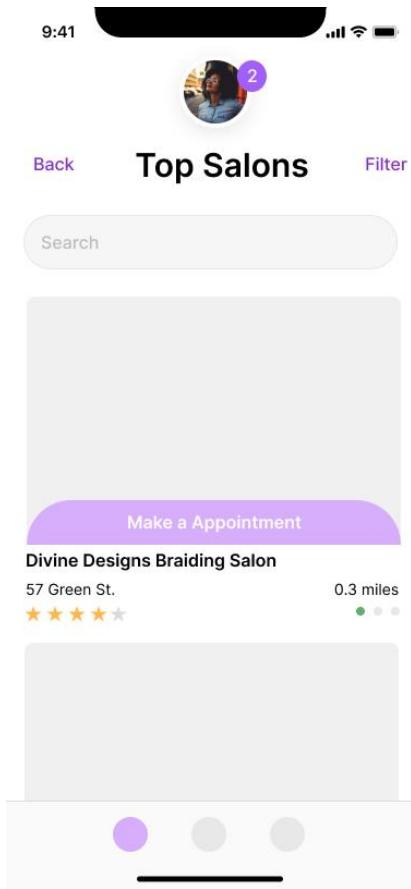


Market

Profile and Filters

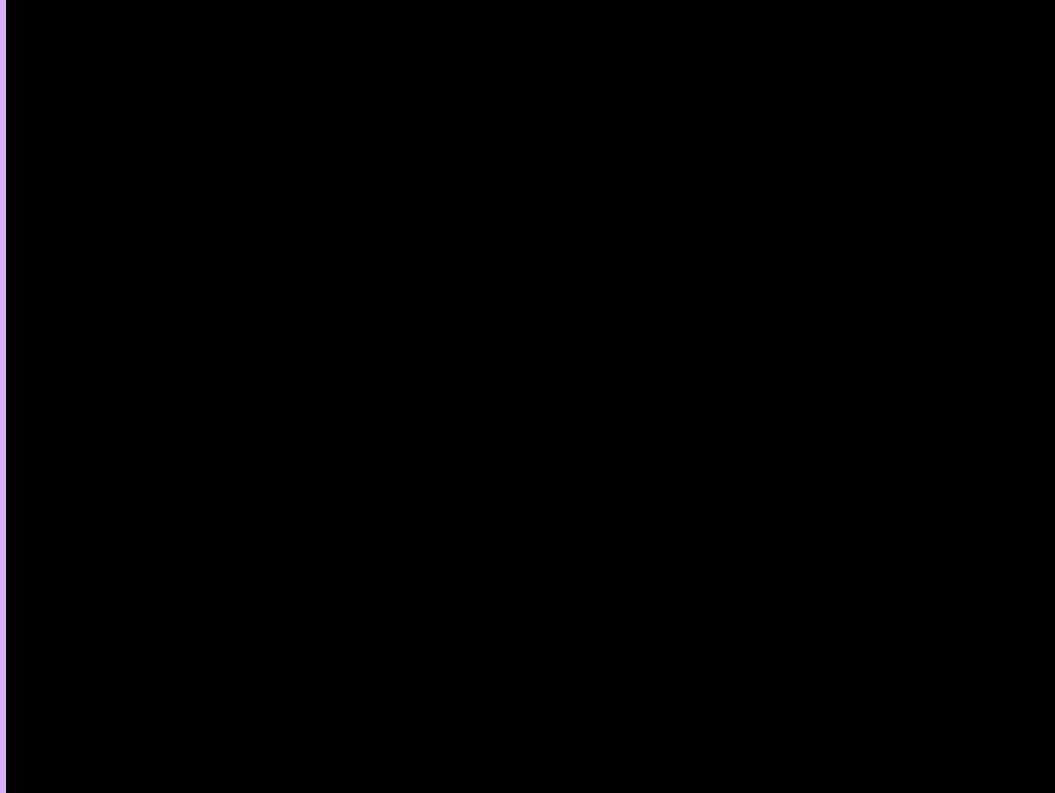


Appointment Flow



Final Design

[PDF LINK](#)



Next Step

Further Iconography and Illustration



THANK YOU !