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IN915 – Prototyping the User Experience
Final Assignment
Due 12.27.13

Initial Sketches (POP App)

Balsamiq Prototype

Background

My prototype is a mobile app for finding out about local beauty salons and for booking appointments at these salons. Users of this app are busy professional women between the ages of 25 and 45, who regularly book hair, nail, and other beauty appointments. These women are always on the go, and they seek a way to quickly and easily find availabilities at their favorite salons and to book, change, and cancel appointments with ease. Users would also like to find out about all of the salons nearby by searching on criteria like distance from their local area and services offered. These users also have high quality standards and value receiving recommendations from others, so ratings and reviews are very appealing to them. In addition to feedback from others, the salon detail page will provide a brief description of the salon as well as information about services, locations, and hours of operation.

Iteration

Below are changes I made after testing Beauty Book in POP with a user:

Search Beauty Book:

- Allowed selection of multiple services on Search Input page
- Added “Home” button on the Salon Details page
- Added Ratings and Reviews and rearranged info on the Salon Details page

Book New Appointment:

- Added Salon picker screen to allow users to specify a salon if they are coming from the Home screen instead of the Salon Detail page
- Changed Location selector from drop down to radio buttons
- Changed Service selector from drop down to check boxes to allow multiple services to be booked at once
- Included “Book by...” buttons as the “Submit” button on same page
- Changed Time selector from check boxes to radio buttons, since users should only be able to book a single time option (appointment times will only be shown when multiple services can be completed during back to back time slots so that users do not have gaps of time at the salon between services)
- Removed “Start Over” from final selection screen because the Back button allows responses to be changed

Confirm Appointment:

- Removed “Back” button from the “Your appointment has been confirmed!” screen to avoid confusion
- Changed “Confirmation #” to “Appointment #” to avoid any confusion – appointments must be confirmed either manually or when notification pops up within the app
- Added Notification Badge on Home Screen when appointment needs to be confirmed

Use Cases & Paths (After Iteration)

Search Beauty Book for Nearby Salons: From Home screen, tap “Search Beauty Book” → Enter Zip Code, Select Distance (5 mi), Select Services the salon should offer (Nails, Hair) and tap “Submit” → Review search results and Select desired salon for more information (Bebe Spa) → Tap “Book Appointment” to continue with booking, “Back” to review other salons, or “Home” to return to the main menu

Book New Appointment by Technician: From Home screen, tap “Book Appointment” → Select Salon (Bebe Spa) → Select Location (Newton), Select Services (Manicure, Pedicure), and Tap “Book by Technician” → Use drop down menu to select Technician (Tammy) → Select Date by tapping on calendar → Use the drop down to select time of day (Afternoon) → Review available times and select preferred time (4:00pm) → Tap “Book Now” → Review appointment details and tap “Book Another Appointment” or “Home” to return to the main menu

Confirm an Appointment: From Home screen, tap “Confirm Appointment” → Enter Appointment # and tap “Submit” → Review appointment details and tap “Confirm Appointment” → Tap “Book Another Appointment” or “Home” to return to the main menu