

CS 147 Assignment 2 Report

Members Names:

- Cody Sugarman, Lani King, Elizabeth Davis

Problem Domain:

- Barbershop discovery

Studio Theme:

- Crowd Power

1) 1-3 POVs

- Brandon (confused client) - "We met Brandon who needs an easy way to find a reliable barber when he's in a new city because he can't rely on online reviews. It would be game changing if he could access word-of-mouth quality recommendations in any given city"

2) 10-15 HMWs

- Brandon
 - HMW leverage Brandon's network to get him localized recommendations
 - HMW connect Brandon with barbers he wouldn't otherwise know about
 - HMW figure out what kind of barber Brandon would like without online recommendations
 - HMW leverage Brandon's barber to help him find a barber on the go
 - HMW use a previous hairstyle Brandon is happy with to find him a barber
 - HMW use celebrity hairstyles to find Brandon a barber
 - HMW motivate city locals to provide Brandon with higher quality recommendations
 - HMW better compile the existing information on barbers to better serve Brandon
 - HMW stop Brandon from needing a haircut when his barber is not in the area (i.e. scheduling)
 - HMW let barbers that believe they can do a job with Brandon find and connect with him

3) Best HMW

- HMW leverage Brandon's network to get him localized recommendations

4) 10 solutions

- Friend-sourced Yelp
- Location based photo-sharing for haircuts
- Weighted recommendation system
- Social network connecting barbers
- Pinterest for barbers

5) Best solutions

- Location based photo-sharing for haircuts

- Barbers post photos of their work - open for anyone to post or view
 - For barbers: Attracts new customers
 - For customers: Find barbers in new cities

6) Experience prototype

- See cards

7) Experience Prototype (Cody):

a. Explain the assumptions you were making with this prototype.

- The major assumption we made with this prototype was that people have a hard time finding new places to get haircuts - in particular when traveling. From this assumption we drew the conclusion that people would benefit from a platform that enables them to discover new barbers.

b. How did you make the prototype? (include images)

- This prototype was created on flash cards with drawings resembling an iPhone screen.

c. How did you test the prototype? (include images)

- We tested this prototype on a combination of barbers and friends to encompass the two categories of users we would have. We spent the first few minutes of testing with barbers talking about where they received their last customers and their relationship with social media as it relates to their business. We then gave an overview of the idea behind the prototype and let them interact with the different screens. After some time interacting with the screens we spent a few minutes conducting post-interview questions about their experience using the product.

d. What worked? What didn't? What did you learn?

Barber feedback:

- The biggest concern we received from the barbers was that it would be extra effort on their part as there is no real downside to the product from their perspective. Upon explaining all that would be required is having a profile and occasionally posting photographic content one barber expressed concern due to his lack of expertise with modern technology. From this we learned one thing to emphasize in future iterations of the product is simplicity of use for the barbers. Another lesson we had from this interaction was that it would be nice for their clients to be able to post on their barber's behalf but we would need to find a way to motivate their clients to do so. A barber that was more tech-savvy commented that it would be great if they could share content on other platforms (i.e. Facebook, Instagram, etc.) where they already have a strong presence.
- Assuming the application would generate traffic to their barbershops, the application seemed like a no-brainer to the barbers we interviewed.

User feedback:

- All of the users we talked to expressed an interest in the product but had a concern about how frequently they would use it. When asked how many different people had cut their hair in the past year answers varied from two people to more than ten people. From

this feedback it appear that there are two subclasses of users that get haircuts - people that are very selective of who cuts their hair and people who don't care.

- Some other suggestions we received from our users were that giving an idea for pricing (like the \$\$\$ signs in Yelp) would be useful and that a filter for different kinds of haircuts would likely make the homepage (feed of recent/local haircuts) easier to navigate.
- The users also liked the idea of seeing reviews/haircuts of friends as this typically carries more weight to them than strangers reviews on Yelp.
- The biggest concern that arose from our user interviews was the frequency with which they would use the product - in particular with the subset that is selective with who cuts their hair. We need to address the question of why would our users keep coming back to our application once they have found a barber? To answer this we will need to figure out a way to make the application more engaging to the users and make the shift towards a social application rather than just a utility application.

e. Was the assumption valid? Why or why not? Any new assumptions that emerged?

- The assumption we started with was largely validated by our experience prototype as both barbers and users seemed enthusiastic about the product. However, issues with our assumption from both the barber and common user perspective arose that we will investigate in later iterations.

1) 1-3 POVs

- Shelby (hair enthusiast, hair tutorial curator) - We met Shelby who is not familiar with how to create her own hair centered content (blogging, videos, and posts) but really wants to, needs an easier way to learn how to create, share and promote her content because she believes she has hair techniques that could benefit Black Women by showing them that they can have great hairstyles that do not sweat out when they exercise and play sports. It would be game changing if Shelby had an easy to use blogging experience that walked her how to start and craft her first initial written and video posts so she can help more Black Women feel like they can exercise and still look good.

2) 10-15 HMWs

- HMW turn Shelby's voice into easily accessible content for Black Women who are looking for help with managing their hair?
- HMW painlessly teach Shelby how to create the blog posts (videos, articles, pictures) she envisions for herself
- HMW make it easy for Black Women to find Shelby and learn more about maintaining a good hair style throughout a workout and other hair care topics Shelby might have hair care advice on.
- HMW convince Black Women to try Shelby's tips
- HMW promote Shelby's content to reach a wider audience
- HMW find more hair (and cosmetic) topics that Black Women would like to learn about through online blogging platforms.

- HMW make the hair products Shelby uses easily obtainable to those women (and possibly) men who might want to try them
- HMW help Shelby find more hair topics she's passionate enough to possibly blogging about and helping other women with.
- HMW allow Shelby to connect with those Black women who want to reach out to her for more tips
- HMW allow Shelby's viewers & readers to share their tips about if Shelby's advice worked for them or how they might have tweaked it in order for it to work with their hair type.

3) 3 best HMWs

- HMW make it easy for Black Women to find Shelby and learn more about maintaining a good hair style throughout a workout and other hair care topics Shelby might have hair care advice on.
- HMW painlessly teach Shelby how to create the blog posts (videos, articles, pictures) she envisions for herself
- HMW allow Shelby's viewers & readers to connect with each other and Shelby by sharing what about Shelby's hair advice worked for them or how they might have tweaked it in order for it to work with their hair type.

4) 10 solutions/HMW

- Medium styled - Allow blog posts to be annotated by users to give feedback
- Making a simple phone video blogging experience normalized so Shelby feels more comfortable vlogging in a style similar to how she does with other video social media
- Allow users to post video responses
- instagram for Hair
- allow Shelby to put hashtags on her posts to make them easier to find
- allow users to find and narrow down content by hair type
- map different "looks and styles" from user pics to their corresponding hair care tutorials
- allow question search Ex. "How do I do box braids?" and "Where can I find someone who does box braids?"
- Give Shelby her own gallery board to keep track of her posts and endorse (share, like, favorite) other posts -> "fire", "not fire" liking system
- add video filters

5) 3 best solutions

- Instagram for Black Hair, phone video blogging encouraged. Pictures with "Looks, styles, and themes (exercise, lounging, business)" directly linked to written How-to Tutorials, video blogs about on how to do it, or information about barbers and beauticians in the area that could help you achieve that look. Shelby can vlog holding her phone in front of her or setting it up somewhere and feel comfortable about this because she uses similar actions for other social networks (facebook, social media). Users can filter via hashtags.

6) 3 experience prototypes

- papercard

7) Test prototypes

1) 1-3 POVs

- Curtis (barber, small business owner) -- We met with Curtis who is a young barber in the beginning stages of building his own business. Curtis has been cutting hair for many years, but he has been at the stage where he rents barbershop chairs wherever he can, even in the back of Vietnamese nail salons for quite a while. Most of his clients find him through referrals from people that they know, so business trickles in, albeit very slowly. Curtis wants to find a way to grow his business and dramatically increase his online presence and marketing, so that he acquires a stable enough and large enough client base to consider creating his own barbershop. It would be game changing if Curtis had a way to immediately reach potential clients and make more content (before & after photos, portfolio of hairstyles, etc.) readily available to them.

2) 10-15 HMWs

- HMW create a platform for Curtis to share content and promote his business effectively?
- HMW use Curtis' current clients to build a legitimate online presence for Curtis' "mobile barbershop"?
- HMW effectively convince local people who are looking for new hair stylists with Curtis' expertise to connect with Curtis and give him a try?
- HMW quickly and directly connect Curtis with strong potential clients for his business so that he may be able to target them with information current and relevant information about his business?
- HMW provide a way for Curtis to organize and present important information about his barbershop (ex. location, reviews, photos, ratings, etc.)?
- HMW encourage more of Curtis' clients to promote and refer people to Curtis?
- HMW provide Curtis with a way to communicate with his potential clients?
- HMW create a platform that connects rising barbers with one another for stronger support networks and community and information flow?
- HMW provide a way for Curtis' to cultivate a portfolio of his work that would be available to potential clients?
- HMW create a system to help Curtis effectively manage bookings for his barbershop that is much more scalable than using a receptionist or writing it down in a not schedule book?

3) 3 best HMWs

- HMW quickly and directly connect Curtis with strong potential clients for his business so that he may be able to target them with current and relevant information about his haircuts?
- HMW encourage more of Curtis' clients to promote and refer people to Curtis?
- HMW provide a way for Curtis' to cultivate a portfolio of his work that would be available to potential clients?

4) 10 solutions/HMW

- Barbers Nearby: develop a tool that connects interested customers with all of the barbers within a set radius, so that customers may browse barbers by location
- Instagram your Look! = platform that encourages customers to take selfies after visits to barber and instantly upload them to Facebook and Instagram and tag the barbershop
- Facebook plugin to show barbers in the area that Facebook friends have visited
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5) 3 best solutions

- Hair Yelp
 - crowdsourced profiles
 - customers can begin to build up profiles for their favorite barbers, add useful information, ratings, and reviews to their profiles
 - people can flip through selfies of recent c
- Hair Portfolio
 - Before & After pictures
 - unique styles
 - Timeline of favorite looks over the years

Three Revised POVs:

- **Brandon** - We met Brandon who needs an easy way to find a reliable barber when he's in a new city because he can't rely on online reviews. It would be game changing if he could access word-of-mouth quality recommendations in any given city
- **Shelby** - We met Shelby who is not familiar with how to create her own hair centered content (blogging, videos, and posts) but really wants to and needs an easier way to learn how to create, share and promote her content. She believes she has hair techniques that could benefit Black Women by showing them that they can have great hairstyles that do not sweat out when they exercise and play sports. It would be game changing if Shelby had an easy to use blogging experience that walked her how to start and craft her first initial written and video posts so she can help more Black Women feel like they can exercise and still look good.
- **Curtis** - We met with Curtis who is a young barber in the beginning stages of building his own business. Curtis has been cutting hair for many years, but he has been at the stage where he rents barbershop chairs wherever he can, even in the back of Vietnamese nail salons for quite a while. Most of his clients find him through referrals from people that they know, so business trickles in, albeit very slowly. Curtis wants to find a way to grow his business and dramatically increase his online presence and marketing, so that he acquires a stable enough and large enough client base to consider creating his own barbershop. It would be game changing if Curtis had a way to immediately reach potential clients and make more content (before & after photos, portfolio of hairstyles, etc.) readily available to them.

Sample of the HMWs generated for each of the POVs:

● **Brandon**

- HMW leverage Brandon's network to get him localized recommendations?
- HMW figure out what kind of barber Brandon would like without online recommendations?
- HMW let barbers that believe they can do a job with Brandon find and connect with him?
- HMW motivate city locals to provide Brandon with higher quality recommendations?
- HMW leverage Brandon's barber to help him find a barber on the go?

● **Shelby**

- HMW promote Shelby's content to reach a wider audience?
- HMW painlessly teach Shelby how to create the blog posts (videos, articles, pictures) she envisions for herself?
- HMW allow Shelby's viewers & readers to connect with each other and Shelby by sharing what about Shelby's hair advice worked for them or how they might have tweaked it in order for it to work with their hair type?

● **Curtis**

- HMW quickly and directly connect Curtis with strong potential clients for his business so that he may be able to target them with current and relevant information about his haircuts?
- HMW encourage more of Curtis' clients to promote and refer people to Curtis?
- HMW provide a way for Curtis' to cultivate a portfolio of his work that would be available to potential clients?

Three best HMW statements with the POVs they stem from:

- **Brandon:** HMW leverage Brandon's network to get him localized barber recommendations
- **Shelby:** HMW allow Shelby's viewers & readers to connect with each other and Shelby by sharing what about Shelby's hair advice worked for them or how they might have tweaked it in order for it to work with their hair type.
- **Curtis:** HMW quickly connect Curtis with strong potential clients so that he may be able to target them with current and relevant information about his business?

Three Experience Prototypes:

Explain the assumptions you were making with each prototype.

How did you make the prototype? (include images)

How did you test the prototype? (include images)

What worked? What didn't? What did you learn?

Was the assumption valid? Why or why not? Any new assumptions that emerged?

● **Prototype One (Brandon):**

- The major assumption we made with this prototype was that people who are ethnic minorities have a hard time finding new places to get haircuts due to the specific needs of their hair type and a lack of barbers skilled in that type - in particular when traveling. From this assumption we drew the conclusion that people would benefit from a platform that enables them to discover new barbers.
- This prototype was created on flash cards with drawings resembling an iPhone screen.
- We tested this prototype on a combination of barbers and friends to encompass the two categories of users we would have. We spent the first few minutes of testing with barbers talking about where they received their last customers and their relationship with social media as it relates to their business. We then gave an overview of the idea behind the prototype and let them interact with the different screens. After some time interacting with the screens we spent a few minutes conducting post-interview questions about their experience using the product.
- The biggest concern we received from the barbers was that it would be extra effort on their part as there is no real downside to the product from their perspective. Upon explaining all that would be required is having a profile and occasionally posting photographic content one barber expressed concern due to his lack of expertise with modern technology. From this we learned one thing to emphasize in future iterations of the product is simplicity of use for the barbers. Another lesson we had from this interaction was that it would be nice for their clients to be able to post on their barber's behalf but we would need to find a way to motivate their clients to do so. A barber that was more tech-savvy commented that it would be great if they could share content on other platforms (i.e. Facebook, Instagram, etc.) where they already have a strong presence. Assuming the application would generate traffic to their barbershops, the application seemed like a no-brainer to the barbers we interviewed.
- All of the users we talked to expressed an interest in the product but had a concern about how frequently they would use it. When asked how many different people had cut their hair in the past year answers varied from two people to more than ten people. From this feedback it appears that there are two subclasses of users that get haircuts - people that are very selective of who cuts their hair and people who don't care. Some other suggestions we received from our users were that giving an idea for pricing (like the \$\$\$ signs in Yelp) would be useful and that a filter for different kinds of haircuts would

likely make the homepage (feed of recent/local haircuts) easier to navigate. The users also liked the idea of seeing reviews/haircuts of friends as this typically carries more weight to them than strangers reviews on Yelp. The biggest concern that arose from our user interviews was the frequency with which they would use the product - in particular with the subset that is selective with who cuts their hair. We need to address the question of why would our users keep coming back to our application once they have found a barber? To answer this we will need to figure out a way to make the application more engaging to the users and make the shift towards a social application rather than just a utility application.

- The assumption we started with was largely validated by our experience prototype as both barbers and users seemed enthusiastic about the product. However, issues with our assumption from both the barber and common user perspective arose that we will investigate in later iterations.

● **Prototype Two (Shelby):**

- Our main assumption for Shelby was we assumed we could fix her problem of feeling like she doesn't know how to vlog about her hair care advice by making a prototype with a video posting experience that is normalized similar to Instagram or Facebook or Snapchat. The expectation is that the majority of the users will be posting video (and encouraged to do so) from the view of their front facing phone camera.
- We made the prototype by imagining solutions to solve Shelby's HMWs and then drawing rough interfaces on paper cards.
- We tested this prototype by asking Shelby to imagine she was about to start a video blog to show other women how to put curly twists in her hair. We then set out the cards in front of her which each had a general lo-fi implementation of an app UI prototype including screen navigation paths. We recorded her assumptions and behaviour about the app navigation and functionality based on how it was designed.
- After she saw the screen for user uploaded video tutorials, she told us that she would intuitively add her own video tutorial by pressing the camera button and speaking into the front-facing camera like she would for Snapchat. This was great to hear as it affirmed our previous assumption as true. Some of her desired added functionality included filter content based on different hair types. Black hair can range anywhere from naturally straight to kinky and curly. Since hair tutorials and advice will not always work for all hair types, it seemed obvious to her that the app should only show her information relevant to her

own hair type. She also suggested hashtags as a way to filter hair tutorials, news, posts, articles, etc.

- Our original assumption was valid. Shelby felt more comfortable about potentially creating a vlog when she knew that the process would look and feel similar to Instagram or other social networking sites she is familiar with.

● **Prototype Three (Curtis)**

- One major assumption that we're making with this prototype is that driving social media engagement for small business barbers will increase awareness of barbers and possibly drive an increase in customers. We are also assuming that creating a social uploading platform on which posting selfies is considered socially acceptable and part of the cultural norm, will make more users comfortable taking and posting photos of their lineups.
- We made the prototype by creating iPhone user interface sketches with pen on large index cards.
- We tested this prototype by going to Thump Off Thursday, a campus barbershop event put on by one of the black fraternities. The frat brings out local barbers and completes haircuts for Stanford students without them having to leave the campus. While attending the event, and watching students observe their post-haircut looks in the mirror, we had students mimic taking a selfie with our prototype, and walked them through the entire process resulting in Facebook.
- At first, many of the test users felt uncomfortable and self-conscious with taking a selfie while sitting at the barbershop. However, we told the students that the in-app camera would give them the opportunity to post their photos with tags for their barbers, which would give the barbers a lot more publicity. Students seemed more comfortable posting photos with our prototype when they believed that it would be useful for someone else. Overall, our users believed that our workflow was very intuitive and easy for them to follow.
- Our initial assumption is probably right, though we weren't able to completely test this assumption through our prototyping phase.

Explain which prototype you found was the most successful in achieving a desired solution:

- We found Brandon's prototype to be the most successful in achieving a desired solution for a number of reasons. One reason for the success of this prototype was

the inherent simplicity of the product. All users of we tested with understood the prototype within moments of being presented with the cards and saw the value in the platform almost immediately. The final factor in our selecting this prototype is the fact that there are many directions we could continue to build in for the future. For instance, hair product recommendations and hairstyle blogs were just two suggestions that came up during interviews and we are certain there are countless more applications we could potentially build into the product as we continue to refine the idea.