

# INTRODUCTION

The Cut is an app where barbers can advertise their work and business to acquire new customers. The user view of the app allows customers to browse barbers, schedule appointments, and earn rewards for booking.

The concept of the app is very strong and design wise the app has a lot of potential, however the execution of said design is the focus of this redesign.

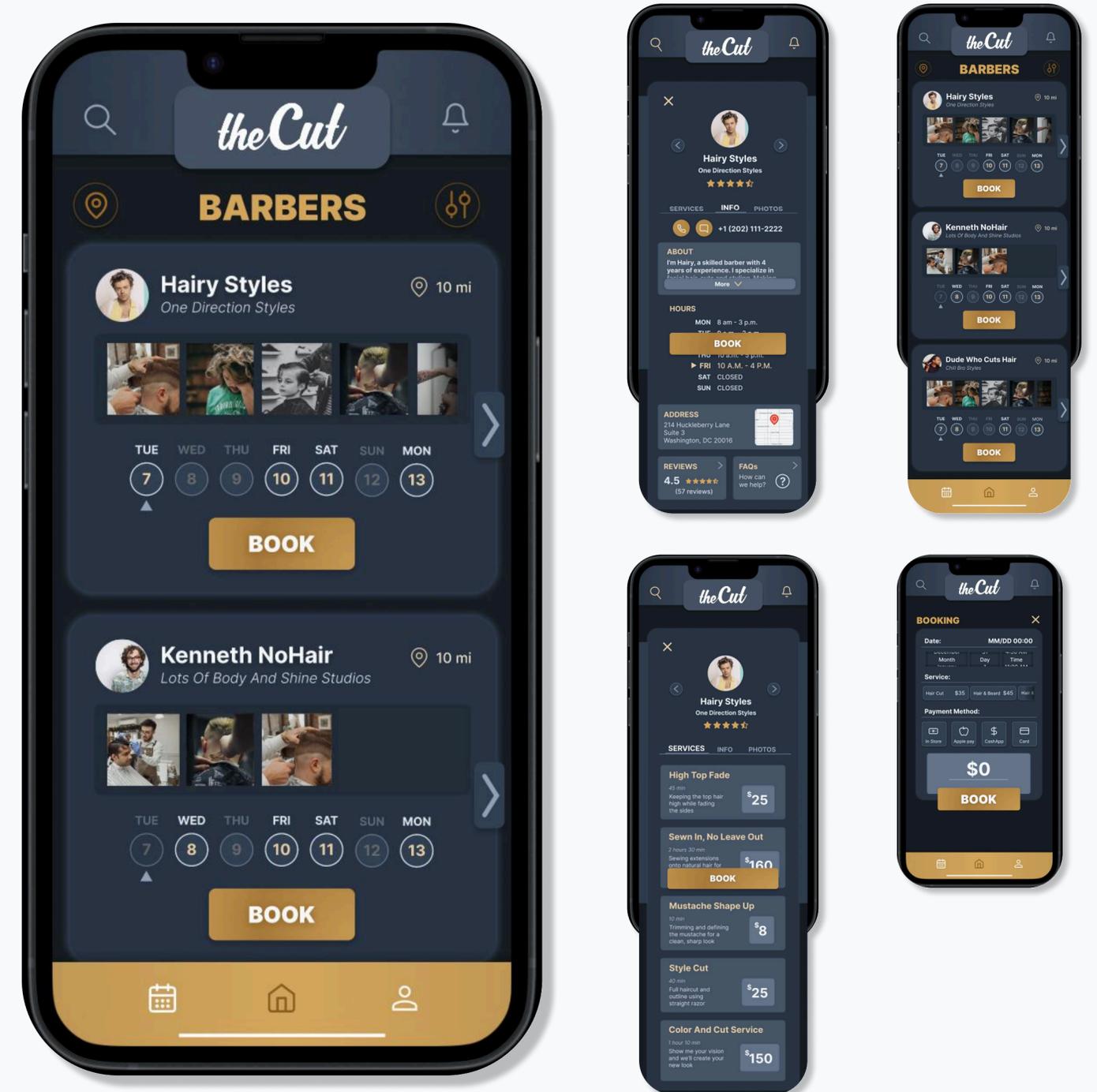
## Roles

**Collaborative Effort:** research, user testing, re-organization of the navigation bar, final presentation.

**Sophie Carter:** profile page redesign

**Isabelle Ritz:** homepage redesign

**Gray Walsh:** booking page redesign



# USABILITY HEURISTICS

The first step in the redesign process was analyzing the existing app for heuristic errors and issues to address within our designs.

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## Aesthetic and Minimalist Design

**Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.**

- Is the visual design and content focused on the essentials?
- Have all distracting, unnecessary elements been removed?

### Issues

- The search page is very cramped.
- The photos are distracting because they throw off the hierarchy of the information.
- Lack of variety of color and font size in the listing sections.
- too dark to use on the go

### Recommendations

- Streamline this page. Eliminate or shrink the photos to be less distracting and take out info that can be found as easily on the individual barber pages.

**Task (or Tasks)**

Task: What is the first thing your eye goes to on the Search Page screen?

Task: Can you count how many pieces of information are provided on each barber on the search page.

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## Recognition Rather Than Recall

**Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.**

- Does the design keep important information visible, so that users do not have to memorize it?
- Does the design offer help in-context?

### Issues

- The barber shops are on the top of the screen and scroll horizontally, while the individual barbers are below and scroll vertically. This difference in treatment makes the viewers think more than they should have to.
- all of the sorting options are in a continuous scroll to the side, making it overwhelming
- Sorting options are not available for rewards

### Recommendations

- Change the format to be more consistent.
- Put the sorting options under one label that is clear what it is

**Task (or Tasks)**

Task: Sort barbers by "Proximity" and Accepts Card

Task: Find the availability of a barber on September 15th

**7**

## Flexibility and Efficiency of Use

**Shortcuts – hidden from novice users – may speed up the interaction for the expert user such that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.**

- Does the design provide accelerators like keyboard shortcuts and touch gestures?
- Is content and functionality personalized or customized for individual users?

### Issues

- The availability circles take the user to the same page as clicking on the barber's name.

### Recommendations

- This would be a great place to add a page that shows the availability or opens up the booking page with the availability on top.

**Task (or Tasks)**

Task: Can you find the Special Offers the cut has right now as fast as you can

**9**

## Help Users Recognize, Diagnose, and Recover from Errors

**Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.**

- Does the design use traditional error message visuals, like bold, red text?
- Does the design offer a solution that solves the error immediately?

### Issues

- Login error message is small and subtle.
- error message when booking but no wifi gives a "failed to load payment"

### Recommendations

- Should be larger or open in a pop-up screen for the viewer. Login error message is small and subtle.

**Task (or Tasks)**

Task:

**10**

## Help and Documentation

**It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.**

- Is help documentation easy to search?
- Is help provided in context right at the moment when the user requires it?

### Issues

- There is a help, message, contact, support, and FAQ page. No issue

### Recommendations

**Task (or Tasks)**

Task: Can you find the Frequently Asked Questions Page as fast as possible.

Task: Can you check if you have any notifications?

# USABILITY HEURISTICS CONTINUED

**1**  
**Visibility of System Status**

The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

- Does the design clearly communicate its state?
- Is feedback presented quickly after user actions?

Issues	Recommendations
<ul style="list-style-type: none"> <li>The organization of the navigation bar is unclear in spots.</li> <li>The look of the barber shops and individual barbers are different and read as different things.</li> </ul>	<ul style="list-style-type: none"> <li>Make the search section more uniform between barbers and barber shops.</li> <li>Provide a more cohesive and clear organization.</li> </ul>

**Task (or Tasks)**

Task: Open up the app and tell us what each icon in the bottom task bar does, without clicking on them.

**2**  
**Match Between System and the Real World**

The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.

- Will user be familiar with the terminology used in the design?
- Do the design's controls follow real-world conventions?

Issues	Recommendations
<ul style="list-style-type: none"> <li>The home icon is actually the users profile and the search icon is the page the app opens up to which is confusing to users.</li> <li>There should be a map feature to show proximity of barbers to the users location.</li> </ul>	<ul style="list-style-type: none"> <li>The home icon is actually the users profile and the search icon is the page the app opens up to which is confusing to users.</li> <li>Add a map feature to the nav bar.</li> </ul>

**Task (or Tasks)**

Task: (Same as 1)

**3**  
**User Control and Freedom**

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

- Does the design allow users to go back a step in the process?
- Are exit links easily discoverable?
- Can users easily cancel an action?
- Is Undo and Redo supported?

Issues	Recommendations
<ul style="list-style-type: none"> <li>There is an X or "cancel" on every single page. No issue. The home icon is actually the users profile and the search icon is the page the app opens up to which is confusing to users.</li> </ul>	

**Task (or Tasks)**

Task: Exit this barbers page and go to the next one.

**5**  
**Error Prevention**

Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.

- Does the design prevent slips by using helpful constraints?
- Does the design warn users before they perform risky actions?

Issues	Recommendations
<ul style="list-style-type: none"> <li>Very few error messages could be found. The only two were when there is no network connection and when a payment method or service was not selected on the booking page.</li> </ul>	<ul style="list-style-type: none"> <li>The error message with the lack of internet connection did not explicitly state that is why there was an error, so this could be added.</li> </ul>

**Task (or Tasks)**

**4**  
**Consistency and Standards**

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

- Does the design follow industry conventions?
- Are visual treatments used consistently throughout the design?

Issues	Recommendations
<ul style="list-style-type: none"> <li>The help and support page is a different visual treatment than the rest of the app and more accurately reflects the style of the website.</li> <li>The home button takes users to a profile page which is not the same as industry conventions.</li> <li>The buttons in general are not user friendly (size wise)</li> <li>Button Hierarchy</li> </ul>	<ul style="list-style-type: none"> <li>Either rework the look of the help and support page to mirror the app or rework the app to mirror the website.</li> <li>Change the nav bar icons.</li> </ul>

**Task (or Tasks)**

Task: Can you contact this barber?

# USER RESEARCH

Through our research we deemed the most pressing issues of the app to be closely associated with Usability Heuristics 4, 6, and 8.

Overall, the app lacked an aesthetic and minimalist design; it appeared very heavy. This also contributed to each screen having a weighty cognitive load, making it difficult for the user to navigate without incessant thought.

Finally, the app did not adhere to industry standards and consistency as much as it could.



# UX/UI PROBLEM STATEMENTS

Below are the final problem statements we set to address in our redesign.

## MAIN NAVIGATION BAR

- Nav lacks comprehensive logos in both size and comprehension.
- Nav is overpopulated and over specific.

## BARBER PROFILES

- Barber profile photo is too close to the top of the screen and the echoed photo in the background is distracting
- The Navigation bar within the Barber Profile does not prioritize what is most important for clients to see
- The button hierarchy is not pronounced enough to distinguish which actions are more important, for example: "Book"
- The phone looks like it should be a button, but is not, the button is to the right.
  - The phone number is typed inconsistently.
  - The number itself doesn't have separators(size is too small)
  - buttons to the right are too small
- Map doesn't look clickable but is, same with hours.

## SEARCH PAGE

- Search page is too dense.
- Search page provides too much unnecessary information.
- Individual barber search results contain too many pieces of information and it is presented in a way that provides little to no hierarchy.
- There is inconsistency in the way barber shops and individual barbers are displayed.
- Different buttons go to the same place.
- Picture spacing is very inconsistent.

## BOOK APPOINTMENTS

- List of services forces user to scroll to calendar
  - (putting calendar as first item and services after)
- lack of clickability on profile within booking page.

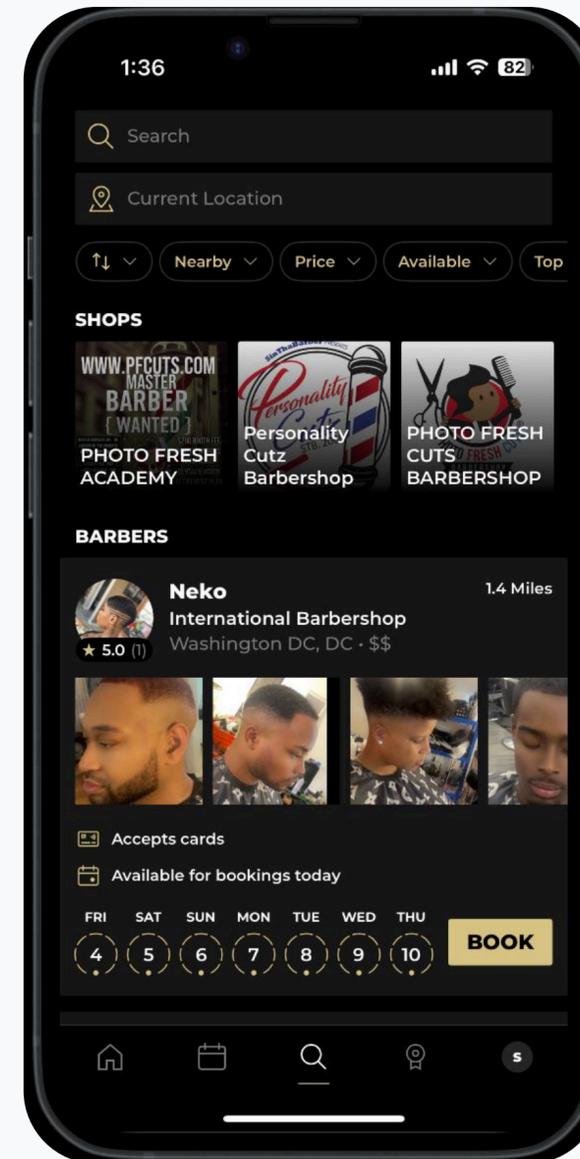
# RAPID PROTOTYPING

We employed the following tasks to test the usability of our paper prototypes. The feedback received can be found below as well.

## Task 1: What is the first thing your eye goes to on the Search Page screen?

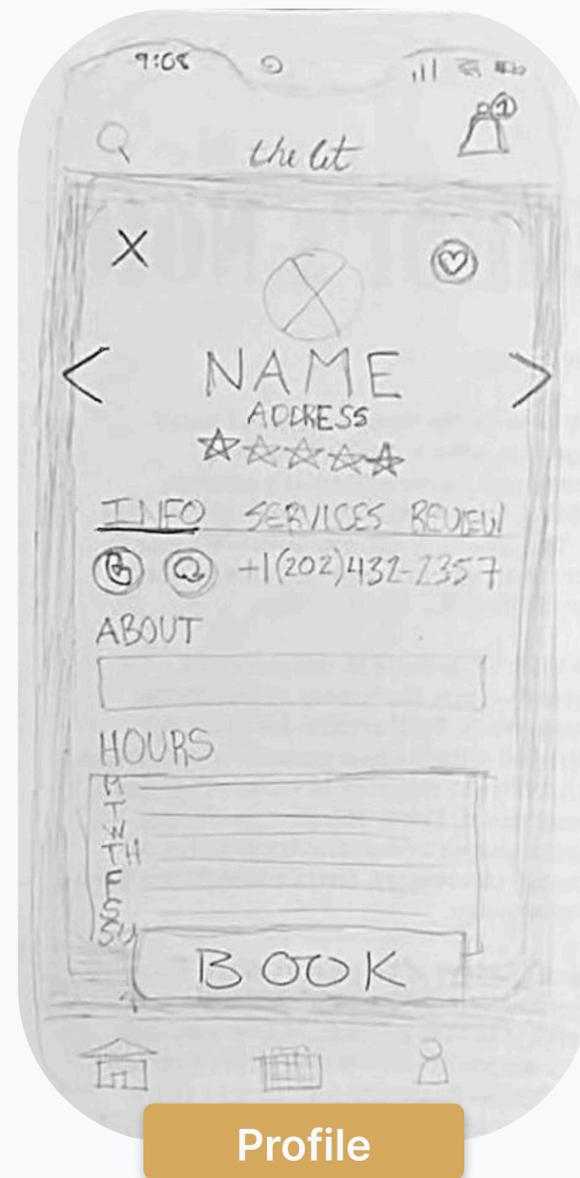
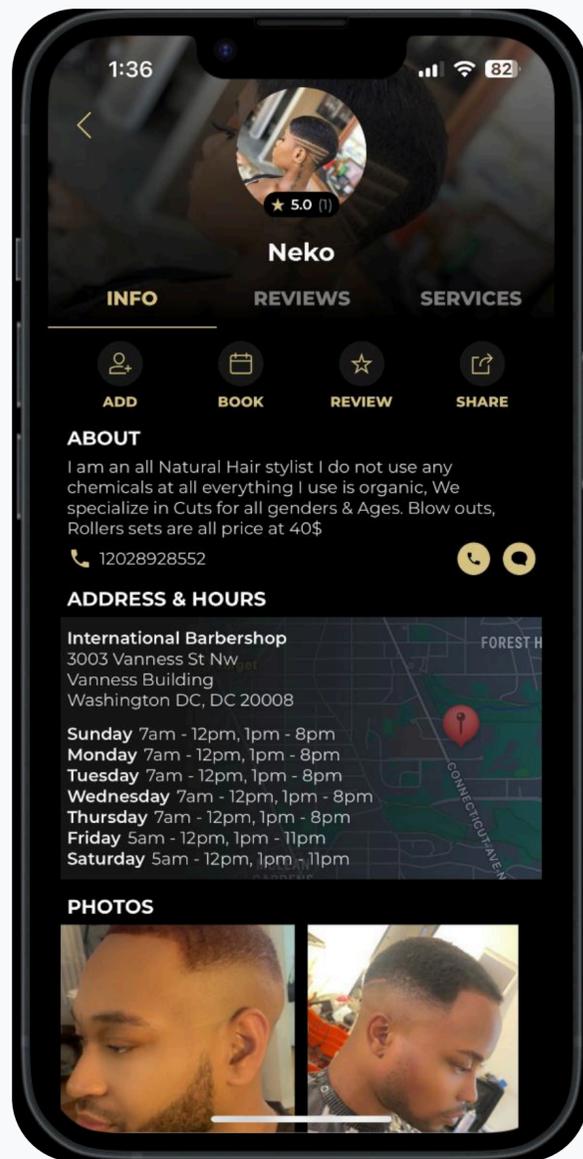
- User 1: **Barbers** were more noticeable than the "Book" button.
- User 2: The "Book" button was the **first thing** noticed, followed by profiles.
- User 3: The "Book" button was prominent.
- User 4: Hours and "Book" button were the first noticed.
- User 5: The "Book" button caught attention.
- User 6: The **first profile** and the "Book" button were most noticeable.

Summary: The **"Book"** button was consistently noticed first by **most users**, with some also noticing the barbers' profiles or other elements like hours.



Home Screen

# RAPID PROTOTYPING CONTINUED



Profile

## Task 3: Explore a barber's profile page that is within 5 miles of here

- User 1: Clicked on the correct profile.
- User 2: Clicked "View Profile" instead of just the profile generally.
- User 3: **Used filter** to find the barber within 5 miles, then viewed the profile.
- User 4: Clicked on the profile photo.
- User 5: Clicked "View Profile" rather than the **name or photo**.
- User 6: Clicked "View Profile."

Summary: **Most users** accessed the barber's profile page correctly, though there were **variations in the method** (e.g., clicking the profile photo versus "View Profile").

## Task 4: Make a call to this barber

- User 1: Clicked the **call button** over the number itself.
- User 2: Clicked the call button, not the number.
- User 3: Clicked the call button.
- User 4: Used the call button, not the number.
- User 5: Clicked the call button.
- User 6: Clicked the call button.

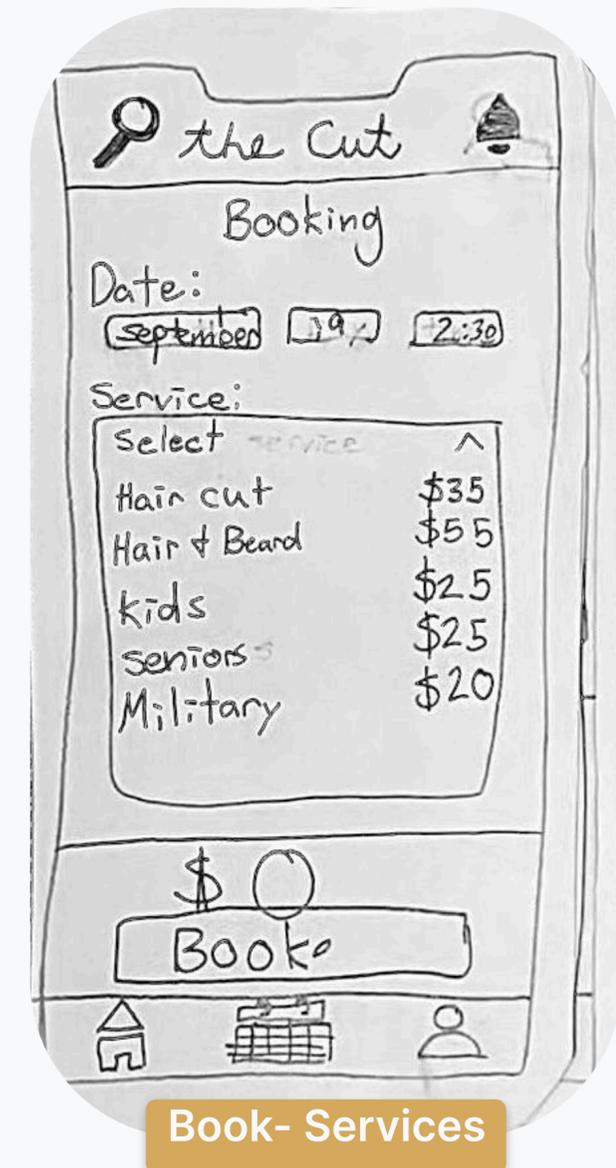
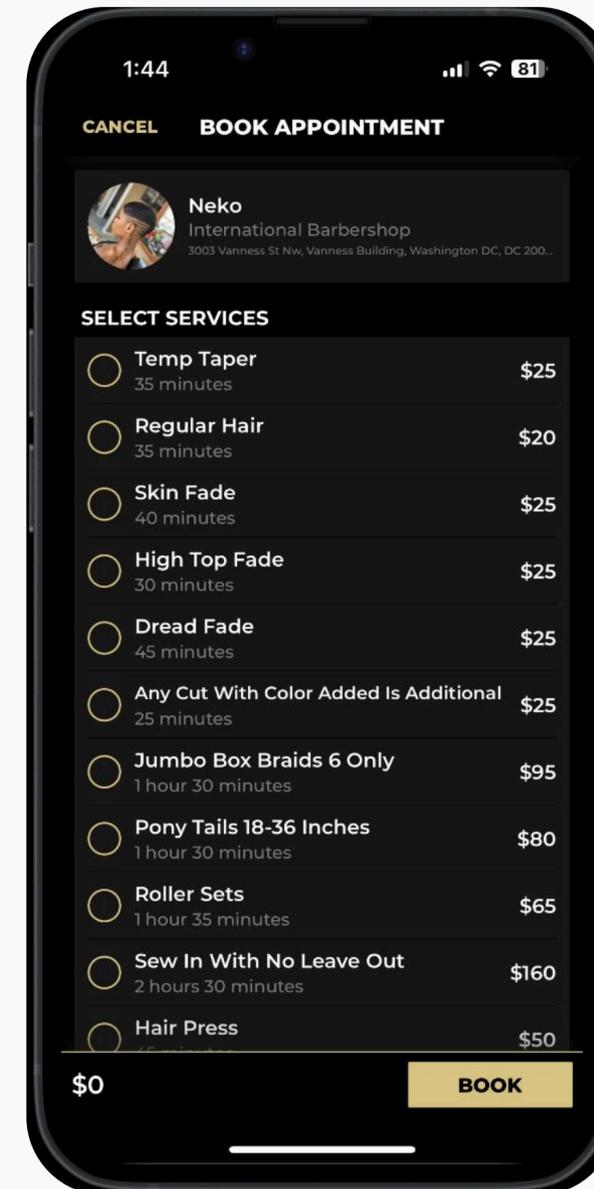
Summary: **All users** used the call button rather than the phone number, indicating that the call button is prominent and correctly used.

# RAPID PROTOTYPING CONTINUED

## Task 5: Please book a haircut with this barber

- User 1: Clicked "Services" and then "Haircut," with slight **hesitation** in booking.
- User 2: Clicked "Book" and the payment option as well.
- User 3: Hesitated and clicked "Book" then "Services."
- User 4: Clicked "Book" and also the payment option.
- User 5: Clicked "Services" instead of "Book," possibly due to **question phrasing**.
- User 6: Hesitated, clicked "Book" then "Services."

Summary: There was **some confusion** or hesitation, with a few users clicking "Services" instead of "Book." However, **most users** were able to complete the booking process.



# RAPID PROTOTYPING

## Task 2: Filter the Barbers by who accepts card

- User 1: Followed instructions as intended.
- User 2: Did it exactly as instructed.
- User 3: Used the filter to find location within 5 miles, showing understanding of **additional functionality**.
- User 4: Did it correctly.
- User 5: Followed the instructions correctly.
- User 6: Did it correctly.

Summary: **All users** completed this task correctly, indicating that the filter functionality is clear and effective.

## Follow-Up Observations:

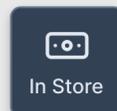
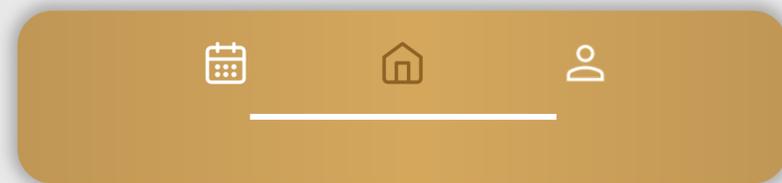
1. Clarity and Visibility: Overall, users found the app **clear**, but some suggested improvements in making current sections more obvious, such as **highlighting** the active tab.
  2. Navigation: Users showed a preference for **swiping** or using **arrows** over 'X' for navigation.
  3. Content: Some users expressed a desire for more photos and clearer review indicators.
- These findings suggest that while the app is generally effective, there are areas for **improvement in clarity** and **user navigation preferences**.

## Task 6: See the details of the next barber

- User 1: Clicked the **navigation arrow** instead of using the 'X' to find the next barber.
- User 2: Clicked the arrow, not 'X.'
- User 3: Used arrows to navigate.
- User 4: Clicked the arrow instead of 'X.'
- User 5: Used the arrow to navigate.
- User 6: Clicked 'X' and then the arrow.

Summary: **Most users** used the navigation arrow to see details of the next barber, with a few opting for 'X' first. The navigation arrow seems to be the **preferred method**.

# ASSETS



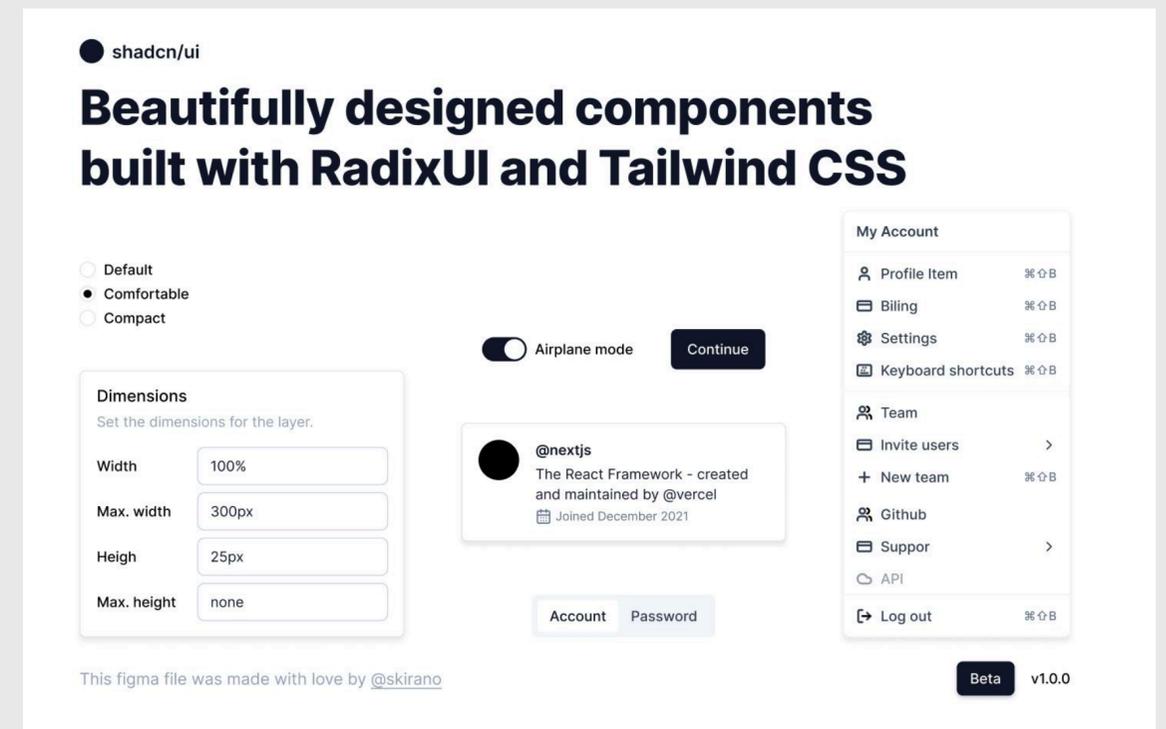
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	#94A3B8
	#E2E8F0
	#8F6223
	#9F6D27
	#A97C3D
	#C09755
	#D5A85E
	#EAD1A8
	#F2E5CF
	#F8FAFC

## Color Palette

In the original The Cut app, the color palette was limited to black, white, and gold with minimal shades and tones. We decided to completely rework the palette while also honoring the the look and feel of the original interface.

## Figma Asset Kit

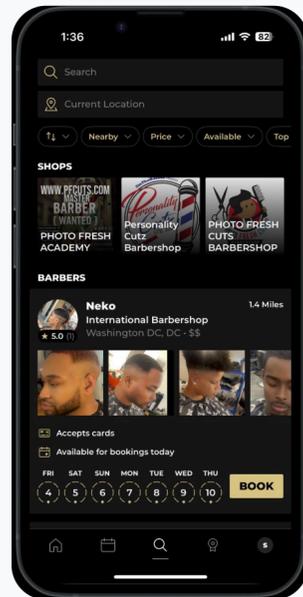
In order to expedite the design process we employed a preset figma kit for button and card styles, found below.



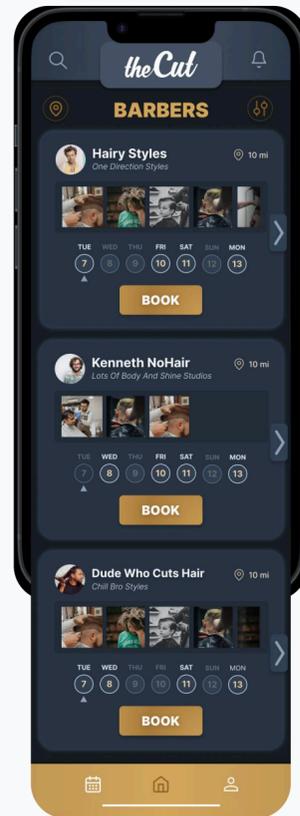
# FINAL DESIGNS

## HOMEPAGE

Before

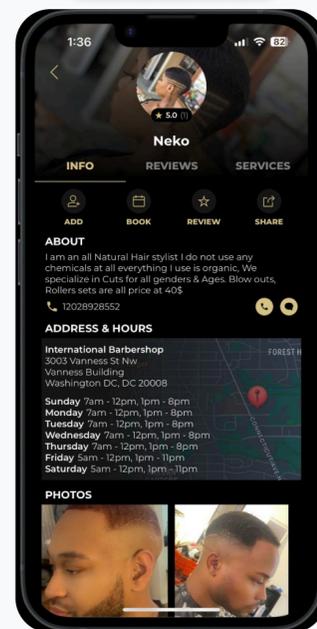


After

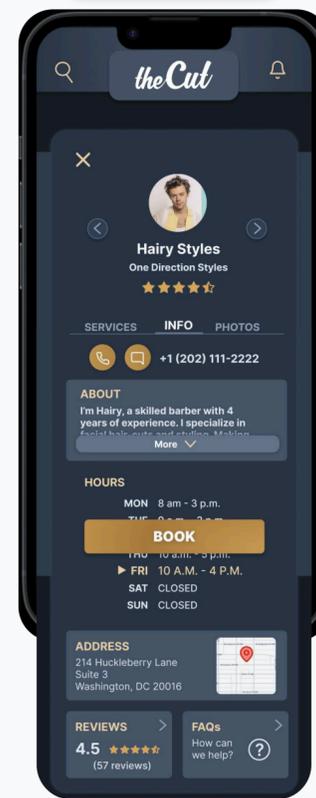


## PROFILE

Before

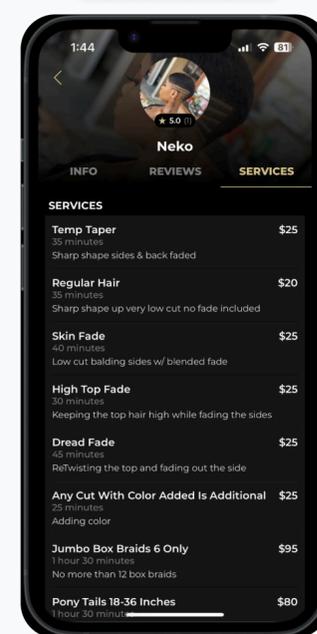


After

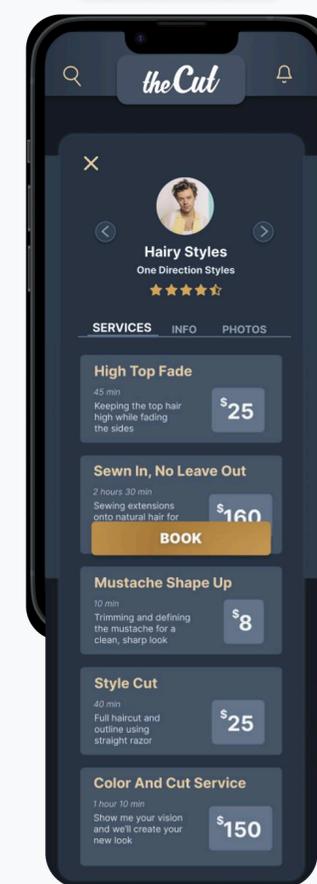


## SERVICES

Before

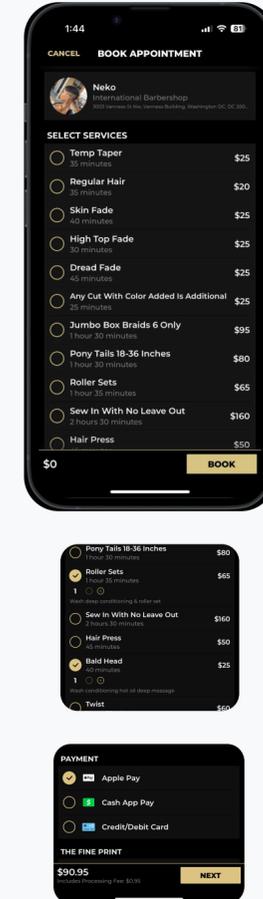


After



## BOOKING

Before



After

