

BTE 210- B

COMPANY NAME:

Innov Inc.

GROUP MEMBERS:

Karla Portela: CEO, Customer Relations Manager

Paloma Rieder: CFO, Operations Manager

Najla Alzahem: CTO, Web Developer, Graphic Designer

Jiangyi Qiu: Marketing Manager, Application Developer

APP NAME:

Booking Beauty

PROBLEM STATEMENT:

There are many salon applications for individual businesses in which a client can make a reservation based on that salon's schedule and show up to the appointment at the selected date/ time. However, there is no application that allows the client to choose from a list of services, compare prices of various salons in the area, book a reservation with the desired stylist, receive discounts and select the location for the performance of the service. The beauty market needs an application that would simplify this process for their busier clients, add a certain level of comfortability whether it be at home or at the salon, and have a feature that compares prices of salons for their money-conscious clients.

Clients are simply seen as nothing more than a client. They would need to go to a salon, wait for a long time to be seated, walk to wash their hair, move from one seat to another throughout the service, and at the end clients might even leave the salon dissatisfied!

SOLUTION + APP DESCRIPTION:

- BOOKING BEAUTY is a Mobile App that places beauty on demand.
- With BB, services are delivered to your doorstep or to your desired salon.
- You no longer need to worry about not having time to call, scheduling around salons' available dates, or even going through the trouble of finding a salon. We are offering a platform for beauty lovers to search for a salon, select their desired services, and book an appointment with beauty professionals.
- We bring convenience to your routine by allowing you to book an appointment, in the location of your choosing, with any of our partner salons. With a tap of a button, your favorite beauty specialist becomes available to you!
- Whether it's a same day blowout, a haircut tomorrow or manicured nails next month, BOOKING BEAUTY makes beauty effortless!
- BB offers the services of hair stylists, nail stylists, masseuses and makeup artists while providing a 5-star performance every time.
- Beauty lovers can also compare salon-pricing information to ensure that they are receiving the best price. Salon promotions and specials will be updated daily as well.
- BOOKING BEAUTY is your seamless pathway onto staying beautiful!

LOGO:



Booking Beauty

Beauty On Demand

LOGO DESCRIPTION:

Logo created for a software developing company specializing in on-demand beauty services.

The graphics symbolize a relaxed person receiving a service in the comfort of their home.

The logo was designed to portray relaxation, customization and on-demand services. The

pastel color scheme also reinforces the relaxed aspect of the logo.

BOOKING BEAUTY

BUSINESS MODEL CANVAS:

<https://canvanizer.com/canvas/wJs-urSigUEwx5hzIp67gMyu2v8m2nuY>



VIABILITY

With the combination of other existing platforms such as: Instagram, Facebook and Maps, Booking Beauty is able to become the platform for beauty lovers to choose a service, compare prices of competitors, book appointments and select their desired locations.

The technology and software needed for Booking Beauty to be possible is already available and existing. The use of the other platforms is as follows:

- Instagram: once selecting the salon, the client has the option to view (and post) some end products of the salons; such as: hair styles, nail colors, spa treatments etc.
- Facebook: if the clients select the option to sign up with Facebook, they have an opportunity to gain 'beauty points' if they share posts from Booking Beauty. After accumulating 'beauty points,' the client could receive a discount on selected services.
- Maps: the client has the option to view how far the salon is from their current location, and therefore decide if they'd prefer the service done at their home.
- Salons: the chosen salons (Edward James, Peace Love, Roberto Giordano, Carol Ann's, Image Beauty, Roma & Co., Dry Deluxe and Trini Salon) are all currently operational and leading salons in the beauty industry - and they are all located in Miami.

In terms of revenue, Booking Beauty offers two types of paid monthly subscriptions, including: basic member and premium member. Also, the Booking Beauty app will include many opportunities for the salons to advertise for a fee.

CREATIVITY/ORIGINALITY:

We live in a fast paced world, where we have to manage the little time we have left to treat ourselves. It is more and more difficult for people to find every beauty treatment they want in the same place, in a convenient location, and at a time that fits their busy schedule. We are not just another appointment app or website; we are the service you've been waiting for to make your life simpler

We decided to innovate and put together different resources to provide you with an integrated solution. With Booking Beauty, you will be able to connect with different salons throughout Miami. You will be able to compare prices between the associated salons for the same treatment. You could choose between booking an appointment to go to the closest salon (for which you will have access to maps), or booking an appointment to have a beauty professional go to your home or office and do the job at the comfort of your chosen environment while you either relax or multitask.

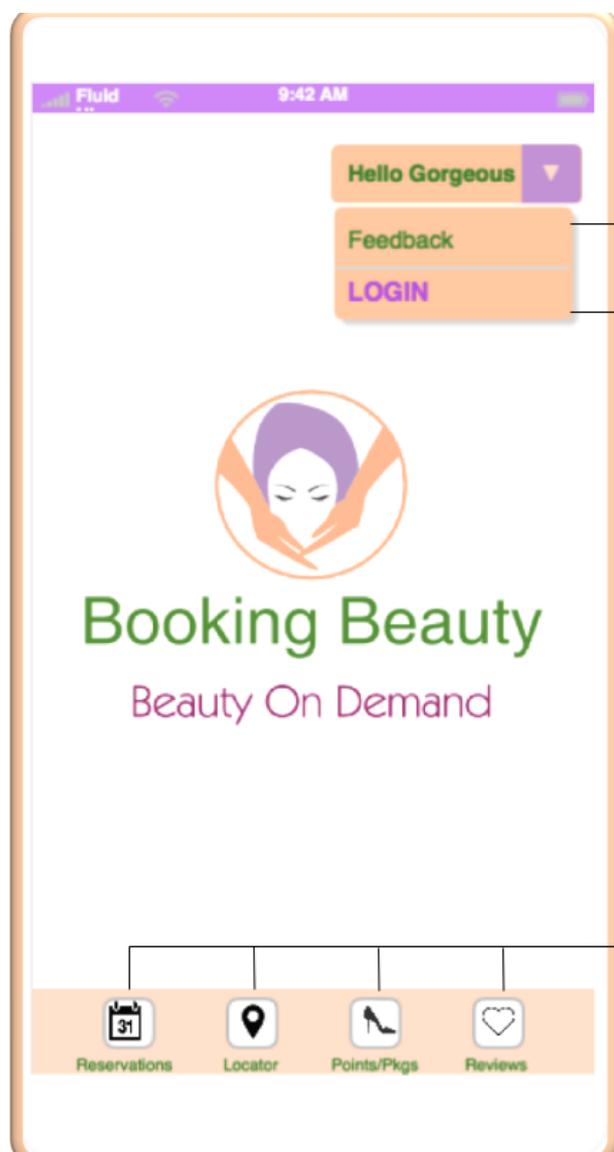
This combination of price comparison and booking a beauty appointment at a location of your choosing, sets Booking Beauty apart from all other beauty applications. It is a creative way of taking care of your beauty needs, and saving you time and effort at the same time and all at a touch of a button.

FLUIDUI:

https://www.fluidui.com/editor/live/preview/p_qRxHlKE

[zCVlltdHwU6QetFkmiauTuq9.1478904510212](https://www.fluidui.com/editor/live/preview/p_qRxHlKE)

USER INTERFACE



Do you have something to say?
Write a review to help us
improve our app and earn
reward points towards your
next service!

Log in to see available services,
compare prices and see what's
new for our BB clients

You can make reservations, find
the nearest salon, review your
accumulated reward points and
read other people's review of
the salons. Just sign in and
enjoy!

Fluid 9:42 AM

Facebook



emma_stone@gmail.com

●●●●●●

Gender: Female ▼

DOB: 11 - 06 - 1998

(305) 555-8900

Home Address

5185 Ponce De Leon Blvd.

Coral Gables 33146

Next

You can register using Facebook, and linking it directly to your account. It is recommended to use a different password for the app!

Add your home address so we can send the stylists directly to your house, without taking time away from your schedule!



Click on the icon of your desired service to see details and potentially book it!

Click the company's advertisement and you will be redirected to that salon's personal webpage

Click on the "Home Button" to be redirected to BB's homepage



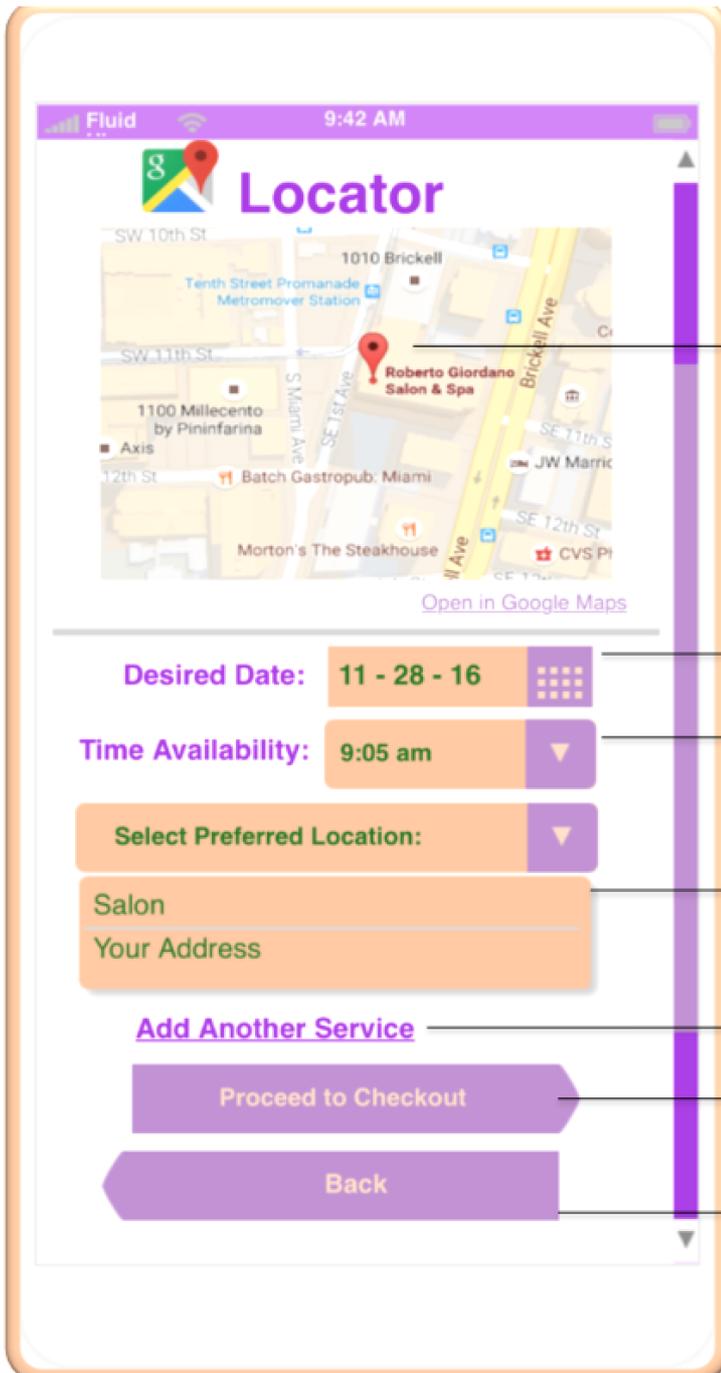
Access the drop down menu to decide if you want the salons to appear in order of Price, Distance or A-Z

Check out where each salon is located before making the final decision

Compare prices between different salons and check the box that appears under the logos to book it. (You can pick more than one salon at the same time)

Are you a premium member? Click here to see available promos!

Having doubts? Go back and make any changes you want!



Google maps will show you the location of the salon you picked

You can pick a date that is convenient for you

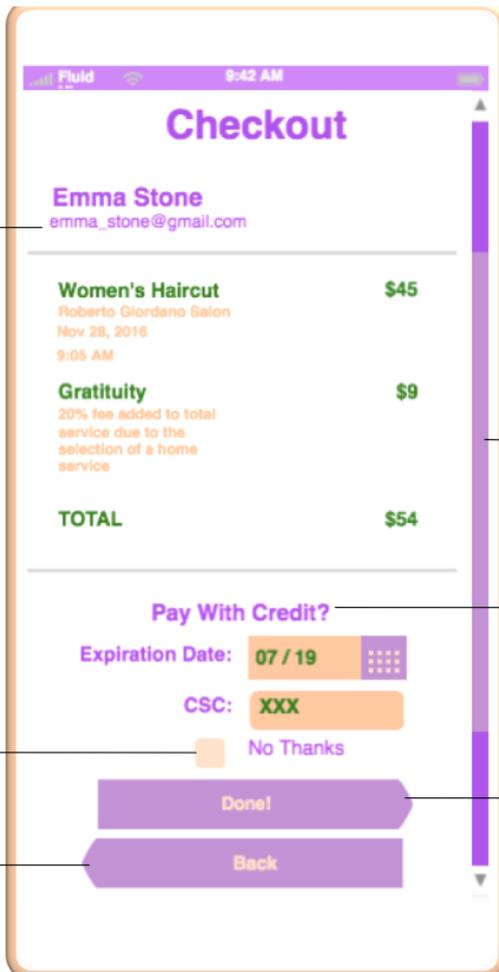
Set an appointment that best suits your schedule

Pick a salon to see if its location is convenient for you

You can add another service from the same salon, or book different services from different salons at the same time.

When you are ready, click here to go to the payment section

You can go back and make any changes before paying



Don't forget to check your email! The confirmation of your reservation will be sent there.

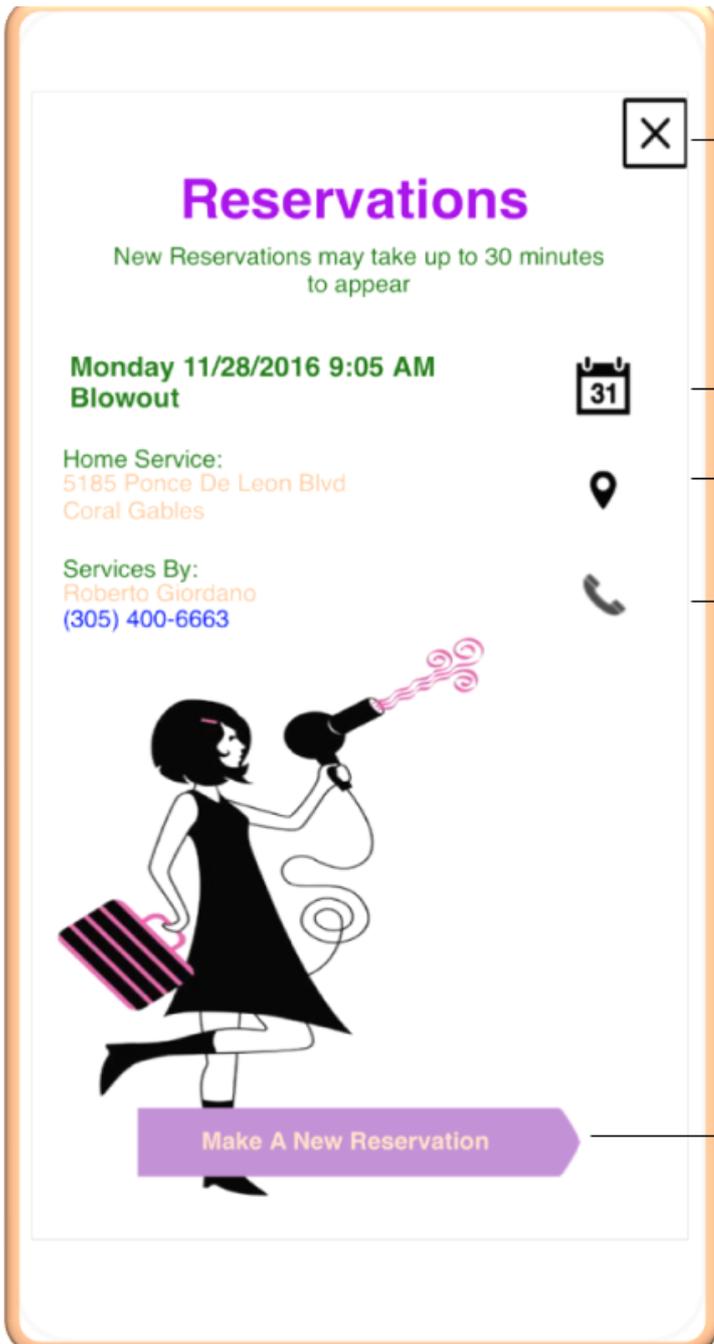
Scroll down to see your total balance after picking one or more services

Review payment method

Check this box if you prefer to pay with cash at the time of your service

Click here to confirm, relax and enjoy!

Click here to make any last minute changes!



By clicking on the X icon, you will be redirected to BB's homepage



Click here to schedule a home service treatment, wait and relax



Click here to see the salon's location



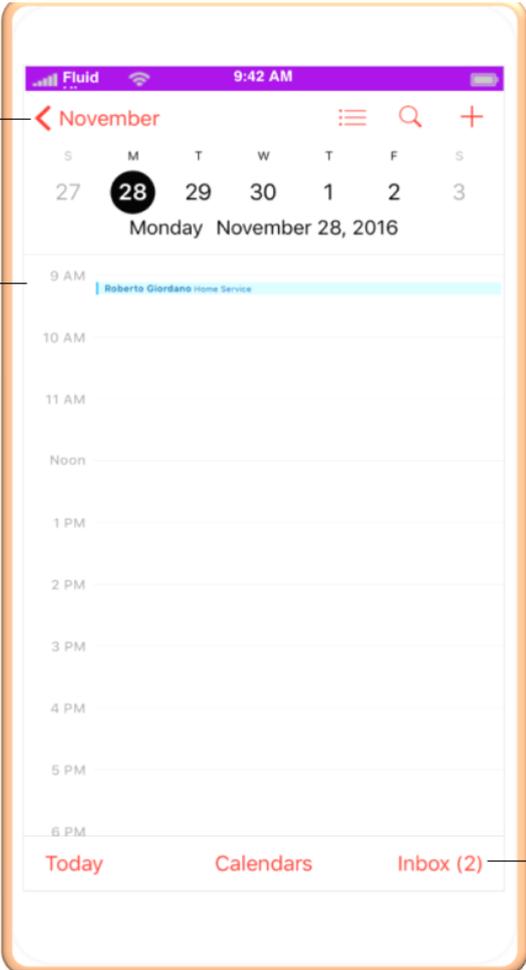
Have a quick question or want to cancel? Call or text the salon directly

Make A New Reservation

Can't wait any longer? Make a new reservation now!

Click here to go back to the "Reservations" page

After booking your appointment, you have the option to sync it to your calendar



Click here to view any BB reminders!

SOCIAL MEDIA INTEGRATION:

Booking Beauty will be linked to Facebook and Instagram. Users will be able to share pictures, videos and comment on their experience of the salon service, in home or at the salon they selected. They can upload it through their own accounts and link their media upload to the Booking Beauty account by tagging @BookingBeauty on Facebook or hash-tagging #BookingBeauty on Instagram. Booking Beauty's account on Facebook and Instagram wants to share clients' experiences on the account. More followers will be inclined to keep up with the page to see posts uploaded by other clients. The client also has the option to provide feedback, comments and ratings to be shared on BB's account. Booking Beauty will not be like any other app, however, we will try to satisfy our customers as much as possible, and the social media integration makes this possible.

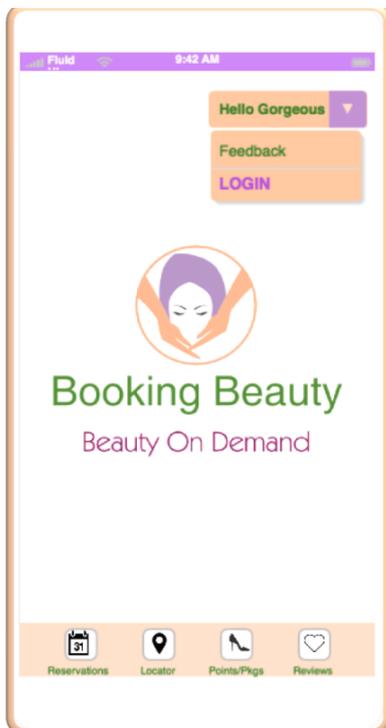
FACEBOOK: <https://www.facebook.com/Booking-Beauty-1111064042282487/>

INSTAGRAM: <https://www.instagram.com/bookingbeauty305/>

AESTHETICS:



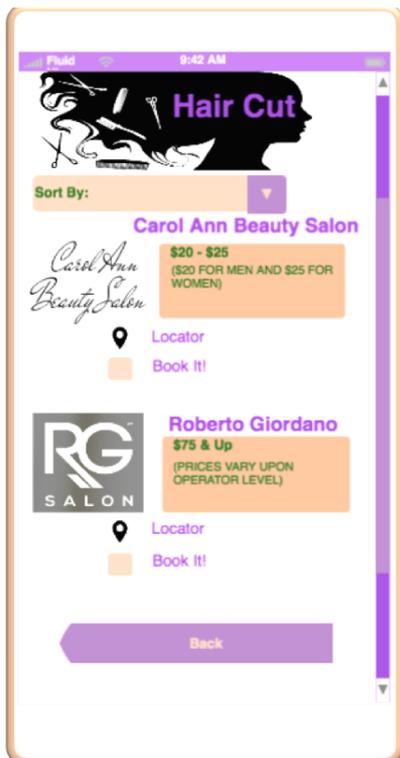
- The icon borrows a popular template that is used by many beauty apps. The icon itself doesn't give any indication about the brand, but it entices users to open it and see what the app is about. The icon foreshadows the relaxing color scheme seen throughout the app: light salmon, lavender and olive green.



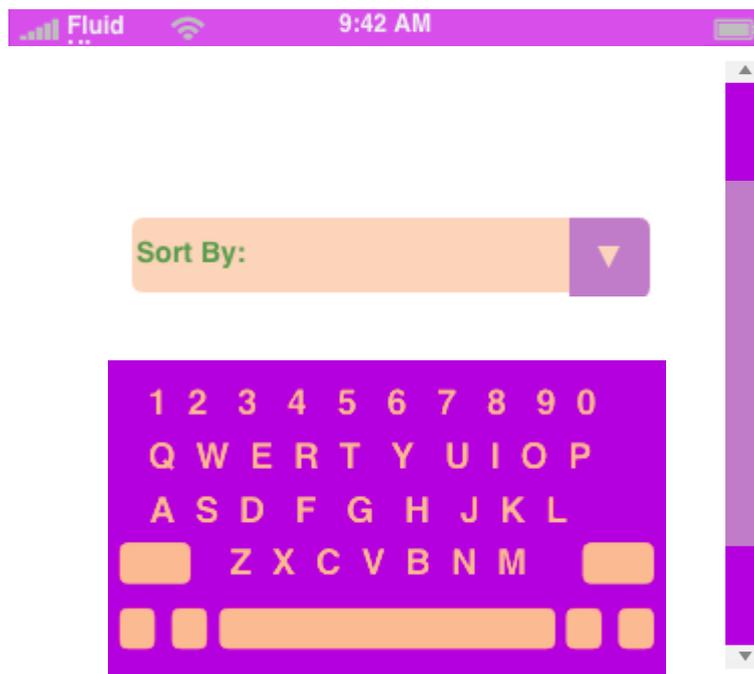
- Throughout the development of our application, we stayed true to our logo's main color scheme. The chosen color scheme gives users a lively and comfortable feeling that is more inclined toward younger users. Our app's interface is beautiful, simple, elegant and organized (important for clarity and usage purposes). The home screen shows the most visited components of the application without being too overcrowded so the user doesn't feel overwhelmed.

- The icons used are all clip art images related to beauty treatments and services. They're easy to interpret, going along with our attempt at clarity and easy passage through the app.





- Here we included the logos of the individual businesses to trigger brand recognition amongst our clients. We also minimized the use of buttons and made fonts larger so the client isn't overwhelmed by the app; this design implementation shows our app is made to simplify the lives humans.



- We decided to incorporate our color palette to normal device buttons such as the search bars, keyboard, vertical scrollbar, status bar and drop down menus. The lively yet calming colors remind our users that they are in fact using an app meant for relaxation.

GAMIFICATION

POINTS:

Reward points for:

- 15 points for referring 5 friends
- 10 points for Feedback after receiving a service (or for sharing it on Facebook)
- 10 points for attending all of the appointments without cancellation 5 times in a row
- 10 points for every \$50 spent
- 5 points for punctuality (in physical salon location)
- 5 points for activating your account

Discount: (for participating salons)

- 10% off after accumulating 100 points
- Free services for every 1000 points accumulated (total value of \$150 dollars)
- If members spend more than \$250 a month using the app (50 points), they receive a 20% discount on premium membership for the next month

MEMBERSHIP PACKAGES:

Premium

- Pay \$15 a month and you get to compare and choose between the 8 salons
- You get preferences in booking appointments and no late cancellation fees
- You have the option to choose the stylist
- You get 10% discount for every service exceeding \$100
- You have the option to view promotions offered by individual salons

Basic

- Pay \$8 a month and you get to compare and choose between the 5 salons
- You get preferences in booking appointments

Free

- Pay nothing and compare/ choose between 2 salons with the lowest prices

USABILITY

Test Objectives:

- Do people understand the value proposition - The concept of an easy-to-use application for finding and booking salons in the customer's desired location?
- Do people understand the flow of the app - intuitive passage through the application?
- Do people understand they can select how the salons are presented to them - by price, location or A-Z?

Participants:

4 participants chosen via panel.

- All must own a smartphone

A mix of men and women

1. Carina Rieder
2. Niko Coles
3. Liuting Zhu
4. Sabika AlZahem

Results:

1. Carina Rieder

After downloading and testing the app prototype, Carina thought that the idea was great. She would really like to have an app like that in Paraguay in order to avoid the traffic to go to the salon and to avoid waiting time in the salon. She also thought the app looks real.

Regarding the functioning of the app, she thought it runs very smoothly, but she had minor problems. She had troubles with the booking button because she had to press it several times before it took her to the following slide.

She also said that after choosing the second service she was not directed to the check out. But the overall impression was good.

2. Niko Coles

After downloading and testing the app prototype, Niko said the aesthetics (color scheme) revealed right away what the application was for. He suggested using thinner scroll bars to make the screens appear less cluttered but in turn more modern. He also said the application was a good idea because men sometimes feel embarrassed to go to the salon; adding the home service feature would save them from this embarrassment.

He said the usage was very intuitive except for the services page; he recommended we add a home button so the customer has the option to go back to the home screen and not continue on to the checkout screen (we immediately added this feature). He had no other critiques, and finished by saying the application was overall well made.

3. Liuting Zhu

After downloading and testing the app prototype, Liuting said it was a novelty. Being from China, she had never used an app like this before, and she genuinely thought it was a great idea. She really liked the colors of the app and the logo, saying it gives off a relaxing feeling. Also, she suggested that we clearly state an email will be sent to the client after booking a reservation. But overall, she said passage through the app was very clear and she understood all parts of the prototype.

4. Sabika AlZahem

After downloading the application and testing the app prototype, Sabika was pretty impressed. She started off by saying the home screen was excellent. "From the logo on the home screen, you can tell exactly what the application is about: something that has to do with relaxation and convenience," she stated. Sabika liked the pastel colors and added that the color scheme is very suitable to our concept.

Going through the app, Sabika loved how simple and easy the app is when using it. She had some small issues trying to go back and forth to the pages she wanted, which confused her until she sorted it out. She was also confused by the other icon services that weren't functional, which I further explained that it was just a prototype. However, knowing it was a prototype, she felt that it was easy to use and very convenient.

Overall, she loved the functionality and the idea of the application. She wishes this application existed in Miami, where she can avoid the traffic and have her service done right at her doorsteps! Maybe one day it will!

Website Name -> www.bte210b.wixsite.com/bookingbeauty

AESTHETICS



Booking Beauty
Beauty On Demand

[Home](#) [Company History](#) [How It Works](#) [Services](#) [More](#)

Hello Gorgeous!

Treat Yourself to a Great Experience

[Learn More](#)



Our logo is located on the top left corner of the website, so it is the first thing people see when they open the page in order to maintain brand awareness. Throughout to the development of the website, we focused on maintaining the color scheme. We kept using colors that give our customers a comfortable and relaxing feeling, inviting them to click through the web page and check out the different sections we offer. The tabs on the website include: 'Company History,' 'How It Works,' 'Services,' 'Points & Packages,' and 'Contact.' They appear simply organized on the top right corner of the home page; customers can click on them to see in details what we offer. Like the app, the web page is more inclined toward younger users. It is easy to use and everything is clearly described and elegantly organized, providing a smooth transition from one section of the web page to the other. The home page contains images of well-kept women, that irradiate a happy and relaxed image.

MARKETABILITY

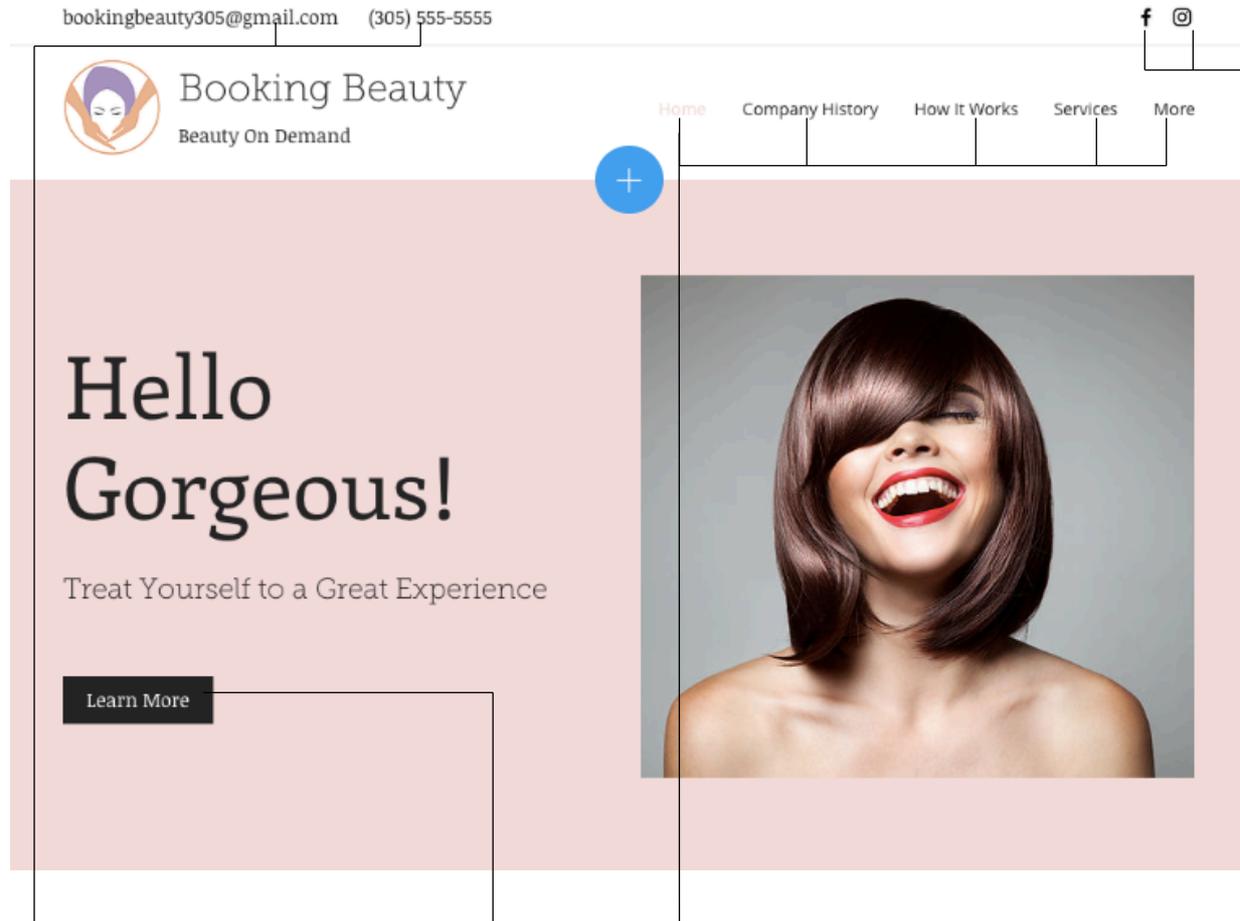
Throughout the Booking Beauty website, we made sure to provide a button allowing our viewers to download the application. Every page includes an item that brings the viewer to our app prototype page (fluidui). We added this factor to reinforce the theme of our website: downloading Booking Beauty's mobile app.

On the 'Points & Packages' tab on the website, we have included the membership packages made available to our clients. After downloading the app, the client is automatically registered under a 'free' membership. Although downloading the app is free, upgrading to uncover all benefits of the application does imply a cost. Upgrading to a 'basic' membership is \$8 a month while a premium membership is \$15 monthly. As mentioned before, a paying membership implies more benefits to our clients; this serves as an incentive to allure clients into upgrading. By doing this, we have implemented the content marketing strategy of: 'Help Me Help You.'

On the 'Download Booking Beauty For Your Phone or Tablet' subpage under the 'Home' tab, the client can view what platforms the application can be adapted to for downloading. Booking Beauty is fully functional for all Android, iPhone and tablet devices. This subpage will attract many people in the demographics of mobile devices, considering the mass majority of people that either have an Android, iPhone or tablet device.

RESPONSIVE DESIGN

'Home Page' is the most important tab on the website. Here, our viewers can scroll down to see the many sections included on this page. The sections include: 'About Us,' 'Meet Our Partner Salons,' 'Why Partner With Us?,' 'View Services,' and 'Contact Us!'



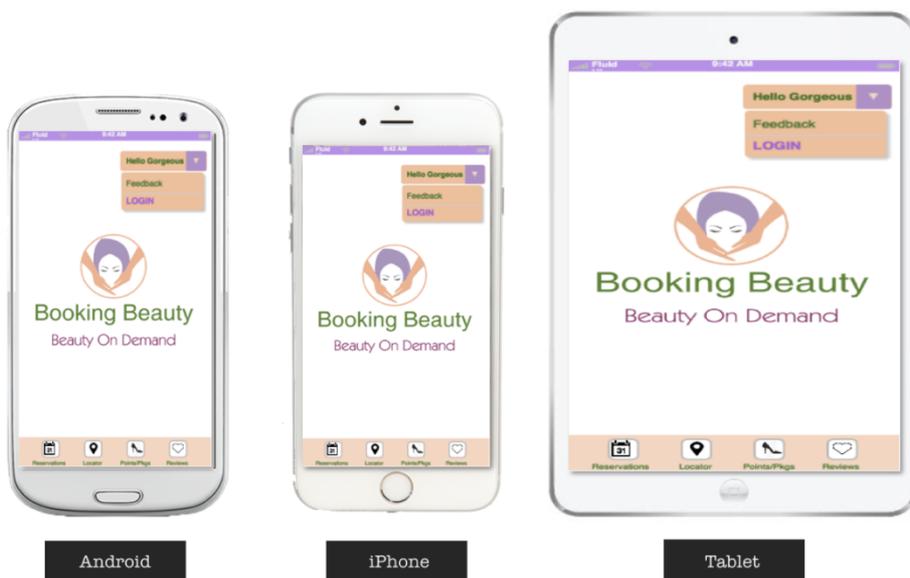
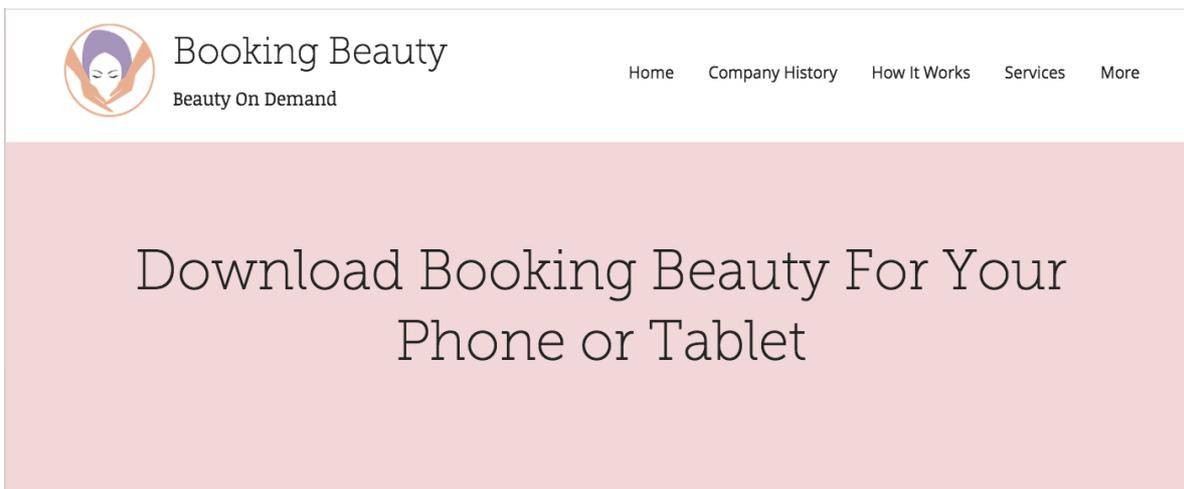
Our email and contact number will be placed on the top left side of the website, where people can find it easily.

People can click on 'Learn More' to direct them to 'Download Booking Beauty For Your Phone or Tablet' page.

These are the tabs of the website. The viewer can select their desired tab. Under 'More,' the viewer can have a look at 'Points & Packages' as well as 'Contact.'

On the right top side of the website, people can click on either the 'Facebook' icon or the 'Instagram' icon to be directed to our Facebook/Instagram profiles.

'Download Booking Beauty For Your Phone or Tablet' is a subpage under the 'Home' tab. Here, the viewer can see what platforms the application can be adapted to for downloading. On the bottom of the page, there is a button that redirects the viewer to fluidui.



Download Now!

Hit 'Download Now' to view our Mobile App.

‘Why Partner With Us?’ is a section under the home tab. Here, any business that wants to find out more information about us can contact us directly.

bookingbeauty305@gmail.com (305) 555-5555



Booking Beauty
Beauty On Demand

[Home](#) [Company History](#) [How It Works](#) [Services](#) [More](#)



Why Partner With Us?

Think about your clients! Simplify their lives by allowing them to book your exceptional services on our user-friendly Mobile App.

[Contact Us](#)

Hit ‘Contact Us’ to send us an email about your company.

‘Contact Us!’ section falls under the ‘Contact’ tab. Here, viewers, beauty lovers or businesses can contact us via email, phone, Facebook or Instagram.

The screenshot shows the 'Booking Beauty' website header with the logo and navigation links: Home, Company History, How It Works, Services, and More. Below the header is a blue circular button with a white plus sign. The main content area has a light pink background and features the heading 'Contact Us!'. The form includes input fields for 'Name', 'Email', 'Subject', and 'Message', followed by a 'Send' button. Below the form, contact information is listed: 'Email: bookingbeauty305@gmail.com' and 'Phone: (305) 555-5555'. At the bottom of the contact information are icons for Facebook and Instagram. Four callout boxes with dotted borders point to these elements: the 'Send' button, the email address, the phone number, and the social media icons.

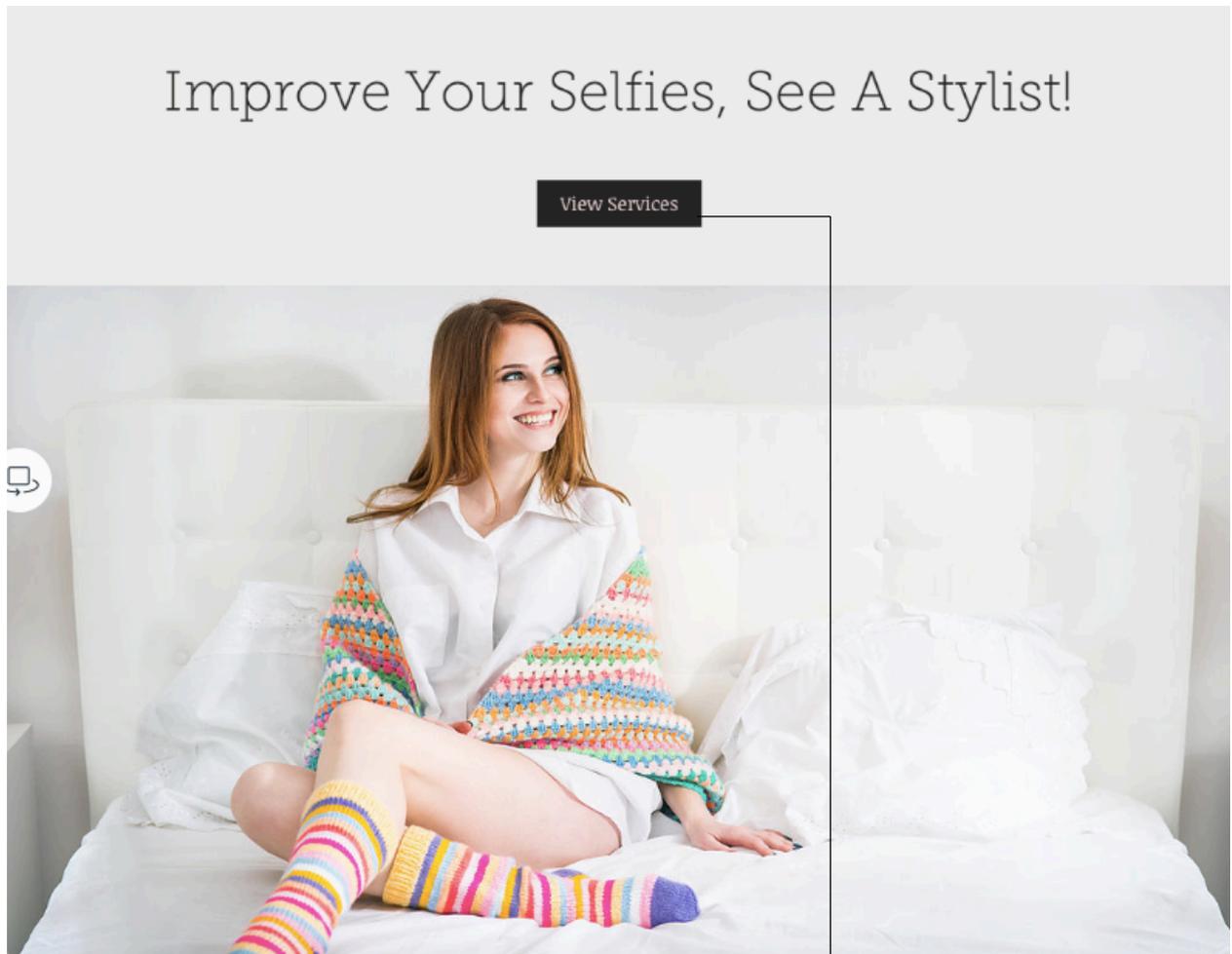
Whether you are a beauty lover, viewer or business, don't forget to click 'Send' after filling out the email template so we can receive it and respond as soon as possible!

We also included our email address to accommodate any viewer that prefers to send their message through their personal account.

Click on the Facebook and Instagram icons to be redirected to our social media profiles.

We included our phone number so our clients can contact us for any quick question they need answered immediately.

‘Improve Your Selfies, See A Stylist’ is a section under the ‘Home Tab’ where viewers can click the ‘View Services’ button to be directed to the ‘Services’ tab.



Viewers can click on ‘View Services’ to be directed to the ‘Services’ tab.

'User Interface' is a section under 'How It Works' tab. Here, viewers can see a step-by-step slideshow tutorial on how the app works.

User Interface

Do you have something to say? Write a review to help us improve our app and earn reward points towards your next service!

Log in to see available services, compare prices and see what's new for our BB clients

You can make reservations, find the nearest salon, review your accumulated reward points and read other people's review of the salons. Just sign in and enjoy!

Home Page

Reservations Locator Points/Plugs Reviews

It is our mission to glamorize the unglamorous process of booking a salon! So, we've provided a few snap shots of our Booking Beauty App with easy-to-follow instructions. Great hair doesn't happen by chance. It happens by appointment! Download the app and book your reservation now!

Take A Peek!

By clicking on 'Take A Peek,' users will be directed to the Booking Beauty app.

Viewers can click here to see our user interface of the application.

‘Membership Packages’ is a section under the ‘Points & Packages’ tab. Here, viewers can learn more about the membership packages offered on the Booking Beauty application.

Membership Packages

Because You Can Put A Price On Beauty



Premium Member

\$15 per month

- Compare and choose between the 8 salons.
- Receive preferences in booking appointments and no late cancellation fees
- Have the option to choose the stylist
- Receive 10% discount for every service exceeding \$100
- Have the option to view promotions offered by individual salons



Basic Member

\$8 per month

- Compare and choose between 5 of the salons
- Receive preferences in booking appointments



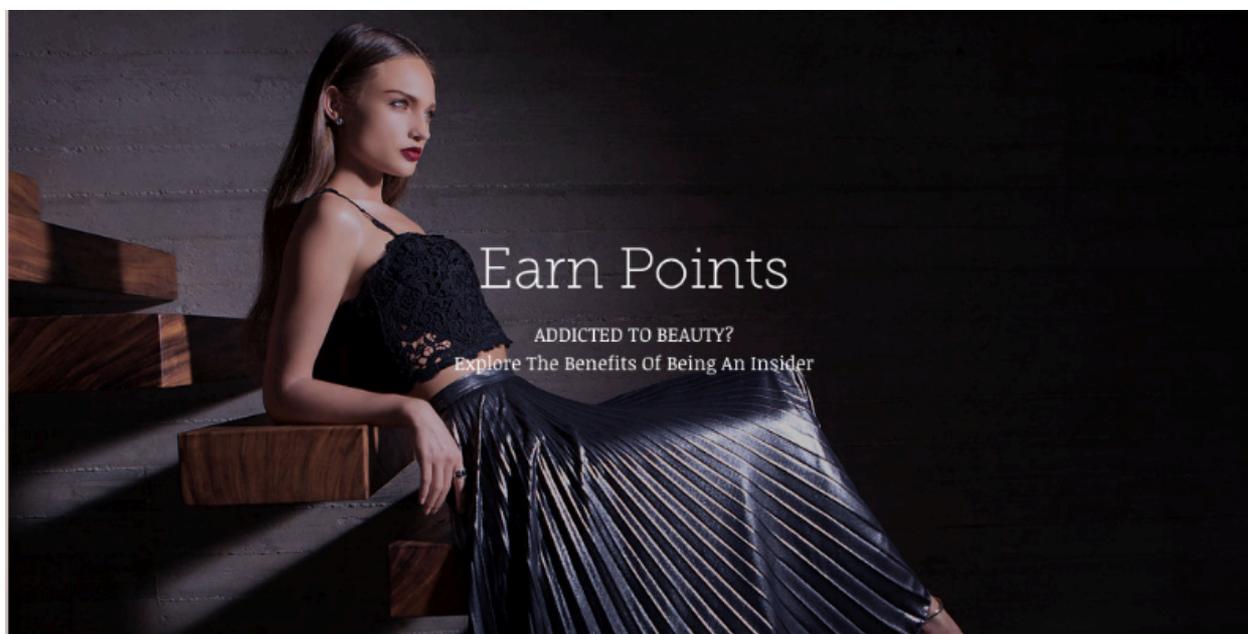
Free

FREE

- Compare and choose between 2 of the salons with the lowest prices

Here, our viewers can find more information about the membership packages available on the Booking Beauty application.

'Earn Points' is a section under the 'Points & Packages' tab. Here, our viewers can find more information about the rewards and discounts.



Rewards

- 15 points for referring 5 friends
- 10 points for Feedback after receiving a service (or for sharing it on Facebook)
- 10 points for attending all of the appointments without cancellation 5 times in a row
- 10 points for every \$50 spent
- 5 points for punctuality (in physical salon location)
- 5 points for activating your account



Discounts

- 10% off after accumulating 100 points
- Free services for every 1000 points accumulated (total value of \$150 dollars)
- If members spend more than \$250 a month using the app (50 points), they receive a 20% discount on premium membership the next month

Here, our viewers can find more information about the rewards and discounts made available to them after accumulating points.

SPECIAL SECTION

We divided the work equally amongst the four members of the group:

Paloma: in charge of the Business Model Canvas. Worked in the problem statement and solutions. In charge of the creativity part of the project. Created the descriptions in the User Interface for the application. Created the gamification plan. Contributed to the logo design.

Karla: created the app, web page and Facebook account. Worked on the user interface. In charge of the logo creation and the aesthetics portion for the app.

Najla: created the Instagram account. Worked on the user interface. Worked with the problem statements and solutions. In charge of the social media integration. Contributed to the logo design.

Jiangyi: found salon logos, created the responsive design for the website, contributed to the problem solutions, business model canvas, the logo and the aesthetics of the application.

We all contributed to the creation of the whole report.

Extra (present any other section of your interest)

Conclusions (summary of most important features accomplished during the project)

REFERENCES

European wax center application:

<https://itunes.apple.com/us/app/ewc/id955013601?mt=8&ls=1>

Yelp for the application: <https://www.yelp.com/miami>

Google maps: <https://www.google.com/maps/>

Salons web pages - for pricing and promotions

- Trini Salon: <http://brickell.trinisalons.com/> & <https://locu.com/places/trini-in-private-hair-salon-and-spa-miami-us/#menu>
- Dry Deluxe Salon: <http://drydeluxe.com/services/>
- Image Beauty Spa: <http://www.imagebeautyspa.com/c/27/>
- Carol Ann's: <https://locality.com/place/carol-anns-beauty-salon-miami-fl/menu>
& <http://www.carolannbeautysalon.com/services>
- Roberto Giordano: <http://rgsalon.us/menu-pricing/>
- Image Beauty Spa: <http://www.imagebeautyspa.com/c/20/services>
- Roma & Co.: <https://locu.com/places/roma-co-hair-studio-miami-us/>
- Edward James Salon: <http://edwardjamesandcompany.com/index.php/services/>
- Peace Love Hair Salon: <http://peacelovehairsalon.comcastbiz.net/services.shtml>