Penelope & the Beauty Bar

Mobile Website & App Proposal

Jennifer Haun
GWDA 382 | Spring 2015

PROJECT STATEMENT

Client

The client for this project is Penelope and the Beauty Bar, a spa located in downtown Seattle, inside the Fairmont Olympic Hotel. The spa offers traditional as well as progressive skin care and body treatments. High-end European skin products are also sold at the spa and on its website. The spa caters to local clientele as well as guests staying at the historic, upscale hotel. Penelope and the Beauty Bar offers a membership program in which members pay an upfront fee to enjoy lower pricing on spa treatments.

Opportunity

Although the spa has a website, it was not designed with a mobile version. Penelope and the Beauty Bar would benefit from a mobile website because many of their regular clients work downtown or are otherwise out and about during the day, so it would be useful to have a site that worked effectively on their mobile devices. Being located within a landmark hotel, they also have an international client base. The full website is offered in a selection of languages. A traveler may only have brought only their mobile device or tablet, so a mobile website would be crucial for these clients.

For P&BB members and regular clients, an app would be useful to remember customer preferences. By remembering which service and therapist they normally see and how often, the app would streamline the process of booking an appointment.

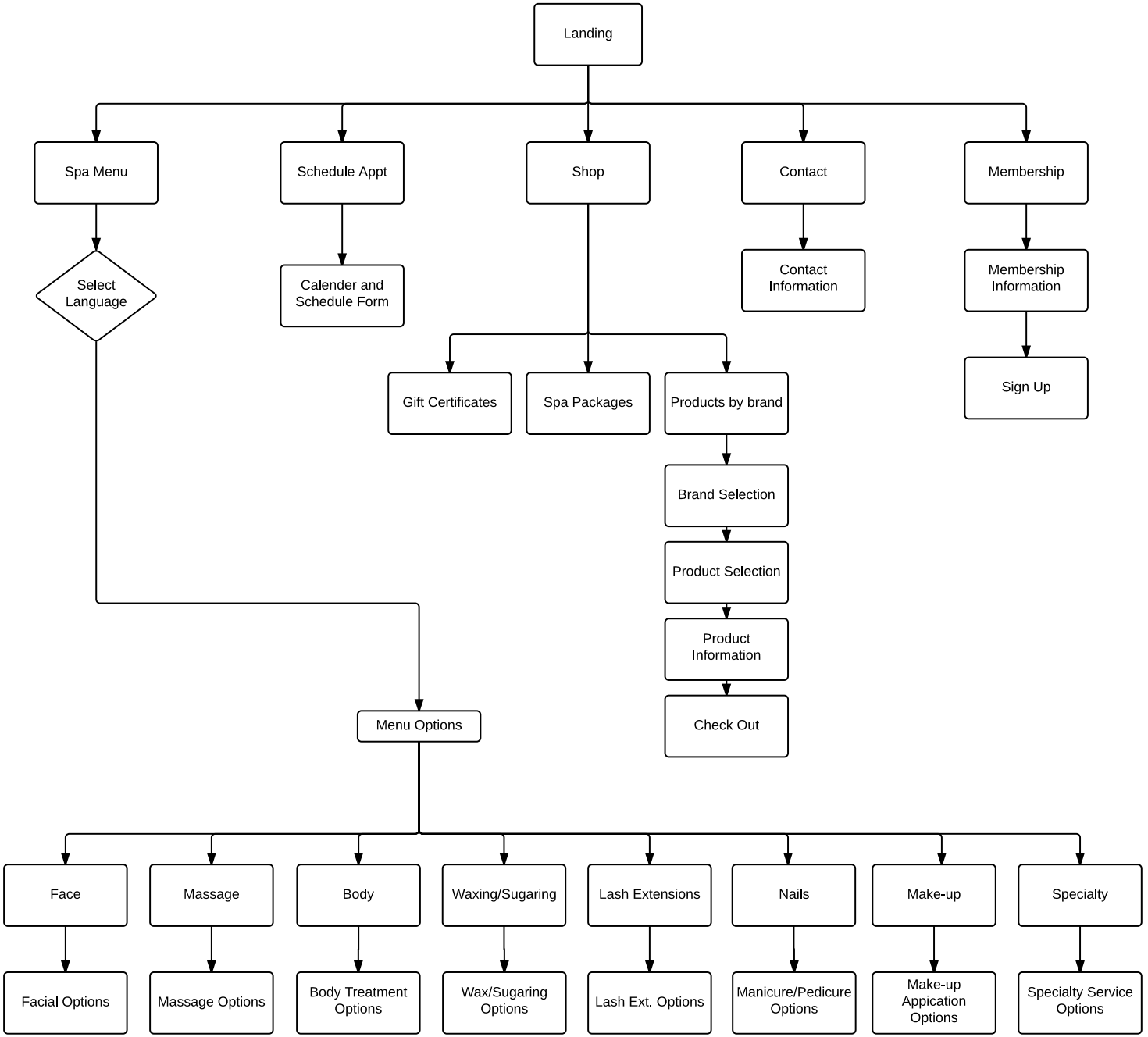
Content Strategy

The 3 main reasons a user would visit the P&BB website would be to browse available services, book an appointment, or shop (for gift cards or packages or skin products). So the mobile website will open with those 3 options and the user will be directed further from that starting point. Most of the content from the main site will be available on the mobile website, but will be organized into these sections. The main menu will have drop down menus for each section so that the user can select a specific page from the main menu as well.

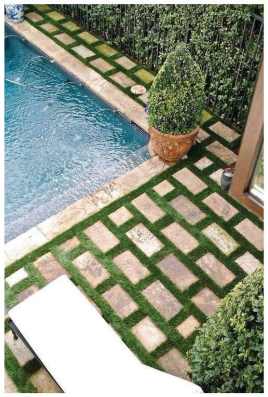
The mobile app will be targeted at spa members and regular clients and will function primarily to book appointments for regular services. Preferences will be remembered to speed up the process. Users may choose to receive notifications for upcoming appointments or special deal offers.

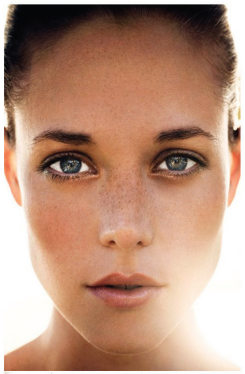
The mobile website will be the first priority since it is a necessity for Penelope and the Beauty Bar to better connect with current and potential clients. It is especially important for new and international customers to have a goof first impression of the spa through their mobile site. The app will be used by current clients and members, and while useful for customer retention, will be the second priority.

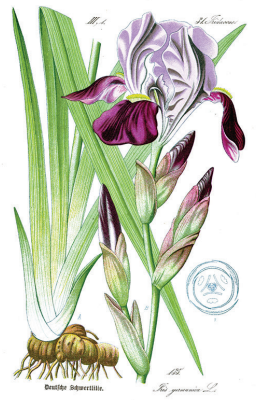
MOBILE WEBSITE MAP



MOOD BOARD







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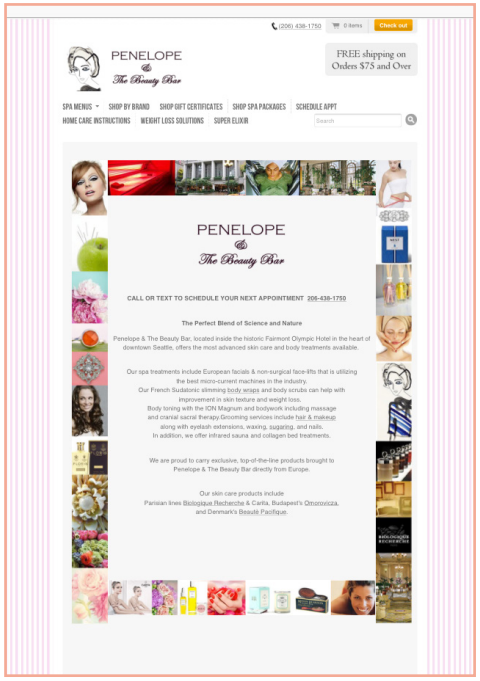
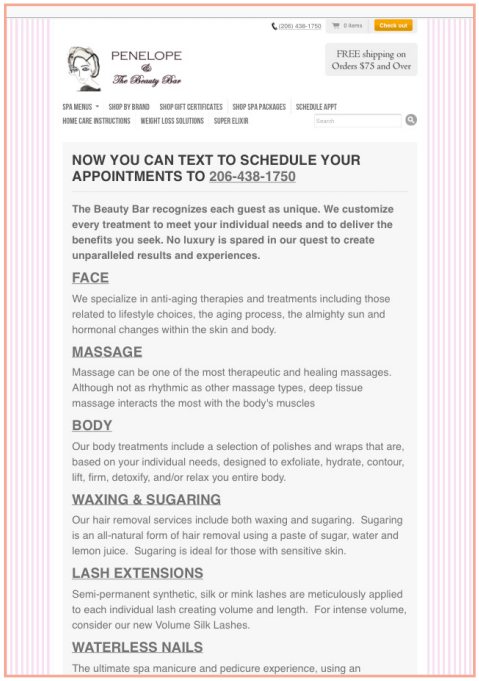
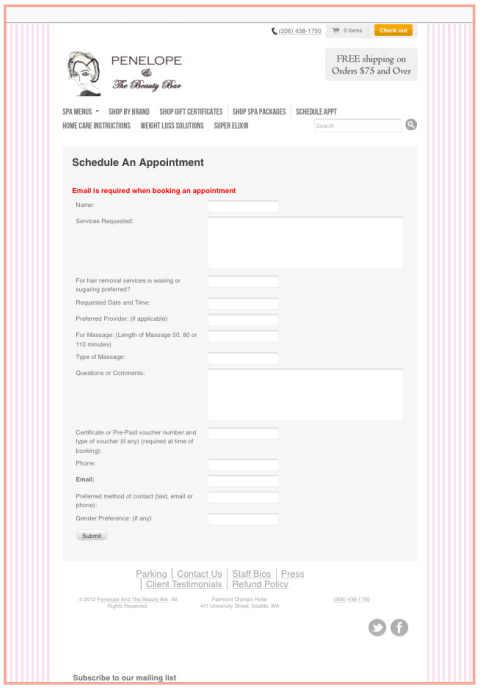
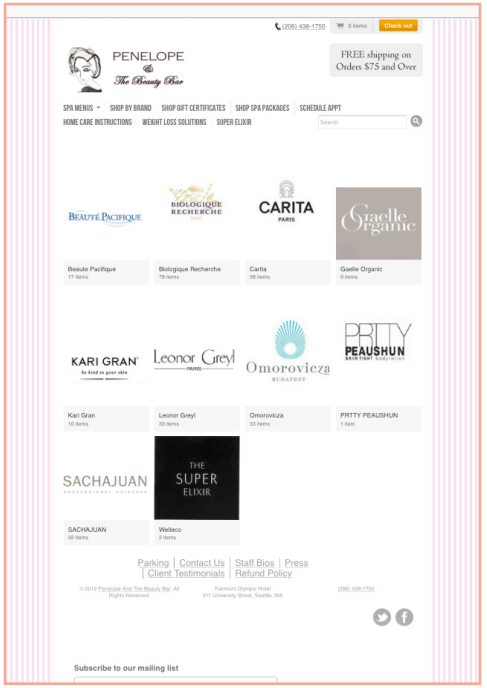
CURRENT WEBSITE





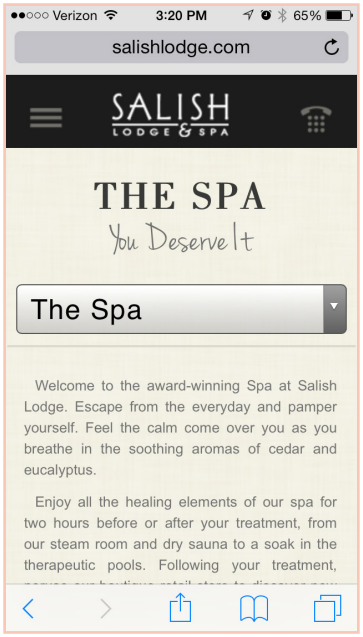


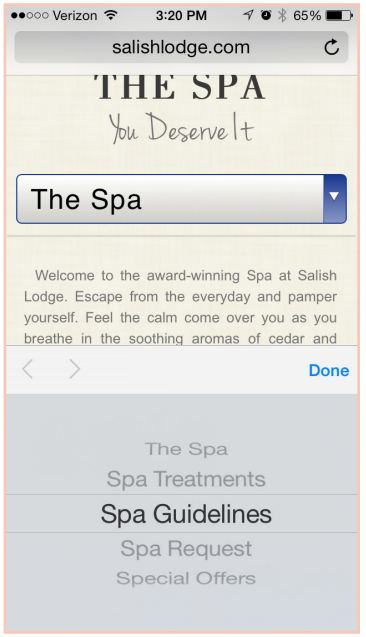


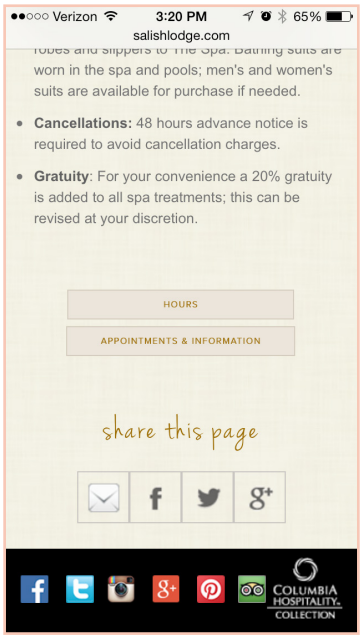
COMPETITIVE ANALYSIS

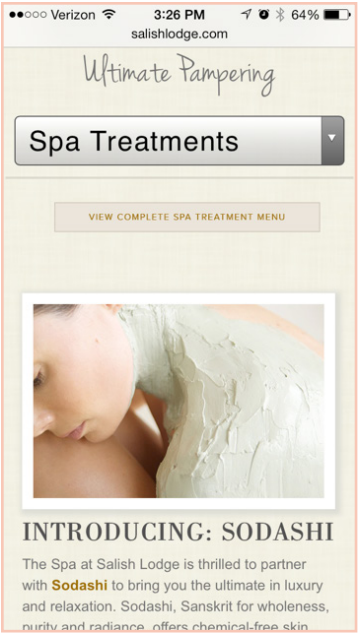
The Spa at Salish

The mobile website for the Spa at Salish Lodge uses a neutral beige colored background and dark grey text. The font size for the body copy is on the small side and the text on the buttons for Hours and Appointments and Information is so small that it becomes difficult to read. The site uses a condensed hamburger navigation icon on the upper right and a phone icon on the upper right. The top navigation and the logo in the center, which functions as the home button, are for the entire lodge, not just the spa. To move around the pages of the Spa itself, the user selects a page from the pop-up navigation menu that comes up when the drop-down arrow is selected on any of the spa pages. Social media icons are visible on the bottom of each screen. The mobile website displays images on the spa menu page and on the landing page, but only if the mobile device is held in landscape mode.
Beyond the spa menu, there are pages for Spa Guidelines, Special Offers, and about page, and a page to fill out a form to request a payment.





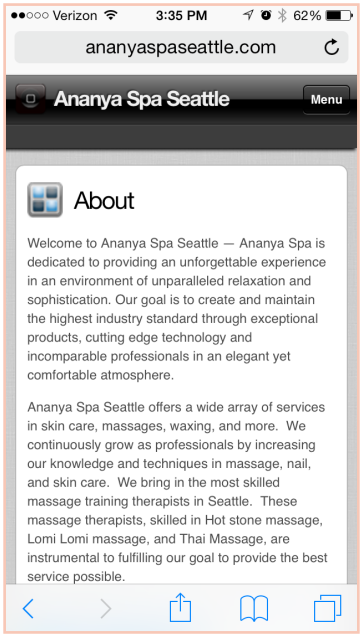


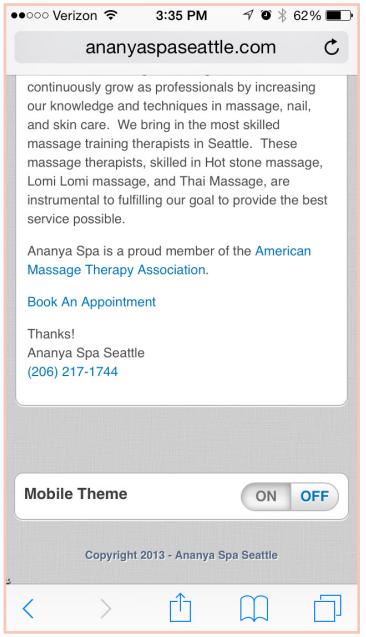


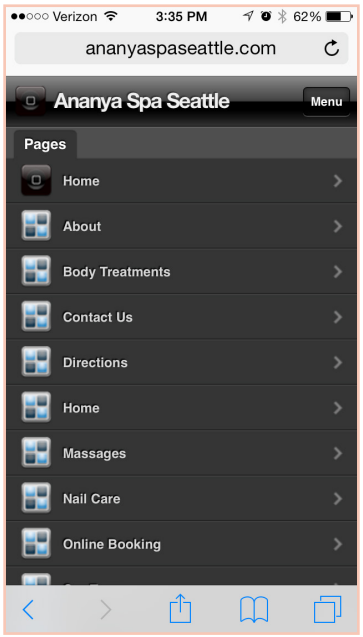
COMPETITIVE ANALYSIS

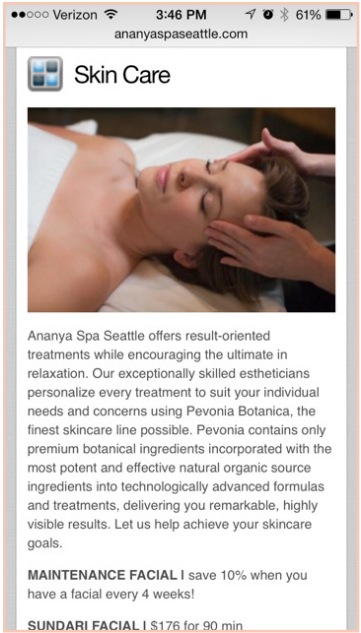
Ananya Spa Seattle

The first impression of this mobile website is that it is quite basic. The site features a white and light grey background with a simple, black, sans-serif typeface. The font size was tolerable for the headers and sub headers, but could be larger for the body copy. There is a Menu button in the upper left corner, and the name of the spa on the upper right functions as a home button. The menu is somewhat overwhelming as it displays a plethora of options that are listed in alphabetical order, rather than organized into categories. The lack of organization becomes confusing. For instance, there is a Services page listed, which contains links to Massages, Skin Care, and Waxing, but then these pages are also individually listed on the main menu. This would work better if they were under a "Services" category on the main menu, rather than each listed separately in alphabetical order. The same issue occurs for Products and Packages. Some images are used, but only one or two for each service or product-related page. To book an appointment, the user is taken to another website that offers a secure booking service. There is an option presented at the bottom of each page that will take the user to the full desktop screen website rather than the mobile view.





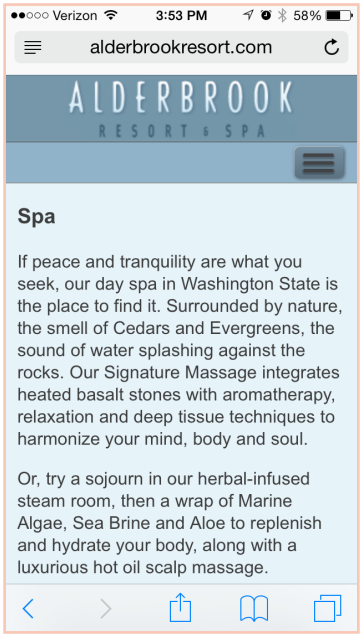


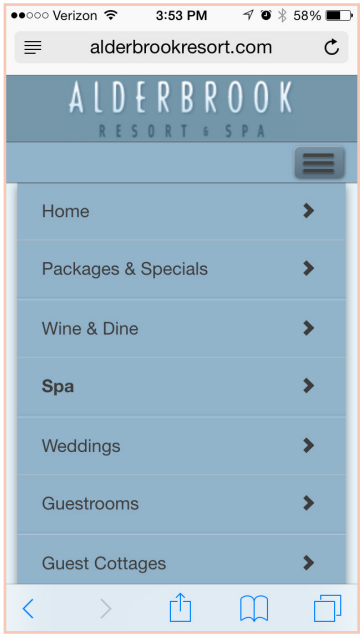


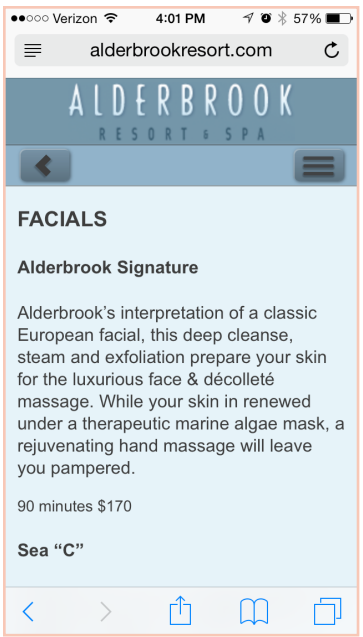
COMPETITIVE ANALYSIS

Alderbrook Resort and Spa

The top bar of this mobile website features a condensed menu navigation icon on the right, a back button on the left, and a center logo for the home button. Charcoal grey font is used in a sans-serif typeface over a light blue background. The font for the body text is a reasonable size for reading. The text used for the navigation links, however, is too small and the links are placed too close together. When trying to select Spa Services, for instance, it was easy to accidentally hit Spa Information instead. There seems to be too much information conveyed on some pages. The Spa Services page seems to go on and on because it lists every service available, rather than breaking them down into categories. The user has to scroll down the entire list to see what services are offered. While this may work to advertise all of the possible services, it does not assist a user in finding specific information quickly. There is no search feature. Other pages seem to lack information. The Spa Inquires link takes the user to a carousel of spa images, but does not show any contact information, any information on availability, or any way to book an appointment online. Very little imagery is used beyond this page, just a single image at the bottom of the other pages.







COMPETITIVE ANALYSIS

	The Spa at Salish	Ananya Spa Seattle	Alderbrook Resort &Spa	Penelope & the Beauty Bar
Categorized menu options	●			●
Top Bar Navigation	●	●	●	●
Search Feature	●			●
In-Site online appointment booking				●
Consistent Buttons	●			●
Back Button	●		●	●
Imagery	●	●	●	●
Ability to buy items online	●			●

USER PERSONAS

Stephanie White

About

Age: 40
Profession: Mortgage Loan Broker working in Downtown Seattle
Lives in a townhouse in Ballard

Goals

To be able to set aside a little time for herself each month for regular maintenance and some pampering. She is busy and her daily schedule is subject to change as she meets with clients.

Needs

To be able to make and adjust appointments in the most time efficient manner possible

Scenario

Since Stephanie works in downtown Seattle, she visits Penelope and the Beauty Bar 1-2 times a month and usually makes appointments with the same service providers. She uses the mobile app because it remembers which providers and service s she regularly uses and allows her to easily change the appointment with 24 hours notice.
To increase efficiency, she also pre-purchases her services with packages and uses the app to monitor how many sessions she has remaining and purchase additional sessions if she needs to.

USER PERSONAS

Akira Yamasaki

About

Age: 48
Occupation: Entrepreneur
Lives in Japan

Goals

To fit in some quality time with her daughter while achieving her intended purposes for her business trip

Needs

A mobile website that is easy to use and that will cater to her individual needs

Scenario

Akira has come to Seattle for a week on business and will also visit her daughter who is attending UW. She is staying at the Fairmont Hotel since she will be meeting with some development partners for her business downtown and the location is not too far from UW. She knows her daughter has been stressed with finals and wants to help her relax. She saw that there was a Spa at her hotel when she checked in, and pulls up the mobile website on her phone on her way back from her meeting. Although she can speak and read English, she is pleased to see that the site offers a Japanese option as well. She browses the spa menu and uses the online form to book massage appointments for herself and her daughter.

USER PERSONAS

Sloan Montgomery

About

Age: 32
Profession: Project manager
Lives in a house in Kirkland with boyfriend and dog

Goals

Sloan has many goals as the Maid of Honor for her best friend's wedding, one of which is to schedule a time for herself, the bride, and the bridesmaids to have their hair, nails, and make-up done before the wedding

Needs

To be able to coordinate times with the spa staff to accommodate everyone in the bridal party with time to spare before the wedding. She also needs to be able to pre-pay for the services to reduce stress on the day of the event.

Scenario

Sloan does not have a lot of time to spare between her busy job and her maid of honor duties. As she is on the go, she pulls up the mobile website on her phone to browse the services and packages offered on the website. She selects one of the bridal packages that includes hair and make-up for all members of the bridal party and also selects nail services ala cart for the bride and her mother. Since she has a large group to accommodate, she calls the spa from the website to schedule times for everyone.

STYLE GUIDE

COLOR PALETTE

B46960 F6A48E F7EFDA

TYPEFACE: MOBILE WEBSITE

HEADER
AVENIR NEXT
REGULAR
30 pt
ALL CAPS

Sub Header
Avenir Next Medium
20 pt

Body
Avenir Next Medium
17 pt

TYPEFACE: MOBILE APP

HEADER
QUICKSAND
REGULAR
26 pt
ALL CAPS

Sub Header
Quicksand Regular
24 pt

Body
Quicksand Regular
20 pt

USABILITY TESTING : MOBILE APP

Test Subjects

I completed usability testing with five test subjects. The test group was made up of three females and two males, ranging in age from 21 – 56. Each person was observed and interviewed individually.

Task Completion

I started each usability test by asking the user to complete a series of tasks. I observed as they went through the screens required to book an appointment, check upcoming appointments, look up how many facials they had remaining in a package, and look up information about another type of facial using the spa menu. Throughout each task, I watched to see if there was any hesitation or inherent difficulty using the navigation. I asked questions at certain points, for instance, "How would you get back to the main menu from this page?" after looking up an upcoming appointment. At this stage, I focused only on observing and noting where the user slowed down or had questions.

Prepared Questions

After the user had completed the main tasks and had explored around the prototype on their own for a while, I asked a series of specific questions to gain additional insights and options. I asked questions regarding the functionality of the navigation, the legibility of the text, and clarity of visual cues, such as buttons. I also asked more general questions, like whether there was anything they particularly liked about the app and if there was anything they would change.

Findings

For the most part, the users did not have much trouble completing each task and were able to move without much hesitation through the screens needed to complete each step. The users said they had a clear idea of what could be selected, like the plus sign and the buttons. The main confusion sprung from the fact that the app was a prototype only so not every button was fully functioning.

The use of the top navigation differed among the test subjects. 4 out of 5 recognized the 3 horizontal lines as representing a navigation menu and used that to move between pages. The remaining user relied mostly on the back button to get back tot the start menu and go to a different page. Only one user thought to use the top logo as a home button.

The opinions differed regarding the selection method for date and time. At the time of testing, it was set up with a double tap; the user would tap the date once and it would

change color to show what was selected, then the user would tap again to confirm and go to the next page. Two users liked this was of confirmation, one user strongly preferred to just be able to tap once, and the remaining two did not have a strong opinion either way. The users did not have any difficulty with reading the font and claimed for the most part that it was legible at all times. One user said that the back button was too small, however. Another user thought that although the legibility worked, the font style was too "sterile and blocky" and did not fit the softer tone of the app.

Considerations & Adjustments

After reviewing my notes and careful consideration of my usability test findings, I made the following changes to the app:

- A Home button was added to the condensed navigation menu. Although almost no one thought to use the logo as a home button, most people did use the navigation menu, so adding a home option here would solve that issue for most users.

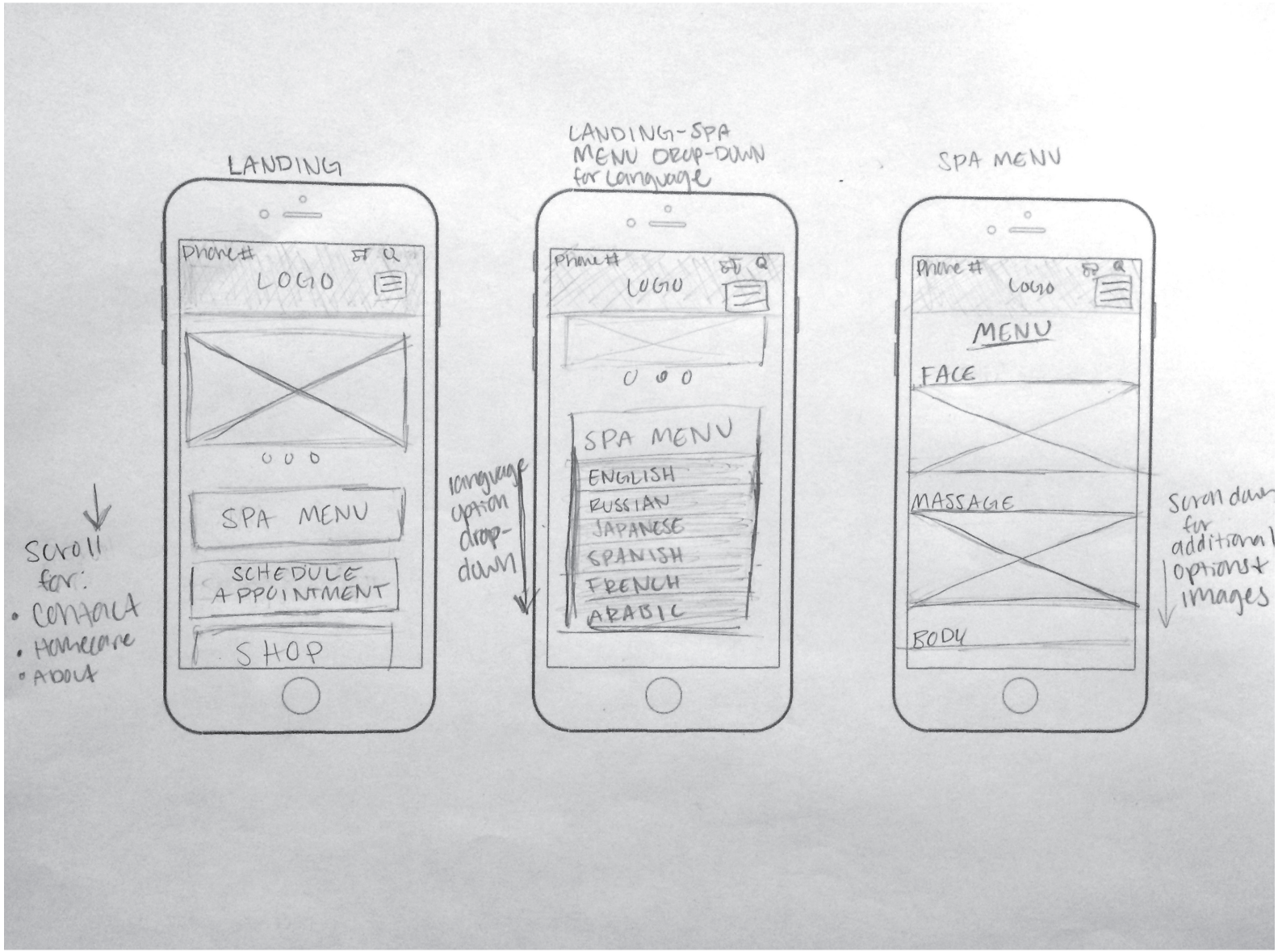
- A back button was added to every page, rather than just some. This increased consistency as well as insured that users who did not know to use the top navigation still had a way to move around the app.

- The touch point of back button was enlarged so that it was easier to select

- The typeface was re-considered and changed from Avenir Next to a slightly softer typeface, Quicksand.

- If moved beyond prototype stage, the selection method would be changed so that the selected date or time would change color then automatically change to the next screen, rather than requiring a second tap.

Concept Sketches - Mobile Website



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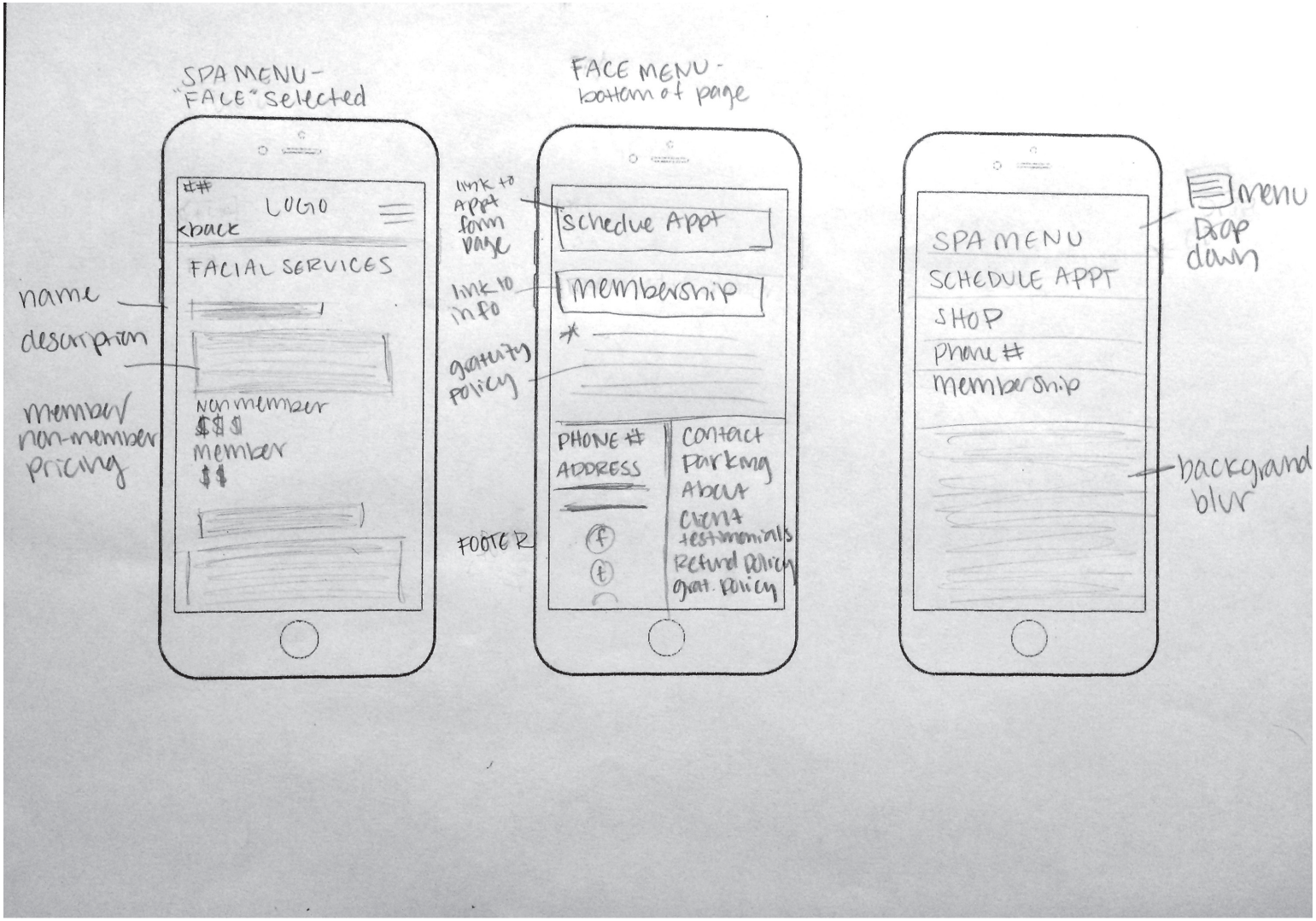

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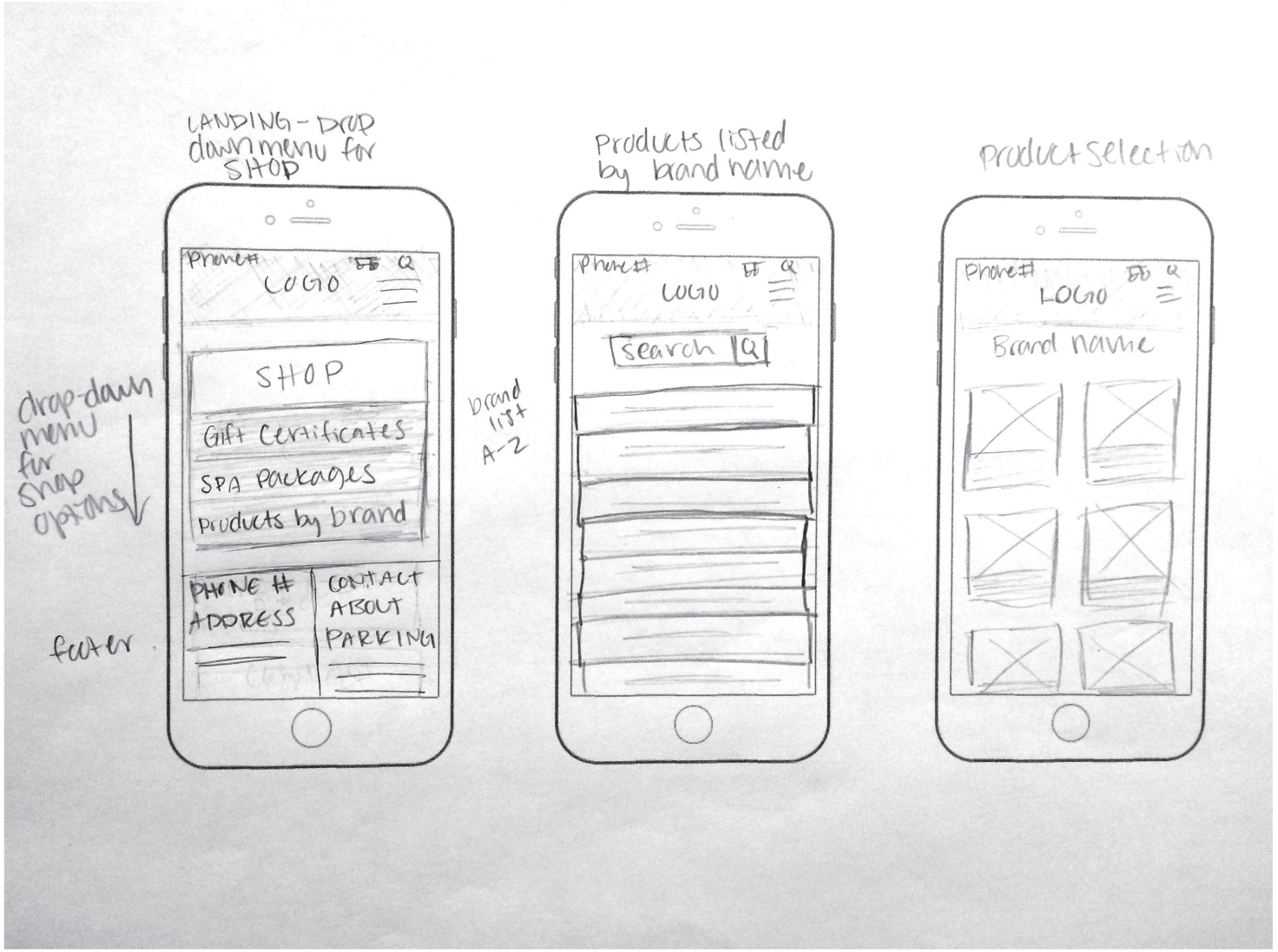

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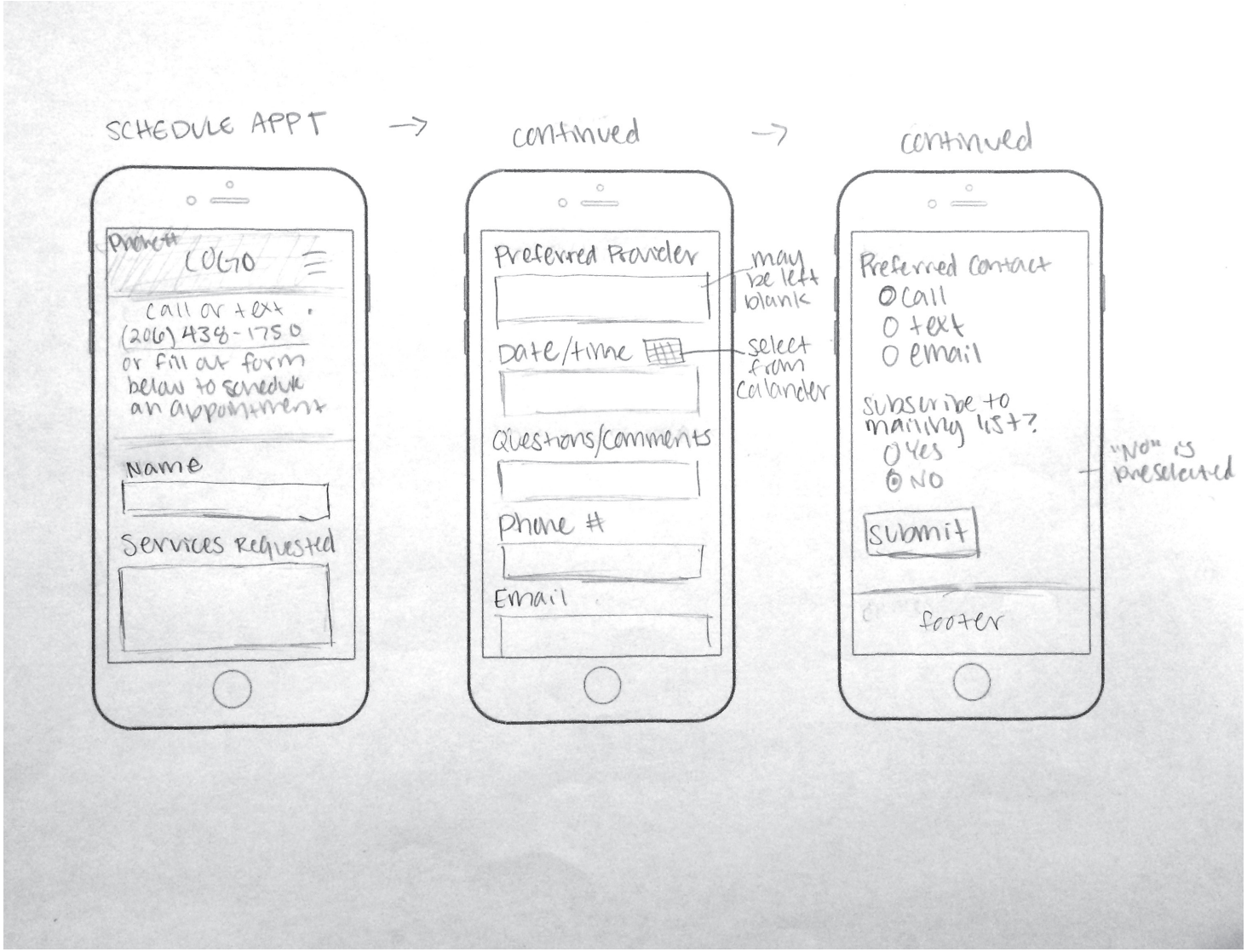
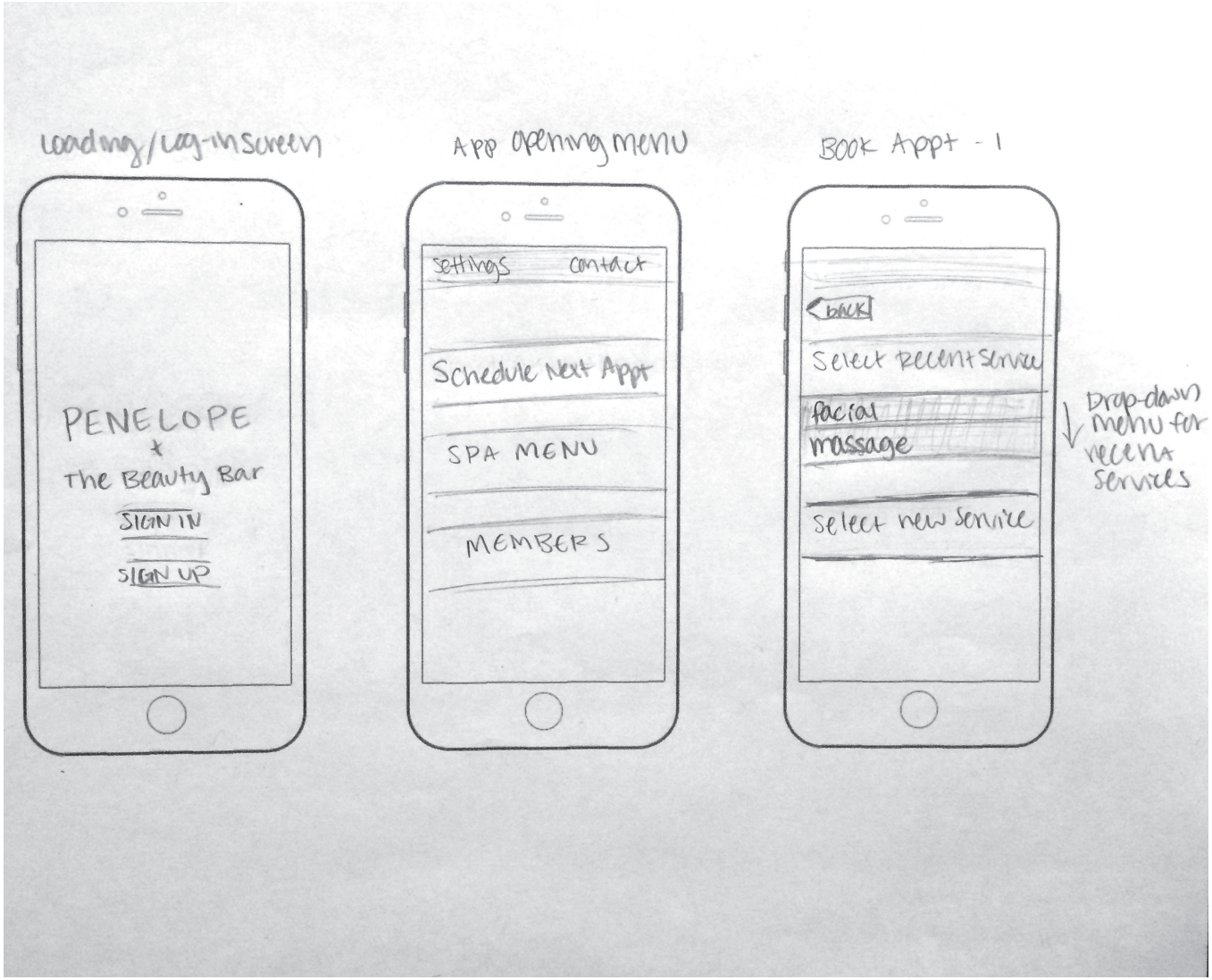


Concept Sketches - Mobile App



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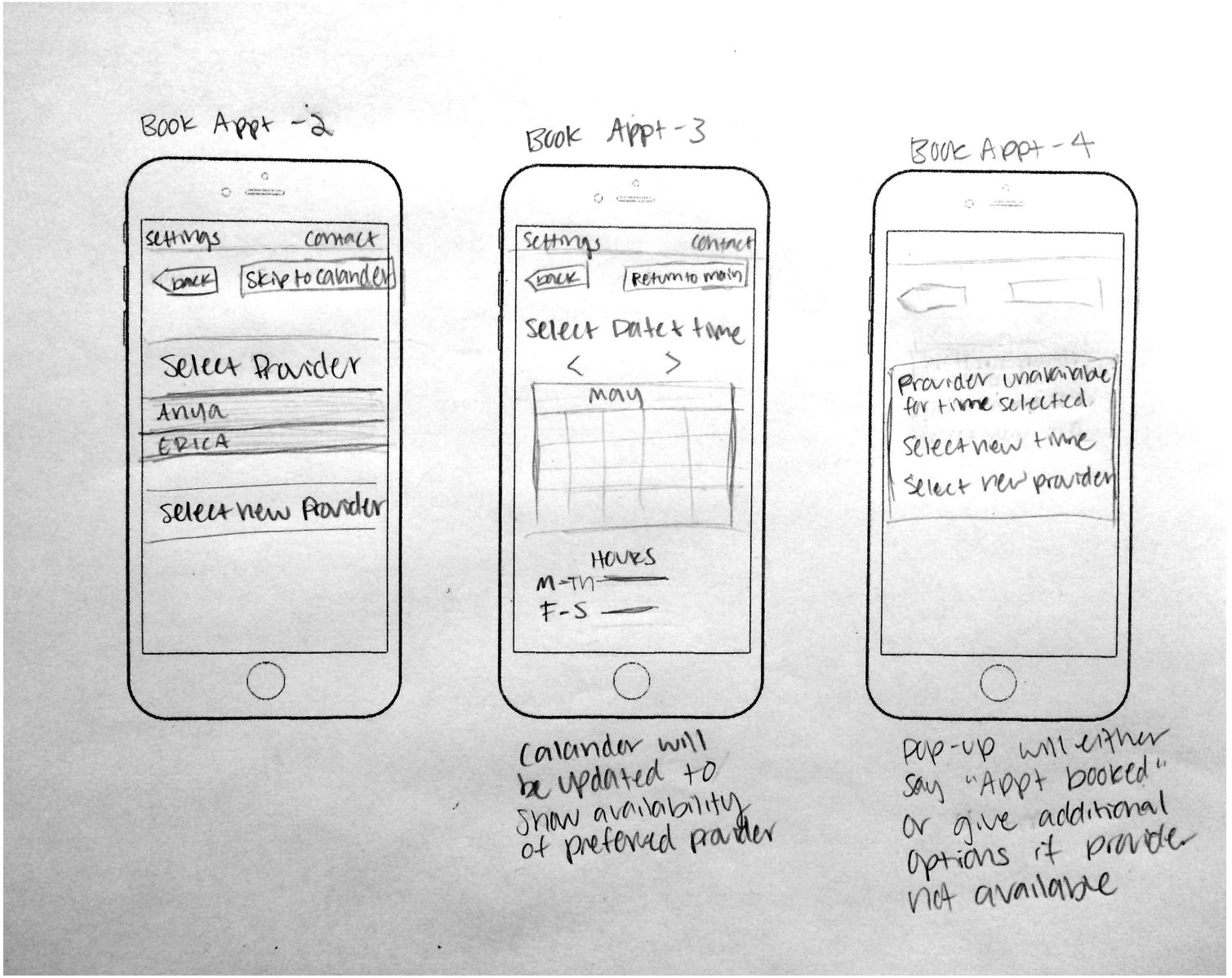
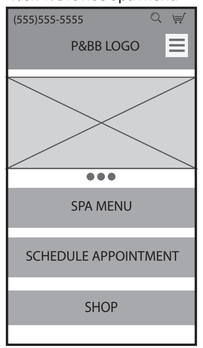


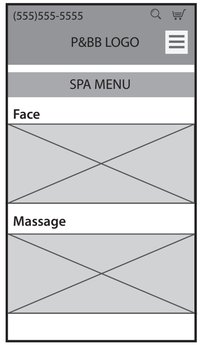
MOBILE WEBSITE TASK FLOW

Task 1: Browse Spa Menu



Landing Screen- Select Spa Menu

Language options drop down when Spa Menu selected. User selects English

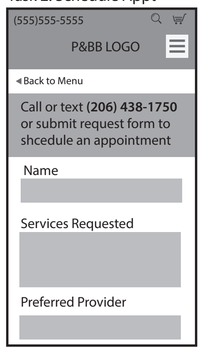


User selects Face to be directed to Facial Services Page

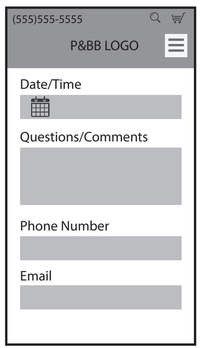
User selects Details drop-down to see description of service

By scrolling to bottom of page, user finds options to book appt, find membership information, and the footer selections
User decides toselect Schedule Appointment option

Task 2: Schedule Appt

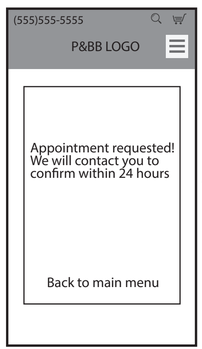


User fills out request form to schedule appointment



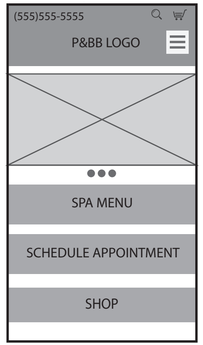
Scroll down to complete form

Complete and submit request form



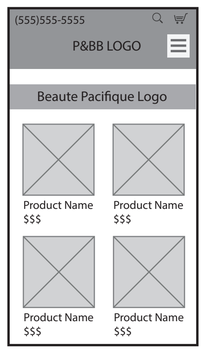
Appointment requested message will pop up once form is submitted

Task 3: Shop for Product

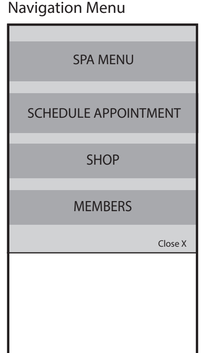


User returns to Main menu

Shop is selected and menu drops down. Products by Brand is selected.



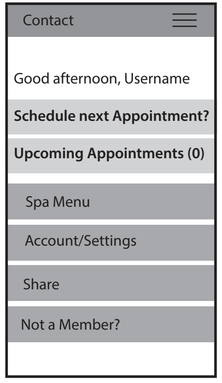
Navigation Menu



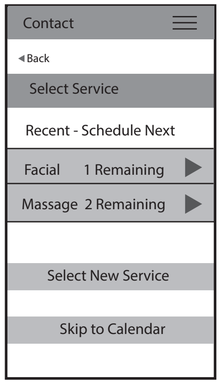
MOBILE APP TASK FLOW

Opening screen prompts user to sign in or to sign up if they are first-time users to the app

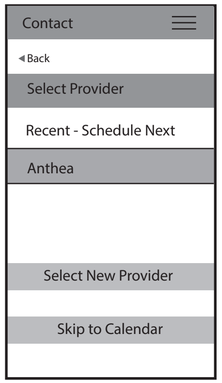
Task 1: Schedule Next Appt



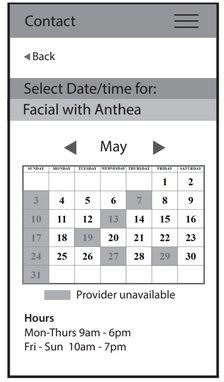
Once user signs in, they are greeted with the opening menu



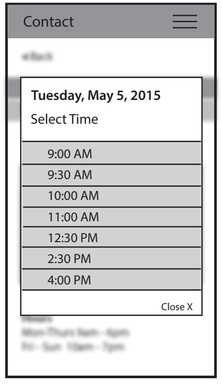
Upon selecting Schedule Next Appointment, user can choose to schedule their next regular appt by selecting from their recent past appts.
User may also select a new service.



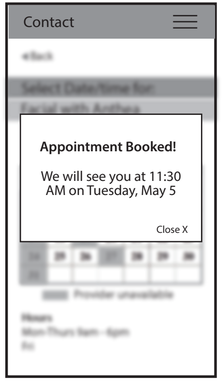
Once they have selected a service, user can select their regular or most recent provider or select a new provider.
If they do not have a preference, user can also skip to calendar.



User can select a day from the calendar to choose a time. If a provider has been chosen, only available dates/times will show. If not, calendar will show all times available on that day for that service.

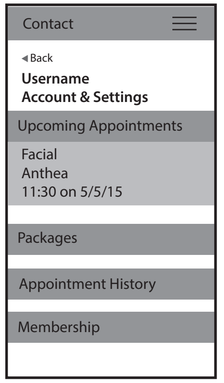


User selects available time for chosen day

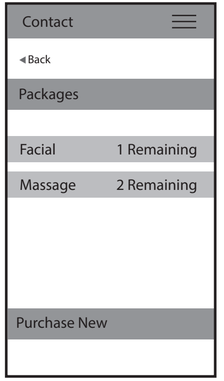


Task 2: Check Acct Packages

Navigation Menu - Select Account/Settings



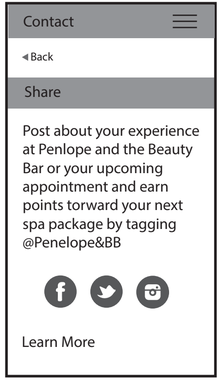
Account/Settings menu - User can check how many services they have remaining in a pre-purchased package



User Has the option to browse current deals and purchase a new package from this screen

Task 3: Share experience on social media

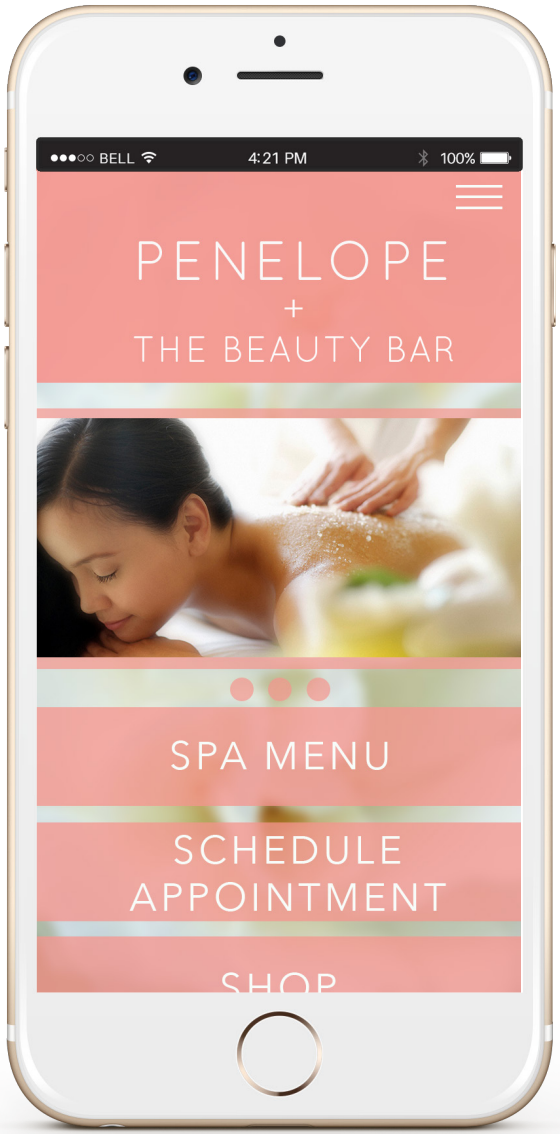
Navigation Menu - Select Share



HI - FIDELITY DESIGNS

MOBILE WEBSITE

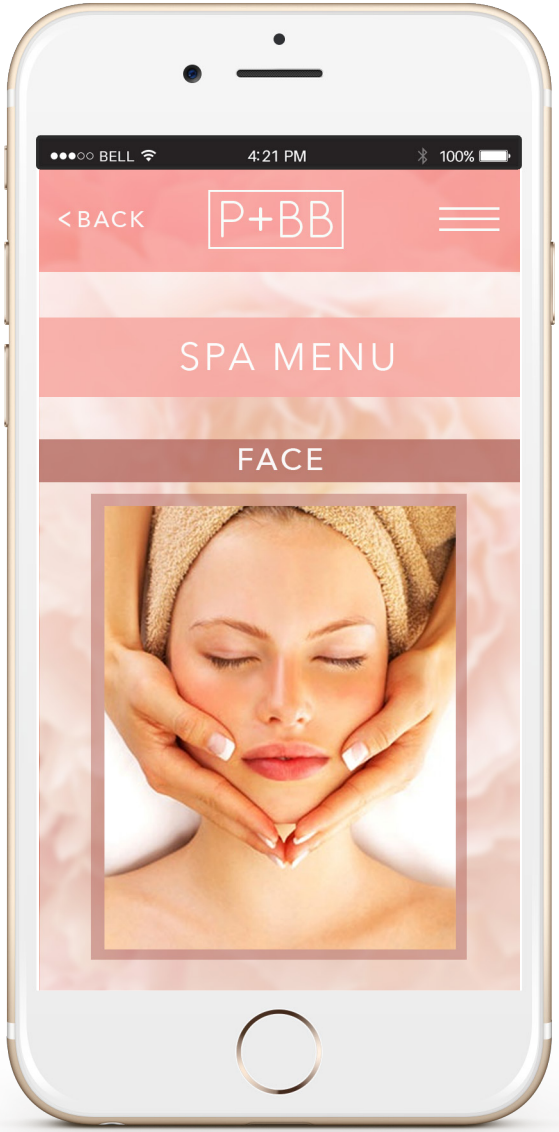
Opening

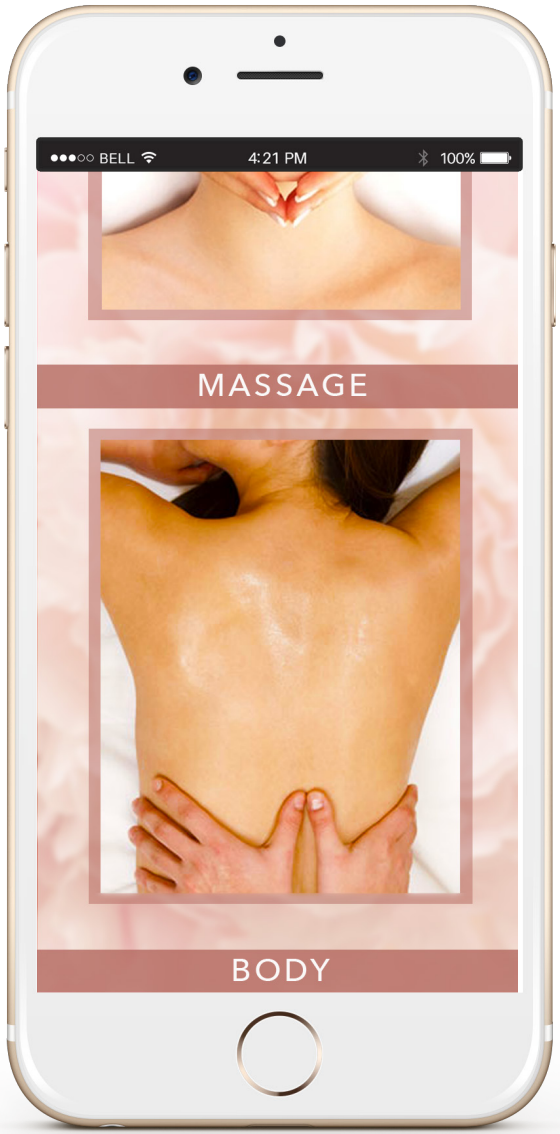


Start Menu

Start Menu:
SPA MENU
Selected

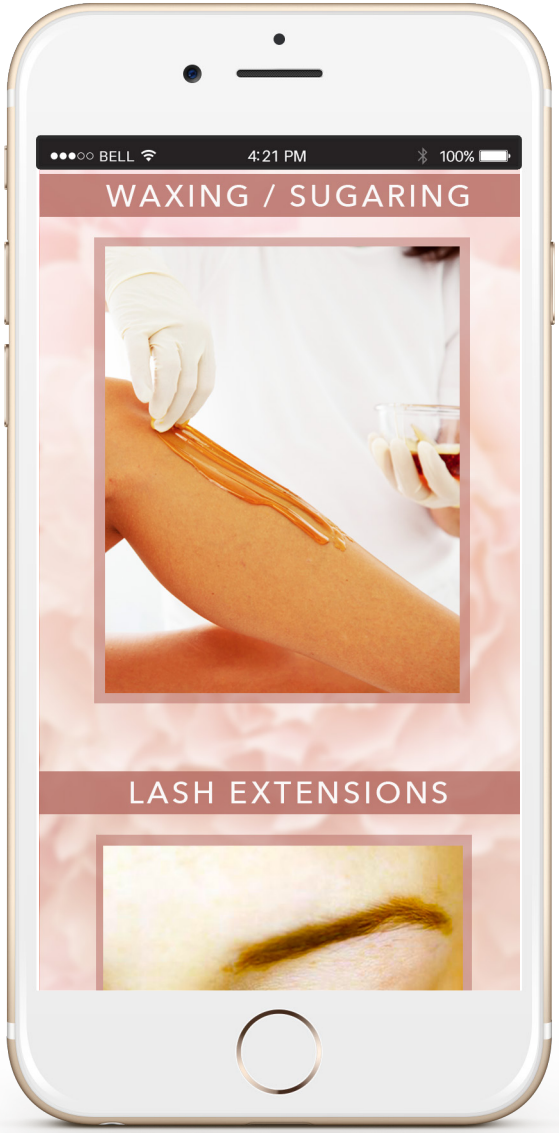
MOBILE WEBSITE

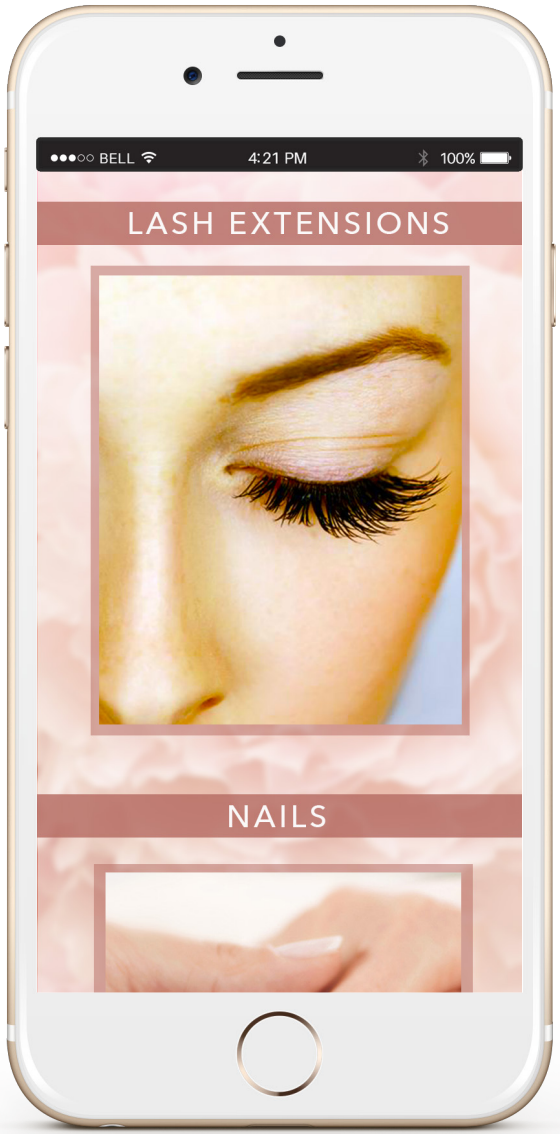


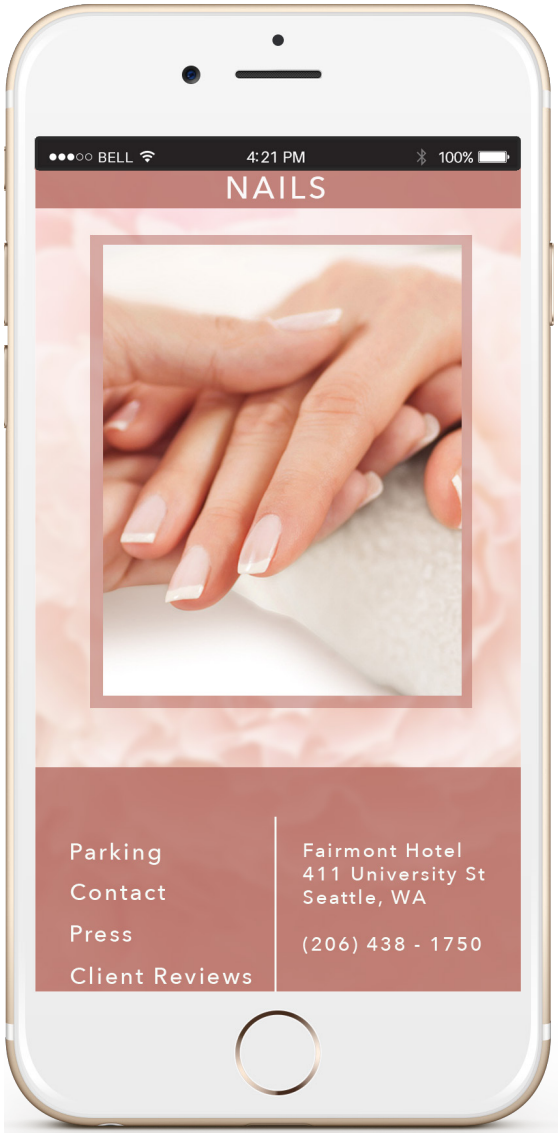


Spa Menu

MOBILE WEBSITE

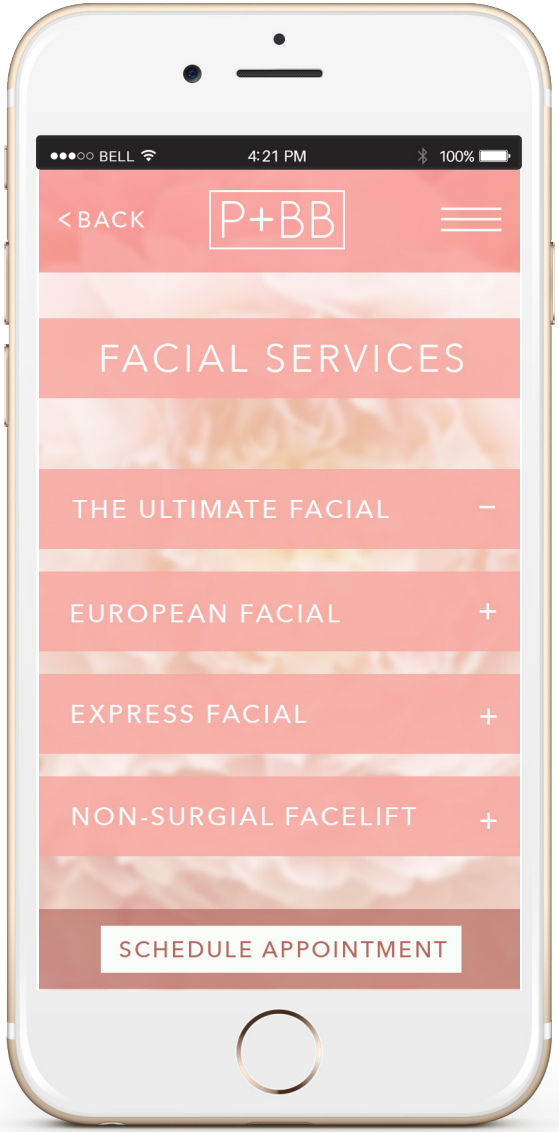




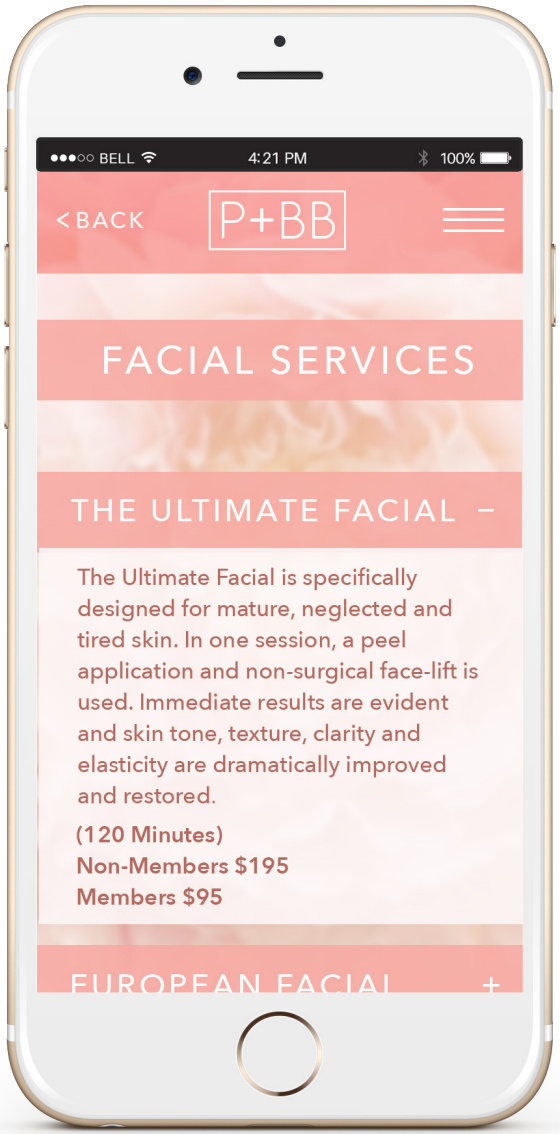


Spa Menu

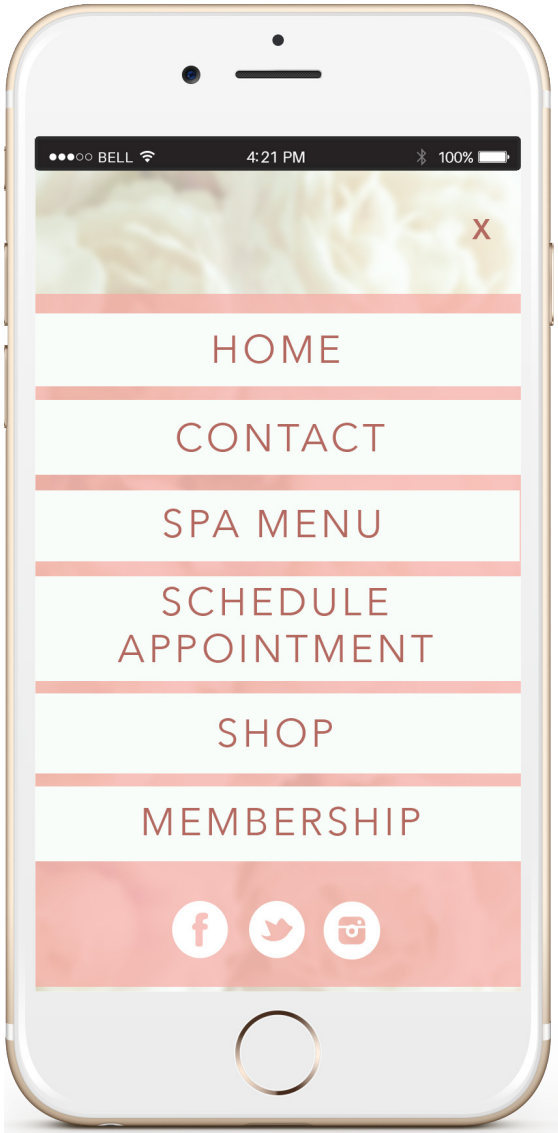
MOBILE WEBSITE



Spa Menu:
FACE Selected

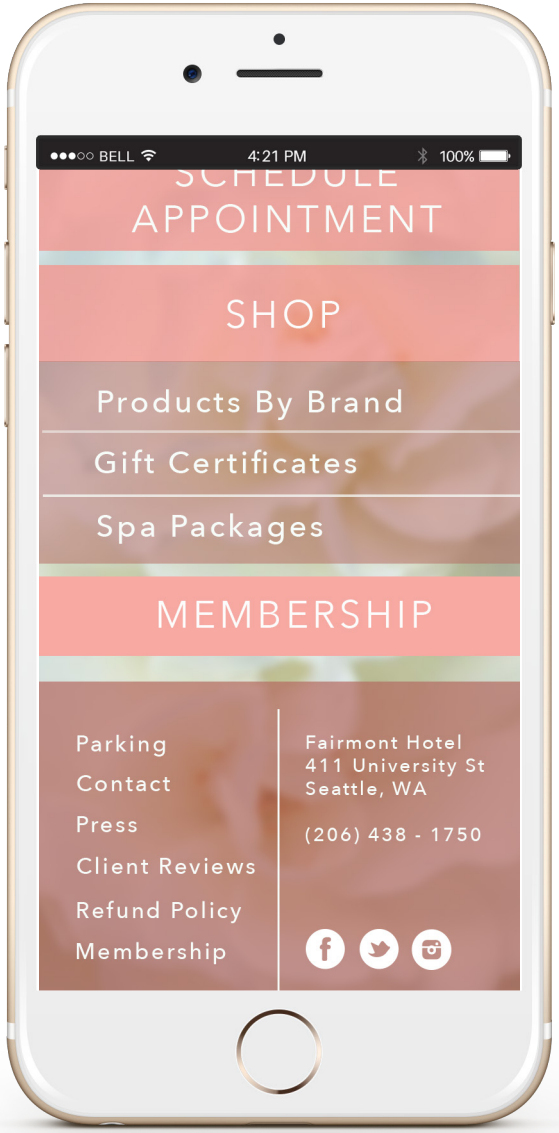


Service Menu
Expanded

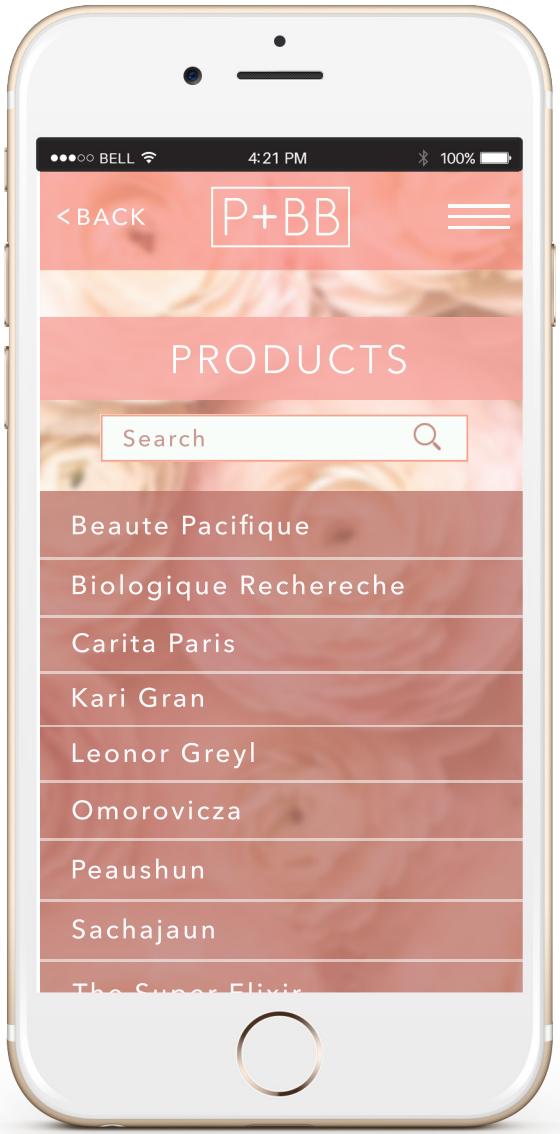


Navigation Menu

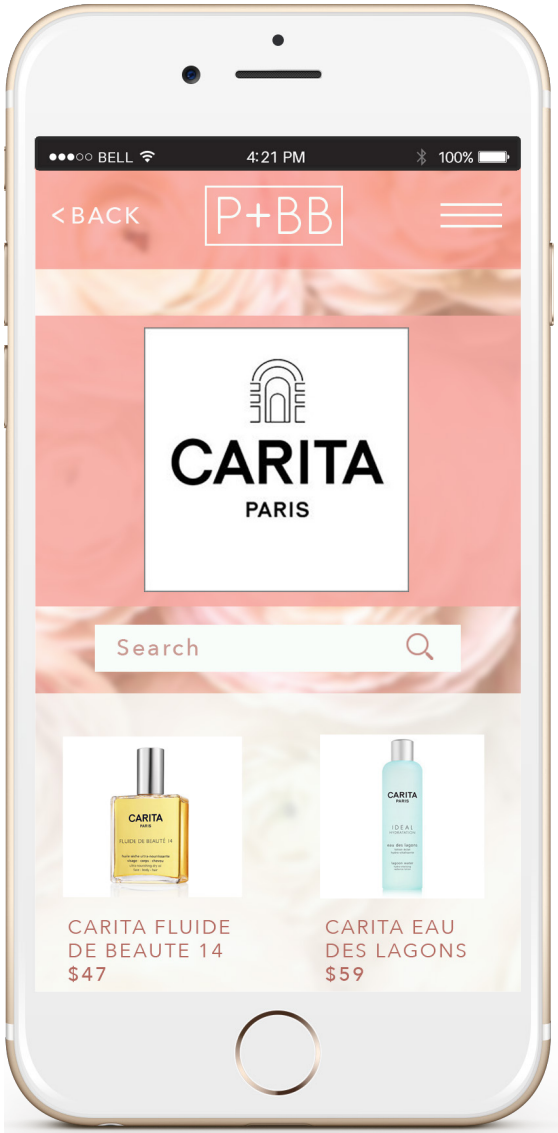
MOBILE WEBSITE



Start Menu:
SHOP Selected

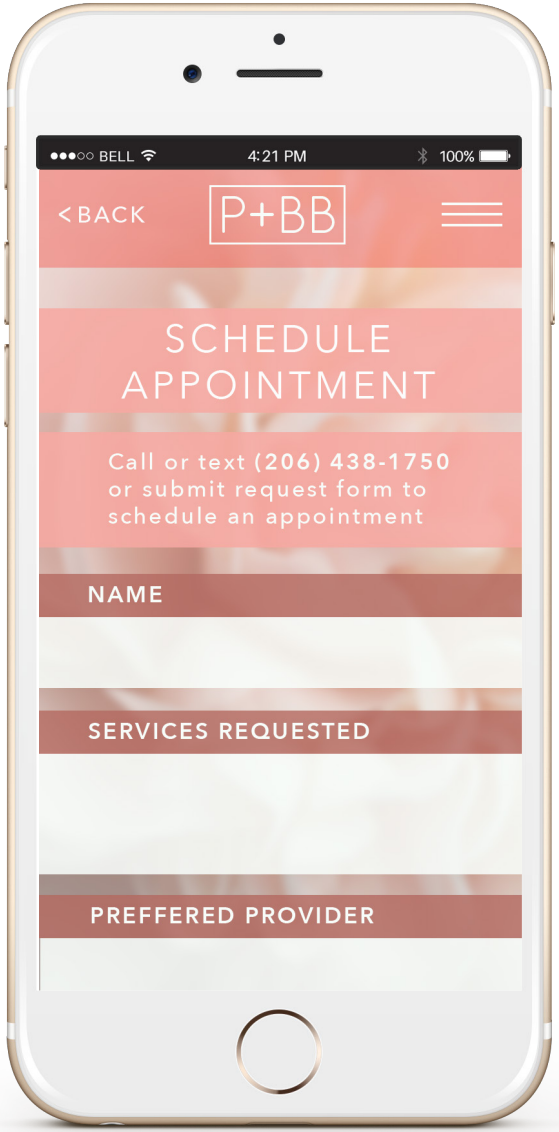


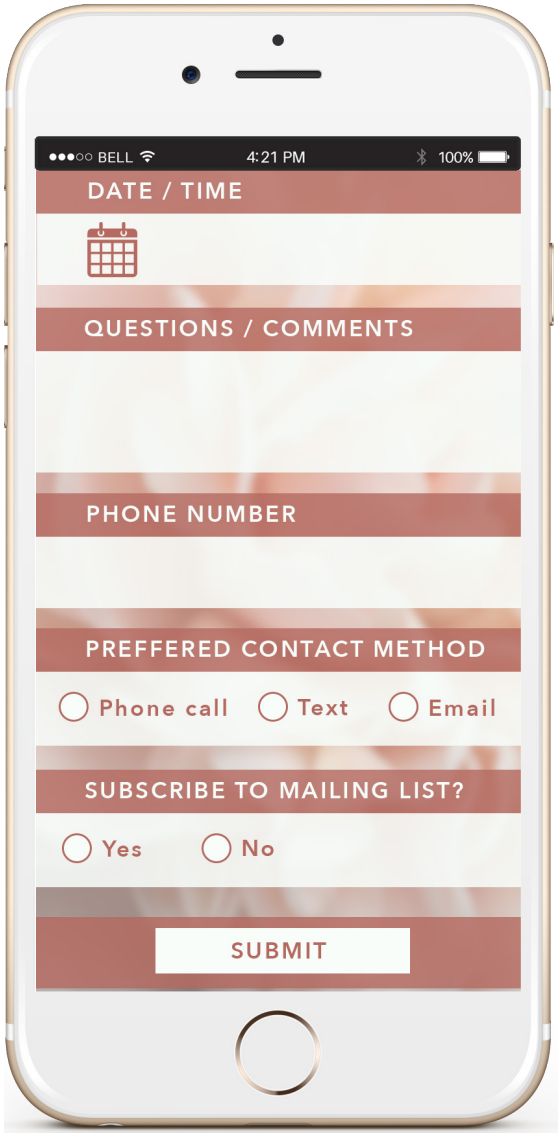
Products Menu



Product Brand
Selected

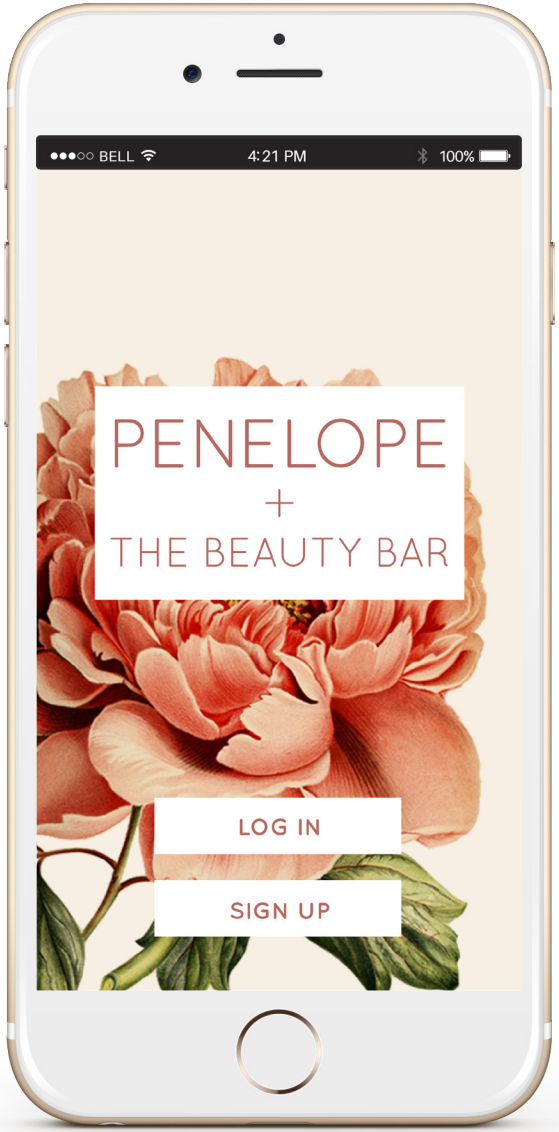
MOBILE WEBSITE



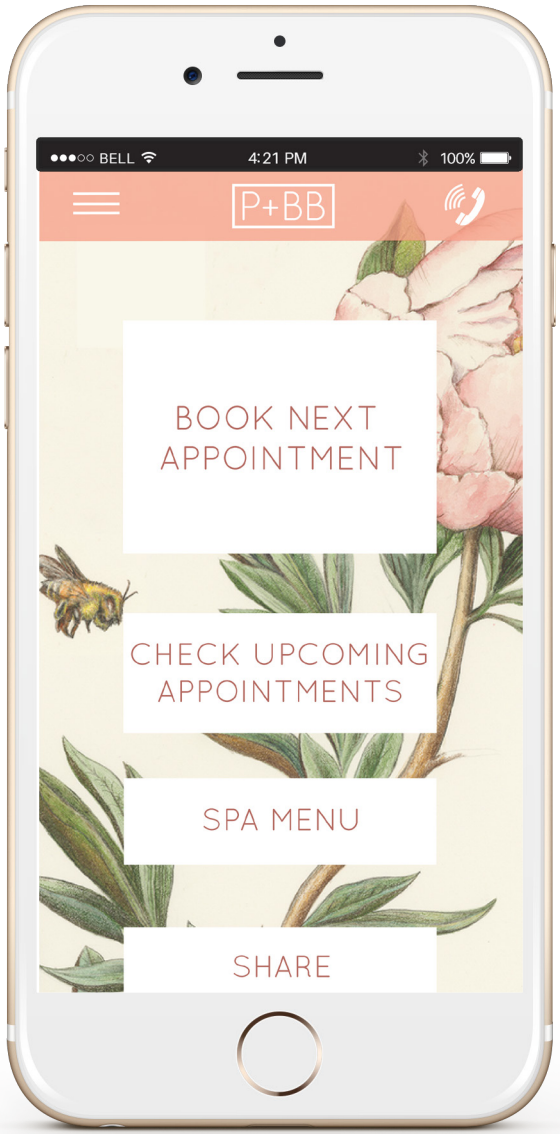


Appointment Request Form

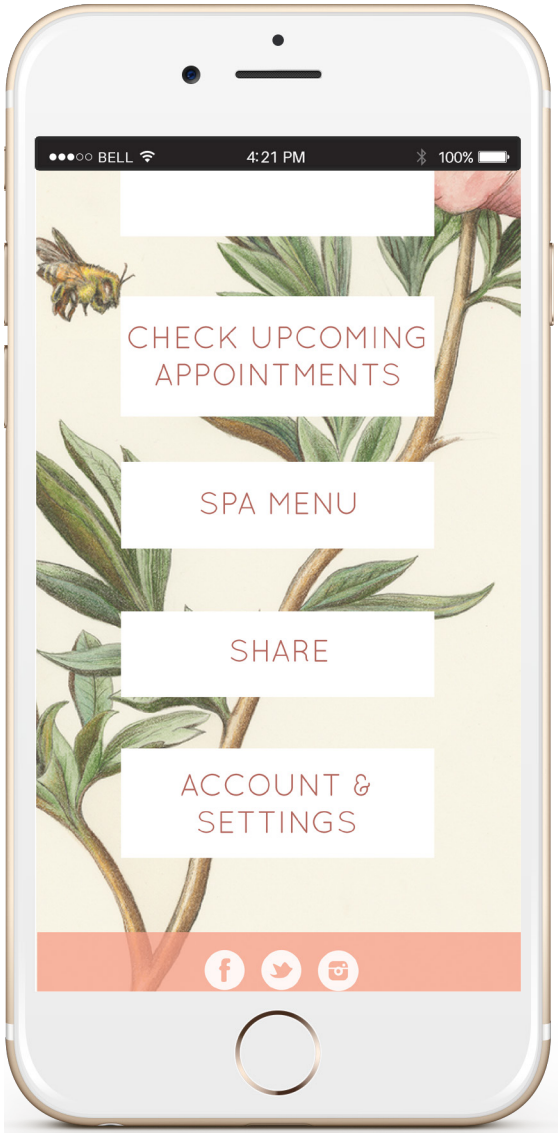
MOBILE APP



Opening Screen

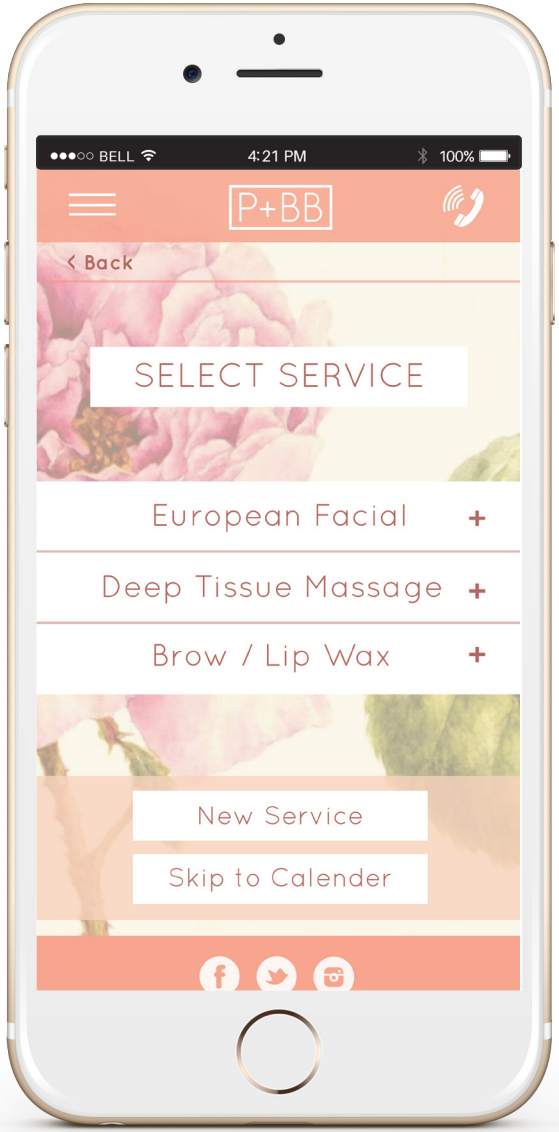


Landing Screen
Start Menu

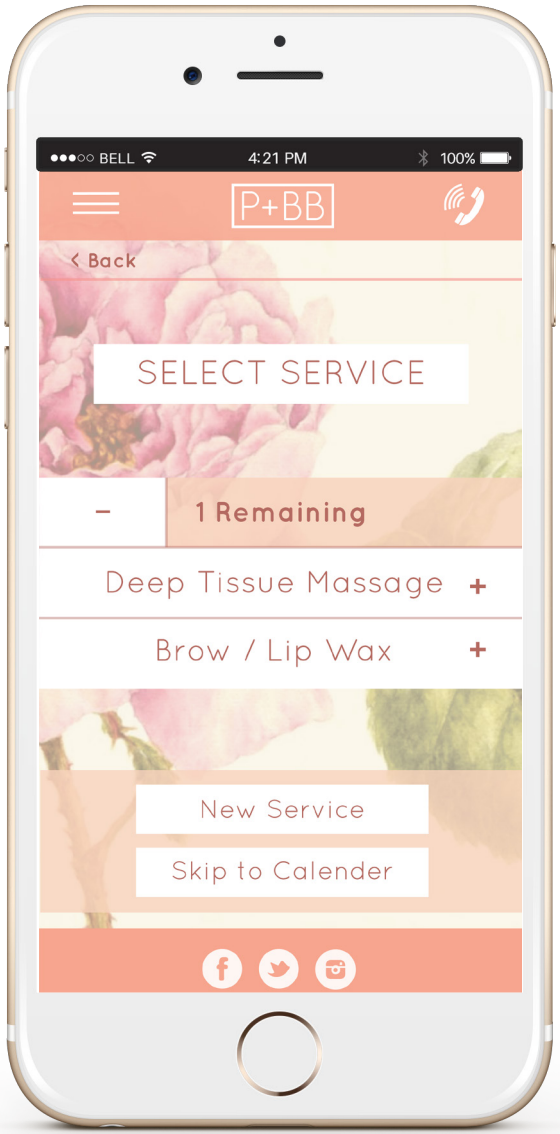


Landing Screen
Start Menu

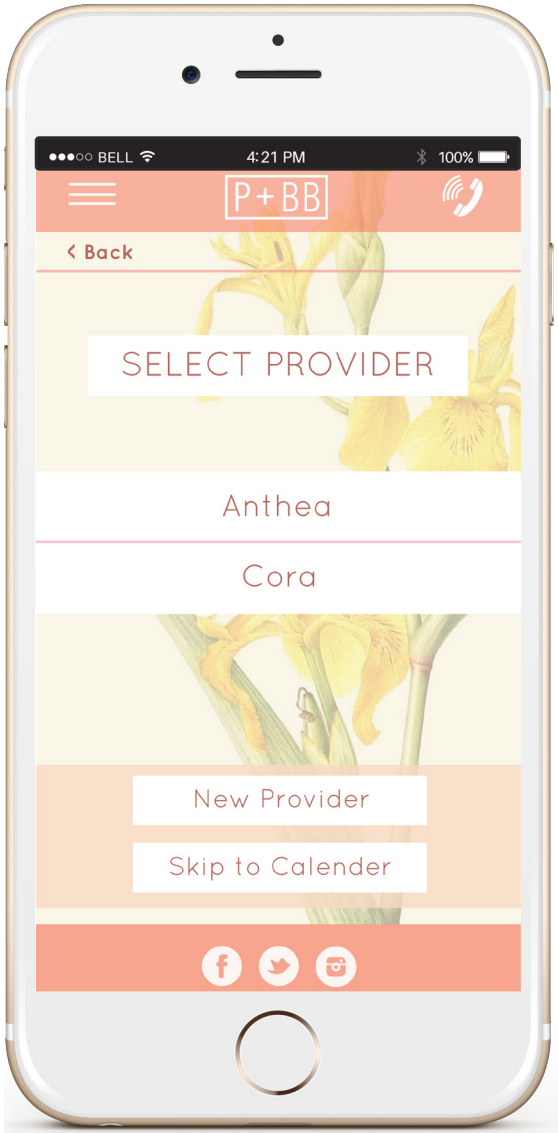
MOBILE APP



Book Next Appt:
Select Service

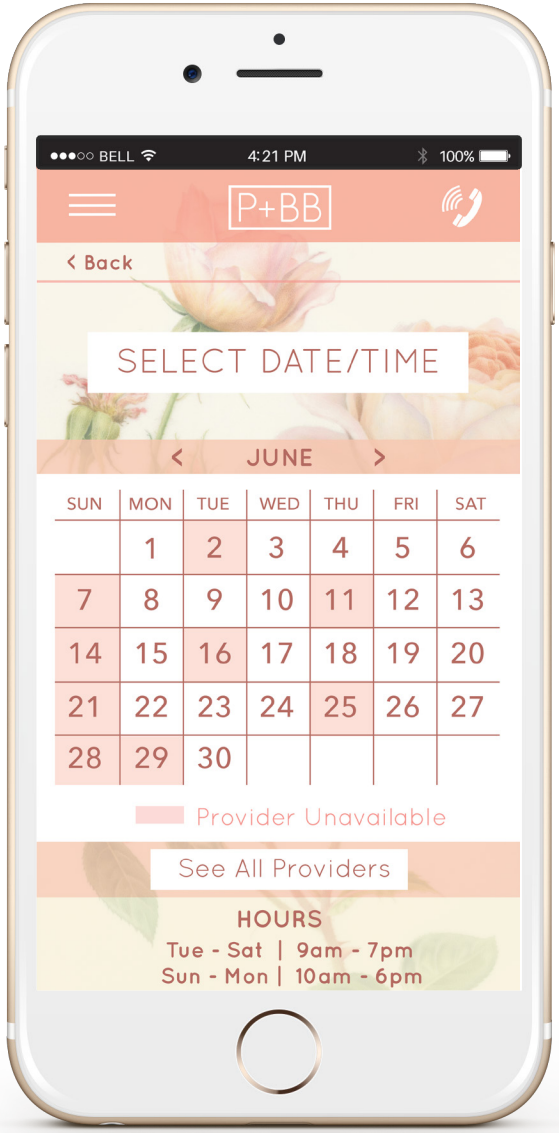


Book Next Appt:
Select Service - Swipe or tap + sign to see remaning in pre-purchased package

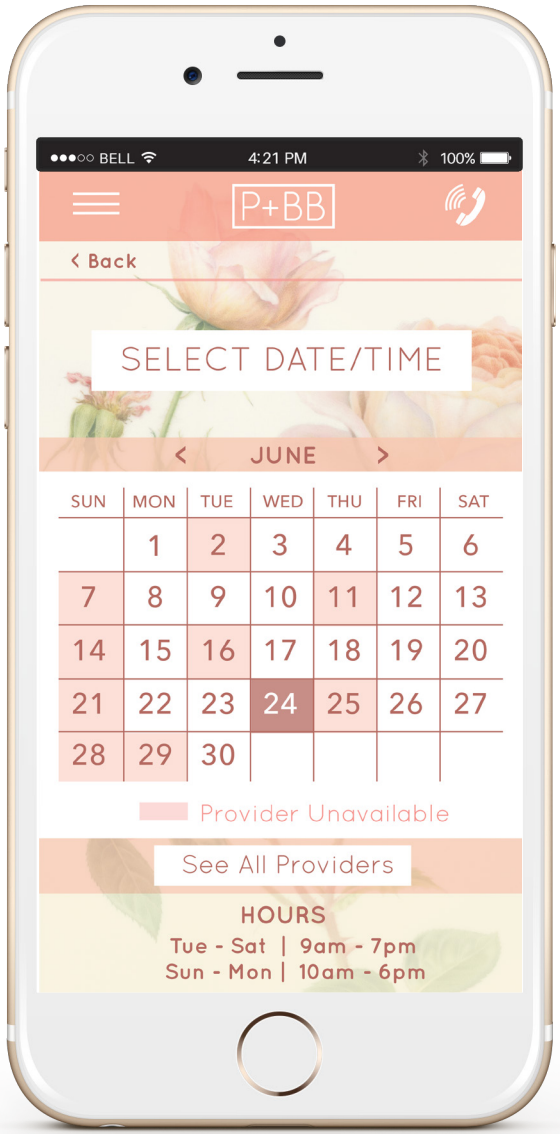


Book Next Appt:
Select Provider

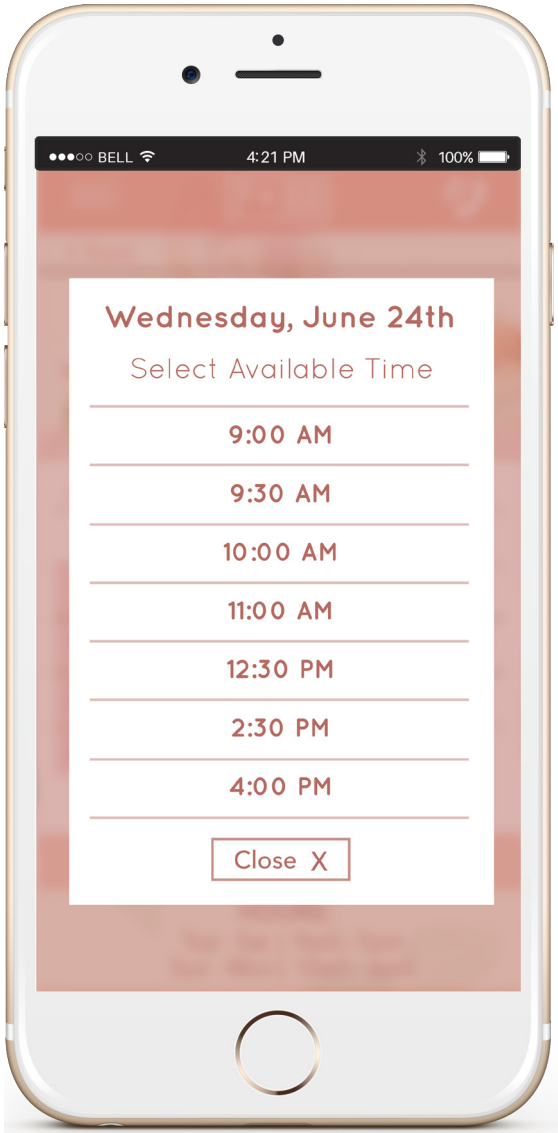
MOBILE APP



Book Next Appt:
Select Date

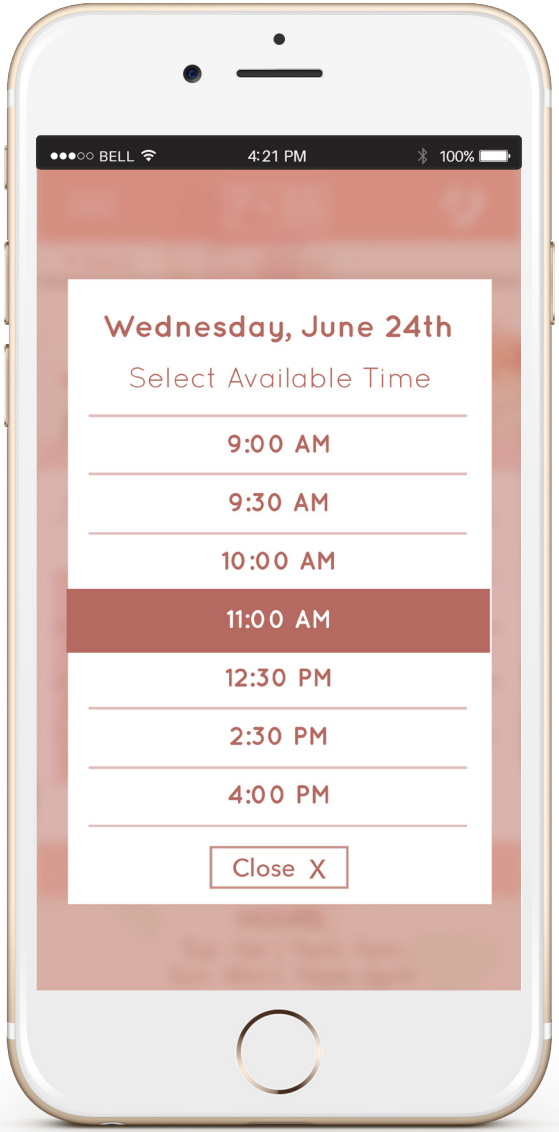


Book Next Appt:
Date Selected

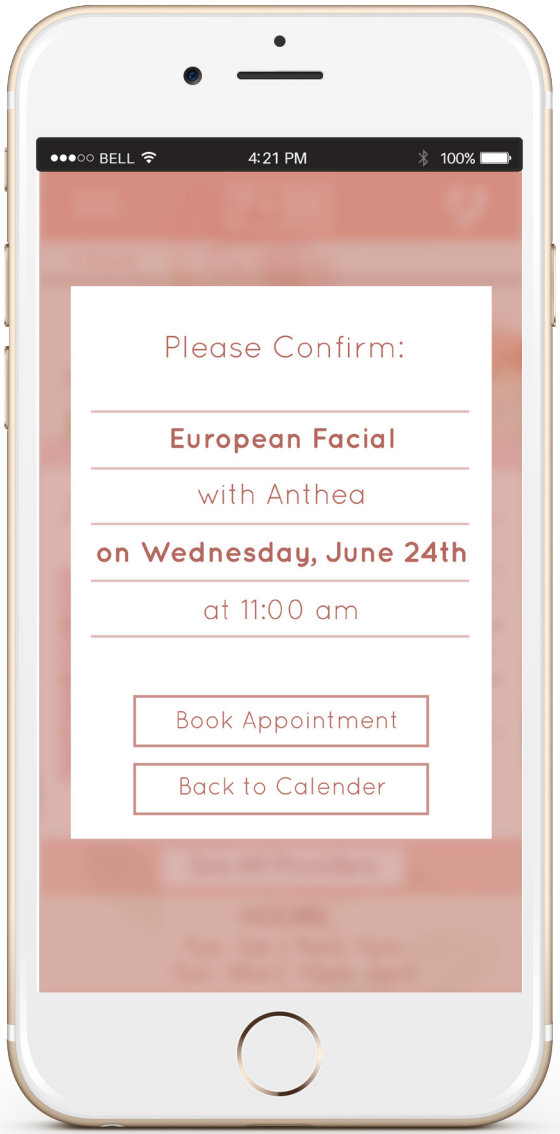


Book Next Appt:
Select Available Time

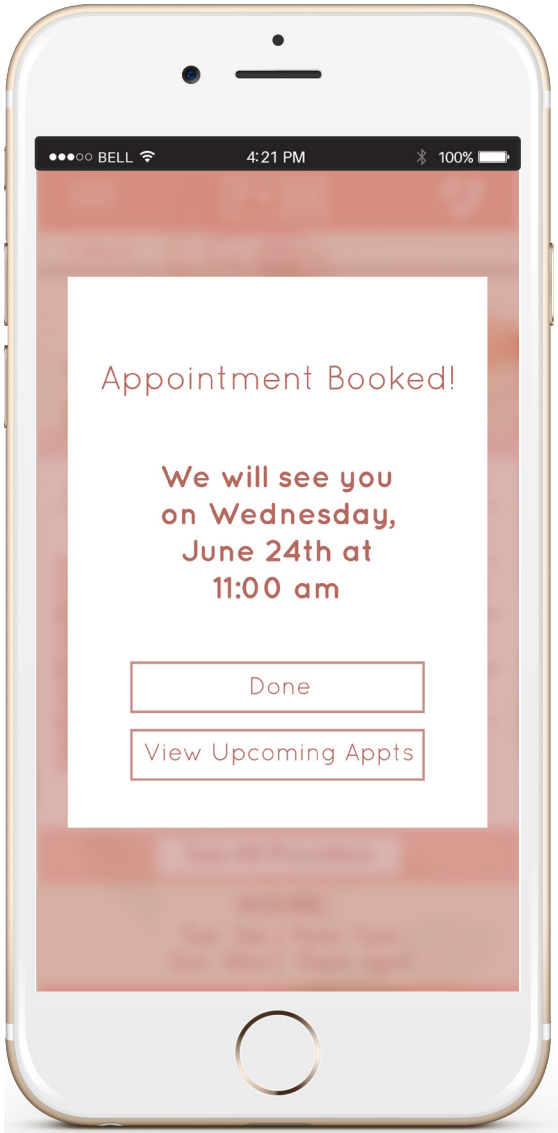
MOBILE APP



Book Next Appt:
Time Selected

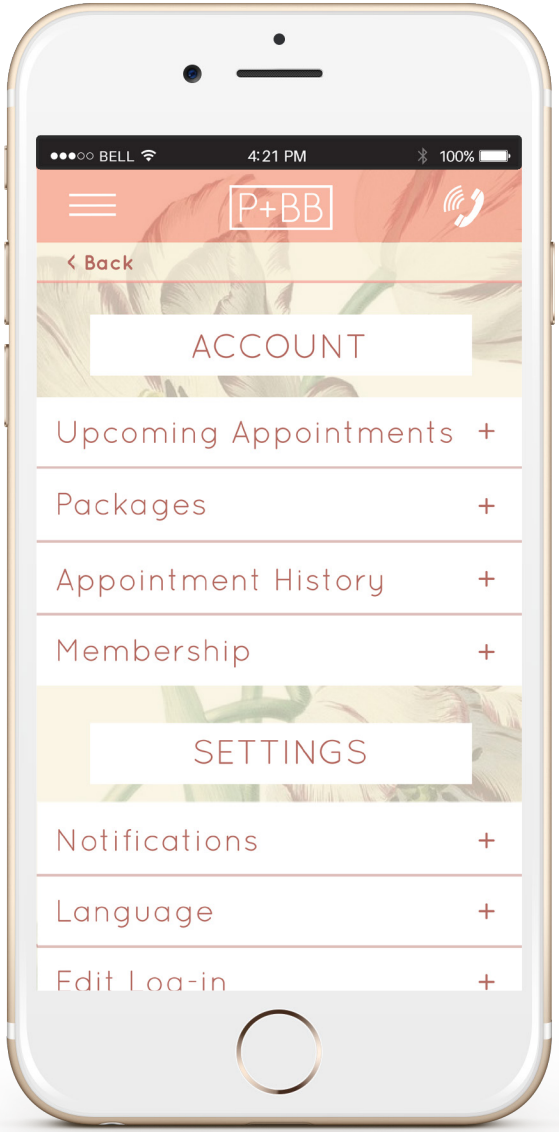


Book Next Appt:
Confirmation Screen

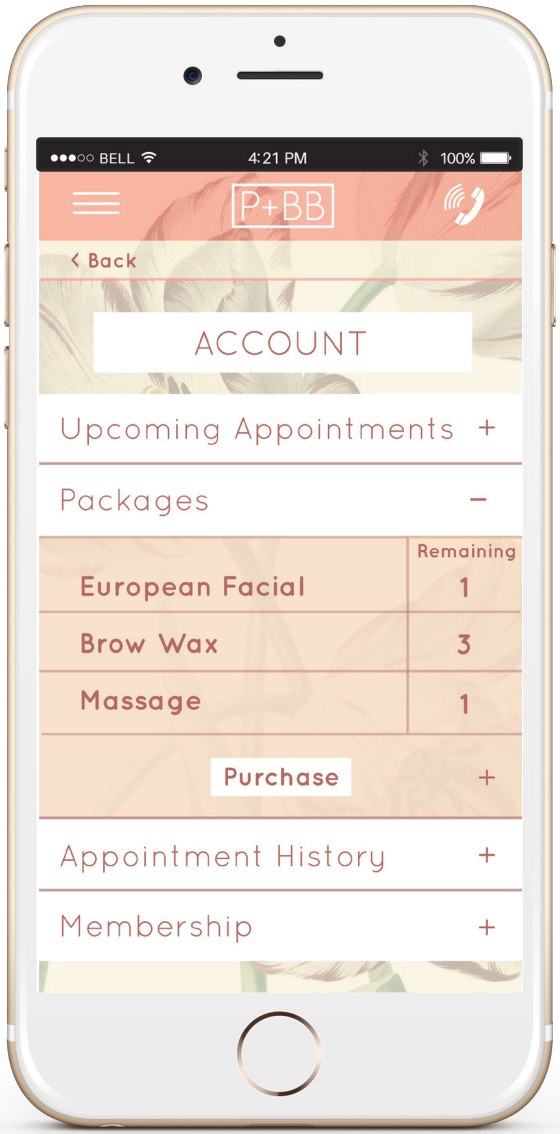


Book Next Appt:
Appointment Booked

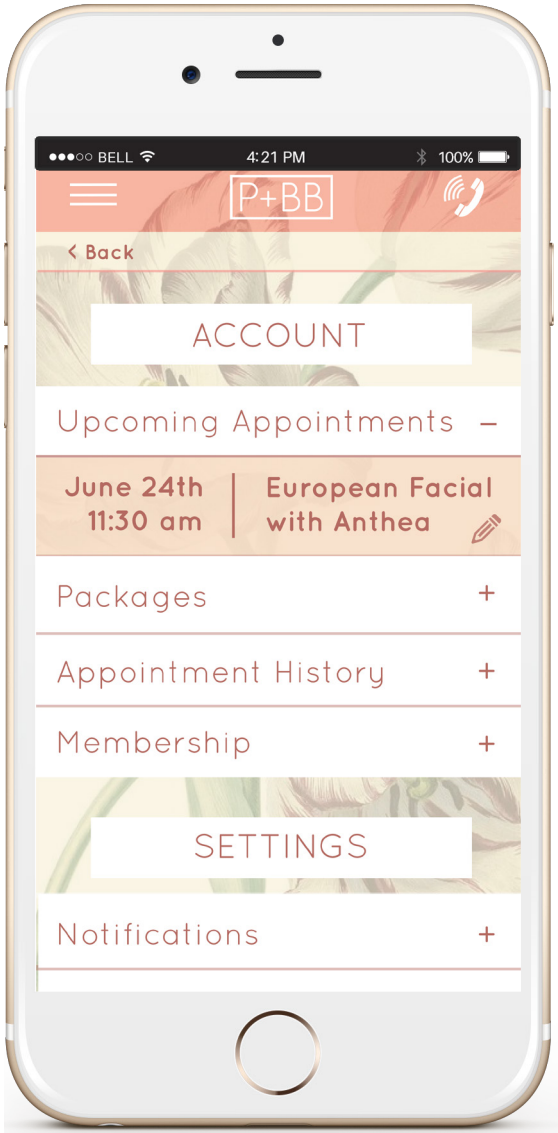
MOBILE APP



Account & Settings Menu

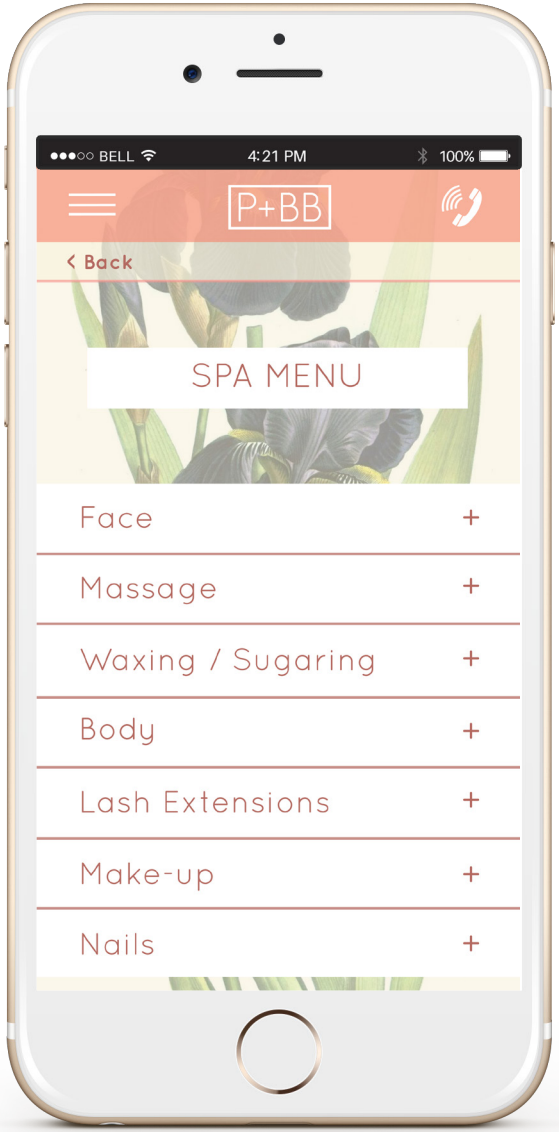


Account & Settings Menu: Check Upcoming Appointments

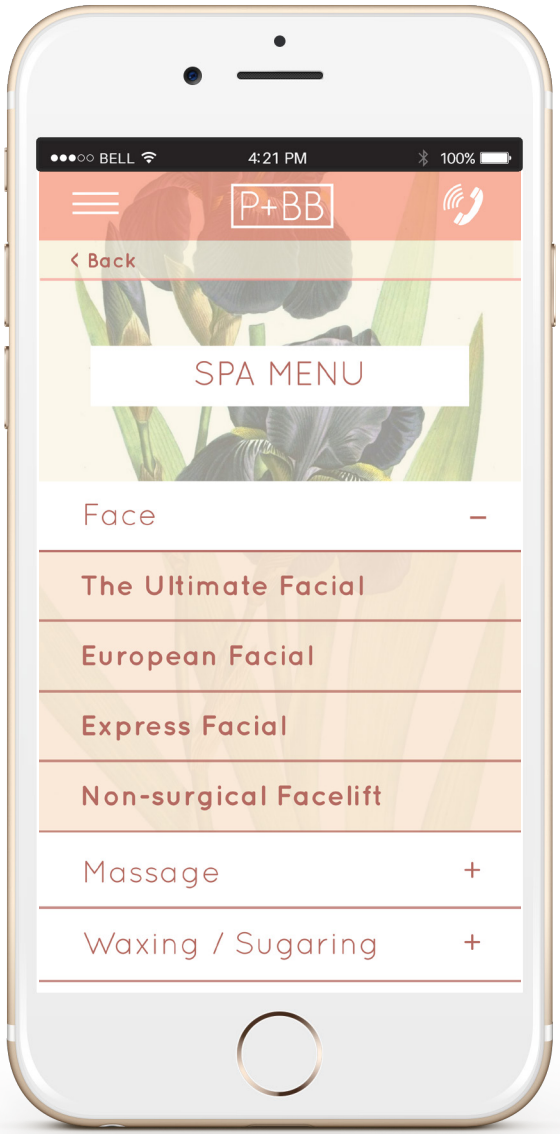


Account & Settings Menu: Check remaining items in pre-purhased packages

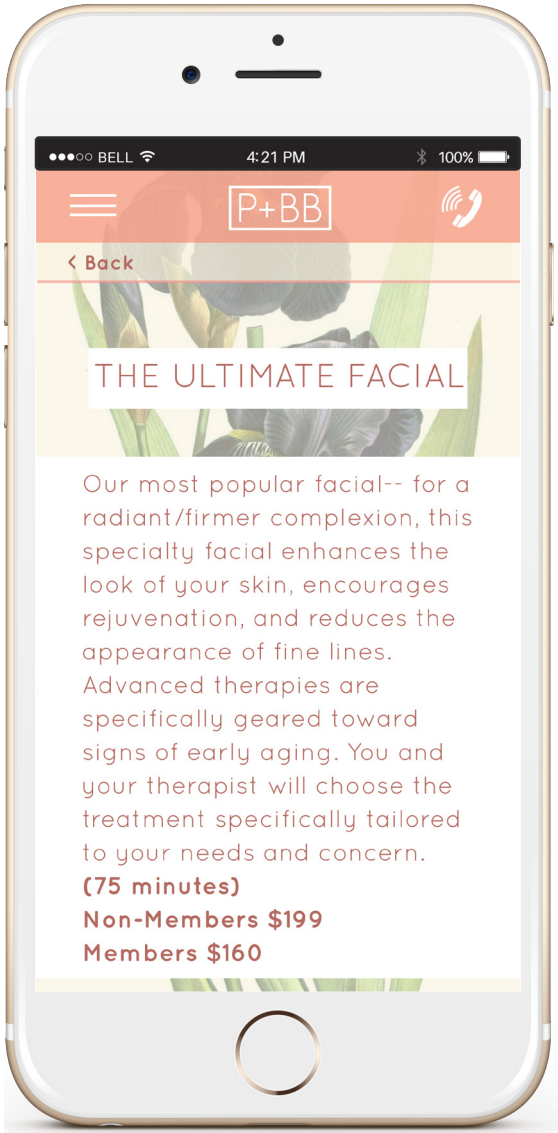
MOBILE APP



Spa Menu

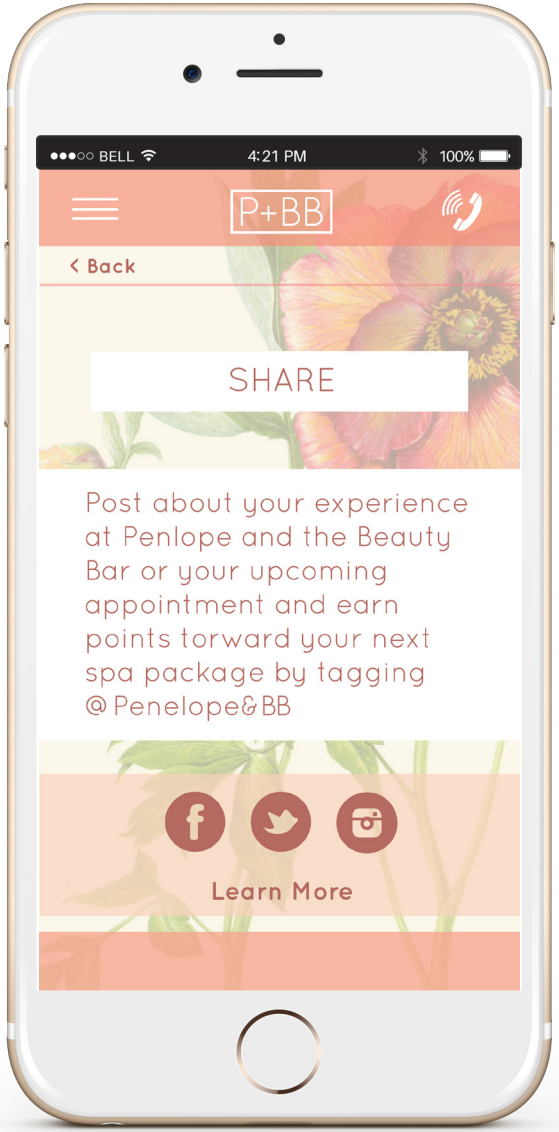


Spa Menu Expanded

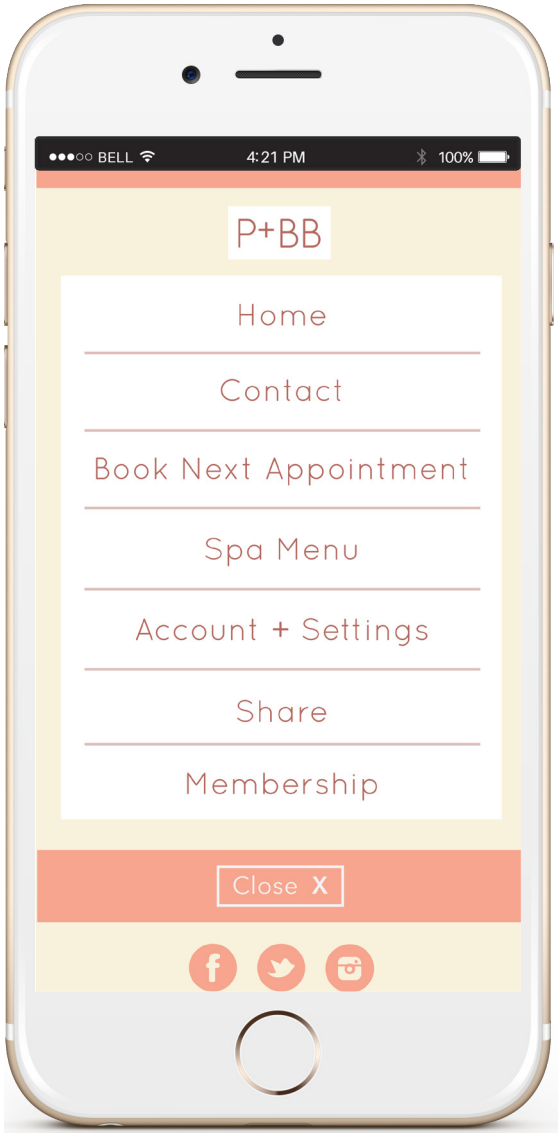


Spa Menu Selection

MOBILE APP



Share



Navigation Menu

VIEW MOBILE APP PROTOTYPE

http://marvl.in/210c5hg

RESOURCES

Spa Images

http://liagriffith.com/printable-labels-for-a-homemade-and-natural-spa-kit/
http://dearcrissy.com/homemade-face-mask-recipes/
http://www.wholeliving.com/136436/buy-or-diy-facial-masks-every-skin-type/@center/144874/diy-beauty#134965
http://www.refinery29.com/facials#slide
http://www.lostpines.hyatt.com/en/hotel/home.html?src=agn_tig_hr_lk_pinterest_auslp
http://beautyproductwarnings.com/at-home-body-wrap
http://www.mylashenvy.com/gallery
http://www.pecksniffs.com/pamper-studio/pamper-studio
http://blinkstudiomb.com/wp-content/uploads/2013/02/med-102.jpg

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http://www.areuoneofus.com/2013/11/
https://omghow.com/articles/752
http://41.media.tumblr.com/77864f5f5ab75d1f200d80ab-d2e786bf/-¬¬
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Mobile App Background Images

http://files.campus.edublogs.org/blogs.cornell.edu/dist/f/575/files/2012/07/Jodi-R-colored-pencil-4_3-1ku91gf.jpg
https://s-media-cache-ak0.pinimg.com/736x/97/95/5a/97955a-001c09557a3a5c72946947c676.jpg\
http://www.e-celebrities.org/wp-content/uploads/2011/04/RHSTulip-PrinsFrederick.jpg
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https://img0.etsystatic.com/000/0/5051962/il_fullxfull.228451658.jpg
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http://attachments01.aswetalk.org/forum/201307/16/164054edkk-gc6syskssnlr.jpg
https://img0.etsystatic.com/047/2/6384878/il_fullxfull.730447780_s5fs.jpg
http://www.nybg.org/images/2013/AGF2/modal_slideshow/AGF_SideSlide_52.jpg
https://shop.rbg.vic.gov.au/media/catalog/product/cache/1/image/9df78eab33525d08d6e5fb8d27136e95/2/_/2.jpg
http://www.allaboutmygarden.com/wp-content/uploads/2013/02/Redoute_-_Rosa_centifolia_foliacea-1000px.jpg

Personas

http://glamradar.com/4-easy-office-outfit-combinations-for-lazy-days/
http://www.eastclothes.com/cheap-outerwears/korean-style-pure-color-flared-hem-wool-coat-for-women-713496.html#.VXzT4xNVikp
http://thissillygirlslife.com/2014/09/45-fall-outfit-ideas/

Mood board

http://plumprettysugar.blogspot.com/2014/10/los-angeles-flower-market.html
https://www.etsy.com/listing/92616532/deer-print-art-print-digital-a4?ref=v1_other_1
http://resalonandmedspa.com/beauty-blog/dos-donts-natural-make-up/
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