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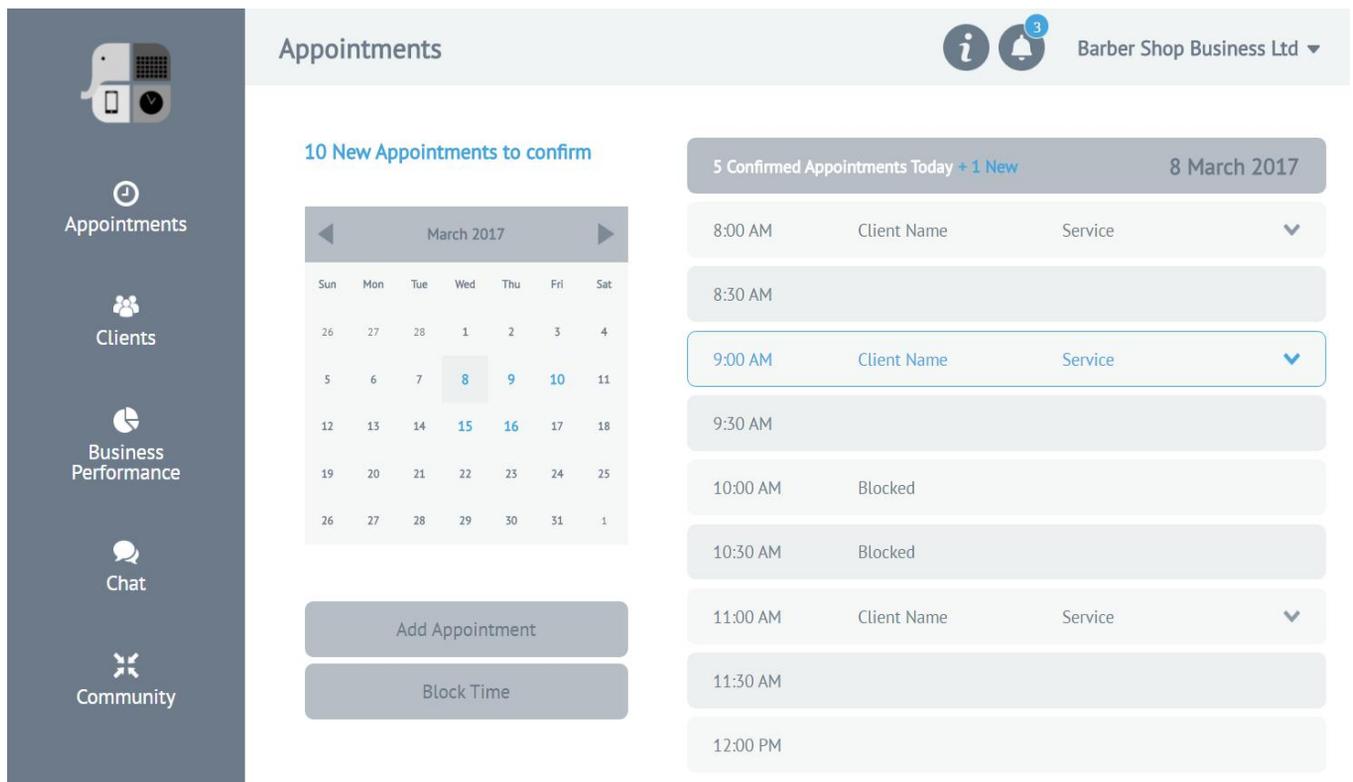
UI/UX Review

SKED - Business Website and App, Client App

Part 1: Business - Web

General Strategy

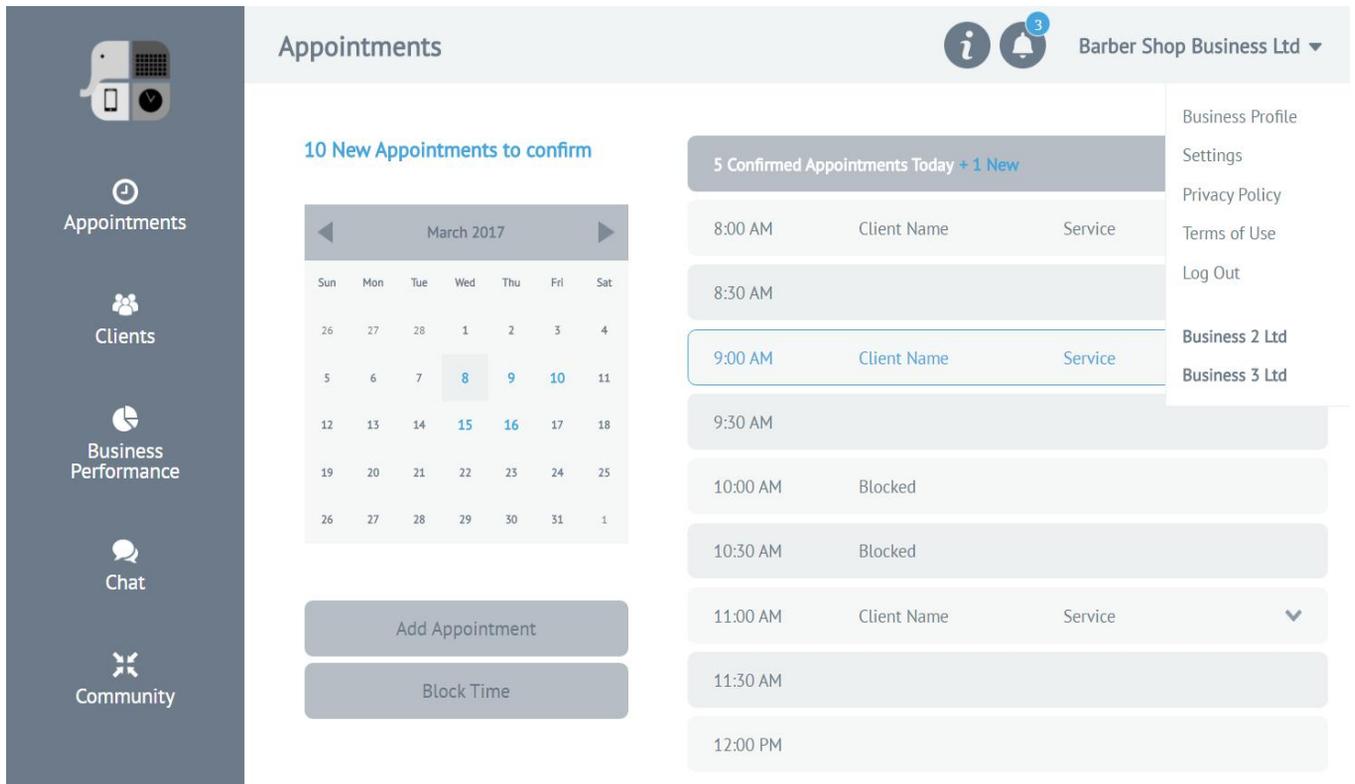
In addition to the notes and images below, you can see the wireframes that illustrate the proposed design solutions at: <http://xexdyg.axshare.com/dashboard.html>. You can interact with the wireframes by clicking on the areas highlighted in yellow.



”Appointments” can replace the current “Dashboard”. All the info related to the appointments are now located under one section. Information related to revenue can be moved from the current “Dashboard” to “Business Performance” (new section). The section “Appointment Review” is removed from the left menu: this functionality is accessible from the “Clients” section (more on this later).

Top Bar and Menu

In the current implementation there are two menus accessible from the top bar: “Business Profile / Settings / Privacy Policy...” and “Another Business / Next Business”. It’s preferable to combine them into a single menu (see image). The “Circle icon” next to the “Notifications Icon” could be removed and replaced with an “Info icon” that gives access to the Help & Support Center.



Settings

In the current implementation under Settings there are 6 tabs (Account / Services / Provider Management / Billing / Notifications / Privacy). It's preferable to separate the information related to the business manager / SKED account from the business. The information under the tabs Services and Provider Management can be moved under Business Profile (outside Settings). Thus everything under Settings will refer to the business manager / SKED account. The tab Privacy might be confused with Privacy Policy, it's therefore preferable to label it Blocked List.

Appointments

The appointments that are still to be confirmed are highlighted in blue. This allows users to easily identify them. The dates on the calendar that have appointments to be confirmed are also highlighted in blue. By clicking on a calendar date, that day's agenda opens (in the wireframe it's 8 March).

To interact with an appointment already in the agenda, users can click on the entire row. This opens a drop-down with all the appointment details and the possibility to Confirm, Reschedule, or Deny the appointment (if the appointment is still to be confirmed) or Cancel it (if the appointment is already confirmed).

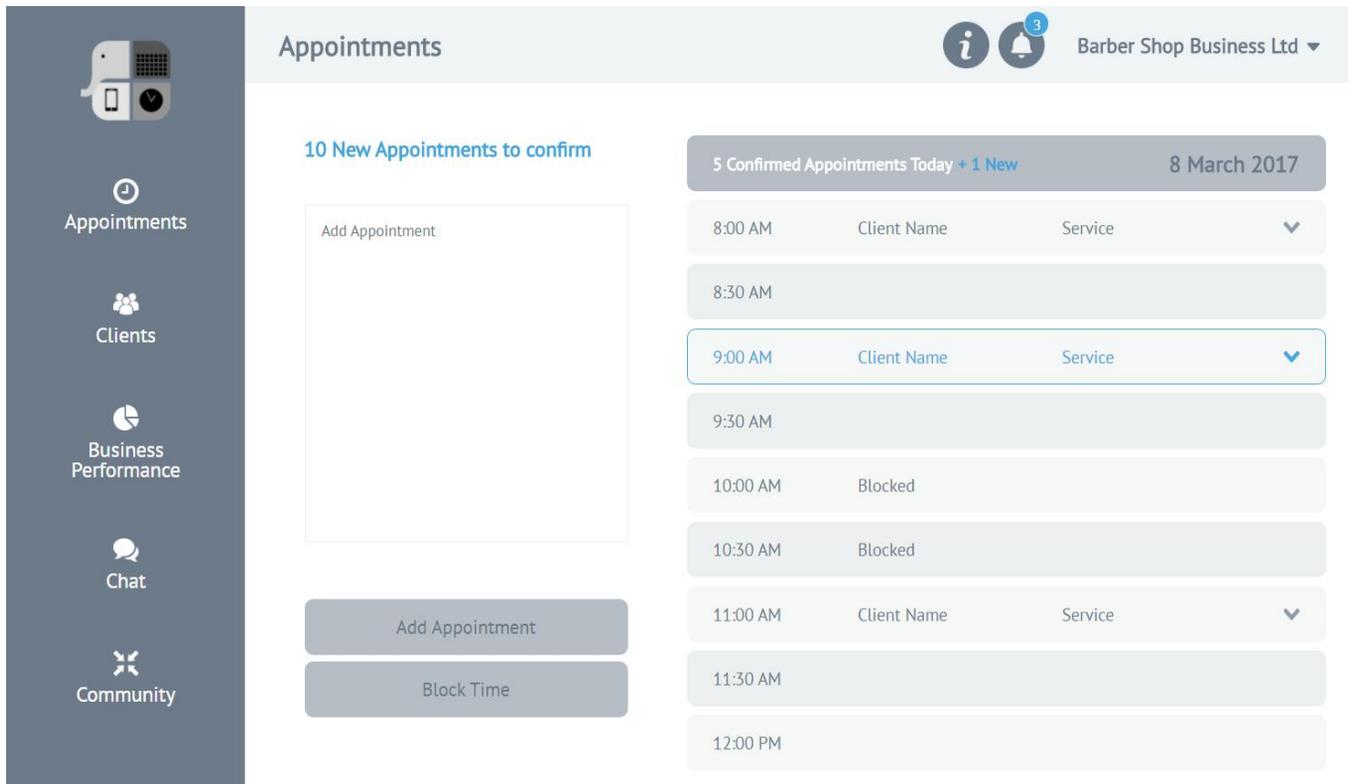
The idea is to not overwhelm users with information: only the basic details are shown (time / client name / service). The remaining info are only shown if the user wants to find

out more (drop-down).

The screenshot shows a web application for managing appointments. On the left is a dark sidebar with navigation icons for Appointments, Clients, Business Performance, Chat, and Community. The main header is light gray with the title 'Appointments', an information icon, a notification bell with a '3' badge, and the business name 'Barber Shop Business Ltd'. Below the header, a blue banner indicates '10 New Appointments to confirm'. A calendar for March 2017 is displayed, with the 8th, 9th, and 10th highlighted. Below the calendar are two buttons: 'Add Appointment' and 'Block Time'. To the right, a vertical list of time slots is shown: 8:00 AM, 8:30 AM, 9:00 AM (highlighted), 11:30 AM, and 12:00 PM. Each time slot has a form with 'Client Name' and 'Service' fields. A '9:00 AM' slot is open, showing a large 'Appointment Details' box with 'Confirm', 'Reschedule', and 'Deny' buttons.

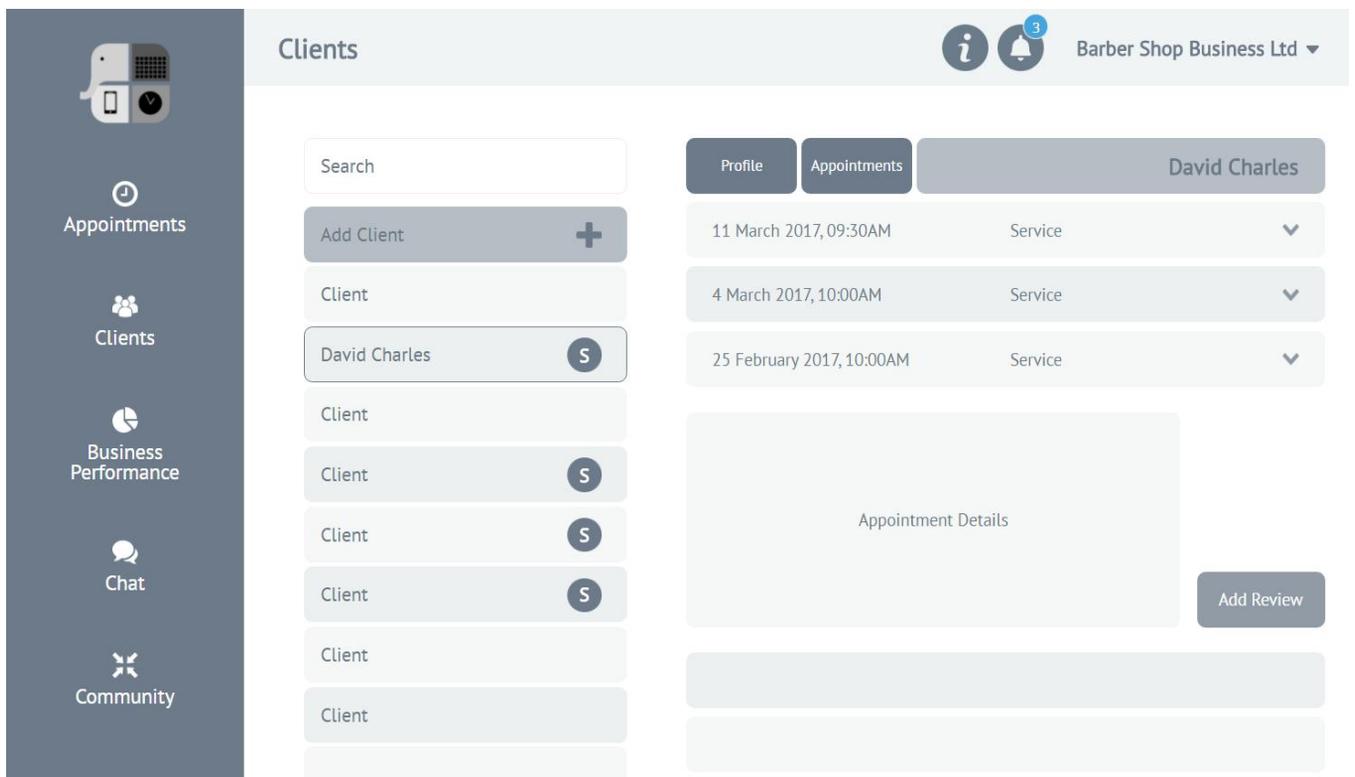
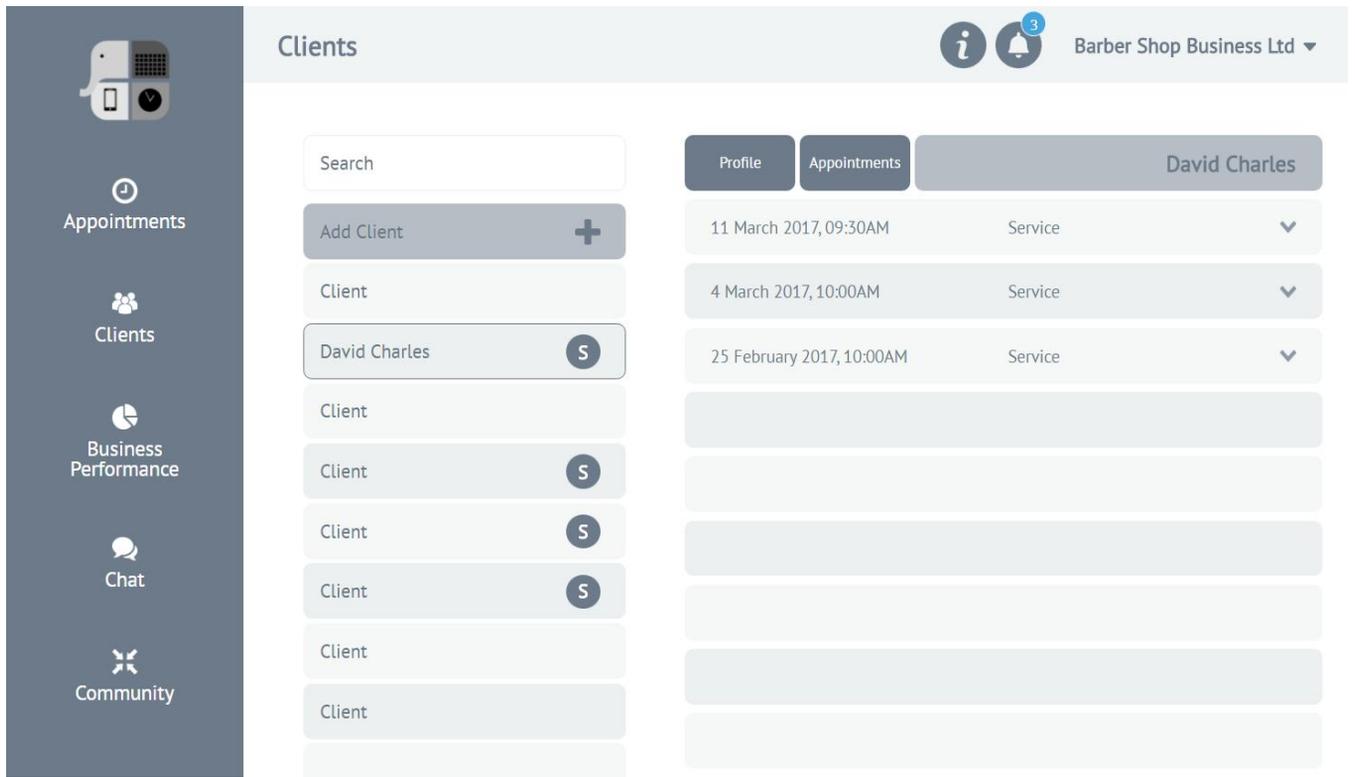
Add Appointment - Block Time

Clicking on the buttons “Add Appointment” and “Block Time” opens a widget where it’s possible to complete these actions (similar to current implementation). It’s also possible to complete these actions by clicking on an empty row / time slot in the agenda: in a similar way a widget will open over the calendar.



Clients

- The “Add Client” button is introduced just below the search functionality.
- The client’s Profile and Notes are combined into one tab. It’s important to request from clients only the minimum amount of information (for instance, is the date of birth really necessary? Work phone and address? Remove anything that is not really needed).
- Only the basic details are shown in the appointments list (avoid data overwhelm). Clicking on one appointment allows to see more details and enter a review.



Sign Up Process

In addition to the notes and images below, you can see the wireframes that illustrate the proposed design solutions at: http://3tz4kn.axshare.com/set_up.html. You can interact with the wireframes by clicking on the areas highlighted in yellow.

The idea is to reduce the number of steps, and combine them where possible. It's also

important to give users the option to complete the sign up process at a later stage. The strategy is to reduce fatigue and doubts, and thus increase conversion.

Business Profile

Please fill in this form

Please enter as much info as possible.
If you miss some information, you can add it at a later date.

Business Name

Business Category

Business Description

Contact Number

Business Address

City

State ZIP Code

Opening Hours

Sun

Mon to

Tue to

Wed to

Thu to

Fri

Sat

F Facebook url

T Twitter url

I Instagram url

Upload Cover Photo

Save and go to Next Step (Add Services)

Save and go to Dashboard
(I will add Services later)

In the current implementation, multiple appointments and service providers are somehow entangled. It's instead preferable to separate them.

Please add the Services you offer

Please enter as much info as possible.
If you miss some information, you can add it at a later date.

Services Offered:

| | | |
|--------------|------------|----------|
| Service Name | Price (\$) | Duration |
| Service Name | Price (\$) | Duration |

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Can your business take multiple appointments at the same time?

YES NO

Please indicate how many

Do you use service providers? ⓘ

YES NO

Please invite your providers on SKED for a seamless coordination

| | | |
|---------------|---------------|--------|
| Provider Name | Email address | Invite |
| Provider Name | Email address | Invite |

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Done

Part 2: business - phone app

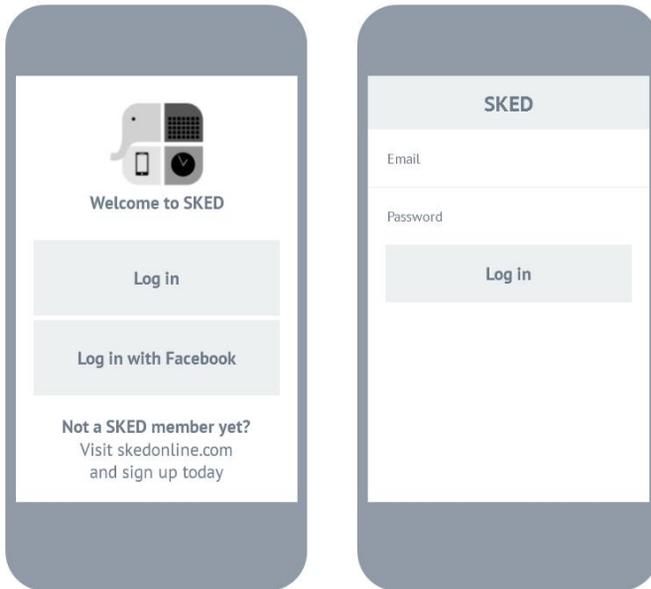
You can see the wireframes that illustrate the proposed design solutions at:
<http://d3c4y6.axshare.com/layouts.html>.

General Notes

All the interaction elements (e.g. buttons) need to be sufficiently big to be easily selected and there must be sufficient white space between them (think finger size and not pixel size interaction). Frequently-used buttons should be preferably located towards the bottom of the screen, because they can be reached with thumbs more comfortably. It's important to have sufficient font size and contrast of text on background.

Log in

Users are first required to sign up through the website (if not already members). Email address and password are required to log in (standard procedure). These text fields are located at the top of the screen to avoid an overlap with the mobile phone keyboard.



Businesses

After log in, all the businesses associated with the business manager / SKED account are shown. If there is only one business, this step is avoided and the user jumps directly to the Appointments screen. The same happens if the user didn't log out at the end of the previous session. If there is more than one business, the most important / frequent is located at the bottom of the list.

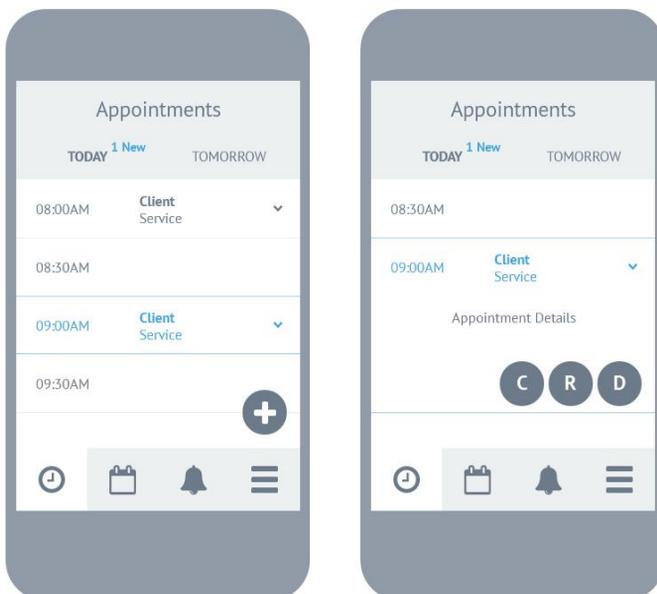


Appointments (main screen)

The approach is similar to the website. Consistency helps to achieve a better user experience. Appointments that are still to be confirmed are highlighted in blue for easy identification. Tapping on one appointment (is sufficient to tap on the entire row) opens a drop-down with all the appointment details and the possibility to Confirm, Reschedule, or Deny the appointment (if the appointment is still to be confirmed) or Cancel it (if the appointment is already confirmed).

Below the screen title (Appointments) there are 2 tabs: “Today” and “Tomorrow”. The “New” tab is removed as it is preferable to show all the new appointments in their context / agenda, including the confirmed appointments, empty and blocked slots. To access the tomorrow’s agenda, users can tap on the “Tomorrow” tab, or swipe from right to left on the screen.

To add an appointment users can tap on the circular floating button (+) located at the bottom of the screen.



Navigation (Bottom Bar)

The 4 tabs located at the bottom of the screen act as the app’s main navigation. Next to Appointments there is Calendar, Notifications, and Menu. The Menu gives access to the same sections as per the website (settings, switch business, log out...). Additional sections and functionalities (e.g. Block Time) could be accessed from here. The Menu can also be shown by swiping from the screen’s left edge to the right.

Calendar

The dates on the calendar that have appointments to be confirmed are highlighted in blue. By tapping on a calendar date, that day's agenda opens.

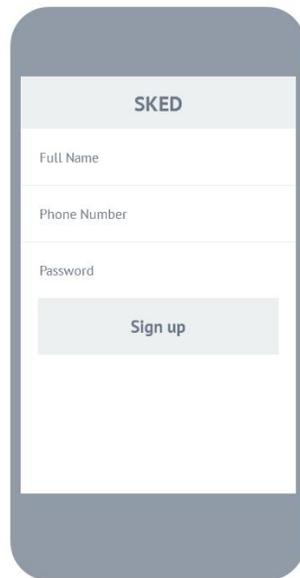
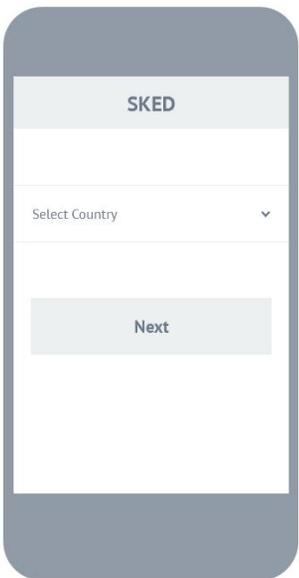
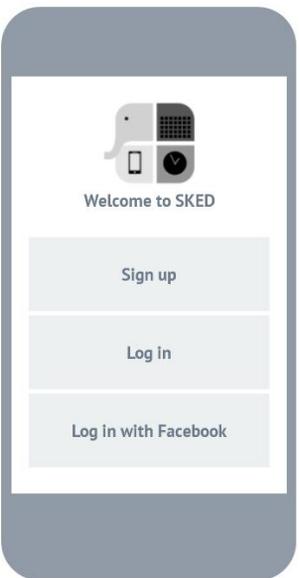
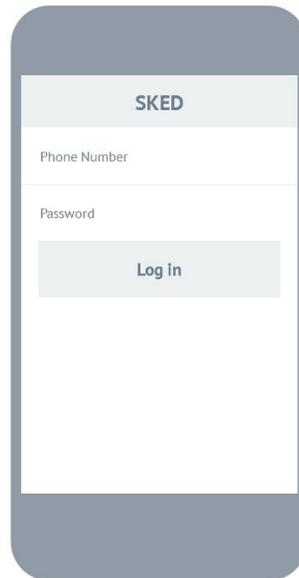
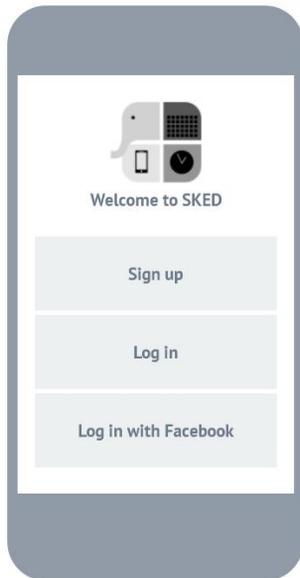


Part 3: client - phone app

You can see the wireframes that illustrate the proposed design solutions at:
<http://d3c4y6.axshare.com/layouts.html>.

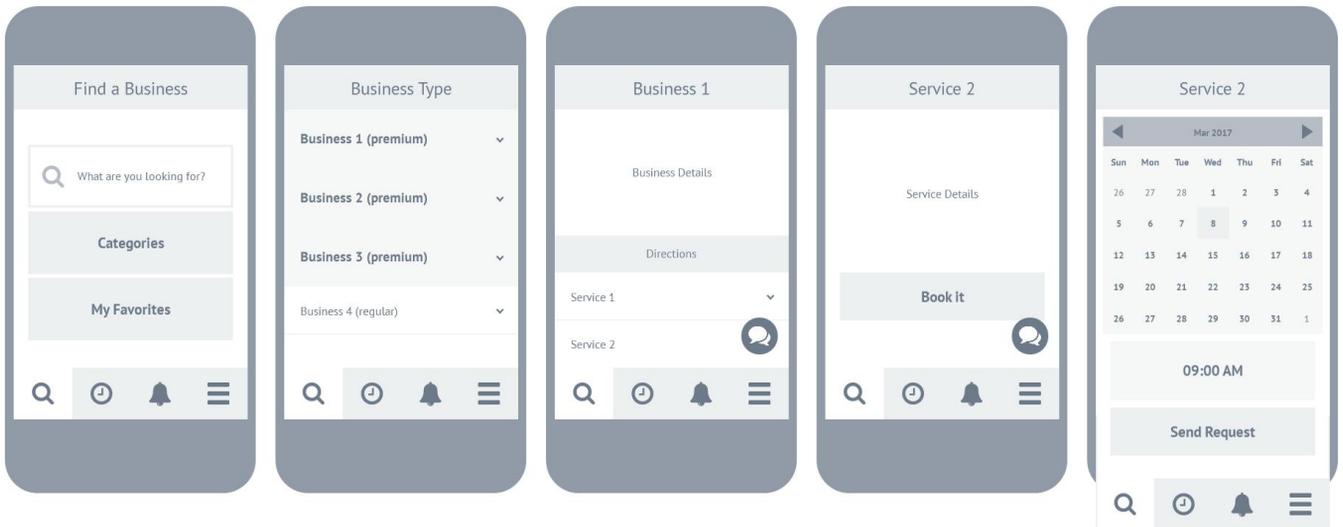
Log in and Sign up

Phone number and password are required to log in and sign up. Similarly to the business app, the text/number fields are located towards the top of the screen to avoid an overlap with the mobile phone keyboard. It's important to request from clients only the minimum amount of information. Remove all requests for information that is not strictly necessary.



Find and Book (main screen)

The wireframes below illustrate the flow from finding a business until requesting the service (appointment booking). In the Business Type screen (step 2) the premium businesses are highlighted, and placed towards the top of the screen. Once the user selects one (e.g. Business 1) all the details and services offered are shown. The circular floating button allows a user to chat directly with the Business Manager. The user can then select one of the services offered, and move to step 4 where all the details related to the chosen service are shown. In the last step the available slots are presented: once the date is selected, the user will scroll through the available times (for that day) until a suitable one is found and the booking request is sent. For each day, only the available times are shown.



Navigation (Bottom Bar)

Similarly to the business app, the 4 tabs located at the bottom of the screen act as the app's main navigation. Next to "Find and Book" there is My Appointments, Notifications, and Menu. Additional sections and functionalities could be accessed from the Menu. The Menu can also be shown by swiping from the screen's left edge to the right.

My Appointments

All the client's appointments are shown on the same screen. There is just one continuous list, without separation by date. Upcoming appointments are shown towards the top of the screen, and to reveal past appointments is sufficient to scroll up. Unconfirmed appointments are highlighted in blue to differentiate them from the confirmed ones.

