

PROJECT

PROPOSAL



Stylify

www.stylify.ca



01

**PROJECT
OVERVIEW**



Contents

1. Project Overview

- 1.1 Idea
- 1.2 Problem
- 1.3 Solution
- 1.4 Main Features
- 1.5 Competitor Analysis

2. Project Timeline

- 2.1 Design Timeline
- 2.2 Development Timeline

3. Design Process

- 3.1 User Persona
- 3.2 User Flow
- 3.3 Wireframes
- 3.4 Mockups
- 3.5 Branding
- 3.6 UI Kit

4. Technical Overview

- 4.1 System Architecture
- 4.2 Data Model
- 4.3 Tech Stack

5. Business Model

- 5.1 Business Ethics
- 5.2 Competitor Analysis
- 5.3 Future Features

6. Team



Inspiration behind the Stylify App

Stylify was created with the aim of assisting local businesses in managing their customer appointments effectively and preventing any overlaps. In addition to streamlining the appointment booking process, the app helps businesses attract new customers and keep loyal ones by offering exclusive deals. To address the common challenge faced by many businesses of monitoring their performance, Stylify provides valuable insights into revenues, customer feedback, and staff performance.



Challenges Faced by Businesses:

1. Inefficient Appointment Management

Manual appointment booking can lead to overlaps and scheduling conflicts, causing inconvenience to customers and lost business.

2. Customer Attraction and Retention Challenges

Difficulty in attracting and retaining customers due to changing demands and preferences.

3. Costly Business Insights Tracking

Monitoring business insights can be time-consuming and take up valuable resources.

App Features



Valuable Business Insights

Stylify enables easy monitoring of revenue, feedback, and staff performance for data-driven decisions to optimize operations and stay competitive.



Streamlined Appointment

Stylify streamlines appointment bookings, minimizing overlaps and scheduling conflicts. This ensures an excellent customer experience, leading to increased satisfaction and retention.



Improved Customer Engagement

Stylify enables effective customer engagement with exclusive deals, leading to attraction, retention, and revenue growth.



02

**PROJECT
TIMELINE**

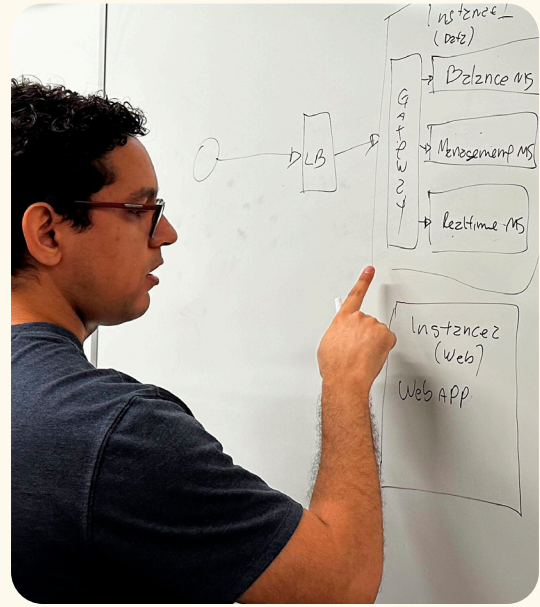
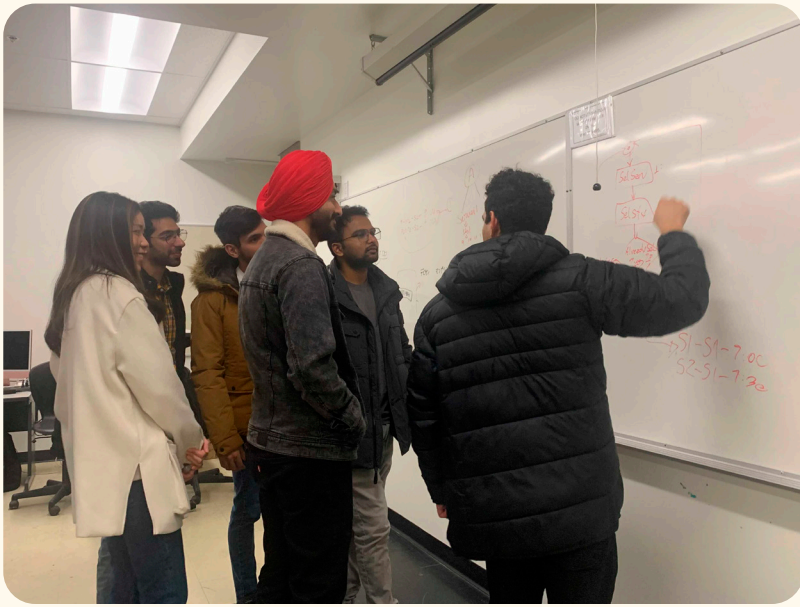
Design Timeline





Development Timeline







DESIGN PROCESS

DESIGN PROCESS

Personas



Customer

Miley is a student who's been in Canada for few months now. Her goal is to become a Marketing manager. She really cares about her appearance but haven't found a favourite stylist yet and changes salon frequently.

Goals

- Want to know beforehand what to expect from salon.
- Get the best possible experience.
- Save money and time.

Frustrations

- Not familiar with salons in the area.
- Want to find a place that suits her taste.
- Tired of changing stylists frequently.



Business

Jon is a salon owner in Canada. His goal is to make salon business grow. He really cares about his customers and want to provide them smooth customer services.

Goals

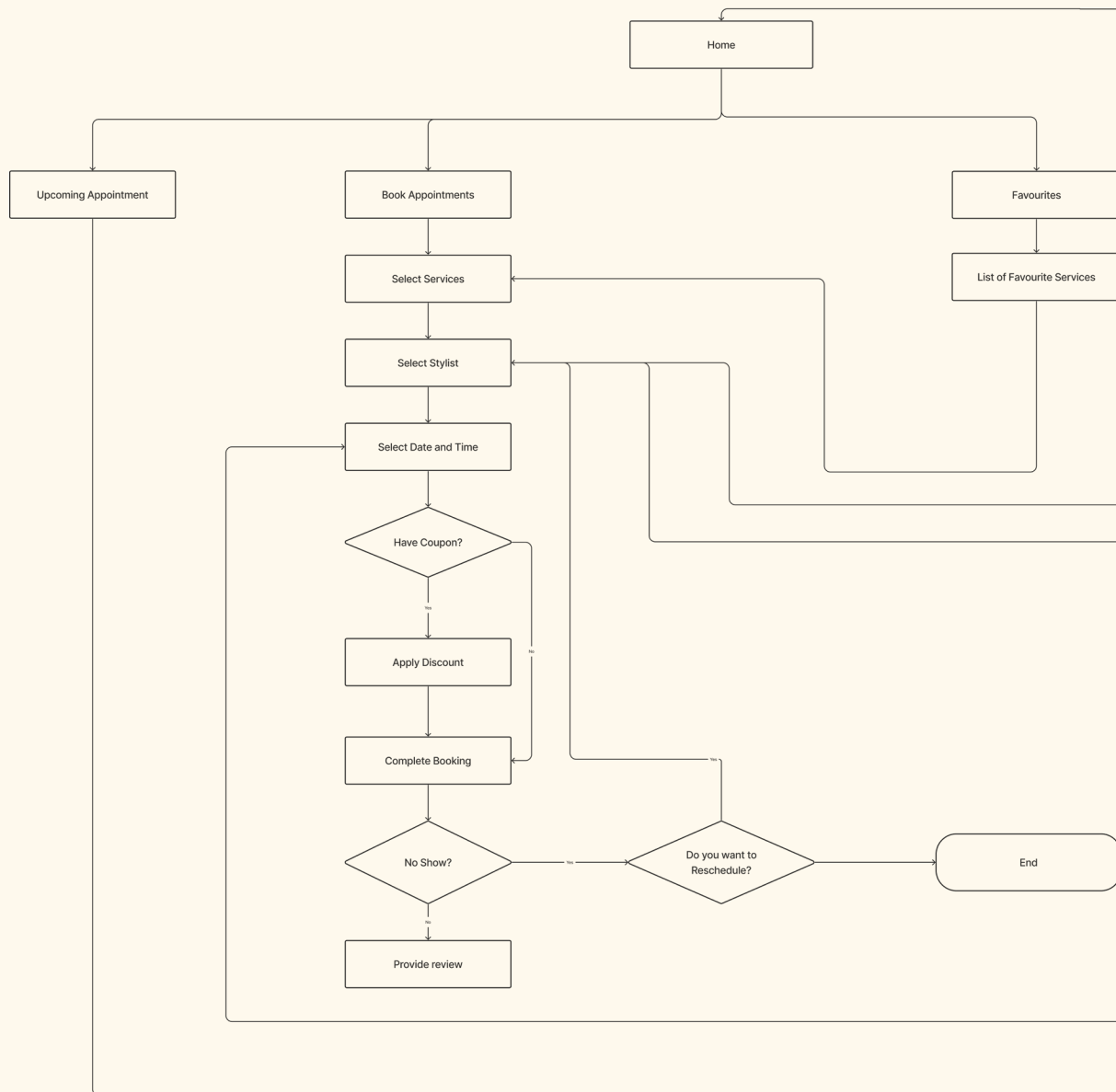
- To keep track of sales and revenue.
- Provide best customer experience.
- Check availability of their stylists.

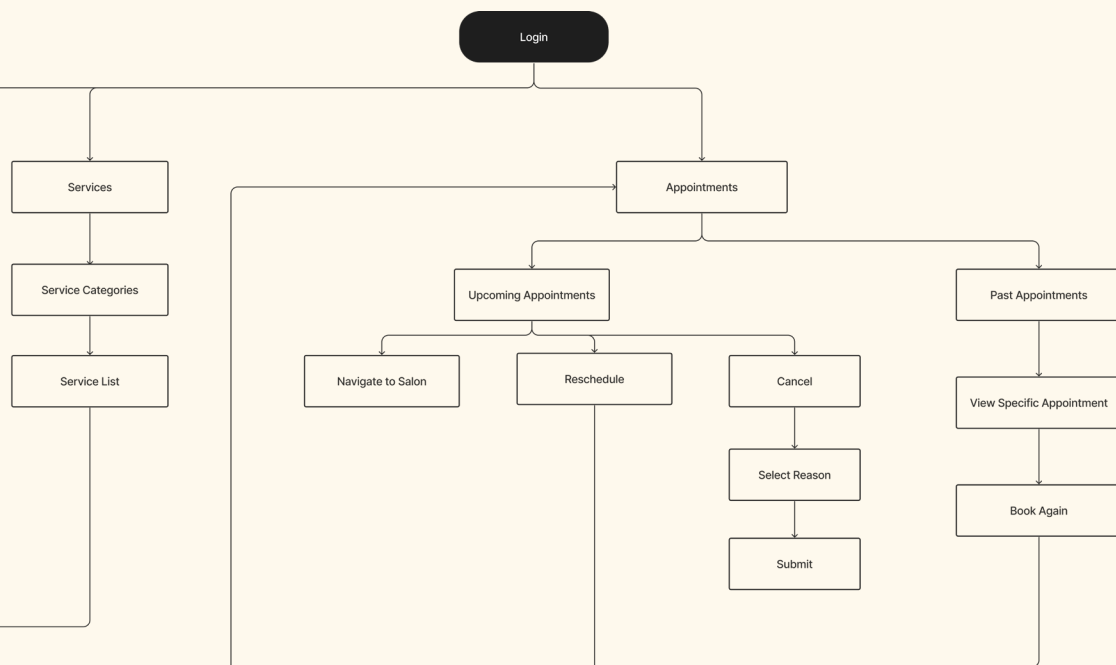
Frustrations

- No way to get reviews after the appointments.
- Hard to keep record of money made.
- Unsure about their loyal customers.



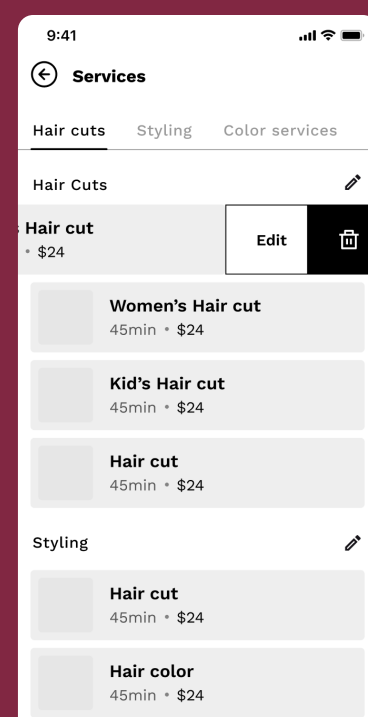
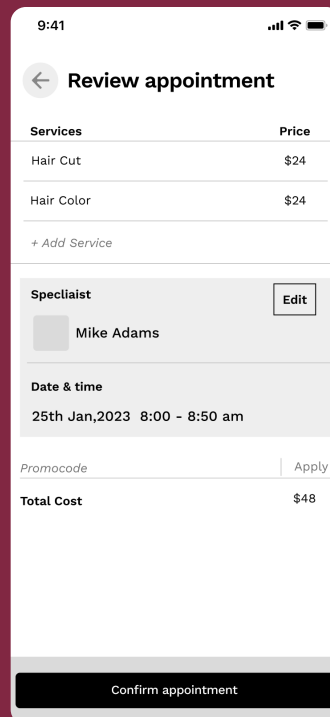
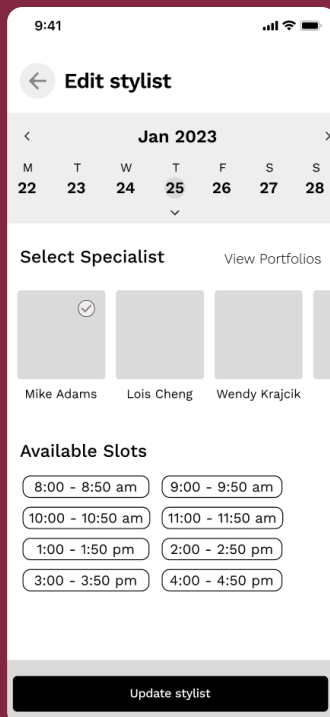
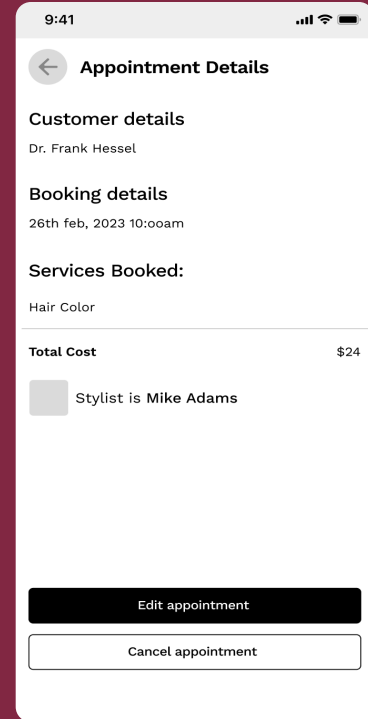
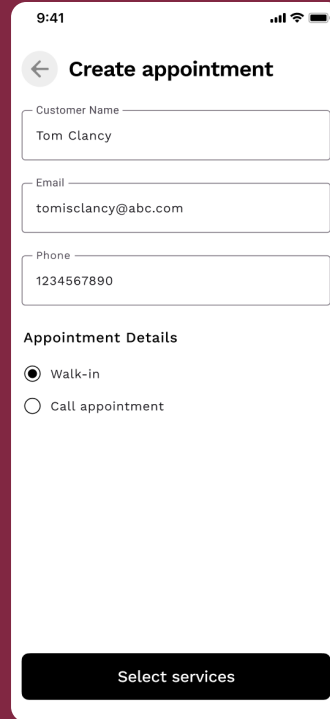
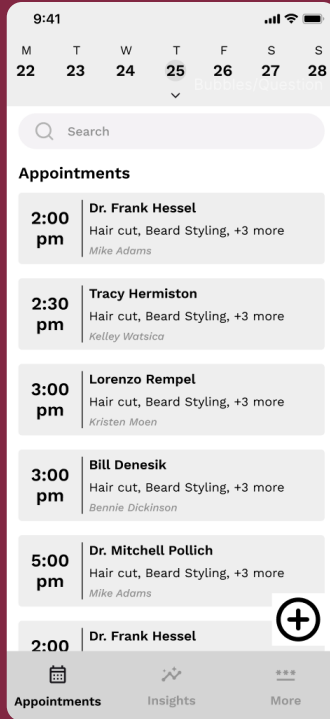
User Flow



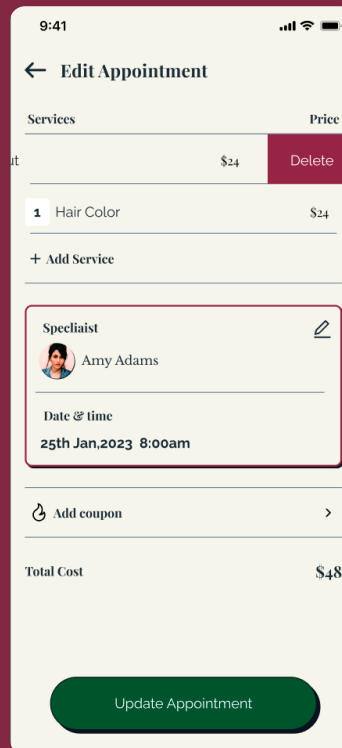
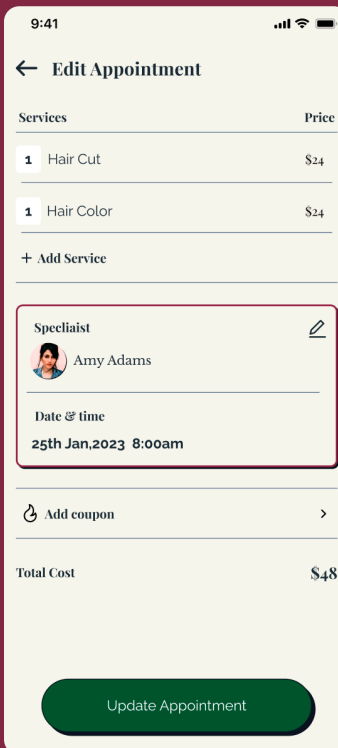
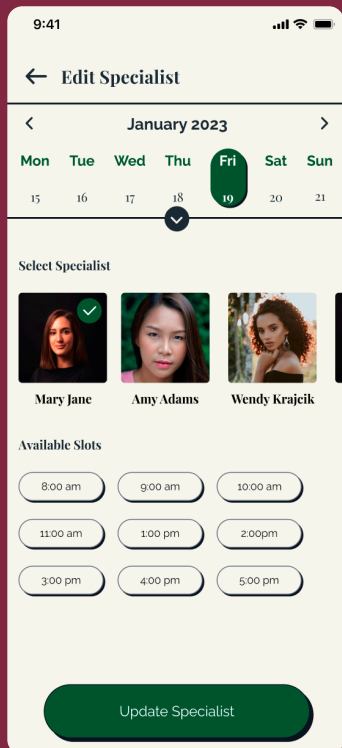
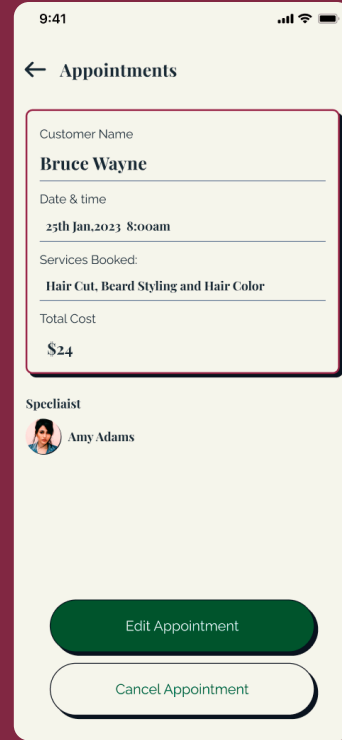
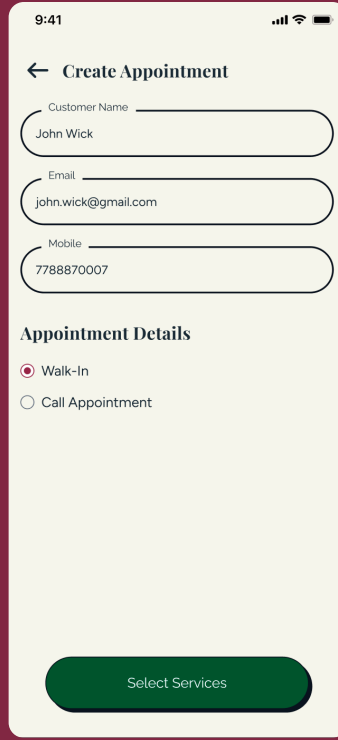
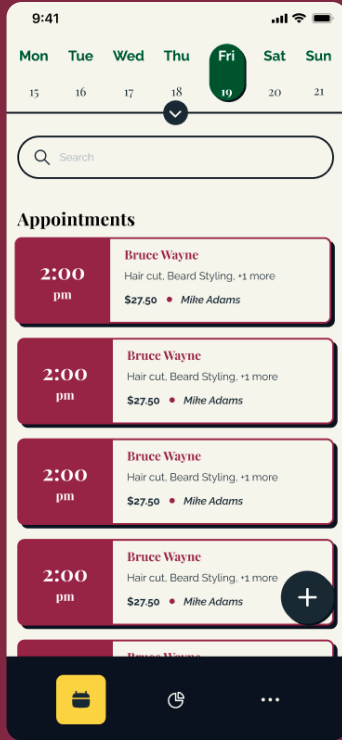




Wireframes



Mockups





Logo

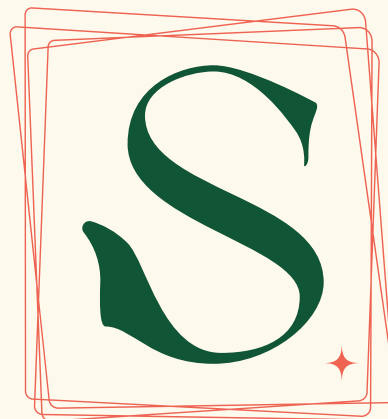
Inspiration

The logo for our app “Stylify” is inspired by the bold and functional design styles of Neo-Brutalism and Neo-Pop. The typeface is custom designed specifically for the Stylify brand, giving the logo a unique and memorable look that sets it apart from other salon management apps.

Main Logo



App Icon





Branding





UI Kit

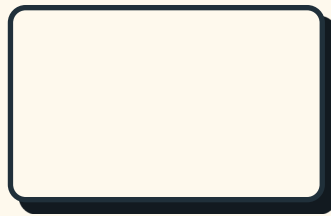
Color Scheme



Primary Color
#105535
rgb(16, 85, 53)



Secondary Color 1
#822848
rgb(130, 40, 72)



Background
#FDF6E9
rgb(39, 83, 95)



Text
#24313A
rgb(36, 49, 58)

The color scheme for the app is carefully crafted to create a visually appealing and functional user experience. The **primary color, #105535, is a rich and warm green** hue that immediately draws the eye and sets a natural and calming tone.

The **second secondary color, #822848, is a rich and bold burgundy** hue that adds depth and contrast to the design. This color is used sparingly, to highlight specific elements and create a sense of hierarchy within the app.

The **background color, #FDF6E9, is a soft and warm off-white** hue that provides a clean and bright backdrop for the app's content. This color helps to create a calm and uncluttered environment, making the app's content easier to read and interact with.

The **text color, #24313A, is a deep and dark blue-grey** hue that provides excellent contrast against the background color.

In conclusion, the color scheme for our app is designed to create a visually appealing and functional user experience.

Components

2:00
pm

Bruce Wayne

Hair cut, Beard Styling, +3 more

\$27.50 • Mike Adams

09
March

Hair cut, Beard Styling, +1 more

\$27.50 • Mike Adams

10% OFF

Max \$20.00
Minimum expenditure \$40

EASY10

Men's Haircut

45min • \$27.50

+

Men's Haircut

45min • \$27.50

🗑️
1
+

Athens Salon

Hair cut, Beard Styling, +3 more

\$27.50 • Mike Adams

Rebook

Amy Adams

4.6 ★

I recently had my hair cut and colored at Athens Hair Salon, and I am so pleased.

<
January 2023
>

Mon	Tue	Wed	Thu	Fri	Sat	Sun
15	16	17	18	19	20	21

Salon Name

Downtown, Vancouver

4.6 ★

Rebook

Salon Name

Hair cut, Beard Styling, +3 more

45min • \$27.50

Rebook

Awesome! Do you want to make it your favourite?

Button

Button

<
January
>

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Components

Input fields

	No Icon	Icon Right	Icon Left
Default	<input type="text" value="Label"/>	<input style="text-align: right; border-bottom: 1px solid #ccc;" type="text" value="Label"/>	<input style="text-align: left; border-bottom: 1px solid #ccc;" type="text" value="Label"/>
Active	<input style="border: 1px solid #ccc;" type="text" value="Label"/>	<input style="text-align: right; border: 1px solid #ccc;" type="text" value="Label"/>	<input style="text-align: left; border: 1px solid #ccc;" type="text" value="Label"/>
Filled	<input style="background-color: #f9f9f9; border: 1px solid #ccc;" type="text" value="Label"/>	<input style="text-align: right; background-color: #f9f9f9; border: 1px solid #ccc;" type="text" value="Label"/>	<input style="text-align: left; background-color: #f9f9f9; border: 1px solid #ccc;" type="text" value="Label"/>
Helper Text	<input type="text" value="Label"/> <small>⊗ Error text</small>	<input style="text-align: right; border-bottom: 1px solid #ccc;" type="text" value="Label"/> <small>⊗ Error text</small>	<input style="text-align: left; border-bottom: 1px solid #ccc;" type="text" value="Label"/> <small>⊗ Error text</small>
Disabled	<input style="background-color: #f5f5f5; border: 1px solid #ccc;" type="text" value="Label"/>	<input style="text-align: right; background-color: #f5f5f5; border: 1px solid #ccc;" type="text" value="Label"/>	<input style="text-align: left; background-color: #f5f5f5; border: 1px solid #ccc;" type="text" value="Label"/>

Chips

<input type="text" value="Small Outline"/>	<input style="border-bottom: 1px solid #ccc;" type="text" value="Small Outline"/>	<input style="border: 1px solid #ccc;" type="text" value="Small Outline"/>
<input style="background-color: #ffeb3b; border: 1px solid #ccc;" type="text" value="Small Outline"/>	<input style="background-color: #ffeb3b; border-bottom: 1px solid #ccc;" type="text" value="Small Outline"/>	<input style="background-color: #ffeb3b; border: 1px solid #ccc;" type="text" value="Small Outline"/>
<input type="text" value="Small Outline"/>	<input style="border-bottom: 1px solid #ccc;" type="text" value="Small Outline"/>	<input style="border: 1px solid #ccc;" type="text" value="Small Outline"/>

Checkbox

Inactive	<input type="checkbox"/> Checkbox Label
Active	<input checked="" type="checkbox"/> Checkbox Label
Disabled Inactive	<input style="background-color: #f5f5f5; border: 1px solid #ccc;" type="checkbox"/> Checkbox Label
Disabled active	<input checked="" style="background-color: #f5f5f5; border: 1px solid #ccc;" type="checkbox"/> Checkbox Label
Error	<input style="border: 1px solid #f44336;" type="checkbox"/> Checkbox Label

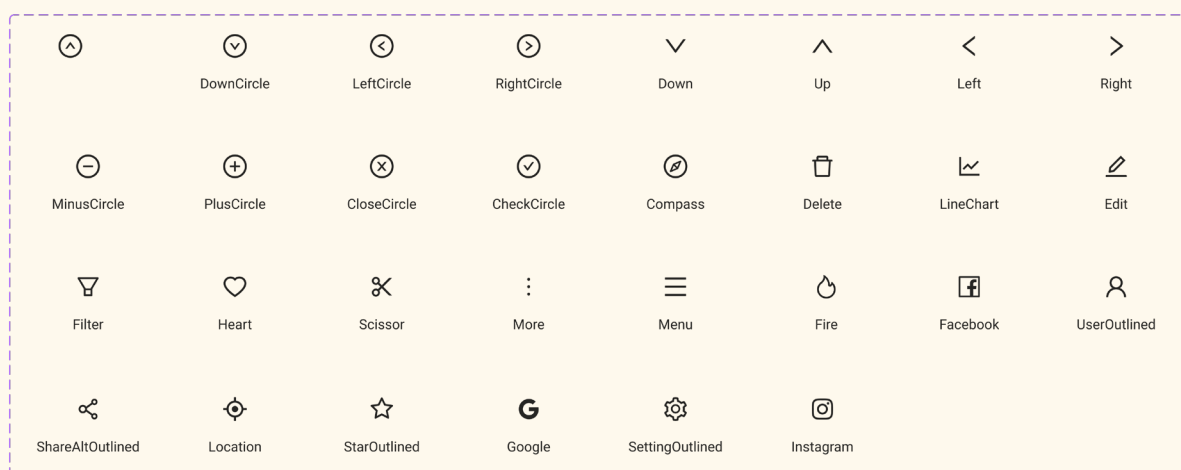
Radio buttons

- Radio Label
- Radio Label
- Radio Label
- Radio Label

Toggles

<input type="checkbox"/> Switch Label	<input checked="" type="checkbox"/> Switch Label
<input type="checkbox"/> Switch Label	<input type="checkbox"/> Switch Label

Icons



Typography

Aa

Playfair Display

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

Aa

Figtree

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

The headings are set in **Playfair Display**, a classic serif typeface that has a timeless feel with a good X-height giving the lowercase letters good, large appearances. Additionally, it's kernings and open counters ensure that the text is easily readable.

The body text, buttons, and links are set in **Figtree**, a modern sans-serif typeface that has a clean and geometric feel. Additionally, with it's large set of weights give us ample of options to select for particular use. Just like Libre baskerville, Figtree also boasts on it's large X-height, which makes the text more legible and readable.



04

**TECHNICAL
OVERVIEW**

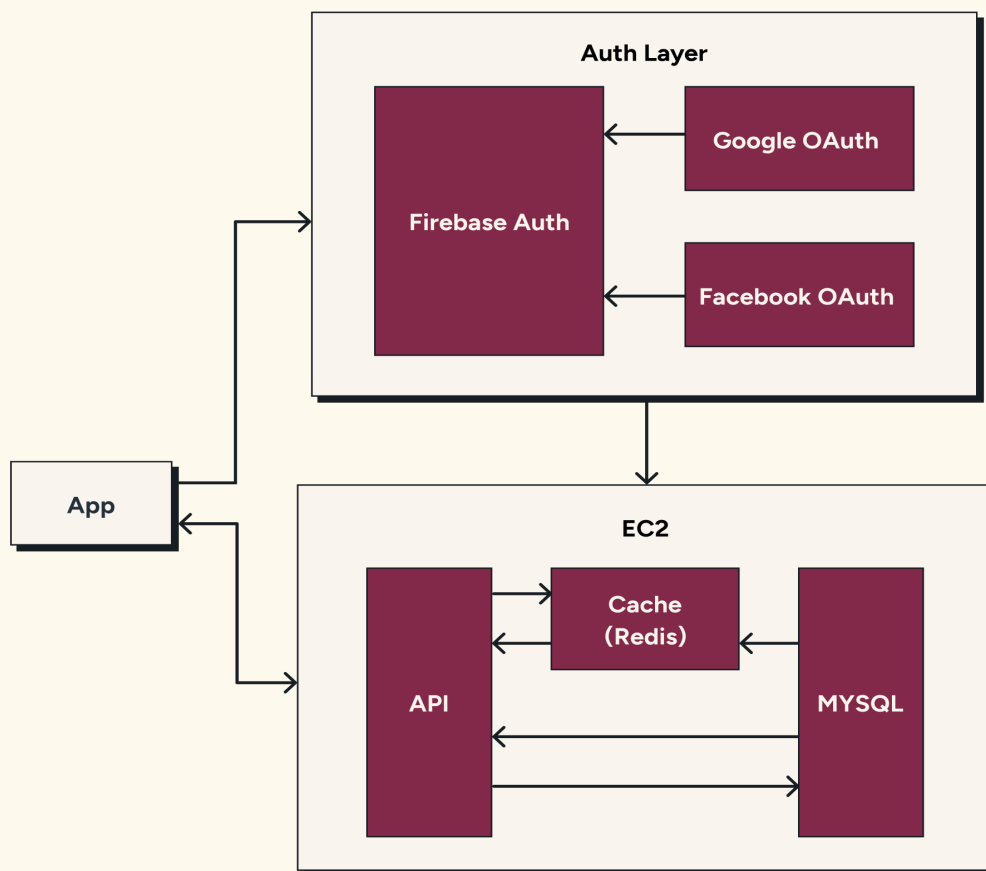
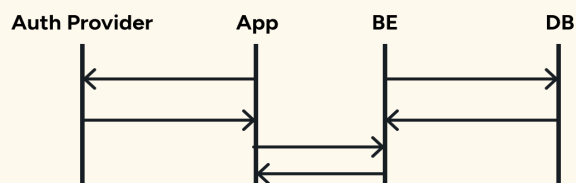
System Architecture

What

1. Business
2. Service
3. Service Type
4. Professional
5. Deal
6. Customer
7. Appointment
8. Appointment Details
9. Reviews

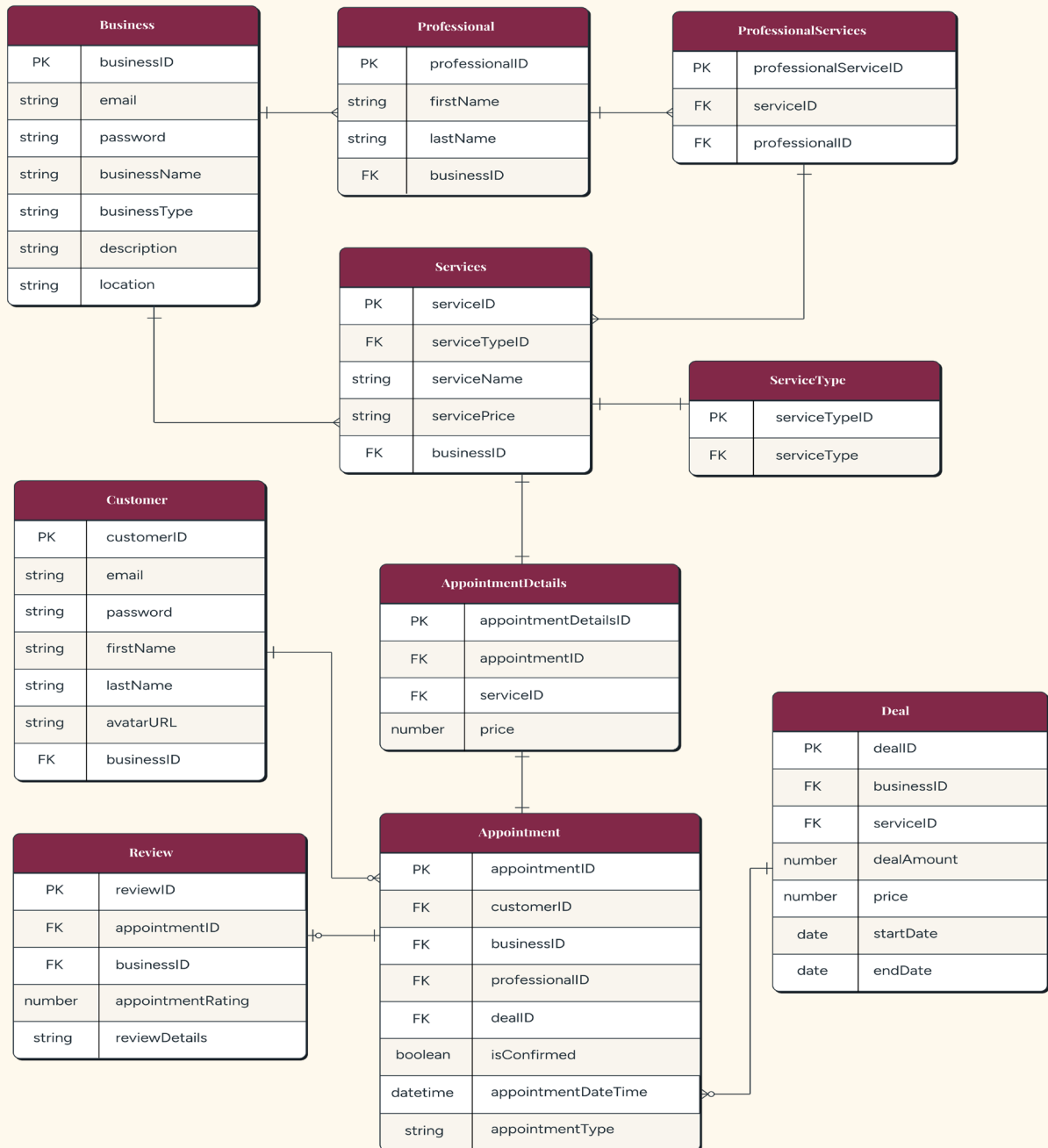
Tech Decisions

1. Firebase Auth
2. Google OAuth
3. Facebook OAuth





Data Model



Tech Stack

Management



Jira



zoom



Slack

Design Tools

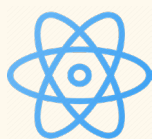


Adobe
Creative



Figma

Development Technologies



React Native



Expo



Node Js



Express



Prisma



Typescript



Docker



MySQL



Redis Cache



AWS



GitHub



05

**BUSINESS
MODEL**

Business Ethics



Stylify - competitors and market:

As a company that believes in fair market and fair competitiveness, Stylify believes that all the business activities should be conducted with transparency and according to the law, and as company we share all the necessary information about our business practices with our investors, clients, consumers, collaborators, and any other stakeholder that might be interested in how we do business.

Stylify - our people and diversity:

All the collaborators and workers of Stylify are valued and treated in a respectful way, the company treats all equally and is against all kinds of harassment and violence.

We value all the people involved in the development of the application and the differences that makes each part of team valuable in their own way, as we embrace all diversity related to culture, religion, sexual and gender orientation, skin color, and any other type.



Competitor Analysis

Features	Stylify	Rosy	Vagaro	Fresha
Appointment	✓	✓	✓	✓
Feedback	✓	✗	✗	✗
Discounts	✓	✗	✗	✗
Business Insights	✓	✗	✗	✗

Business Model

At present, Stylify is exploring various business models with industry experts to determine the best approach. Our competitors offer subscription-based models with additional fees for specific features, but we are assessing the appeal of this model to our customers. While we initially focus on salons, we plan to expand to other beauty businesses, such as spas, in the future. We will also continually develop new features based on user feedback and needs.



Future Features

Stylify team strongly believes in always improve the application with new features or improving existing ones. Based on that belief, this are the features that we plan to implement on the next months:

Market Expansion -> Now Stylify focus specially in the Business of Salons, but as a company the team understands that there is a market opportunity to work with other businesses and increase the market and presence of Stylify. The main goal will be on other Beauty Businesses. previous works and be able to judge if they want to get a service with that professional or not.

Payment -> Businesses will be able to receive the payment of the services that clients hire directly through the application, the company still studying what is the best method to implement this, but soon the implementation of this feature will simplify the interaction between costumer and business.

Portfolio -> Users will be able to access the Instagram of the professionals to check their previous works and be able to judge if they want to get a service with that professional or not.





OUR TEAM

06

OUR TEAM



Akhil Noone

UX/UI Designer

[in](#) @akhil-noone



Kiran Kavuri

UX/UI Designer

[in](#) @kiran-kavuri



Akshee Sharma

UX/UI Designer

[in](#) @akshee-sharma



Divyank Sachdeva

UX/UI Designer

[in](#) @divyanksachdeva



Manpreet Singh

UX/UI Designer

[in](#) @manpreetsinghassi



Diego Lara Carvajal

Fullstack Developer

[in](#) @dlaracarvajal



Kaho Fujita

Fullstack Developer

[in](#) @kahofujita



Gabriel Silvestre

Fullstack Developer

[in](#) @gabriel-silvestre-dev



Daniel Cunha

Fullstack Developer

[in](#) @danieldevjs

