

MYAVANA

Mobile App Redesign
By Julia Kaufman



Project Overview

Over the course of 4 weeks, Myavana gave my team the task to redesign their native app with a focus on 3 primary goals:

- Increase subscriptions and user engagement
- Improve overall user experience

Sprint 1 Objective

How do we understand Myavana, its users and competitors?

- Evaluate the Myavana app against UX best practices
- Test current app with users in target audience to identify problem areas
- Identify competitors in the custom hair care market and opportunity spaces for Myavana

Original App Flow

[Prototype Link](#)

Heuristic Analysis

Do the primary screens of the app follow design convention for the maximum usability?

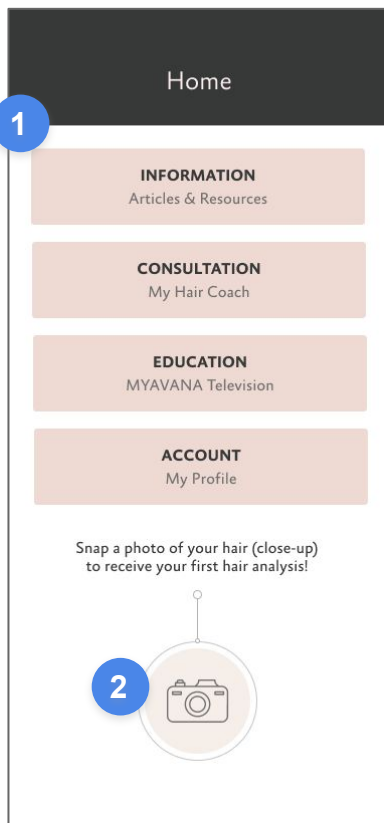
We evaluated the most information-dense screens using the **Jakob Nielsen evaluation principles** modified for mobile app design. These criteria help evaluate the UI of screens for Human-Centered design. Some of the criteria includes:

- User Control and Freedom
- Familiarity of Universal Experience
- Aesthetic and Minimalist Design

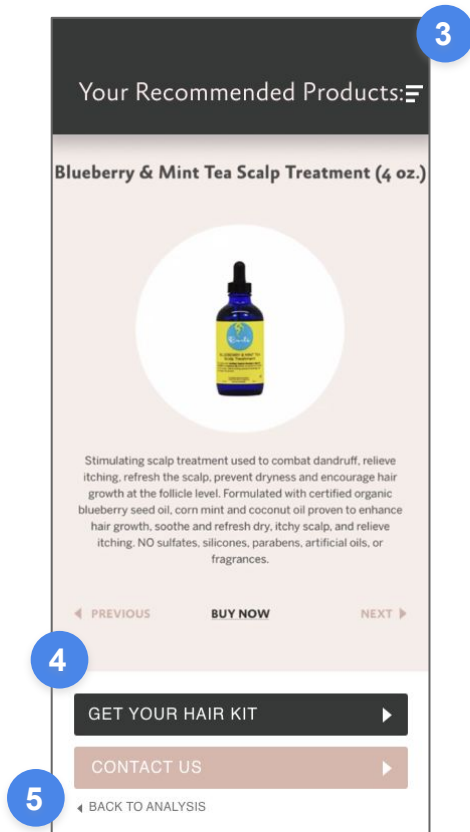
Heuristic Analysis

1 Medium Issue:
There is no visual context help users recall info and distinguish between content on the page

2 Minor Issue:
Camera icon does not meet contrast ratio needed for users with an eyesight difficulty



Home



Recommended Products

3 Medium Issue:
Hamburger menu touch radius is too small. Icon appears more like a "Sort By" button and is inconsistent between pages

4 Medium Issue:
"Get Your Hair Kit" and "Contact Us" buttons are not relevant to primary goal of the page and add to cognitive load

5 Minor Issue:
Touch radius around "Back to Analysis" is too small

Usability Test Hybrid Overview



Participant Information

- 6 female identifying users
- Ages 24 - 34
- Variety of ethnicities and hair types
- Used at least 5-10 different hair products over the last 6 months



Test Goals

- Observe how they navigate through Myavana app
- Gauge understanding of Myavana's services
- Identify problem areas

Usability Test Hybrid Overview



Questions Asked

- Tell us about your hair care journey
- What products/methods have you tried?
How did you find them?
- What is your current hair care routine?



Tasks

- Find out what Myavana has to offer and walk us through how you would sign up. Summarize what you would expect to get after signing up.
- Now that you've signed up for Myavana, walk us through how you would find out which products are right for your hair.

What did we learn?

- **6/6** users **educate themselves** about their hair needs and products through **Instagram, YouTube and word of mouth with friends and family**
- **5/6** users will **read reviews** on products when considering a purchase
- **4/6** mentioned that they seek advice from people with similar looking hair

Usability Test Results

TASK 1 - Find out what Myavana has to offer and walk us through how you would sign up. Summarize what you would expect to get after signing up.

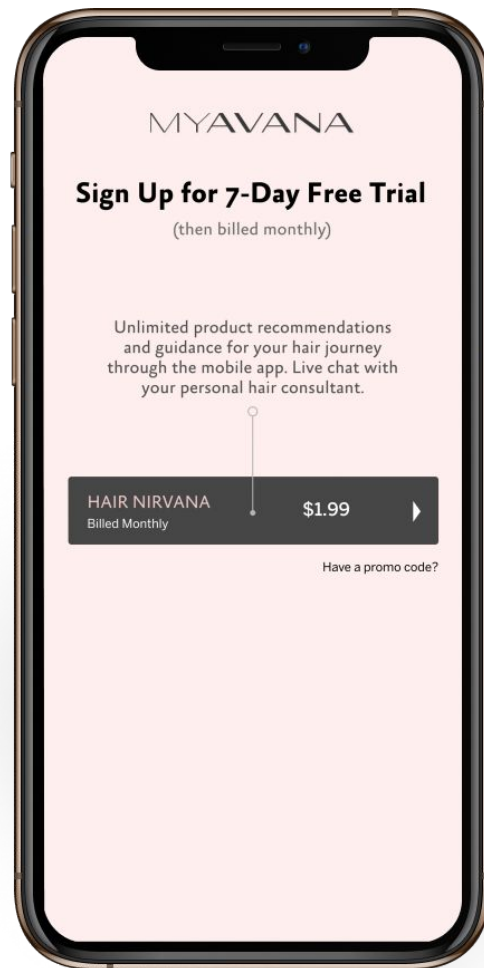
4/6 users **skimmed** through onboarding screens **without reading text** thoroughly

6/6 users expressed that **they wish they knew more about the offerings** and expected to be able to **interact with part of the app** before being directed to subscribe

“What is my screen going to look like before I pay for anything?”

Recommendations

Users need to see or experience a preview of content behind paywall before being asked to subscribe or consider removing subscription



Subscription Screen

Usability Test Results

TASK 2 - Now that you've signed up for Myavana, walk us through how you would find out which products are right for your hair.

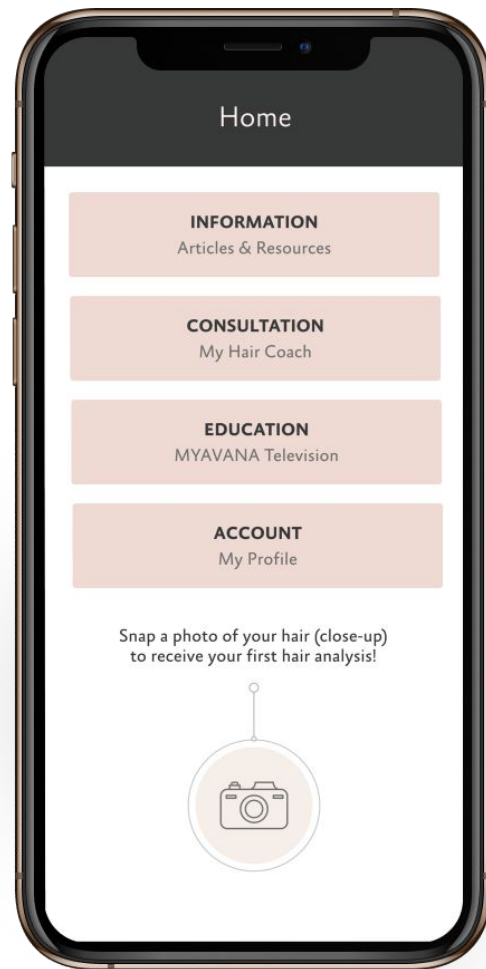
5/6 users **did not find** the Camera in their first two clicks

4/6 users picked the camera option **last**, and therefore didn't trigger the Product Recommendation flow until after they thought they had finished the task

“ So I just fill out this Questionnaire in my Account..? ”

Recommendations

Reconfigure hierarchy of information on the page so that users can find the camera feature more easily.
Redesign page to entice users to engage with content and navigate more smoothly.



Home Screen

Usability Test Results

TASK 2 - Now that you've signed up for Myavana, walk us through how you would find out which products are right for your hair.

6/6 users tested expressed **delight** in this analysis page, but **weren't sure what to do with the information**

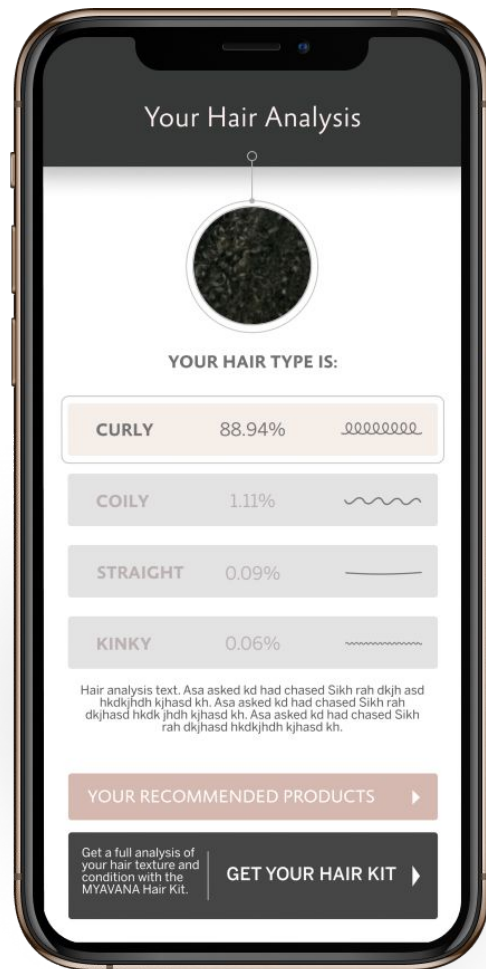
6/6 users thought the Hair Kit **contained the recommended products, despite reading the copy** in the button

Recommendations

Remove the hair kit from this context and incorporate it on the Home page so that it appears separate from the Recommended Products

We also recommend a preview of this screen before requiring users to enter their free trial

“ This is cool technology! ”



Hair Analysis Screen


Competitive/Feature Analysis

How do other brands make their customers feel **confident** in their products **before prompting them to subscribe?**

We chose brands mentioned by users during usability tests as well as well-known brands in the market and similar markets.



prose



function — of beauty



Curology

Sprint 2 Objective

How might we communicate the value of Myavana to users before prompting them to subscribe?

- Implement recommendations from Sprint 1 on existing screens
- Ideate & design mid-fidelity solutions in Figma
- Test with users to validate/invalidate design decisions

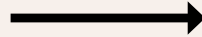
Research Insights to Mid-Fi Design Decisions

Users expected to be able to **interact with part of the app before hitting a paywall**



Moved hair analysis flow **before paywall**

Users did **not fully understand** what Myavana had to offer **before subscribing**



Added **copy and image** of Home Screen to explain **what is included in subscription**

Users had **difficulty finding the camera feature** and missed out on the **personalization** of hair analysis and recommended products



Changed Home Screen to appear as **personalized dashboard with recommended products at the top**

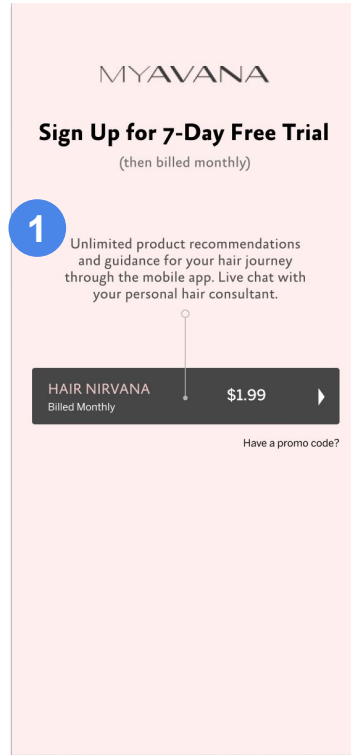
Key Screen Changes From Original to Mid-Fi

1

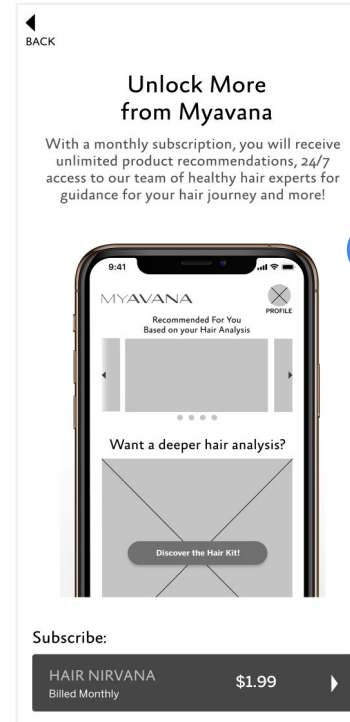
Users did not feel that this was enough information about Myavana to incentivise them to subscribe

2

Updated copy to include more info on what to expect from subscription and screenshot of Home Screen to entice them to



Original Subscription Screen



Subscription Screen

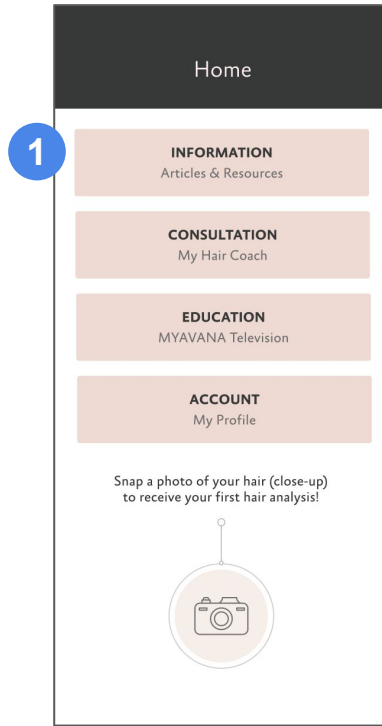
Key Screen Changes From Original to Mid-Fi

1

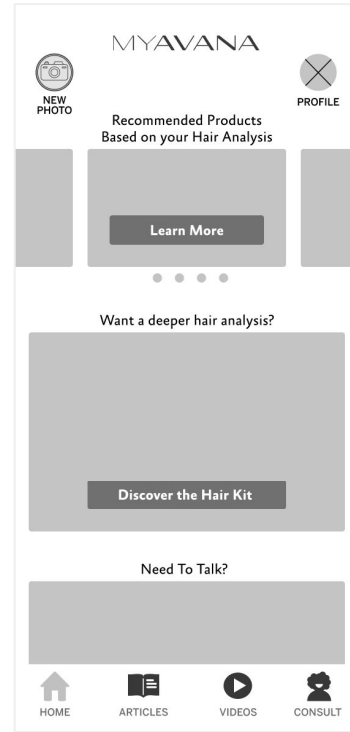
Users read top to bottom, often overlooked the camera button and could not find their recommended products

2

Redesigned screen to feel more like a personalized dashboard & reorganized hierarchy of info to follow common design conventions



Original Home Screen



Home Screen

Sprint 3 Objective

How might we communicate the value of Myavana to users before prompting them to subscribe?

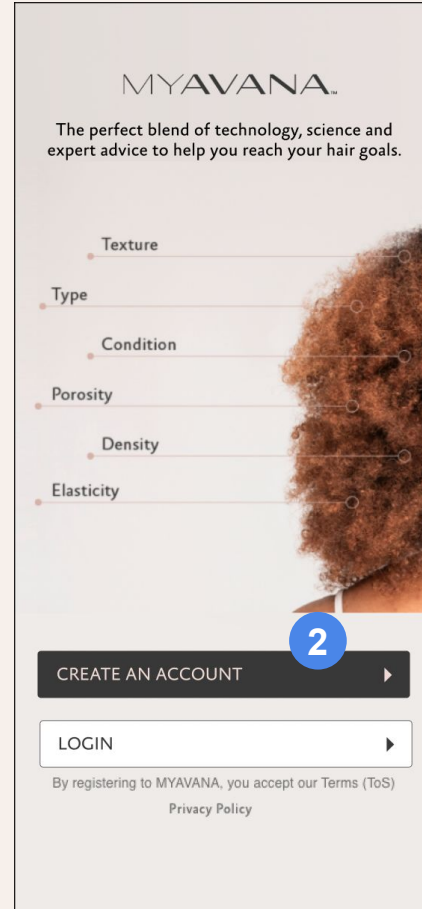
- Implement recommendations from Sprint 2 on existing screens
- Ideate & design solutions in high-fidelity
- Test with users to validate/invalidate design decisions

Mid-Fidelity to Hi-Fidelity

1 Copy and placeholder image intended to introduce them to what Myavana is at a glance



Login Screen



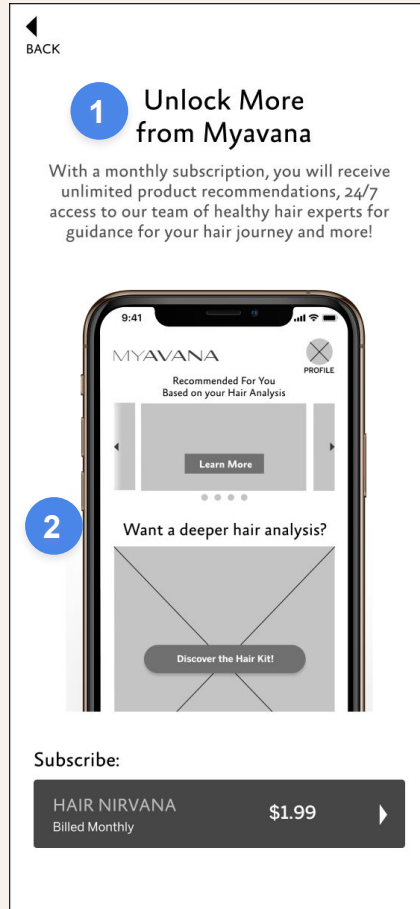
2 "Create An Account" call to action gives clearer directions to new users

Login Screen

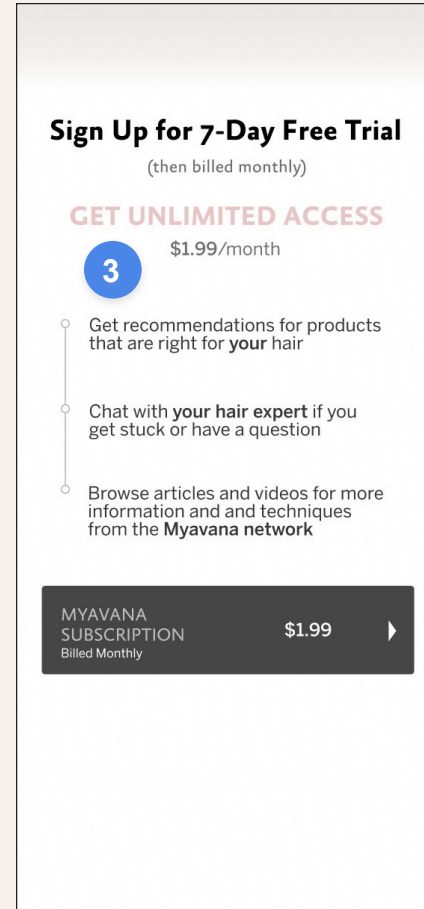
Mid-Fidelity to Hi-Fidelity

1 Users **did not read the copy** at the top and instead focused on the screen image. This is where we observed some reticence to sign up

2 **Product Image** helped to visually communicate the value of the app at point of purchase, but **distracted users from understanding what to expect from subscription**



Subscribe Screen



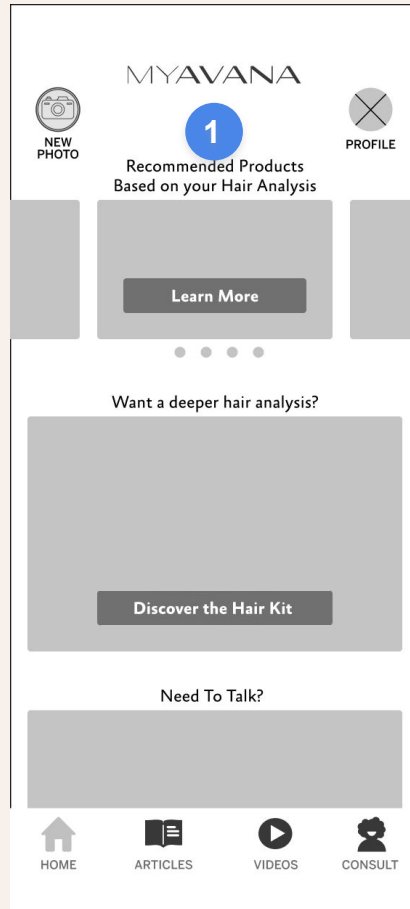
Subscribe Screen

3 Presenting offerings in an **itemized list** resulted in users' **increased comprehension** of what to expect from subscription due to **scannability**

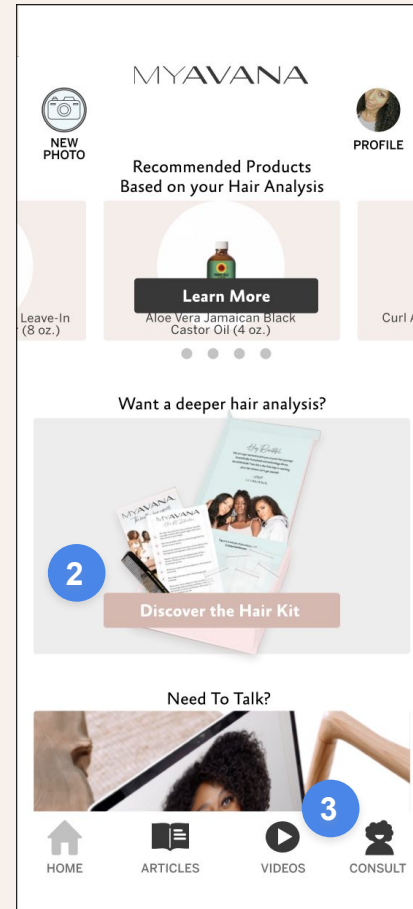
Mid-Fidelity to Hi-Fidelity

1 As mentioned earlier, we found that nearly all the users started clicking from **the top down**, so we re-arranged important elements with this hierarchy in mind

2 All users tested in Mid-fi, did not understand what the **Hair Kit was**, to alleviate this problem we chose an image showing the **box's contents**



Home Screen



Home Screen

3 **Bottom navigation** grounds the user in where they are in the app. They can also access these options no matter where they are in the flow

Hi-Fidelity App Flow

[Prototype Link](#)

Usability Test Results

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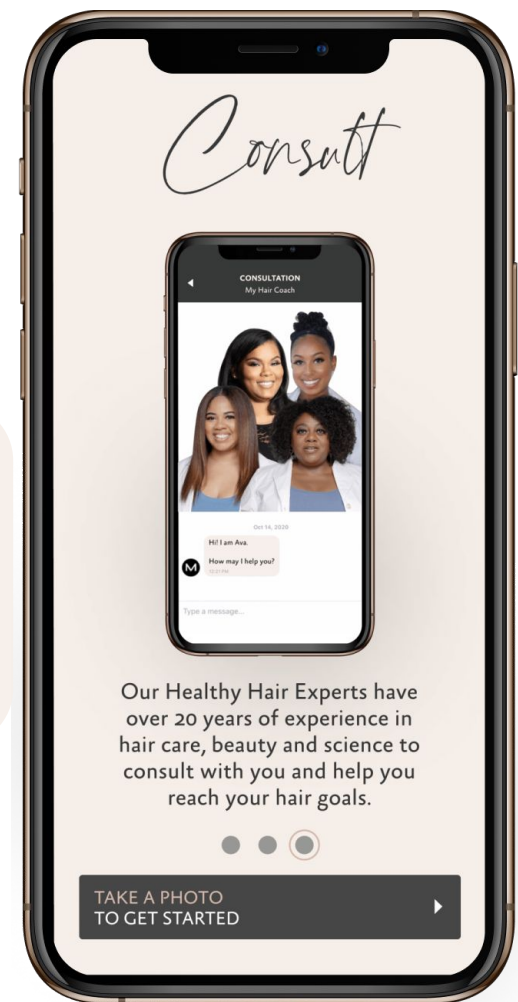
4/4 users **now had an accurate understanding** and trust in the Consulting feature of the app

3/4 users **were not expecting to be taken through the camera flow after this screen**

Recommendations

The order of this screen in the Onboarding flow should be changed so that the “Take a Photo To Get Started” call to action button makes sense in the narrative.

“...the chat with your hair expert would be beneficial because I don't have to hunt down a natural hairstylist in a salon somewhere to ask her questions.”



Onboarding Consult Screen

Usability Test Results

TASK 1 - Find out what Myavana has to offer and walk us through how you would sign up. Summarize what you would expect to get after signing up.

3/4 users **paused to read bullets** of what is included in subscription

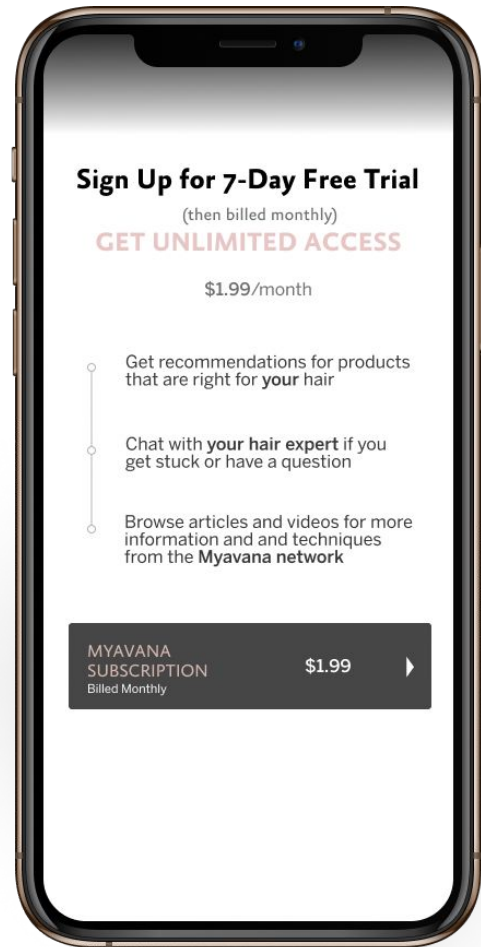
4/4 had a **better understanding** of what to expect from a subscription

2/4 mentioned they weren't sure how much information would change from month to month

“ I love this idea! But not sure if I would need it every month? ”

Recommendations

Explain how often content is updated and when new content is added.



Subscription Screen

Usability Test Results

TASK 2 - Now that you've signed up for Myavana, walk us through how you would find out about which products are right for your hair.

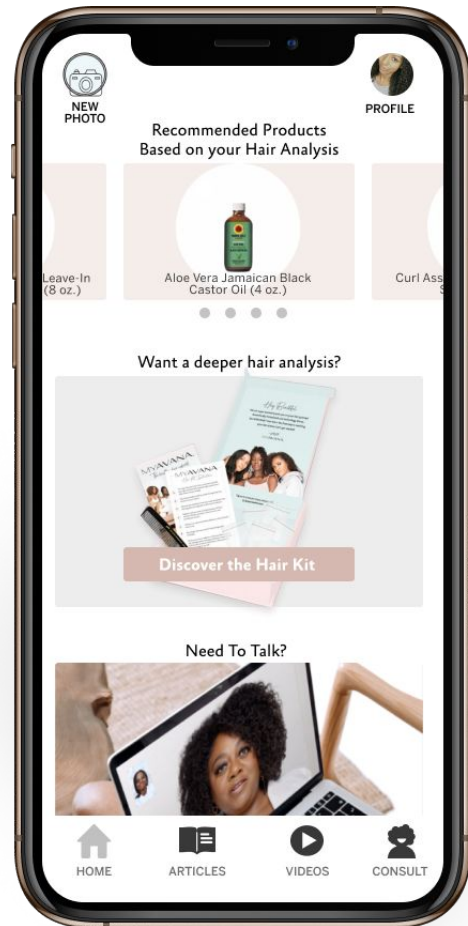
4/4 users were **delighted and excited** to explore personalized recommendations and other offerings on this page

4/4 users were **immediately successful** in finding their Recommended Products but then looked for ways to save their favorites or look back at previously used products

Recommendations

Though users were delighted by seeing their Recommended Products, they also wanted a way to see what they've bought before or a way to save items to purchase later

“ I would want to see what other people are using or what other people have been recommended based off of their hair. ”



Home Screen

Next Steps

- **Monitor Google Play and App Store to track changes**
- Focus on user engagement and retention
- Add **favorites list for Products** interested in or bought
- Add a “**community**” feature so that users can see what other people use and like - ways for users to leave reviews & star rating
- Test **Recommended Products in bottom navigation**
- **Implement and test all changes**