

Traditionally in the human experience, the “marketplace” has always been much more than just a means by which to procure our needs and desires.

A market place is a hustling bustling human happening where people are inspired and empowered to live their best life all while rubbing elbows and interacting with other humans.

FELOH strives to bridge the gap between the modern version of the marketplace, e-commerce; and the modern version of rubbing elbows, social media. They came to us with a few goals in mind:

- Simplify onboarding process
- Streamline the process of posting a video
- Better define the curl coin rewards system
- Expand the audience by including beauty

We began crafting and sending surveys out to current FELOH users and potential FELOH users. Mainly, we reached out to millennials and gen Zers, as they were our target audience, but we of course sampled a few other age groups as well because inclusivity is important to FELOH.

Once the surveys were underway and answers started pouring in we conducted user interviews.

In order to develop a problem statement, we gathered all of our information on to virtual post it notes and started grouping them together in an affinity map.

We also built this persona and continued to develop it throughout the sprint.



TikTok Tonya

"Insta doesn't understand MY hair"

Age: 19
Student at Georgia State University
Location: Atlanta, GA
Personality: Playful, Confident, Talkative

Bio

Tonya is stretching her wings and preparing to fly. She's always had a bold sense of style, AND she's always looking to develop it further. She loves scrolling through social media and she especially loves seeing the number of views and likes go up on her own posts. She cares about her social media community and what she brings to the table.

Goals

- Gain enough followers to launch her own fashion brand
- Move to NYC to get to the heart of the fashion industry
- Get featured in a fashion magazine

Frustrations

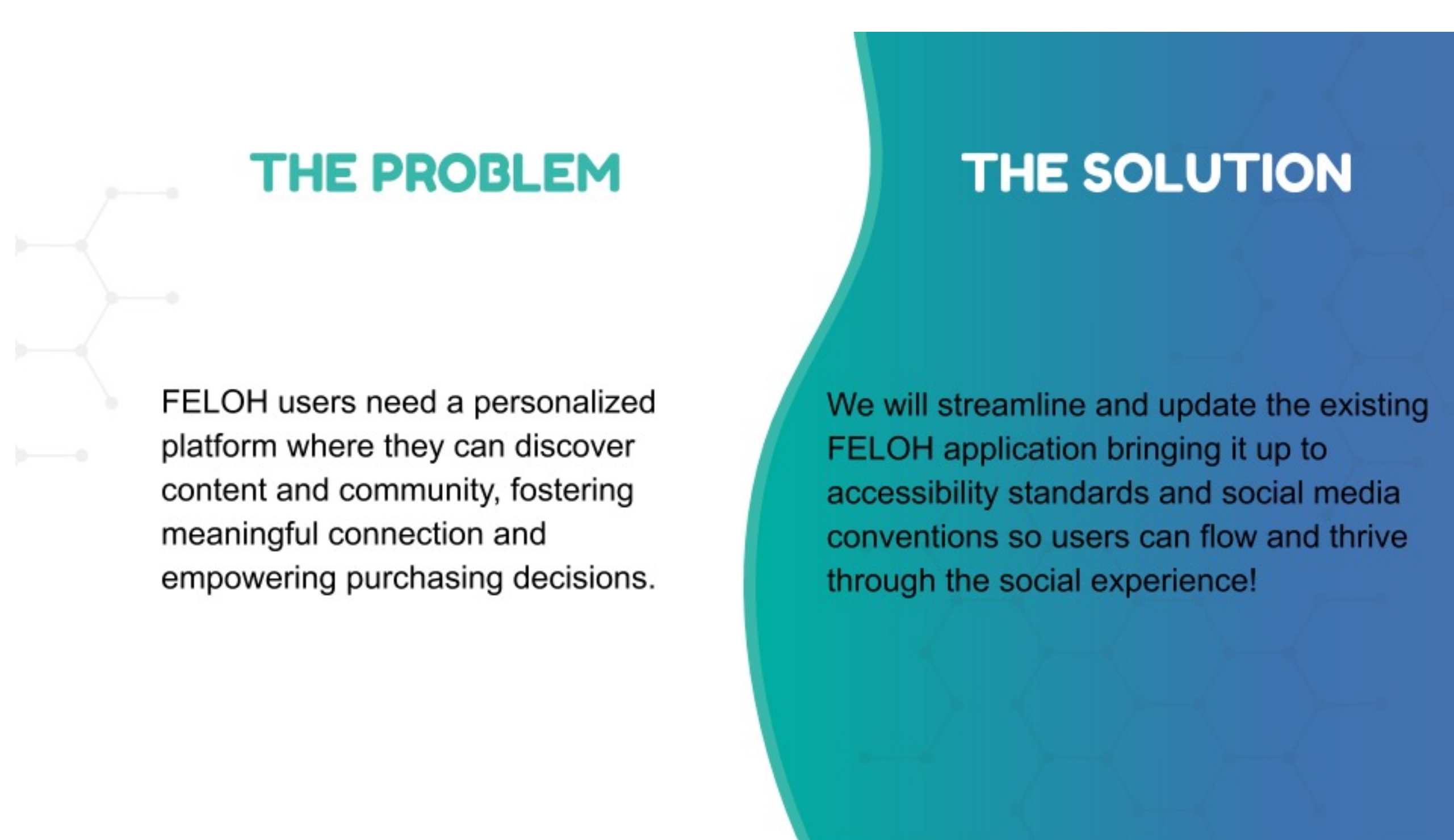
- Can't get good beauty advice from Instagram influencers
- Stores near her don't sell her favorite haircare products
- Has trouble finding advice from people with similar hair on Instagram

Favorite Brands

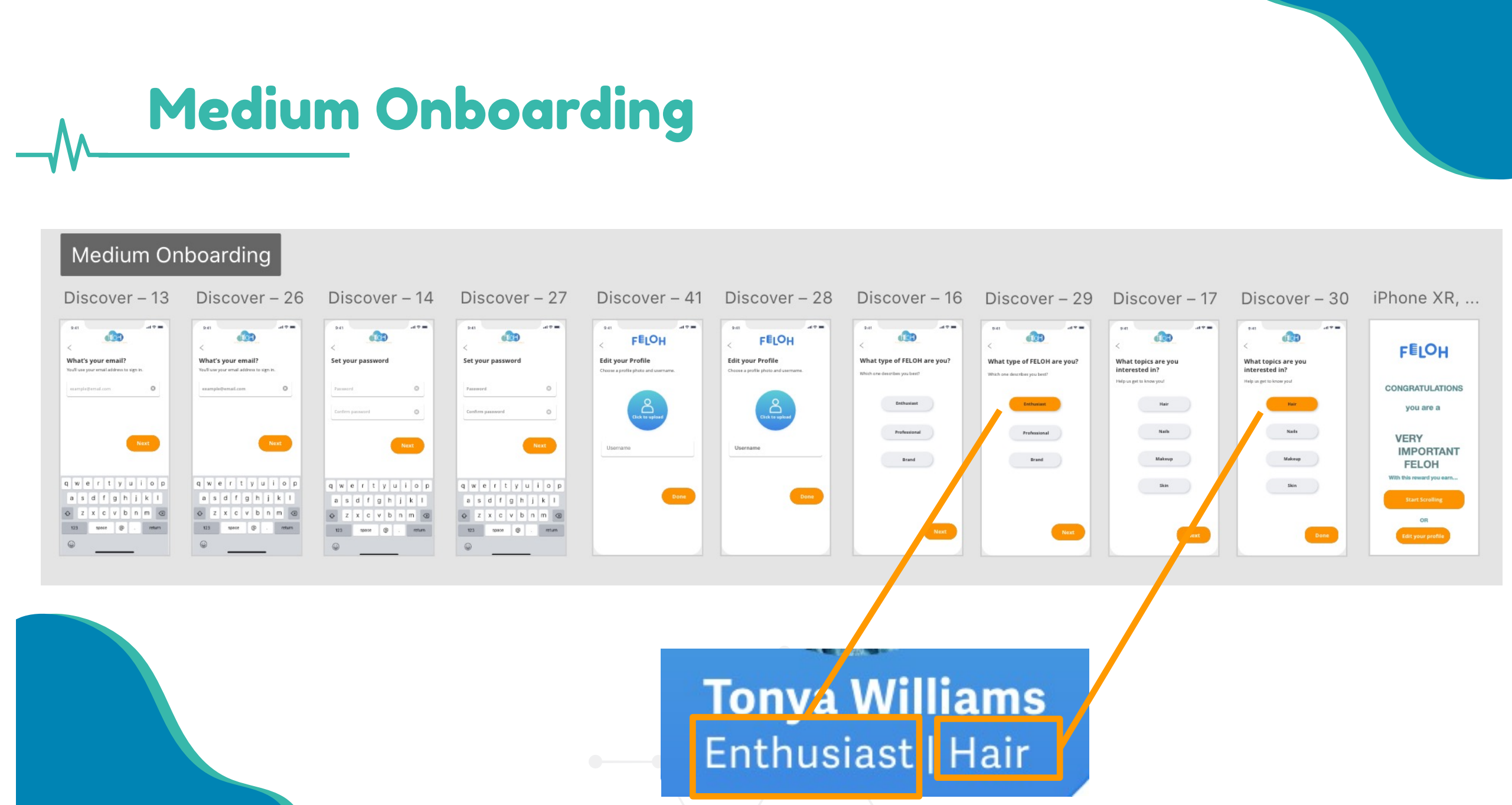
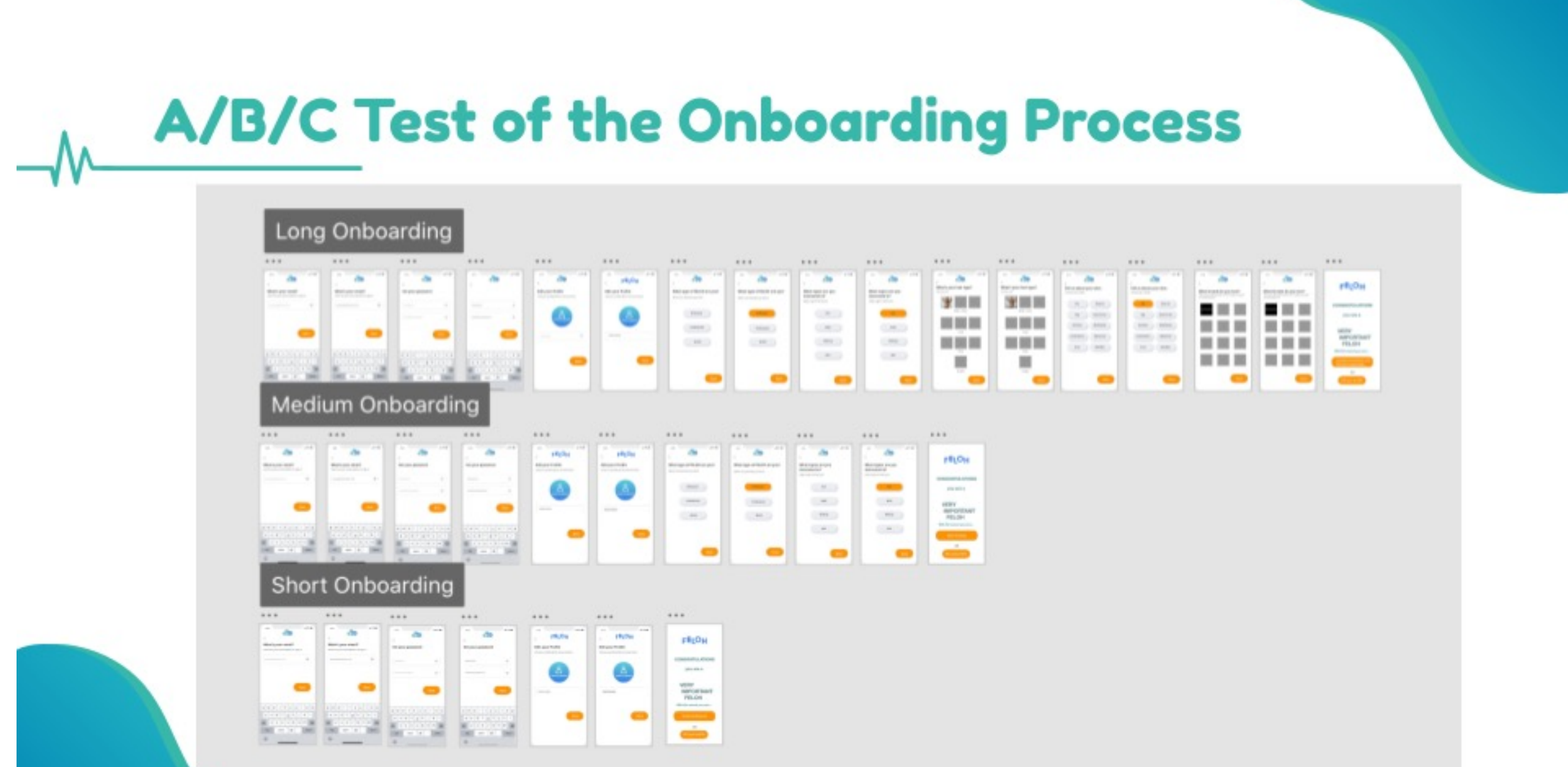
LEADER, COLOURPOP, ULTA, Glossier.

Favorite Apps

TikTok, Instagram, Snapchat



Soon we began to ideate solutions. We began conducting usability tests to see how some of our proposed solutions fared with our users.



While there were many iterations to the new design along the way, here are some of the major ones regarding the navigation and add to cart button.



These changes tested better with our users and improved their over all flow.

We initially weren't going to touch the logo in this first sprint, but it became clear to us from our users that it had some accessibility and readability issues, so we decided see what we could do to improve it.

The most pressing issues we uncovered were with the color accessibility of the gradient background, so we removed the background and stretched the letters making them easier to read.

We wanted a logo that would read well at various sizes and that kept FELOH's fun, free-spirited energy. We still incorporated the gradient and cloud shapes from the original logo throughout the app because it felt so important to the brand, so keep an eye out as we get into our prototype.

