



Nail Canvas

Final Summary

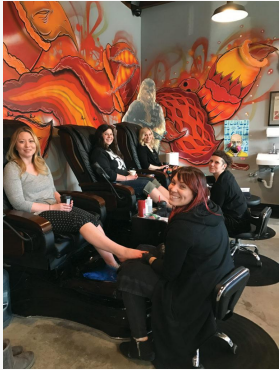
Andrew Paden
Amanda Bao
Serena Chan
Holly McKenna
Sameera Yerramilli

01 | Challenge statement

How might a nail salon be a 3rd space that champions connection, beauty, and expression for art-loving Millennials?

02 Salons we visited

Finger Bang
Nail Art Parlor



Tattoo parlor vibes, specializes in avant garde nail art

Zaza
Nail & Wine Lounge



Sommelier-selected wine bar lounge & non-toxic nail care

Polished Nest
Nail Salon & Day Spa



Traditional nail salon + "Refresh Sports" pedicure

Organicare
Nail Health Spa



All-natural nail services with customer journal to share love & loss

Bel Air Nails
Beauty Salon



Affordable, no-frills nail salon in LA strip mall

02 Research from salon visits

Nail salons traditionally have been a place for beauty, relaxation, and connection.

1 Millennials may have a different concept of beauty, relaxation, and connection than older generations. *

2 Common concerns millennials have of nail salons: toxicity, environmental and personal health, outdated notions of beauty

3 While most nail salons are designed for women, more men are going to nail salons for nail care

*

Self-expression

Creativity

Shared experiences

Social media

Storytelling

02 Insights from storyboard testing

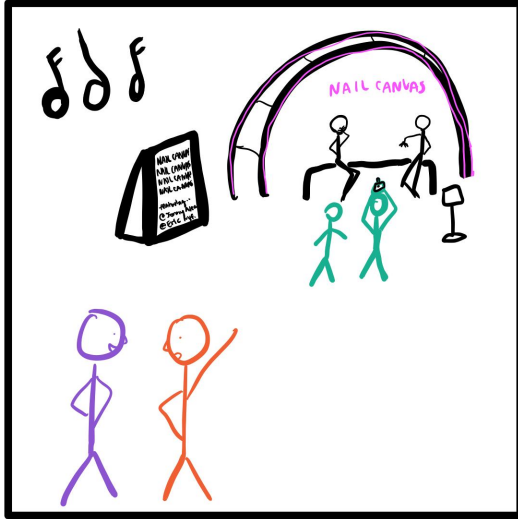
1 People view nail salons as hang-out spots - a place for both social connection and relaxation.

2 People were delighted by the non-toxic and sustainable aspect of nail treatment.

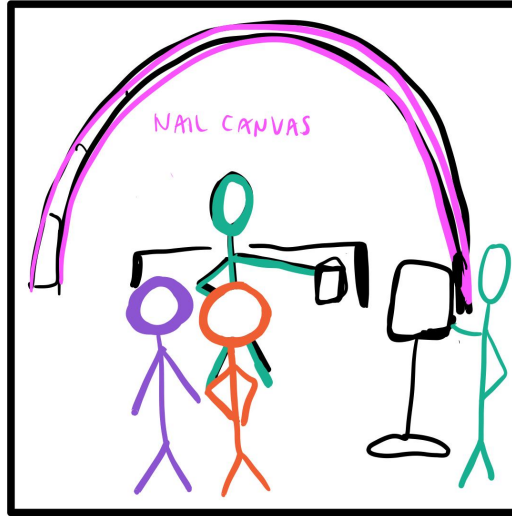
3 People were charmed by the integration of Instagram into the nail salon experience.



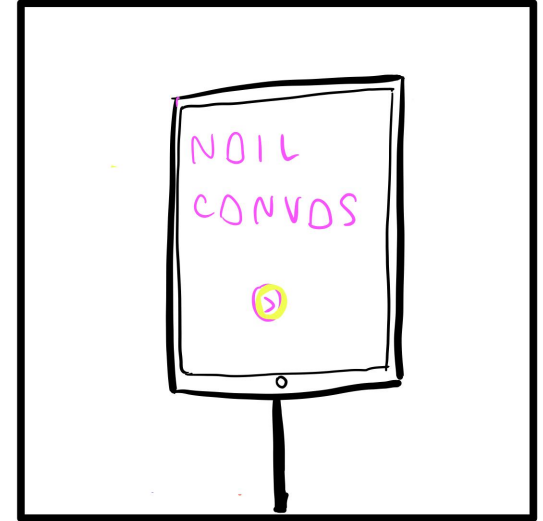
03 Final concept storyboard



Sam and Holly are at Outside Lands where they see Nail Canvas pop-up.



Greeted by nail technicians who introduce Nail Canvas' featured local artists. They checkout their art booklet for nail design inspiration.

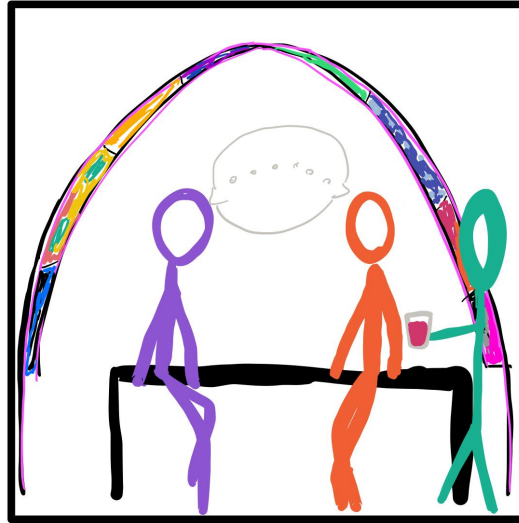


Sam and Holly signed in and paid on the iPad. They each decided to get an extra set of nail art to bring home to their housemates who couldn't make it to Outside Lands.

03 Final concept storyboard



Holly and Sam take a seat under the arch, talk about their art options, and order a drink.

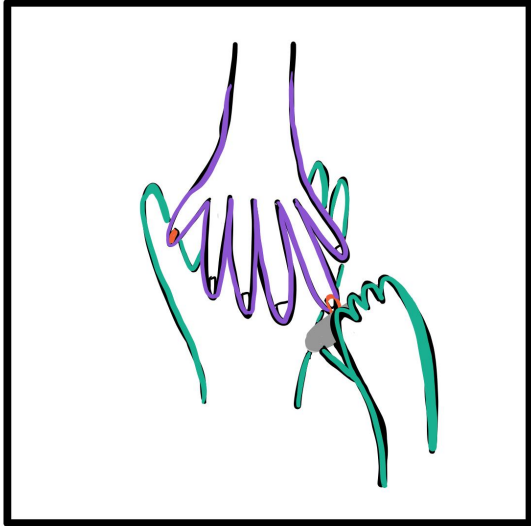


The nail techs delivered the wine and set up their working stations. Meanwhile, Holly and Sam got to rest their legs (after hours of dancing) and chat.

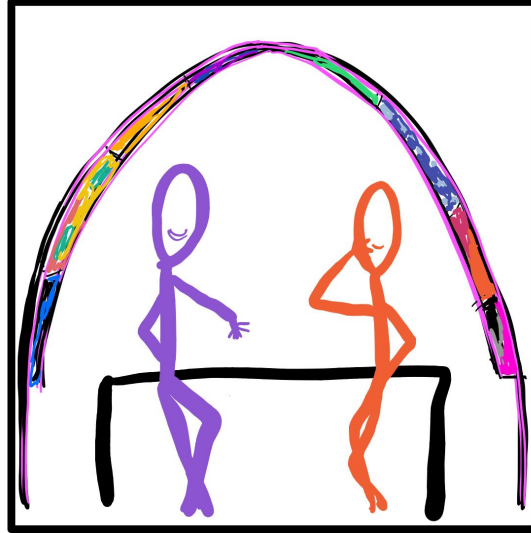


The nail techs sat down across from Sam and Holly and shared more about Nail Canvas while they cleaned and prepped their nails.

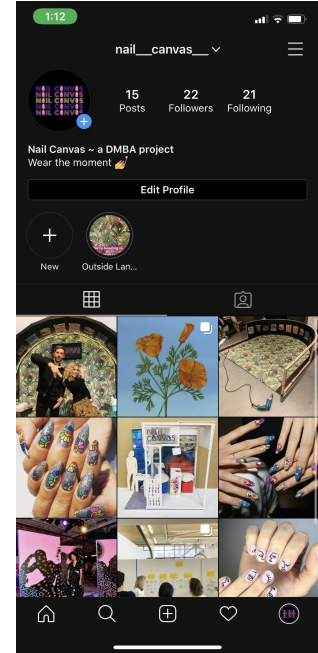
03 Final concept storyboard



The nail techs applied the nail art and continued chatting casually with Holly and Sam about Outside Lands, artists, and nails.



They snap a photo for their Instagram, and follow and tag @nail__canvas__ where they will find out where Nail Canvas will be headed next.



04 Digital micro pilot - plan

01 UNCERTAINTIES

What is the minimum amount of TLC needed to support experience?

02 HYPOTHESIS

People want basic, efficient TLC because time is better spent towards nail art.

03 METHOD

Convey the nail Canvas experience. Have 3 options to choose from. Record preference.

1. No TLC
2. Minimal TLC
3. Standard spa-level TLC

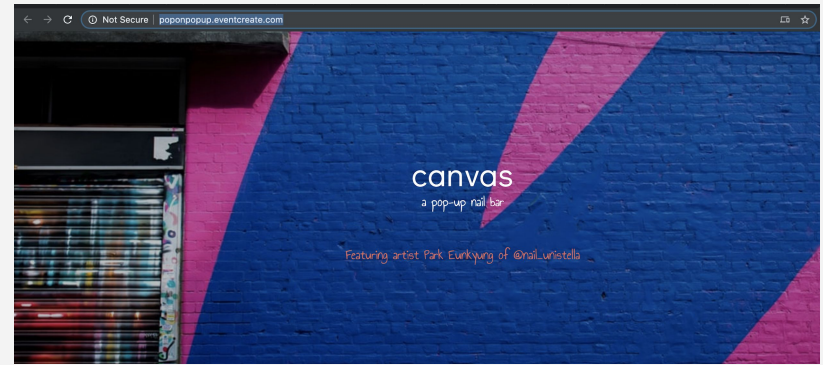
METRICS

Which option is most desirable?

MEASUREMENT

Number of people who chose the faster, lower TLC experience

MBP Create a fake event invite.



04 SF micro pilot - plan

01 UNCERTAINTIES

Are reusable pop-on nails desirable?

02 HYPOTHESIS

People will want personalized, high-quality pop-on nails over nail paint

03 METHOD

A/B test

METRICS

Track the most desirable between distinct options

MEASUREMENT

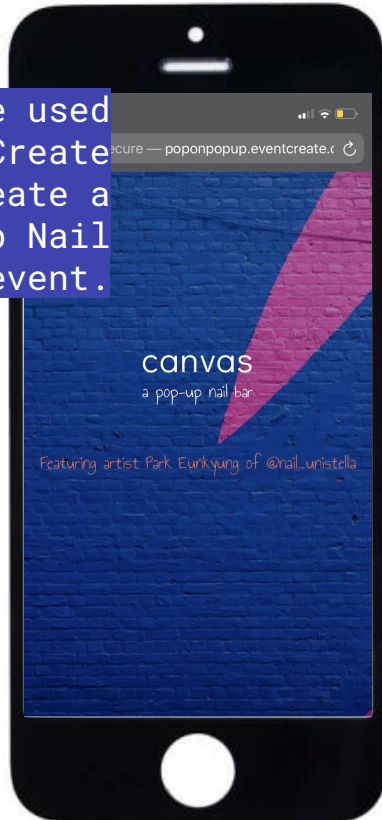
1. Which option would they choose?
2. Would they go with a friend?

MBP Menu of a pop-on nail service and an indulging nail art service

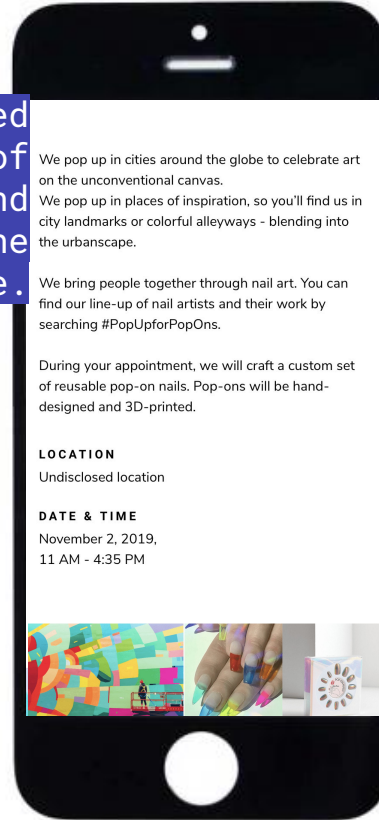


04 Digital micro pilot - experiment

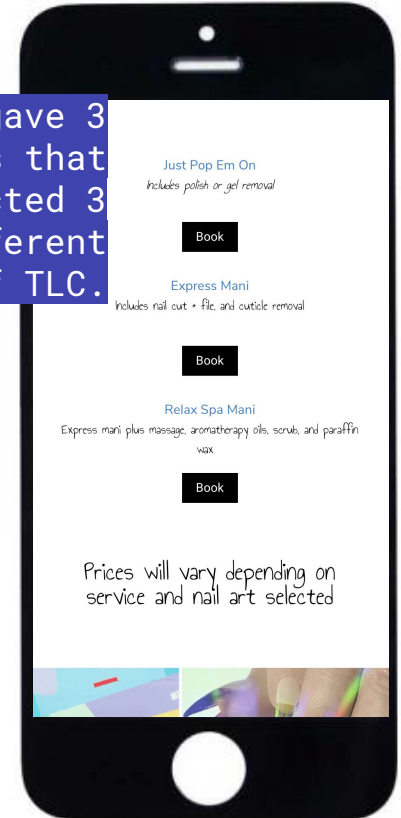
01: We used Event Create to create a Pop-Up Nail Bar event.



02: We shared the details of the event and described the experience.



03: We gave 3 options that reflected 3 different levels of TLC.



04 SF micro pilot - experiment

CANVAS.
A NAIL POP-UP BAR

01

- 3D PRINTED REUSABLE CLIP-ON NAILS
- EXPRESS SERVICE (15-20 MINS)
- PICK YOUR FAVORITE DESIGN FROM OUR ARTISTS' CREATION
- NON-TOXIC EASY APPLICATION

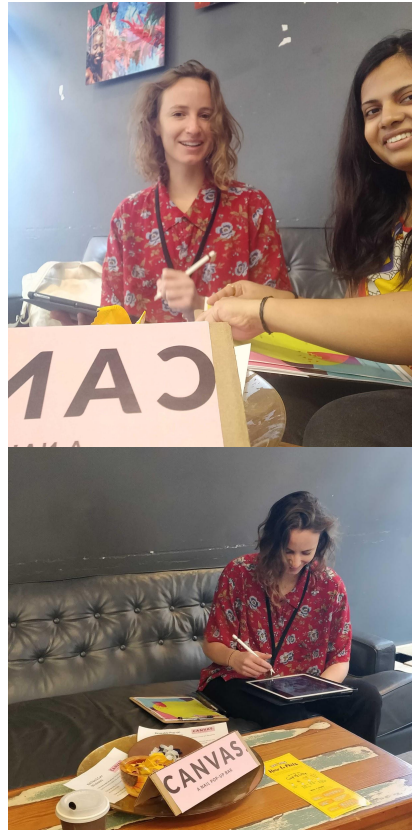

02

- NAIL PAINTING SESSION WITH YOUR FAVORITE ARTIST
- INDULGING SERVICE (1-1.5 HRS)
- AFFORDABLE ORIGINAL ART


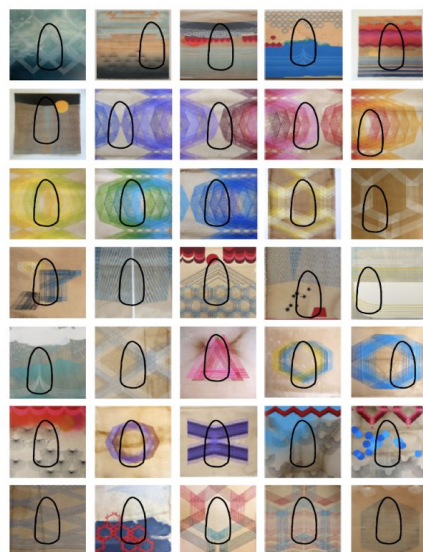
WWW.CANVAS-POP-UP.COM
(415)909-8144

San Francisco
CA

Support your local artists:
Try the custom-art filter on your nails before you get them!

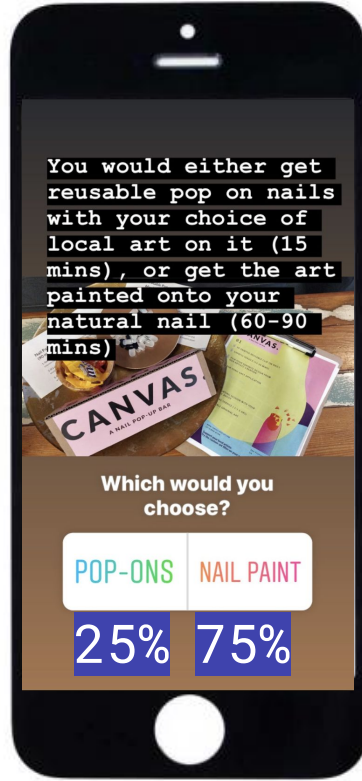


Featured Artist: **KELLY ORDING &** **CANVAS.**
A NAIL POP-UP BAR

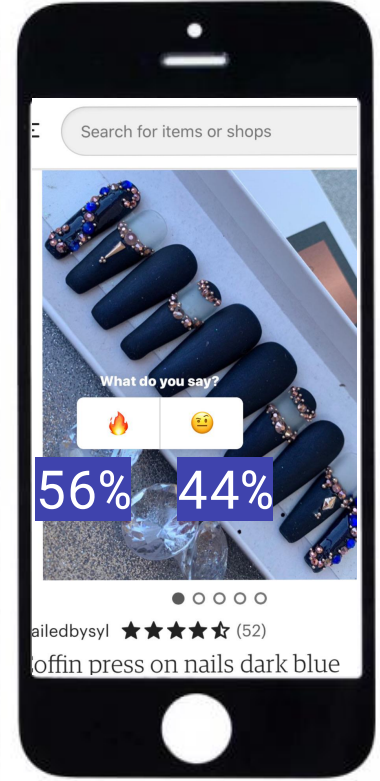
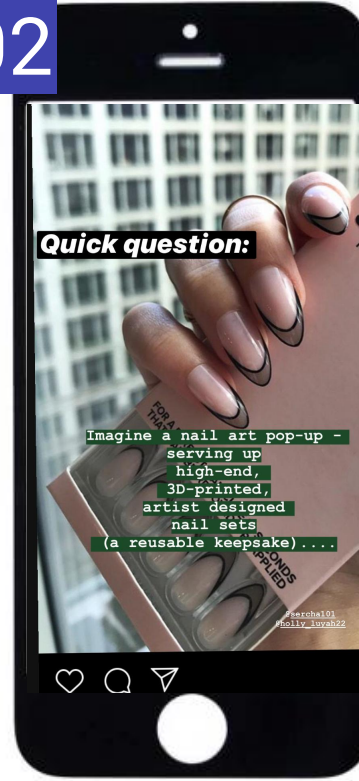


04 Instagram micro pilot - experiment

01



02



04 Micro pilot - results

01 SF MICRO - PILOT

People were indecisive about the 2 offerings and also wanted more nail design options. As well, there were various concerns about the toxicity of the glue used for the pop-on nails.

02 REMOTE MICRO PILOT

Everyone interviewed wanted some level of nail prep before nail application, and 70% opted for a basic and express level of nail prep (polish removal, cut/file, and cuticle removal).

03 INSTAGRAM TEST

Most people who took the Instagram poll still preferred nail paint (vs. fake nails you can pop or press on). Concluded that most people are still uncertain about pop-ons, but may be willing to try.

04 Micro pilot - key findings

Informs
Offering choice



Feature a gallery of art to flip through and choose from

Informs
Offering choice



Pop-ons that don't damage the nail are important

Informs Spatial
choice



Both express service and indulging service with an artist are desirable

Informs
Offering choice

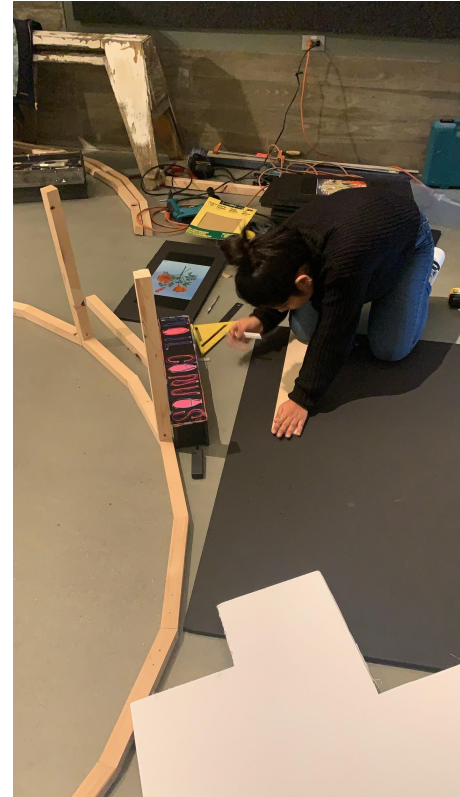


If these are meant to be reusable, they must be durable

05 Nail Canvas - The Build



05 Nail Canvas - The Build



05 Nail Canvas - The Pop-Up



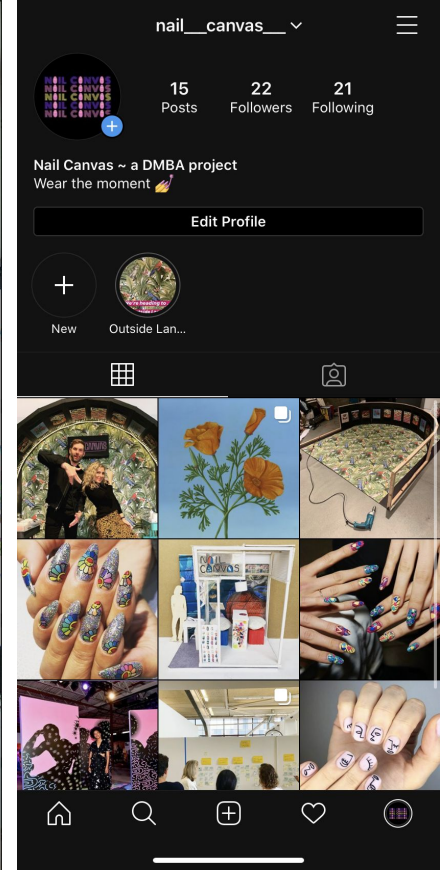
05 Nail Canvas - The Pop-Up



05 Nail Canvas - The Pop-Up



05 Nail Canvas - The Pop-Up



05 Nail Canvas - The Pop-Up



05 R5 pop-up user testing



Buddy, 27

“This feels like an extension of Outside Lands. I wish we could hang out here longer! Can you add more hangout space?”

“Since I don’t get my nails done, it would have been nice to have my hand held a little more in talking me through what’s happening in the nail experience.”

05 R5 pop-up user testing



Jaelin, 25

**“I would totally do this at a music festival!
It’s such a unique bonding experience with a
friend in a cozy space where I can rest after
being on my feet all day.”**

“I would like to choose my own nail frame for the
designs, zoom in or out, and select which part of
the art I want on my nails.”

05 R5 pop-up user testing



Annie, 24

“It was really cool to support Nail Canvas because they clearly care about and support local artists. I loved being able to flip through the designs in the printed album of art.”

“It feels feminine. It would be great to open up the experience even more to all genders.”

06 value proposition & position statement

For art-lovers who attend festivals and seek to celebrate the occasion, Nail Canvas is a pop-up nail salon that transforms the moment into nail art. Unlike other nail services, Canvas partners with local artists to craft designs specific to the occasion.

Wear the moment.

07 Call-to-action

While the nail art sub culture is vibrant and making its way into the mainstream, Nail Canvas is a new and different take on “nail art” that is playful, in-the-moment, and ephemeral. It’s positioning offers a unique opportunity to authentically extend and tap into different cultural moments and flex into different creative partnerships.

By connecting creators with creative influencers in the backdrop of high-profile occasions, Nail Canvas has potential to co-create and collaborate with artists - making art feel accessible and personalized.



thanks.