Student Name: Anton Allison

ID #: 2307582

Assignment Name: Individual Assignment 2

Day/Time of Class: Fridays at 5pm to 7pm

Module Name: Web Programming

Module Code: CIT2011

Questions:

1. Storyboard- including:
   1. Wireframes, sitemaps and mockups:

Index/Login Page wireframe:

A blue box with white text boxes

Description automatically generated

Services Page:

A screenshot of a computer

Description automatically generated

Invoice Page:

A screenshot of a phone

Description automatically generated

About Us Page:

A screenshot of a computer

Description automatically generated

Error page:

A screenshot of a computer error message

Description automatically generated

* 1. A description of your business, logo, slogan, mission statement, vision statement and etc

Ans: A description of my business can be summarized as a somewhat urban barber which caters to men and women seeking a professional haircut with premium pricing and care. The logo alludes to my love for simplicity, keeping a basic color scheme alongside using a simple stock image to show thar the logo is for a barbershop. The slogan for my barbershop is “Artistry, Authenticity and Attention – Your Ultimate Barber Experience!” because it uses 3 A’s which also corresponds with the fact that all my initials begin with an A.

Mission Statement: At Triple A Cuts, our mission is to provide top-quality grooming services in a welcoming and stylish environment. We aim to elevate our clients' confidence through precision haircuts, personalized care, and a commitment to excellence.

Vision Statement: Our vision is to become the go-to barbershop in the community, known for setting trends in grooming while delivering an exceptional customer experience. We aspire to build lasting relationships with clients and continually innovate in style and service.

* 1. Include a brief description of the color palette you chose for your website, ie the psychology of color in web design and marketing.

Ans: The main colors used on the website were blue, red, white and black. The first 3 colors stated were mainly used because they have been associated with barbershops for a very long time. The black was used to help improve visibility of certain areas/text on the webpage. The chosen colors help to really showcase that the entity behind the website is a barbershop and the bright colors of red, white and blue also help to engage the user.

* 1. Description of the intended audience for your website.

Ans: Men and Women of all ages who value professional grooming at a reasonable cost are served by Triple A Cuts. Professionals desiring a clean, crisp look, young folks looking for fashionable cuts, and families appreciating a dependable barbershop experience are among our target customers. We cater to individuals seeking a mix of high-end grooming and affordable prices by emphasizing the provision of exceptional service in a laid-back and friendly setting. Our clients rely on us to maintain their best appearance, whether it's through a quick trim or a meticulous style.

1. Use APA formatting to reference all content used including pictures taken from online sources, i.e. provide links to the resource.

**References**

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