

Carbon Hair salon

The Proposal

The Module add-on

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Canada , N2P1SS

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info@carbonsalon.com
www.carbonsalon.com

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Persona Diagrams

1. Customer (Male/Female/Kid)

(a) Male customer → Characteristics of webpages that will appeal him : Services & Bookings.

Rick kozak (Customer)



(b) Female customer → Characteristics of webpages that will appeal her : Services & Bookings.

Janet mills



Age: 36
Occupation: Entrepreneur
Status: Married
Location: Vancouver
Tier: Bell, Director
Archetype: Managerial expert

Motivations:

- Incentive
- Fear
- Achievement
- Growth
- Social

Personality:

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

Goals:

- To be a social personality.
- To mingle & interact with more & more people.
- To learn & try new things everyday.

Frustrations:

- limitations in hairstyle variety.
- Advices to have a new hairstyle.
- Everyday updates on technology.

Bio:
Janet is a certified managerial expert & is Chair of Bell where she has been working since 1992.

Technology:

IT & internet	Software	Seminars	Social networks
High	Medium	Medium	High

Brands:

- Nike, Oriflame

(c) A Kid → Characteristics of webpages that will appeal him : Colours & Photos.

Banjo

Age: 6
Occupation: 1st Standard
Status: Its complicated.
Location: Dallas, USA
Tier: Class representative
Archetype: The Evil genius

Naughty Obsessive Manic



"Tell my mom that I wont have a bowl haircut"

Motivations:

- Julie , his classmate
- Donuts
- Julie's friend
- Pizza
- The Toy plane

Personality:

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

Goals:

- Want to be 7.
- Get a girlfriend.
- Kiss her.
- Rule the world.

Frustrations:

- Cant count stars.
- Messy hair all the time.
- So many girls to choose from.

Bio:

Banjo was born to a banker and a housewife, on April 23, 2011, in Dallas, USA.

Technology:

Mommy's IPad	Dad's Kindle	Wii	The wonder car
High	Medium	Medium	High

Brands:

- Toys R us

2) Staff member (Hair-stylist)

→ Characteristics of webpages that will appeal her: Salon performance, Her bookings, Working hours log.

Lauren D'cuza (Hair-stylist)

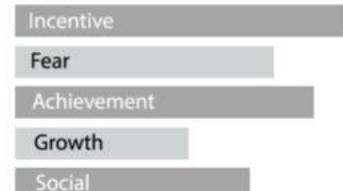
Age: 36
Occupation: Hair-Stylist
Status: Married
Location: Kitchener
Tier: Lower management
Archetype: Styling nerd

Bold Style-Freak Nature-lover

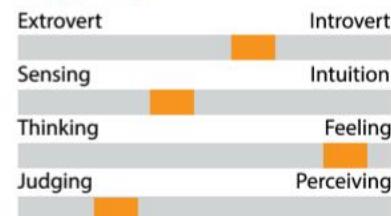


"I believe in changing hairstyles every saturday"

Motivations:



Personality:



Goals:

- To be a social personality.
- To mingle & interact with more & more people.
- To learn & try new things everyday.

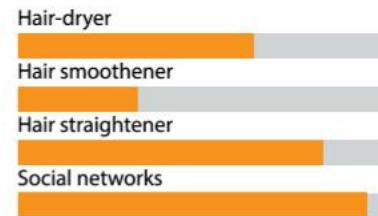
Frustrations:

- limitations in hairstyle variety.
- Advices to have a new hairstyle.
- Ever changing Hair styling demands.

Bio:

Lauran is a certified hairstylist, Level 3. She currently works at Carbon hair saloon as senior hair-stylist.

Technology:



Brands:

- Amway

3) Manager

→ Characteristics of webpages that will appeal him: Salon performance, Employees attendance, Working hours log, Equipment repository.

Isaac mayhem

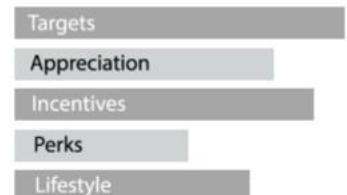
Age: 46
Occupation: Senior manager
Status: Married
Location: Dallas, USA
Tier: Top management
Archetype: Managerial expert

Versatile Creative Pizza lover

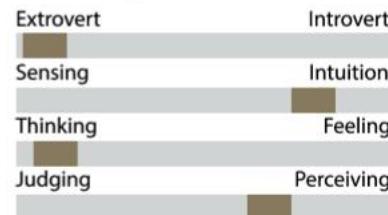


" Going for managerial level 3 certification next"

Motivations:



Personality:



Technical comfort point:

- A high knowledge of what is available online as a consumer but doesn't know a great deal about the technology that powers it.

Mobile usage:

- Blackberry for emails, downloads music to his iphone & is watching 'Game of thrones' during his commute.

Bio:

Isaac was born to a Businessman and a housewife, on April 23, 1966, in Dallas, USA.

Skills:

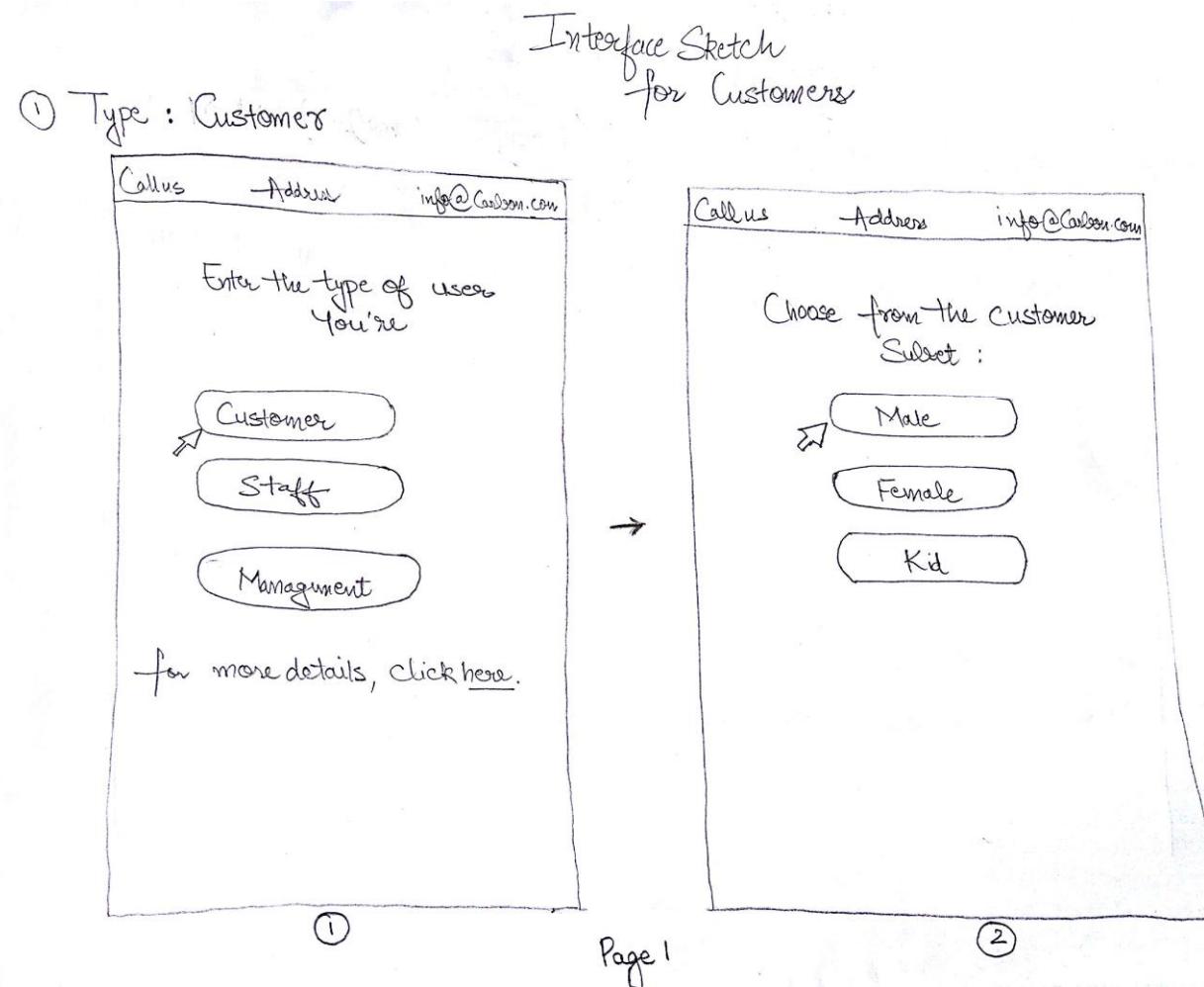


Brands:

- Apple

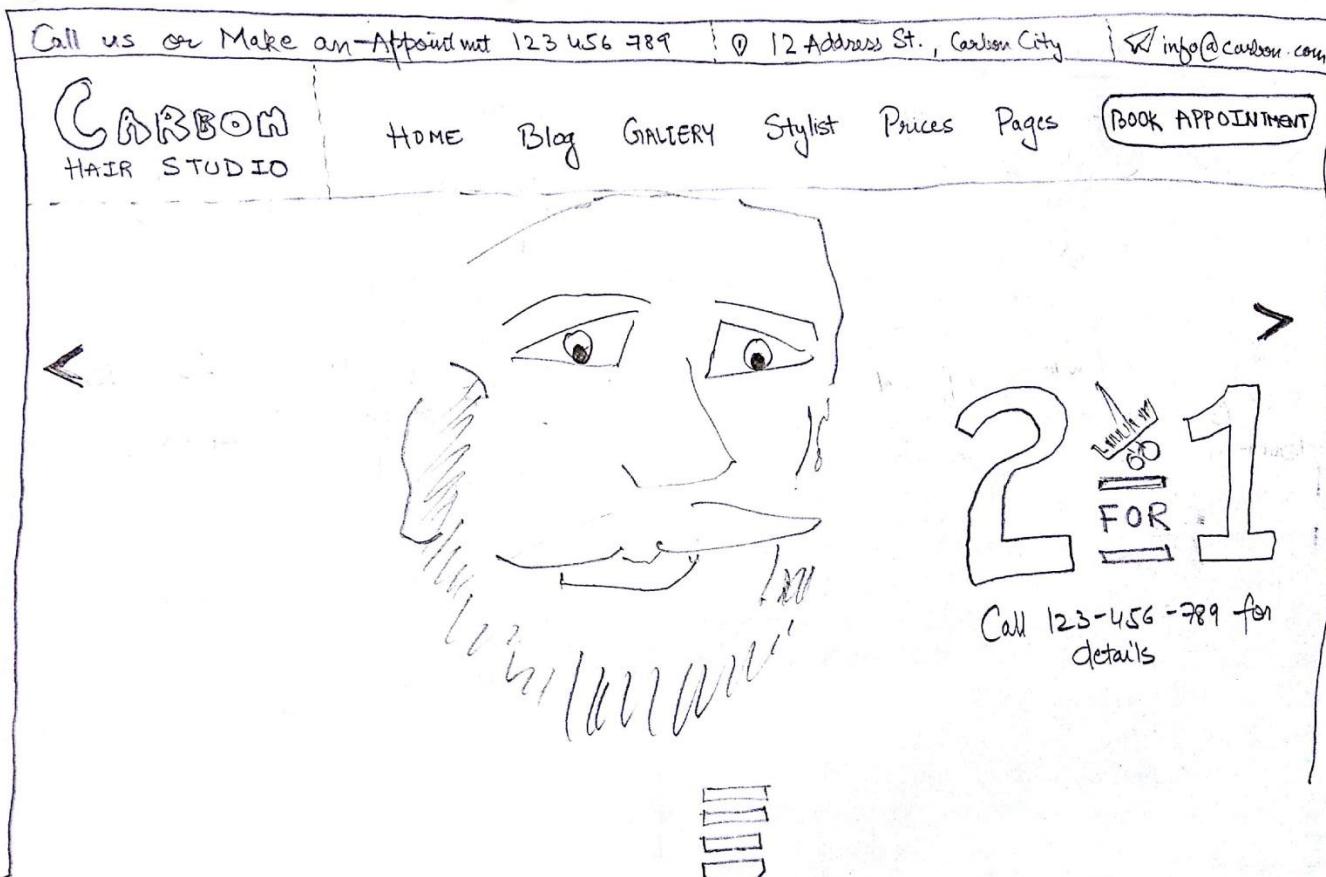
Sketch of the webpage

- Interface Sketch - Customer end (Vertical scroll)

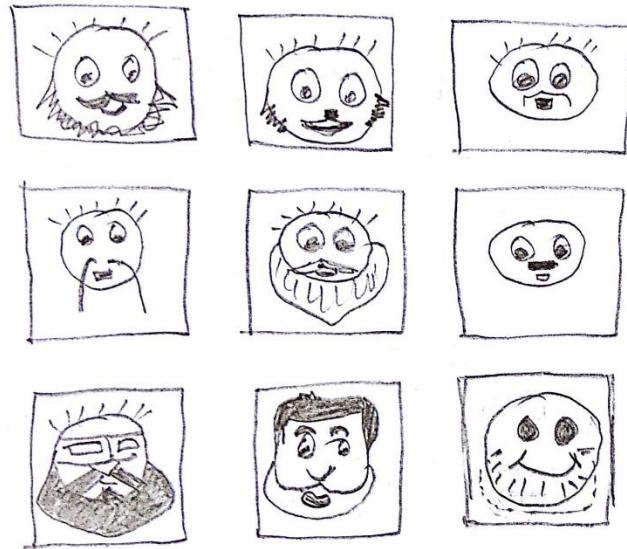


Interface Sketch for
Customers

① Type 1 : Males (Customer Type 1)



POPULAR BEARD STYLES



CHECK OUR TOP PRICES

TRIM YOUR BEARD	from 15\$
TRIM YOUR HAIR	from 40\$
SPECIAL BEARD TREATMENT	from 59\$
COLOR YOUR BEARD	from 69\$
WAX YOUR BEARD	from 10\$
COMPLETE TREATMENT	from 99\$



MON

08:00 - 15:00

TUE

10:00 - 16:00

WED

08:00 - 15:00

THU

08:00 - 18:00

FRI

07:00 - 19:00

SAT

Closed

SUN

Closed

OUR SERVICES

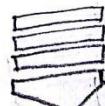
- HAIR CUTS & STYLING ✓
- BEARD TREATMENT ✓
- COLORING SERVICES ✓
- BEARD WAXING ✓
- OTHER SERVICES ✓

Our Story

We offer various haircuts & beard trimming of all sorts. Our speciality is the trimming of your beard. You're in trusted hands with our stylists.

We provide the best beard service in town. If you've any questions about our service, do not hesitate to contact us at,

info@carbon.com



Page 4



DISCOUNT CODE 20% : iCARBON

User1

Carbon hair Saloon is a breath of fresh air to industry. It is bright, modern, stylish and a wonderful environment.
- John Vaughan, Happy Customer

User3

"AWESOME Experience"
- Satisfied Customer

User2

Top-notch service. I couldn't have been more pleased. I always leave with a big smile on face and relaxed
- Some Customer

User4

"Will visit again"
- Satisfied Customer



Page 5



MEET OUR TEAM OF BEARD PROFESSIONALS OUR BARBERS AND STYLISTS



John BARBER
Beard Trainer

10 years of experience
in Bearding. You
will be in Trusted
hands.

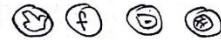
Email : john@Carson.com



DEEN MUSK
Mustache Expert

5 years of experience
in Bearding. You
will be in Trusted
hands.

Email : deen@Carson.com



Ane Kojic
Color Expert

7 years of experience
in coloring. You
will be in Trusted
hands.

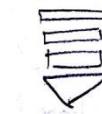
Email : Ane@Carson.com



LAUREN D'Graz
Hair Specialist

12 years of experience
in Styling. You
will be in Trusted
hands.

Email : Lauren@Carson.com



Page 6



Our Instagram feed



ABOUT US

Carben Saleen is a vintage design barbershop that focuses on your beard's experience
B (+12) 456-789
✉ info@carben.com
↑ www.carben.com

OPENING TIMES

Monday	8:00 - 15:00
Tuesday	10:00 - 16:00
Wednesday	8:00 - 15:00
Thursday	8:00 - 18:00
Friday	7:00 - 19:00
Saturday	CLOSED
Sunday	CLOSED

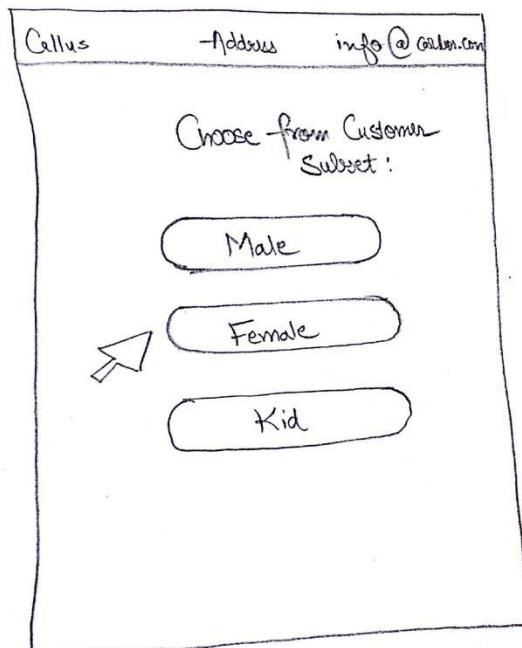
TRIM YOUR BEARD AT ✡ Carben Hair Saloon

© Carben Hair Saloon

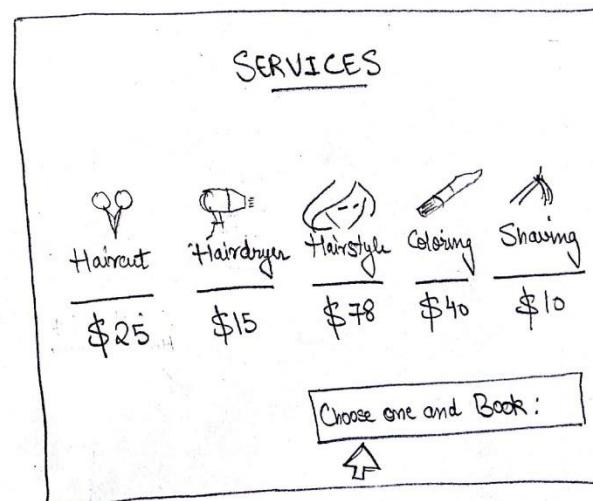
* End of Homepage

Page 7

Find what if from the Customer subset , user selected female



Rest of the things stay same except,
Services.

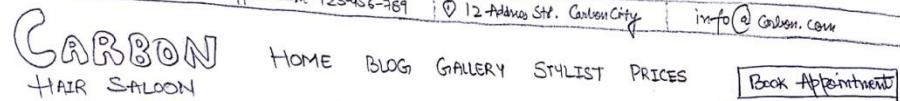


further, if user would select kid it will take user to Male page.
Rest of the things stay same.

The Booking section

So, What happens when Customer Clicks, Book Appointment module:

Call us and make an Appointment 123456789 | ① 12 Address St. Golden City | info@Golden.com



BOOKING

Home >> Bookings

MAKE RESERVATION AND FIND US

Making a Last-minute salon appointment is something we dread, especially when there's a not-so-friendly receptionist on the other end of phone line. In these cases, we've been known to simply hang up and try our luckup. But what if you've no idea of who to dial next or where to begin searching?

- Book Appointment for Selected time and date.
- Cancel the appointment.
- Subscribe to texts telling you Available time slots
- Make a last minute booking.

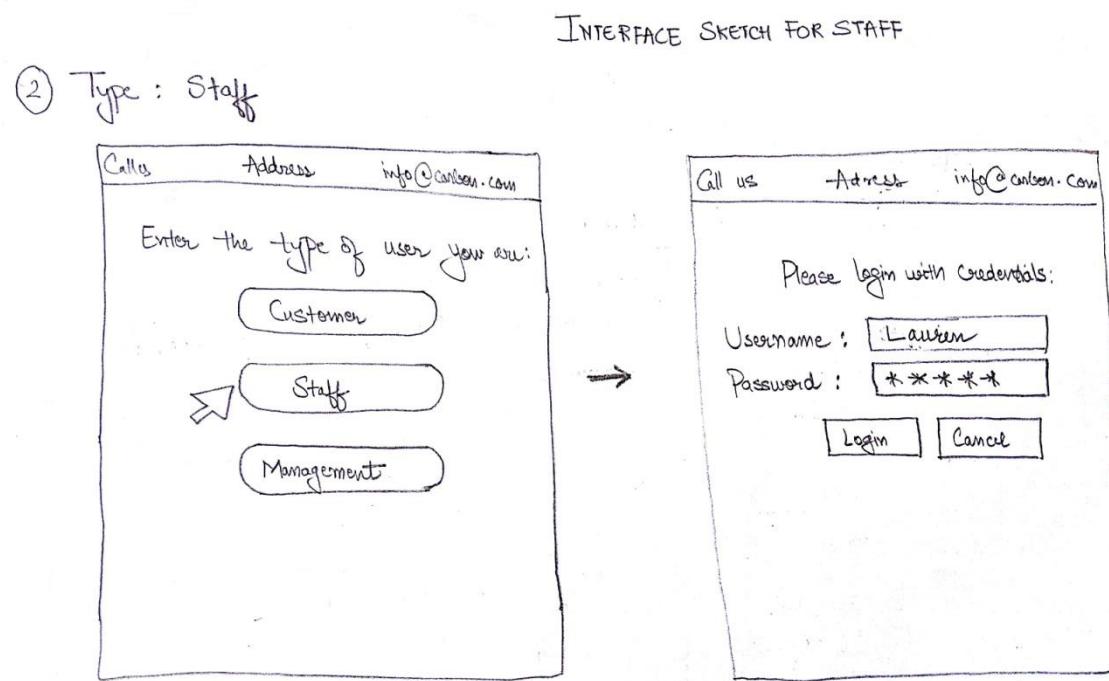
< PREVIOUS WEEK		NEXT WEEK >				
		MONDAY 07-03-2017	TUESDAY 07-04-2017	WEDNESDAY 07-05-2017	THURSDAY 07-06-2017	FRIDAY 07-07-2017
08:00	CLOSED	BOOKED	FREE	FREE	FREE	FREE
09:00	CLOSED	BOOKED	FREE	FREE	BOOKED	BOOKED
10:00	CLOSED	CLOSED	FREE	FREE	BOOKED	BOOKED
11:00	BOOKED	CLOSED	FREE	FREE	FREE	FREE
12:00	CLOSED	CLOSED	CLOSED	CLOSED	VISSED	CLOSED
13:00	CLOSED	CLOSED	CLOSED	CLOSED	FREE	FREE
14:00	CLOSED	CLOSED	CLOSED	CLOSED	FREE	FREE
15:00	CLOSED	CLOSED	FREE	FREE	FREE	FREE

If you would like more specific day or even out of time styling, please give us a call and we will see what we can do. We do accept out of time styling also, but the price may vary in that case. It is negotiable though,

Note : Different Services require different appointment durations.
For more info, email us at info@carbon.com.

Page 8

- Interface Sketch - Staff end



② Type : Staff

Scenario 1

STAFF SPECIAL INTERFACE

Welcome Lauren,
Good Morning !!!
Choose from menu:



© Golden Salon, 2017

Staff Special interface

Book IT NOW

	MONDAY 07-02-2017	TUESDAY 07-04-2017	Wednesday 07-05-2017	THURSDAY 07-06-2017	FRIDAY 07-07-2017
8:00	FREE	FREE	FREE	FREE	FREE
9:00	BOOKED	BOOKED	FREE	FREE	FREE
10:00	CLOSED	CLOSED	FREE	BOOKED	FREE
11:00	CLOSED	CLOSED	BOOKED	BOOKED	BOOKED
12:00	CLOSED	BOOKED	FREE	FREE	FREE
13:00	CLOSED	FREE	FREE	FREE	FREE
14:00	CLOSED	FREE	FREE	BOOKED	FREE
15:00	BOOKED	FREE	Closed	Closed	Closed

Are you available for this booking

X Yourself

Note: A text message Shall be pushed to user regarding booking

Scenario 2

STAFF SPECIAL INTERFACE

Welcome Lauren,
Good Morning!!!
Choose from menu:

Book appointment for customer
Tell your Availability
Book Yourself for customer
History (Worked hours)

STAFF SPECIAL INTERFACE

Mark the dates you're available on:

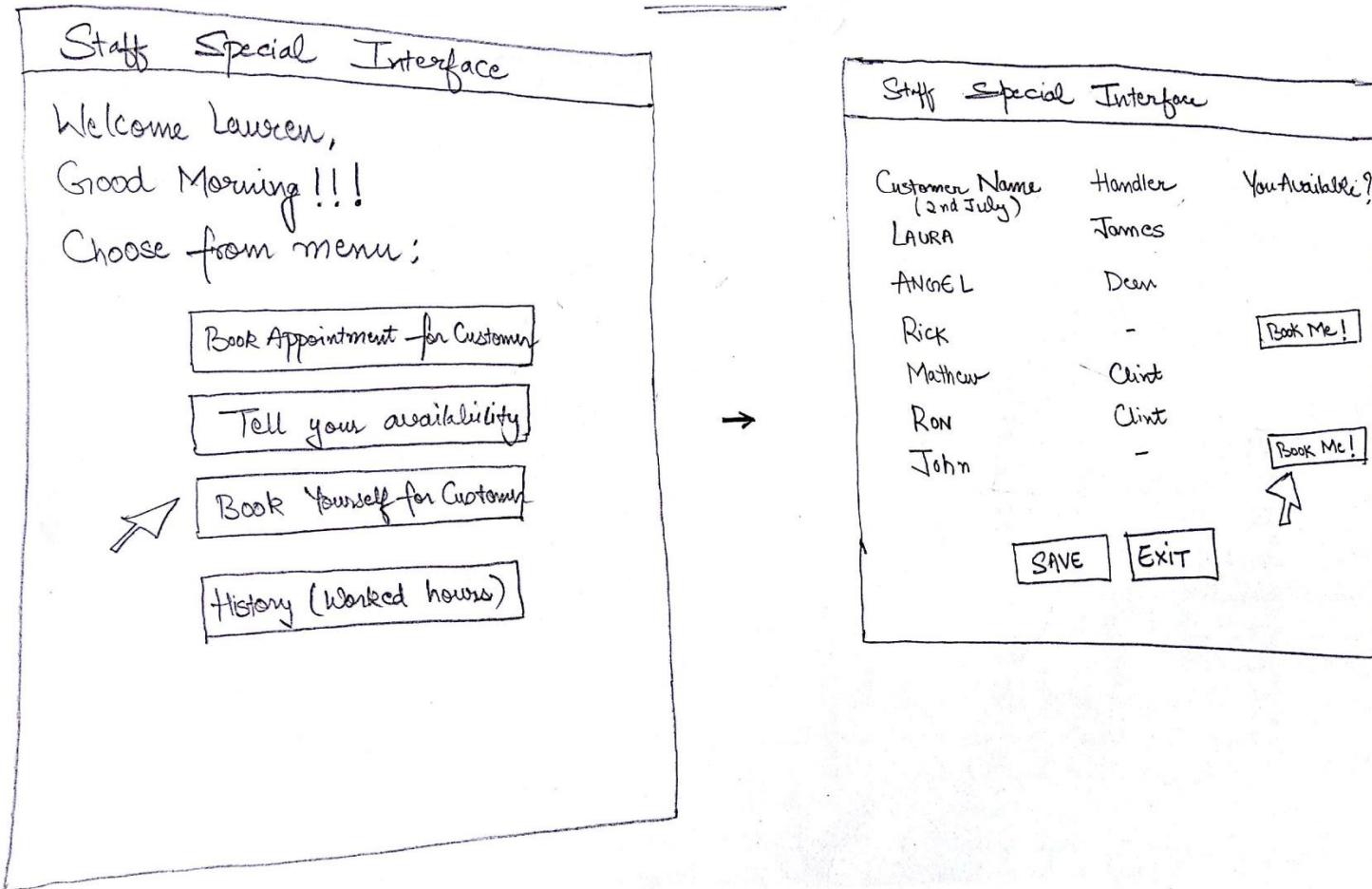
July, 2017

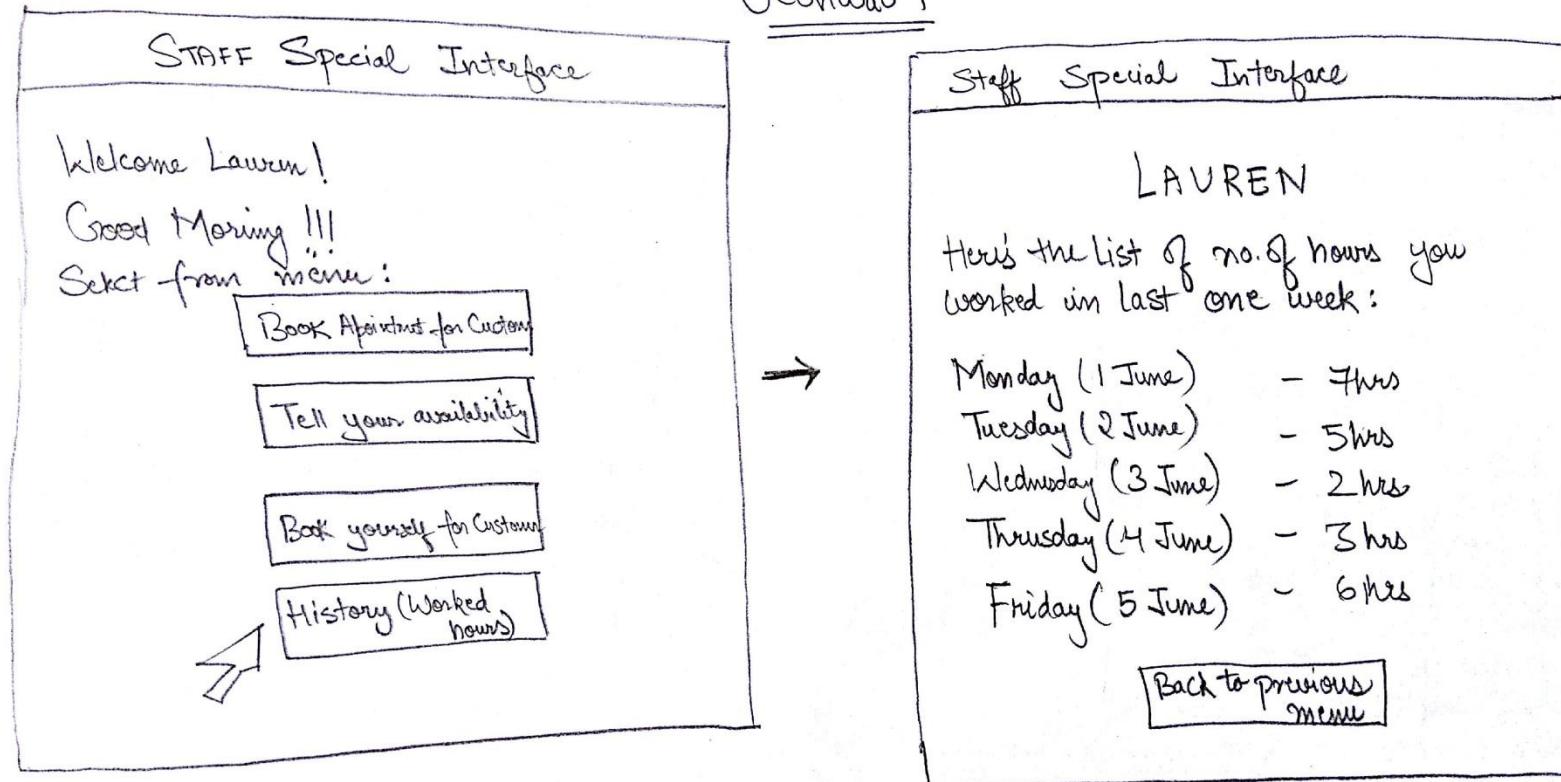
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1						
2	3✓	4	5	✓6	7✓8	
9✓10	11	12	13✓14	15		
16	17✓18	19	20	21✓22		
23✓	24	25✓26	27	28✓29		
30	✓31					

Note: Mark your availability '✓' by clicking.

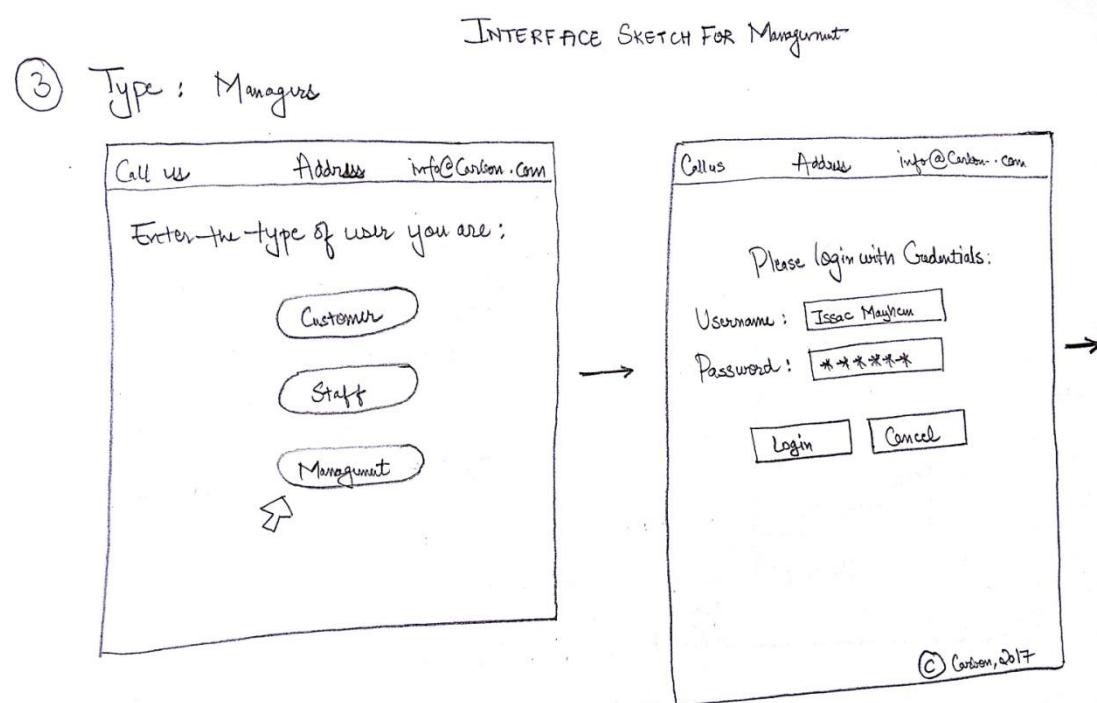
SAVE Exit

Scenario 3

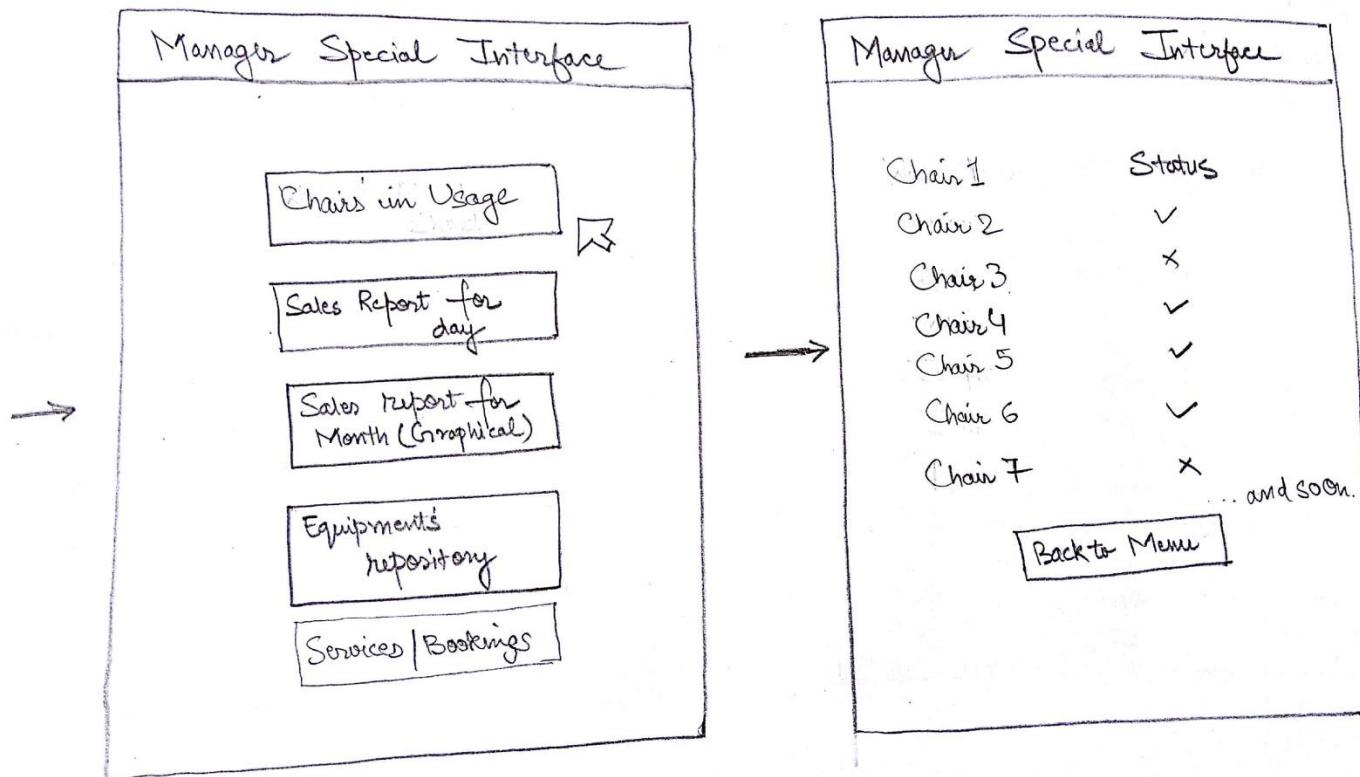




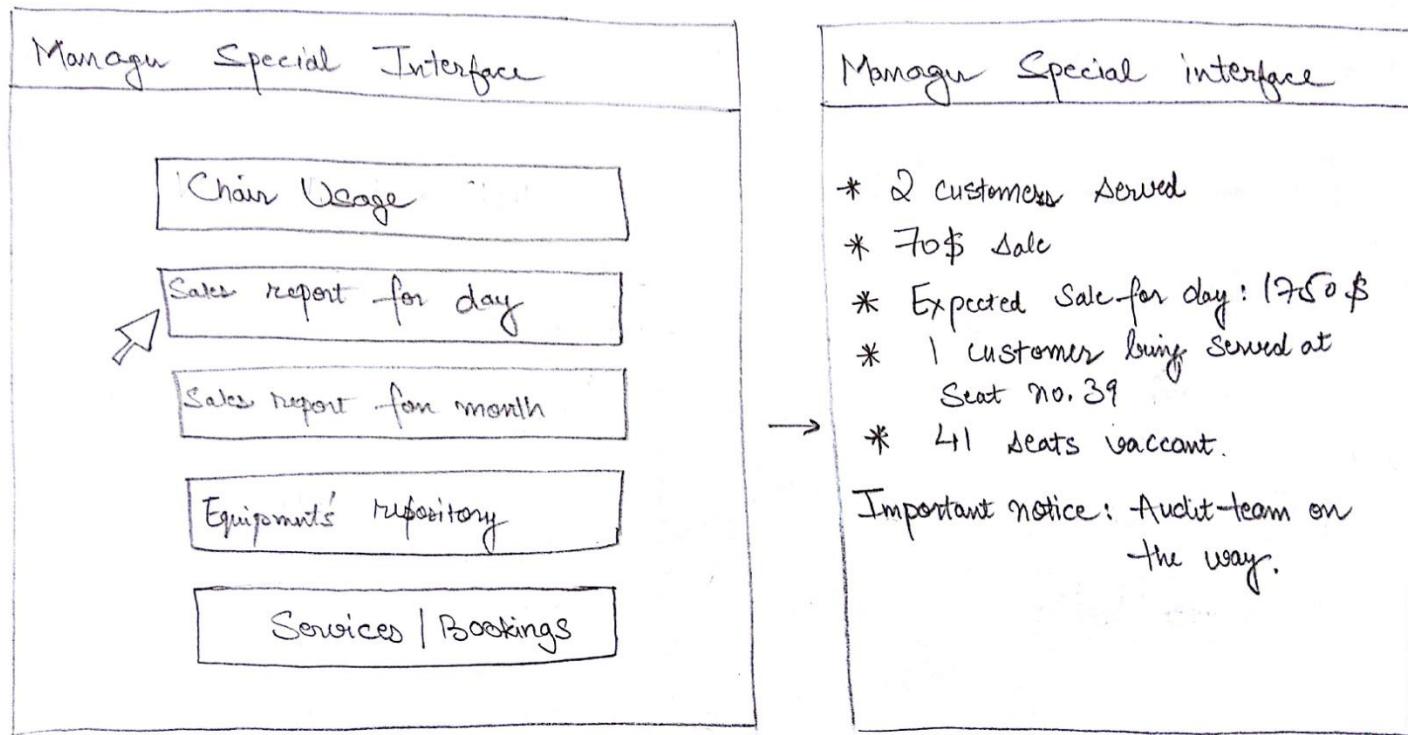
3) Interface sketch – Manager end



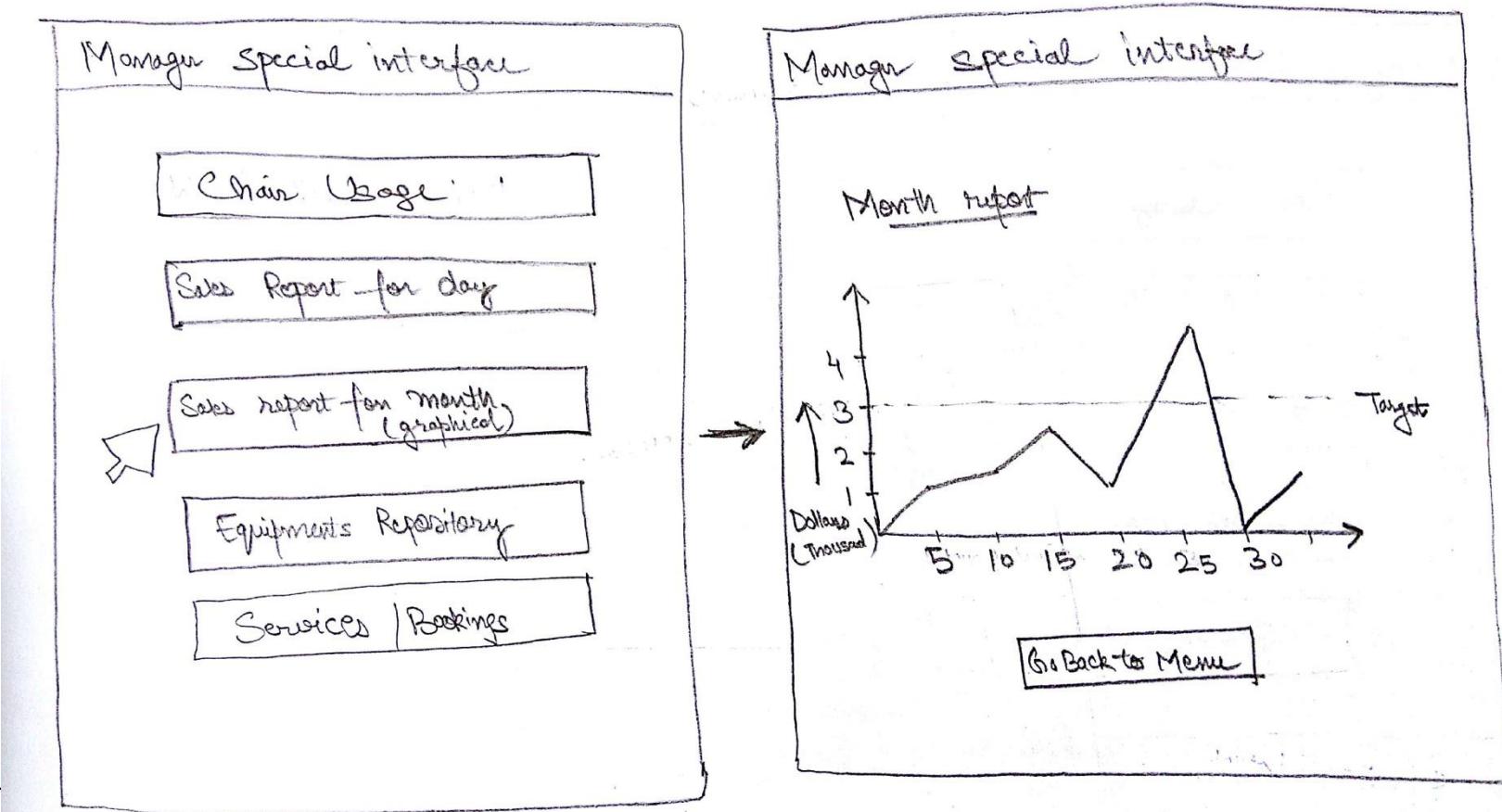
Scenario 1



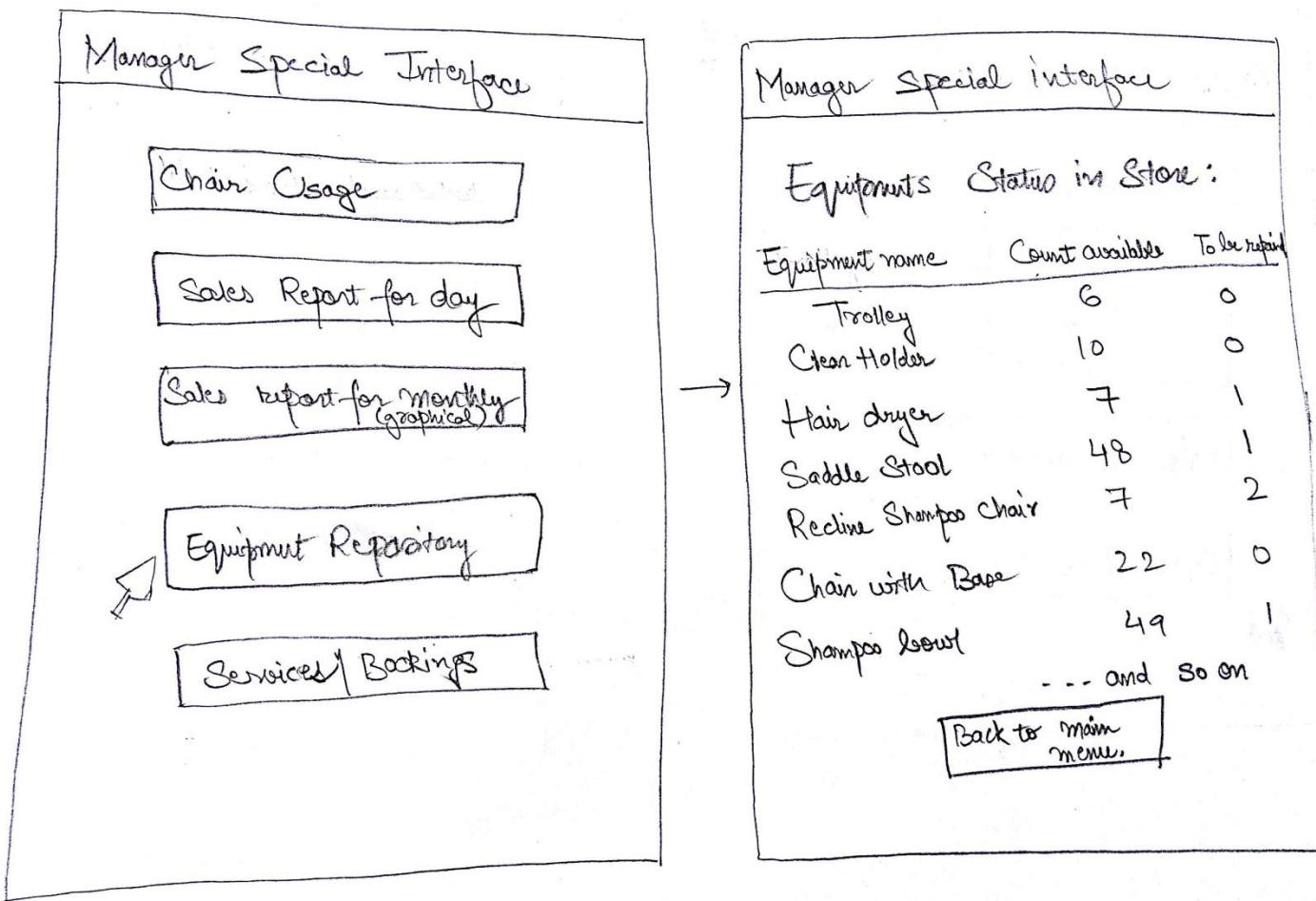
Scenario 2



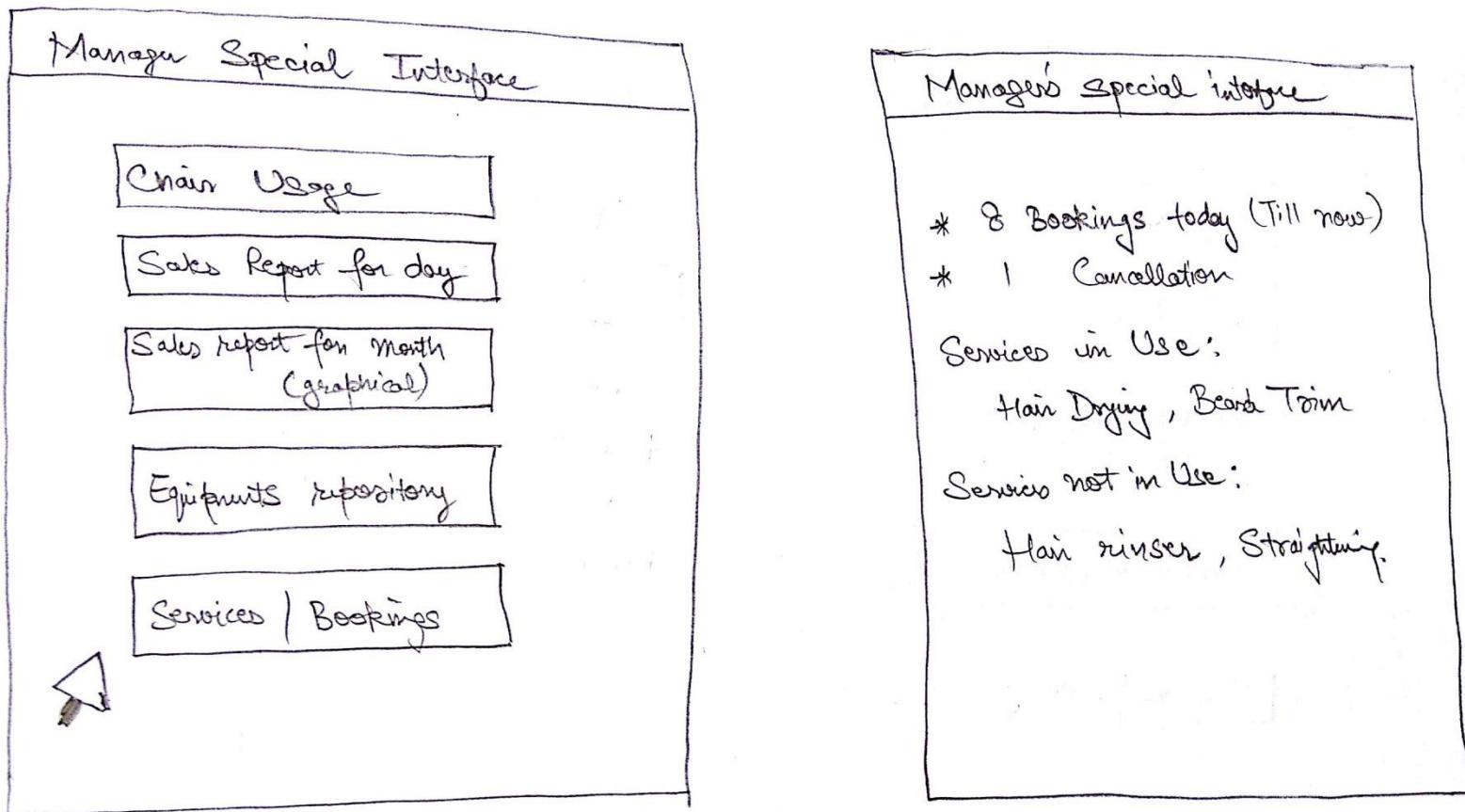
Scenario 3



Scenario 4



Scenarios



Color Palette

Color palette

(A) For Male customers:

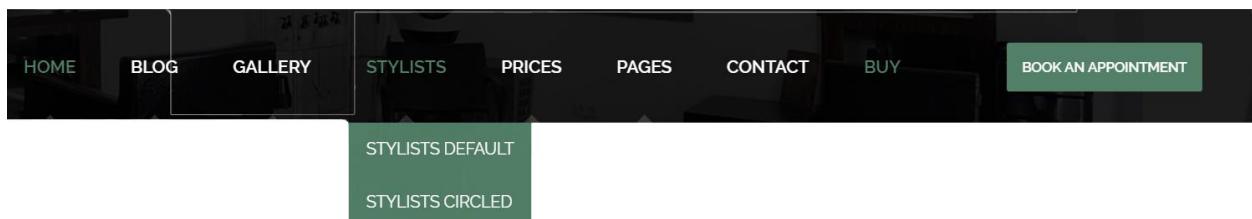
1. Logo (Carbon salon)

Carbon Hair salon

Font: Milasian Thin personal

Font-color : #000000

2. Menu bar



Font type : Droid Sans Mono

Background: #222222

Menu items font color (Unselected) : #FFFFFF

Menu Options background color : #5B8068

Menu items: #FFFFFF

3. Top bar



Font-type: Droid Sans Mono

Background: #222222

Font color: #FFFFFF

4. The scheduler section

BOOK IT NOW

A weekly scheduler grid from Monday, July 3, 2017, to Friday, July 7, 2017. The grid shows availability for 8:00 AM to 15:00 PM. Buttons for 'PREVIOUS WEEK' and 'NEXT WEEK' are at the top. The grid uses a color-coded system: grey for closed, red for booked, and green for free.

	MONDAY 07-03-2017	TUESDAY 07-04-2017	WEDNESDAY 07-05-2017	THURSDAY 07-06-2017	FRIDAY 07-07-2017
08:00	CLOSED	CLOSED	FREE	FREE	FREE
09:00	CLOSED	CLOSED	FREE	FREE	FREE
10:00	BOOKED	CLOSED	FREE	FREE	FREE
11:00	CLOSED	BOOKED	FREE	FREE	BOOKED
12:00	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
13:00	CLOSED	CLOSED	FREE	FREE	FREE
14:00	CLOSED	CLOSED	FREE	FREE	FREE
15:00	CLOSED	CLOSED	FREE	FREE	FREE

Font-type : Droid sans mono

Background – buttons color: #538167

Background color (Schedule) : #F8F8F8

Heading-Font : So Long

Font – color : #FFFFFF

Background – color (Booked) : #C66257

Background – color (Closed) : #999999

Background – color (Free) : #538167

5. Beard style & Price section

POPULAR BEARD STYLES



CHECK OUR TOP PRICES

Trim your Beard	from \$15
Trim your Hair	from \$40
Special Beard Treatment	from \$59
Color your Beard	from \$69
Wax your Beard	from \$12
Complete Treatment	from \$99

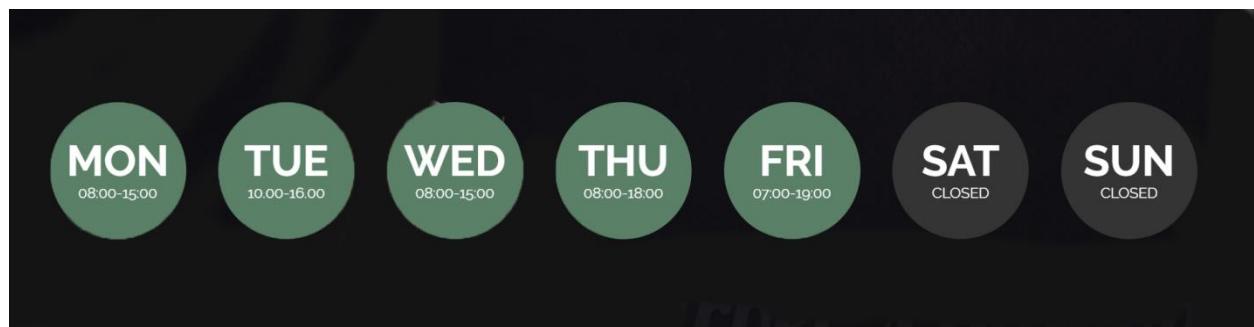
Font-style : So long

Font style (Prices) : Droid sans mono

Font – color (Prices) : #538167

Font-color (Trim type) : #FFFFFF

6. Store opens section



Font style (Prices) : Droid sans mono

Font – color (Text) : #FFFFFF

Font – weight : Strong

Background color (Mon-Fri) : #538167

Background color (Sat-Sun) : #141217

7. Services & Our story section

OUR SERVICES

- HAIRCUTS & STYLING ▾
- BEARD TREATMENT ▾
- COLORING SERVICES ▾
- BEARD WAXING ▾
- OTHER SERVICES ▾

Font style (Prices) : Droid sans mono

Font – color (Text) : #D3D3D3

Font-color (onHover) : #538167

Font – weight : Strong

OUR STORY

We offer various haircuts and beard trimming of all sorts. Our specialty is the trimming of **your beard**. You are in trusted hands with our stylists.



We provide the best barber services in town. If you have any questions about our services, do not hesitate to contact us

8. Barber's bio

MEET OUR TEAM OF BEARD PROFESSIONALS OUR BARBERS AND STYLISTS

The image shows a grid of four cards, each featuring a professional portrait and bio for a barber or stylist:

- JAMES BARBER**
Beard Trimmer
10 years of experience in bearding.
You will be in trusted hands.
- DEEN MUSTACHIO**
Mustache Expert
5 years of experience in bearding.
You will be in trusted hands.
- JOSEPHINE COLORISTA**
Color Expert
7 years of experience in coloring.
You will be in trusted hands.
- CLINT HAIRISTA**
Hair Specialist
12 years of experience in styling.
You will be in trusted hands.

Each card includes social media icons at the bottom.

Font-type : Droid sans mono

Font-color (Top line) : #D3D3D3

Font-type (Heading) : #000000

Logo-color (social) : #D3D3D3

9. Footer

The footer section features a dark background with four columns of information:

- BUY NOW**: A button labeled "BUY NOW" with the text "If you come all the way down here, you probably like our **Barber** theme. To help you find where you can buy it, we prepared a solution for that also. Simply click the button below." Below the button is a small "TAP" label.
- OUR INSTAGRAM FEED**: A grid of six small images showing various scenes related to the Barber theme.
- ABOUT US**: The text "Barber Saloon is a vintage design barber that focuses on your beard's best experience." followed by contact information: a phone icon with "+123 456 7890", an email icon with "info@carbon.com", and a website icon with "www.Carbon.com".
- OPENING TIMES**: A table showing opening hours from Monday to Sunday:

Day	Opening Hours
Monday	08:00 - 15:00
Tuesday	10:00 - 16:00
Wednesday	08:00 - 15:00
Thursday	08:00 - 18:00
Friday	07:00 - 19:00
Saturday	CLOSED
Sunday	CLOSED

Font-type: Droid Sans Mono

Background: #222222

Font color: #FFFFFF

Heading font: So Long

(B) For female customer

(1) Services

The services section has a light gray background with a title "Services" at the top. Below it are five service categories, each with an icon, a name, a quote, and a price:

Service	Icon	Description	Price
Haircut	Scissors icon	A beautiful woman should break her mirror early.	\$25
Hairdryer	Hairdryer icon	A beautiful woman should break her mirror early.	\$15
Hairstyle	Comb icon	A beautiful woman should break her mirror early.	\$70
Coloring	Pencil icon	A beautiful woman should break her mirror early.	\$50
Shaving	Razor icon	A beautiful woman should break her mirror early.	\$20

Icon-color : #E9E6E1
Font-type : Timeburner
Font-color : #oooooooo

(2) Scheduler

JULY 2017							→
MON	TUE	WED	THU	FRI	SAT	SUN	
26	27	28	29	30	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	1	2	3	4	5	6	

Background color (Top-heading) : #B69E59

Background color (Second-heading): #545F64

Font : Times new roman

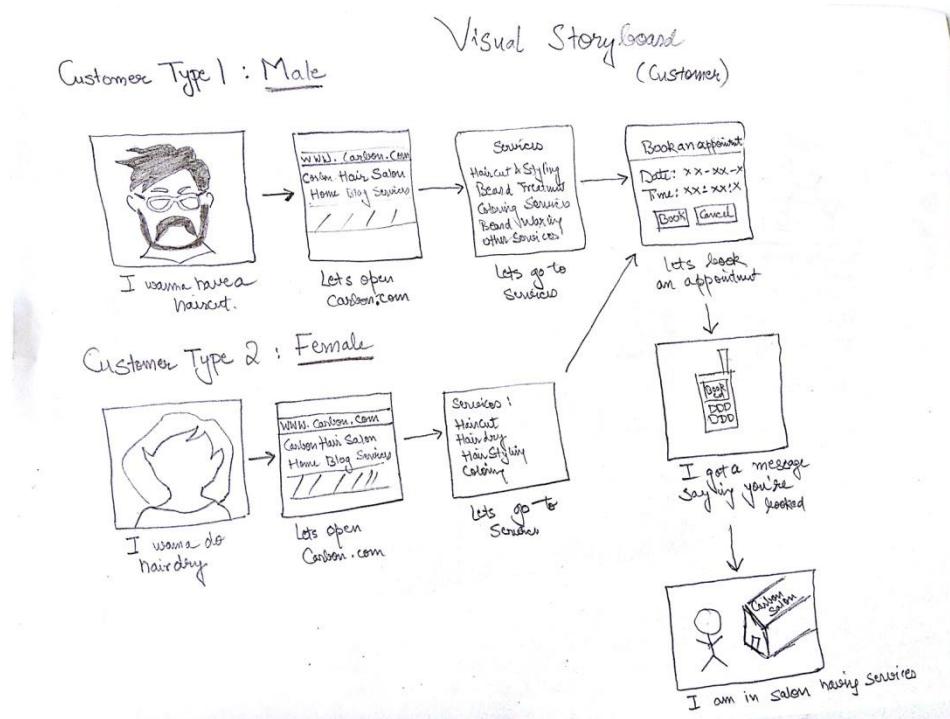
Font-color (Dates) : #oooooooo

Font-color (Rest of the text) : #FFFFFF

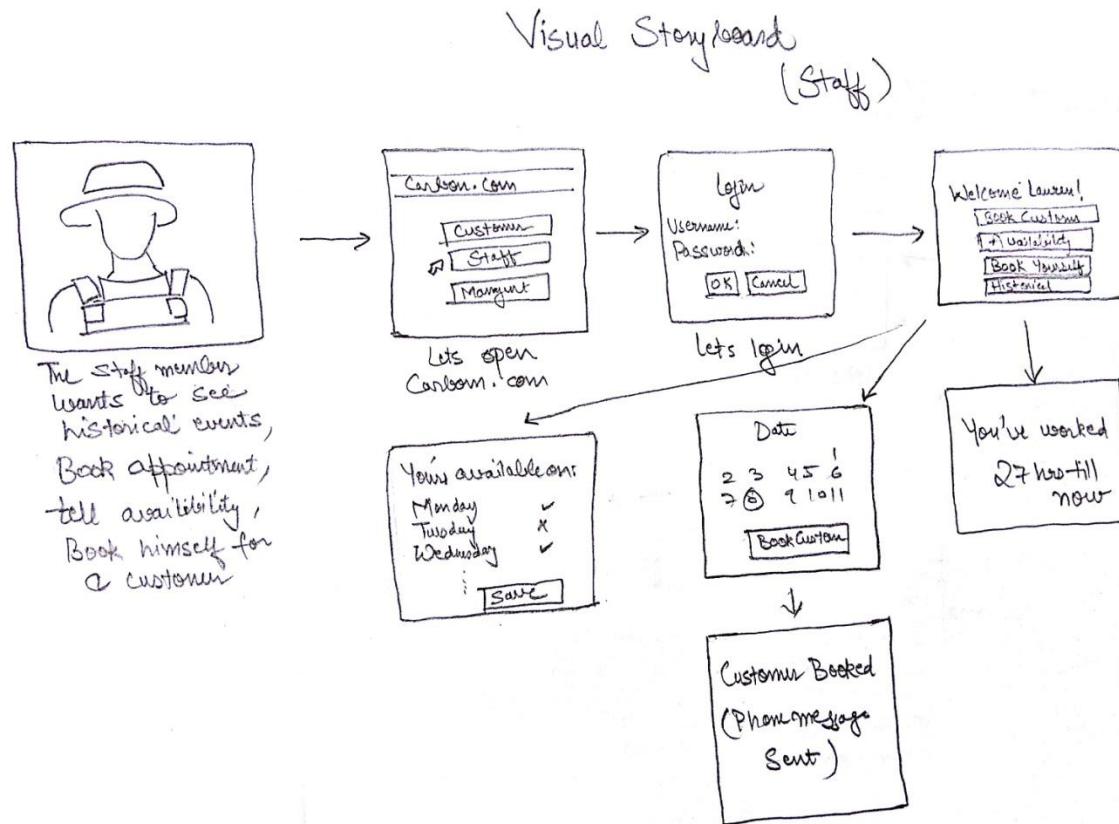
- Rest of the content stays same for other users except that everywhere #538167 has to be replaced by #B69E59 in CSS ie replace Green with orange.

Visual StoryBoard

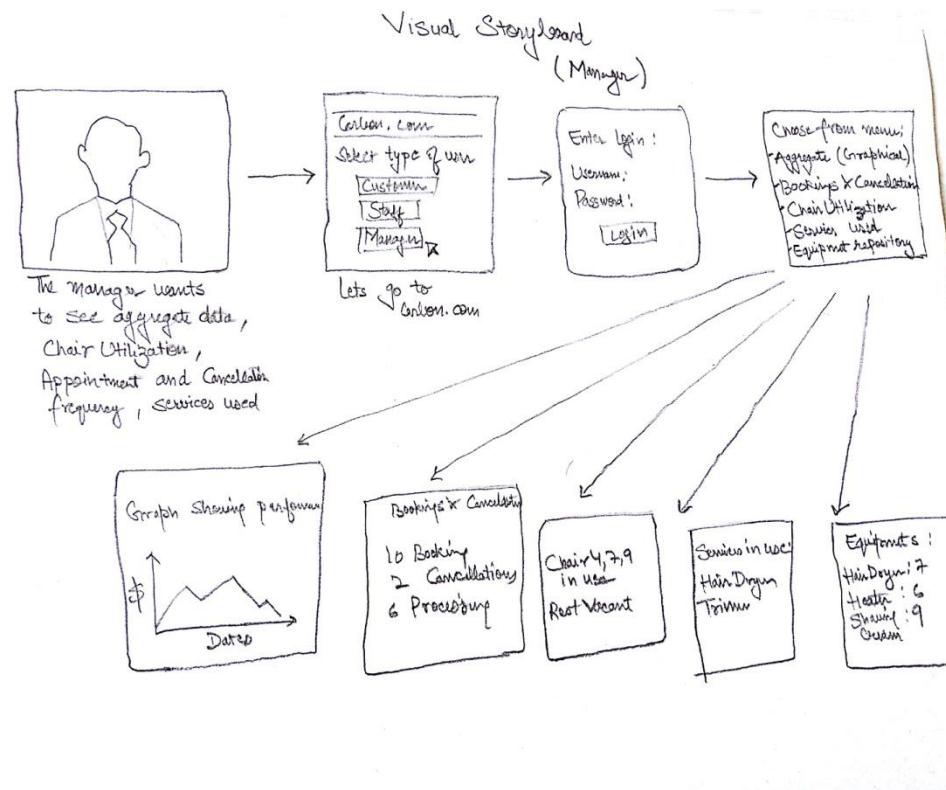
1. Customer (Visual StoryBoard)



2. Staff (Visual StoryBoard)



3. Manager (Visual StoryBoard)



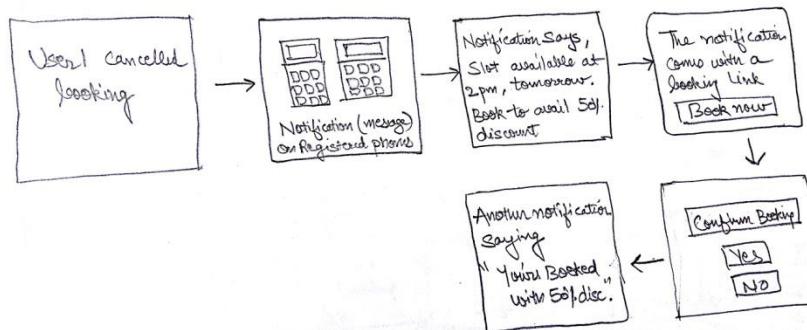
The additional feature

Alternate sketch 1:

The Additional Feature:

(Notify customer of a cancelled booking and let him book it)

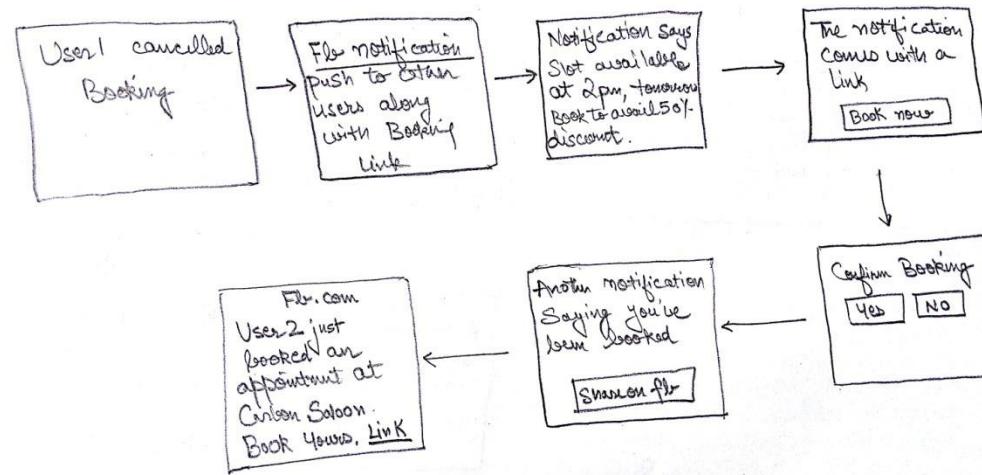
Sketch 1



Alternate sketch 2:

The Additional feature

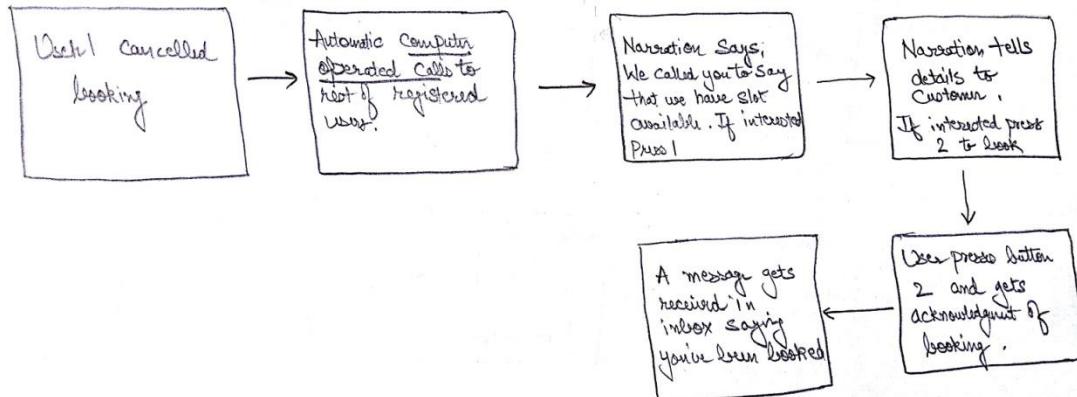
Sketch 2



Alternate sketch 3:

The Additional feature

Sketch 3



Narrative Board (To show advantage of last minute haircut)

Narrative Storyboard (To Show advantage of Last minute haircut)

