

WEBSITE STORYBOARD



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Assignment#: IA#2

Class: Fridays @8-10a.m

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Business Description

Business Name

Haus Of Hair

Slogan

“LET YOUR HAIR DO THE TALKING”

Mission Statement

To provide premium, affordable hair extensions/wigs and hair products that help individuals feel confident, beautiful, and free to express their true selves.

Vision Statement

To become the go-to online destination for premium hair extensions/wigs and beauty tools that empower individuals to look and feel their best every day.

Business description

Haus of Hair specializes in premium wigs, hair extensions, and professional styling tools designed for customers who demand quality at an affordable price. Our online store delivers a seamless, secure shopping experience with a clean, modern layout, making it easy for beauty lovers to find products that enhance their style and confidence.

Logo Description

A clean, modern wordmark logo, using soft pink to represent femininity



Color Palette

Name / Use Case	Hex Code	RGB
Primary Pink	#fd93cd	rgb(253, 147, 205)
Primary Dark Pink (hover)	#e91e63 / #ff007b	rgb(233, 30, 99) / rgb(255, 0, 123)
black	#000	rgb(0, 0, 0)
white	#fff	rgb(255, 255, 255)
Soft Pink Background (About page)	#ffe6f3	rgb(255, 230, 243)
Light Gray Border	#e5e5e5	rgb(229, 229, 229)

Typography

Usage	Font-family	Notes
Headings + Buttons (Display)	"Bebas Neue", sans-serif	Used for titles, shop buttons, checkout headings
Body Text	"Montserrat", sans-serif	Used in most descriptive sections
FAQ & Form Text	"Poppins", sans-serif	Clean UI-friendly text
Root Variable Fonts	--font-bebas, --font-montserrat, --font-poppins	Set in :root

Icons

Icon	Source	Approx. Dimensions	Notes
Profile Icon	Material Icons Outlined	20px (font-size: 20px)	Hover turns pink
Shopping Cart Icon	Material Icons Outlined	20px	Includes future badge (item count)
Close (X) Popup Icon	Custom text element	22px	Positioned absolutely

Color Psychology Explanation

Primary Color: Pink (#FD93CD)

According to the video, pink is a strong emotional color commonly associated with softness, kindness, nurture, compassion, love, and romance. It also symbolizes creativity, transformation, contentment, and support.

Because pink is a known mood regulator and can reduce aggression, it helps create a calming and welcoming environment for users. Pink is also frequently used in UI design to catch the viewer's eye, making it ideal for call-to-action buttons, labels, and product highlights on a beauty-focused website.

Overall, pink helps position the brand as feminine, creative, warm, and emotionally appealing.

Neutral & Text Color: Black (#000000)

In the video, black is described as a color associated with power, sophistication, tradition, and timelessness. Despite having negative associations (darkness, seriousness), black is widely used in modern fashion and design to create a sleek, effortless, stylish aesthetic.

In web design, black adds contrast, clarity, and high readability, especially when paired with soft pink accents. It reinforces a premium and elegant look, aligning well with beauty, style, and luxury themes.

Background Color: White (#FFFFFF)

As explained in the video, white symbolizes purity, innocence, new beginnings, cleanliness, and simplicity. It is commonly associated with modern minimalism and is used by brands such as Apple and Chanel to create a sleek, high-end aesthetic.

Using white as the background provides a clean, spacious layout that keeps the interface uncluttered and allows important elements—products, buttons, text, and images—to stand out. It prevents user overwhelm and maintains visual balance.

Intended Audience

The website is designed for:

- Young women aged 16–35 interested in fashion and beauty
- Students and young professionals seeking affordable but high-quality hair products
- Social media users who follow beauty trends, influencers, and hair tutorials
- Customers shopping online who prefer fast delivery and easy checkout

User Goals

- Find stylish hair products at good prices
- View product images and descriptions easily
- Complete fast and secure checkout
- Receive quick shipping updates

Business Goals

- Provide a seamless online shopping experience
- Build brand loyalty through consistent visuals and friendly design
- Reach customers across Jamaica and internationally

User- Defined Functions

Function Name	Purpose
addToCart(name, price, img)	Adds a selected product to localStorage cart and increments quantity if it already exists
loadCart()	Loads cart items to the Cart page calculates subtotal, discount, tax, and total
removeItem(index)	Removes a selected item from the cart
clearCart()	Clears all items from the cart
loadCheckout()	Loads cart items and totals into the checkout page and prompts the user to enter their shipping details.
confirmCheckout()	Validates checkout form, clears cart, and shows confirmation
cancelCheckout()	Redirects user to cart page without confirming order
closeCheckout()	Redirects user back to home page
logoutUser()	Logs out user by removing loggedInUser from localStorage

updateLoginStatus()	Updates navigation bar and user status depending on login state.
Popup navigation functions: showregister, showlogin, showforgot, backtologin	Handles internal switching between login, register, and forgot password sections
Form handlers: registerform.submit, loginform.submit, forgotform.submit	Handles user registration, login, and password reset functionality

SiteMap

