Conceptualization and Initial Planning for the Web Project

1. Introduction

The process involves conceptualizing, planning, and developing a website to transition the promotion of a hairdressing business from TikTok to a dedicated online platform. The website will serve as a centralized hub for showcasing video content, engaging with customers, and enhancing business visibility.

1. *Context of the Project*
   1. Background

TikTok has been a vital platform for promoting services and engaging potential customers, thanks to its wide reach and simplicity. To ensure continued access to this audience and maintain control over the content, the creation of a dedicated website is essential, offering similar functionality while centralizing the business's online presence.

* 1. Current Issues

Dependence on External Platforms: Businesses relying on TikTok are vulnerable to external factors like legal bans and platform policy changes.

Limited Ownership: Content hosted on TikTok does not fully belong to the creator, limiting control over usage and distribution.

Brand Identity Challenges: TikTok’s interface and branding overshadow individual business branding.

* 1. Proposed Solution

The solution is to create a custom website tailored to the hairdressing business's needs, providing a platform for hosting video content, managing user information, and promoting services without relying on third-party platforms. The website will ensure full ownership of content and data while offering a seamless user experience.

1. Objectives of the Project
   1. General Objective

To design and implement a professional website that serves as a replacement for TikTok, enabling the business to host and showcase its videos, manage customer engagement, and strengthen its online presence.

* 1. Specific Objectives

Develop a backend system for managing videos, user data, and analytics.

Integrate a frontend interface with dynamic video playback features and user-friendly navigation.

Ensure scalability and adaptability for future growth and additional features.

Create a visually appealing design that aligns with the business’s identity.

1. Problem Definition
   1. Problem Statement

The transition to a self-hosted platform is essential to ensure reliable content hosting, enhanced brand visibility, and sustained user engagement, addressing the evolving needs of the business.

* 1. Key Challenges

**User Experience**

The target audience primarily includes women interested in hairdressing and beauty services, typically ranging from 18 to 45 years old, based on common statistics for salon clientele. The website will not require advanced search features or content filters, as all services will be displayed clearly across different sections accessible through a navigation bar. Visual appeal will be a priority, incorporating animations and effects to create a modern and engaging interface while maintaining simplicity for ease of use.

**Cost Management**

To minimize costs, the initial implementation will avoid recurring expenses such as hosting subscriptions or premium tools. However, provisions for evaluating future hosting options will be included to support potential upgrades. The focus remains on balancing affordability with functionality, leveraging free or low-cost solutions where possible.

**Scalability**

While the initial scope excludes user accounts or scheduling systems, the platform will be designed with flexibility to incorporate these features in the future. Potential expansions include options for users to create accounts, view available appointments, and reserve services online. Additionally, multilingual support will be integrated to cater to both English and Spanish-speaking audiences, ensuring accessibility for a diverse user base.

1. Proposed Solution Overview
   1. Technical Approach

The project will leverage modern web development technologies to ensure a seamless and efficient experience. The current stock includes:

* *Frontend*: Next.js for the framework, combined with Tailwind CSS to achieve a visually appealing and responsive design.
* *Backend*: A lightweight solution utilizing serverless functions or APIs to integrate external data sources and analytics. Given the reduced requirements, a full backend framework may not be necessary initially.
* *Analytics Integration:* Platforms like Google Analytics or TikTok's API will be explored to provide insights into audience engagement, visits, and other key metrics typically available for business accounts.
* *Video Content:* Videos will be embedded directly from TikTok, eliminating the need for video storage or additional database management.
* *Multilingual Support:* The site will include English and Spanish language options to cater to a broader audience.
  1. Design Approach

The website will feature a clean, professional aesthetic that aligns with the brand identity of the hairdressing business. The design will ensure a cohesive look, with considerations for color scheme, typography, and logo to enhance the brand’s presence. Specific design elements, such as the color palette and fonts, will be finalized during the design phase.

* 1. Expected Features
* *Video Integration:* Embed videos directly from TikTok for seamless playback and display on the website.
* *Analytics*: Integrate TikTok business account analytics or Google Analytics to track video performance and audience engagement metrics.
* *Navigation:* Simple, user-friendly navigation with a clear and accessible structure, enabling visitors to explore all available services.
* *Multilingual**Support:* Option to view the site in both English and Spanish for broader accessibility.