

**Unit 1: Site Design****Theme and Purpose**

The website I am creating for my portfolio will be for an eyelash extension business. My purpose in developing this site is to increase the publicity and improve the professional image of a family member who recently became certified. The site will aim to be more than just a digital storefront; it's a showcase of their certification, experience, and passion for lashes.

Visitors will discover a gallery of stunning lash looks, reviews from past clients, and a blog filled with beauty tips and the latest trends. Booking appointments will be a breeze, and the site's warm, inviting atmosphere will make everyone feel welcome.

While the primary audience will be those seeking lash services, the site's aesthetic appeal and informative blog section will attract a wider audience such as beauty enthusiasts. As this is my first course involving actual code, I tried to not be overzealous nor restrict myself to any specific functionality of the website during site design. I have many ideas I would like to try and can foresee making a few updates to the site map as I move through the units.



**Name:** Micheal Alberts

**Age:** 55

**Gender:** Male

**Occupation:** Accountant

**Religion:** Scientology

**Site Access:** Micheal accesses the internet mainly through his desktop; however, he

does use his phone from time to time.

**Bio:** Micheal is a Chartered Professional Accountant for a busy oil company. A whiz with numbers, he has worked at this company for the past 22 years and is considering retirement soon.

**Goals:** Michael's sole reason of coming to our website is for gifts for family and friends. He is interested to see if we offer various gift card amounts as his needs fluctuate based on who he is purchasing for.

**Pains:** Michael values efficiency and streamlined experiences. He prefers websites that provide direct access to relevant information, minimizing the need to navigate through excessive promotional content or unnecessary pages. His goal is to complete his online tasks quickly and effectively.

**Scenario #1:** Michael is seeking to purchase a gift card for his niece's upcoming birthday. He understands she is a regular user of eyelash extension services and wishes to support her interest. Accessing our website during his workday, he is interested in exploring the various eyelash extension options and associated costs to determine an appropriate gift card value. As someone unfamiliar with the specifics of eyelash extensions, he is looking for clear, concise information on service types and pricing structures to assist in his decision-making process. Displaying gift cards prominently on the site will assist Michael in accessing our content.

**Scenario #2:** Having purchased a gift card for his niece's birthday last year, he decides to use our site again for his wife's birthday. Micheal is on his way home and would like to stop into the shop to get physical copies of the gift certificates to include in a card. He requires an easily accessible address to the shop. Displaying a google maps application that he can link to his phones navigation would make things easy for Michael.



**Name:** Michelle Allard

**Age:** 54

**Gender:** Female

**Occupation:** Daycare Worker

**Religion:** Protestant

**Site Access:** Michelle accesses the internet mainly with her iPhone 13 that her husband

purchased for her; however, she does use his desktop from time to time as well.

**Bio:** Michelle is a daycare worker, and she enjoys the challenge of being a role model for the children and cares for them deeply. She has worked in numerous positions at various school boards throughout her career as care giver but prefers working with younger children.

**Goals:** Due to Michelle's hectic schedule, she is looking for a site that will allow her to book appointments online without having to call in every time.

**Pain Points:** Gabby's eyesight is not what it used to be, and she has difficulties reading small print. She is unable to navigate many sites today that use small fonts and which pack information into small sections of the screen.

**Scenario #1:** Michelle, prompted by positive recommendations from a friend, is exploring our website to compare our eyelash extension services with her current provider. While generally satisfied with her existing technician, she is seeking a provider who can offer a more reliable and long-lasting result, potentially including a guarantee or warranty on their work. She is interested in how our services and policies might differ from her current experience. Incorporating some sort of guarantee for services rendered in a Policy/FaQ page would help Michelle.

**Scenario #2:** Gabby accesses our website from her desktop computer and is looking to purchase gift certificates for her daughter's birthday. With this being the first time she is using our site, she is hesitant to give her credit card information out online. Having an SSL certificate displayed prominently as well as a trusted purchasing option would make Gabby feel more comfortable using the site.



**Name:** Yvonne Walters

**Age:** 25

**Gender:** Female

**Occupation:** Social Worker

**Religion:** Non-Religious

**Site Access:** Yvonne accesses the internet from her phone. She doesn't own a desktop

but does use her iPad occasionally when she is at home and relaxing on the couch.

**Goals:** Yvonne is looking for an extremely accessible website. She believes all interactions should happen in person.

**Pain Points:** Christina connects to the internet from places that do not have the best internet connection and becomes frustrated with slow-loading, graphics-heavy websites

**Bio:** Yvonne graduated from high school and decided to take a break year and backpack through Eastern Europe while staying in hostels and meeting new people. Once she got back, she completed a Social Work Diploma from her local community college. She is a very friendly and bubbly woman; she can strike up a conversation with anyone.

**Scenario #1:** Yvonne visits the website to learn about the eyelash technician's philosophy and approach, seeking a relatable and personable professional. The website's design should prioritize warmth, authenticity, and ease of navigation on mobile devices. Incorporating a phone-first approach to the site would be something that would benefit Yvonne.

**Scenario #2:** Yvonne went back to Eastern Europe to see the friends she had met. The week she is to return to Canada, she logs onto our site to book an appointment for when she gets back. The internet connection in her hostels is extremely slow and choppy at the best of times and frequently fails to properly load websites. She requires a website that can function without the need of major bandwidth requirements. Having image alternatives when her page fails to load, would assist her in maintaining access to the site.



**Name:** Gabby Richardson

**Age:** 72

**Gender:** Female

**Occupation:** Retired

**Religion:** LDS

**Site Access:** Gabby accesses the internet strictly from a desktop computer. She does not

own a mobile phone

**Bio:** Gabby is a retiree and has worked in the hospitality industry for most of her life. She is widowed for 3 years and spends most of her time at the local legion playing cards with other seniors in her area. Gabby is very family oriented and when she is not playing cribbage with her friends she enjoys having her grandkids over for sleepovers. Being a retiree, she is frugal and always looking for things on sale.

**Goals:** Gabby requires an eyelash extension business whose website caters to those with disabilities

**Pains:** Gabby expresses significant concerns regarding online privacy and data security. She is particularly apprehensive about the potential for invasive tracking and the misuse of personal information. This apprehension extends to online payment portals, where she fears falling victim to fraudulent activities.

**Scenario #1:** Gabby logs onto the site from a desktop computer but is having issues reading the content on the screen. Her glasses are being repaired and she can feel her independence being threatened. Incorporating a website design that is highly accessible to screen readers would greatly benefit Gabby and provide a sense of independence.

**Scenario #2:** Gabby will be attending her daughter's wedding next week and has decided that she would surprise her daughter and get the false lashes that she loves so much. With this being her first time getting her lashes done, she is nervous that her eyes will become irritated and that it will affect her eyesight. Having a page that displays common lash myths and having a proper eyecare section will make Gabby less apprehensive.



**Name:** Alex Bischon

**Age:** 32

**Gender:** Female

**Occupation:** Esthetician

**Religion:** Catholic

**Site Access:** Alex uses her phone for most of her online viewing. Most of the sites she

spends time on come from social media links.

**Bio:** Alex has been working as an Esthetician since she completed the course 5 years ago. She enjoys everything beauty and is continuously researching all the latest procedures and products.

**Goals:** Alex is interested in staying current with the latest beauty trends and techniques. She is interested in finding high-quality products and services and potentially collaborating with other beauty professionals.

**Pains:** As it seems like everyone is an eyelash technician these days, Alex gets frustrated with unprofessional or unskilled eyelash technicians. She has difficulties finding trustworthy information and reviews online.

**Scenario #1:** Alex comes across our site on her phone while she is looking for eyelash studios in her area. Being in the beauty industry herself, she appreciates websites that display the technicians' qualifications and work that the technician has completed. She searches through our site to see if our qualifications are up to her standards.

**Scenario #2:** Alex comes back to our site after being pleased with her last experience. This time she is looking at the possibility of exchanging services; she is willing to provide facials to the technician for the application of eyelashes. She comes to the site with the premise of contacting the technician and seeing if they are willing to do this.



**Name:** Christina Childs

**Age:** 14

**Gender:** Female

**Occupation:** Student

**Religion:** Non-religious

**Site Access:** Chirstina accesses the internet solely through her mobile phone

**Bio:** Christina is a very outgoing young girl in grade 9. She will be entering high school next year and is always looking for ways to make herself seem older and more mature. Being a grade 9 student, Christina is easily influenced by her peers and is beginning to be more self conscious as she gets older

**Goals:** Find entertaining content related to beauty and fashion as well as, information about becoming an eyelash technician

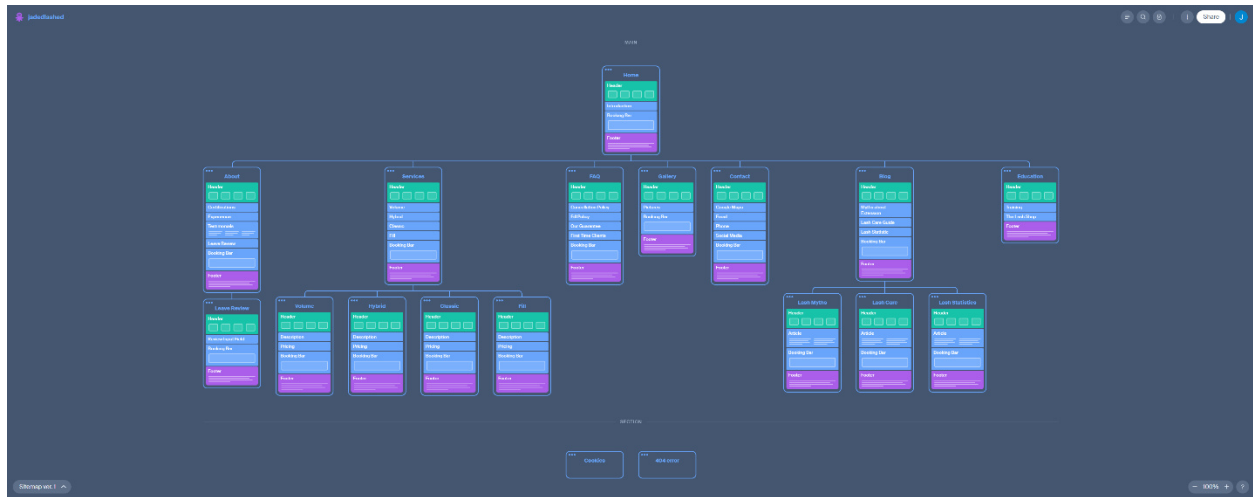
**Pain Points:** Chistina is color blind and has troubles reading certain font colors

Scenario #1: Christina come to our website considering getting eyelash extension for the first time. She is looking for a welcoming and informative site that showcase the different lash styles and highlighting the transformation they offer through before and after pictures. She is looking for clear and precise pricing information, along with testimonials from other clients.

Scenario #2: Christina's positive experience with eyelash extensions has sparked a career interest in becoming an eyelash technician. She comes back to our site actively seeking information on our website to determine the necessary qualifications and explore the possibility of pursuing this path while still in high school.



## Site Map and Mock-up








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# About

Image by Anuraj SL from Pixabay



With over three years of experience in the lash industry, I am a certified eyelash technician dedicated to providing high-quality, personalized lash services. My passion lies in creating lash extensions that complement your unique features and elevate your overall look. I am committed to staying up-to-date on the latest techniques and trends to ensure you receive the best possible experience.



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Click the button to add a review. [+ Add Review](#)

"I am absolutely obsessed with my new lashes from Jaded Lashed! I've tried a few different places in Edmonton, but these are hands down the BEST lashes I've ever gotten. They look so natural and beautiful, and the service was amazing. The staff is super friendly and knowledgeable, and they really took the time to understand what I wanted. I can't recommend Jaded Lashed enough to all my friends – they're the only place I'll be going from now on!"

 Book your appointment today and experience the difference! 

 [jade@jadedlashed.com](mailto:jade@jadedlashed.com)    [Privacy Policy](#) [Terms & Conditions](#)

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## Services

Image by Anurel SL from Pixabay

### Volume

Volume lashes create the most dramatic and fluffy look. They involve applying multiple ultra-thin lash extensions to one natural lash in a fan-like shape. This technique adds significant volume and density to the lash line, making it a popular choice for those with sparse lashes or those who desire a bold, glamorous look.

### Hybrid

Hybrid lashes combine the best of both worlds: the natural look of classic lashes and the volume of volume lashes. They are created by mixing classic and volume lashes in varying ratios, resulting in a customized look that offers both fullness and texture. Hybrid lashes are a great option for those seeking a bit more drama and dimension than classic lashes.

### Classic

Classic lashes are the most natural-looking type of eyelash extension. They involve applying one single lash extension to one natural lash, creating a subtle yet enhanced appearance. Classic lashes are ideal for those who want a longer, fuller lash line without a dramatic look.

### Fill

Fill lashes, also known as refills, are a maintenance service for those who already have eyelash extensions. This service involves replacing any extensions that have shed or grown out since the initial application, as well as adding new extensions to any natural lashes that have grown in. Fill appointments are typically scheduled every 2-4 weeks to keep your lashes looking full and fresh.



Book your appointment today and experience the difference!

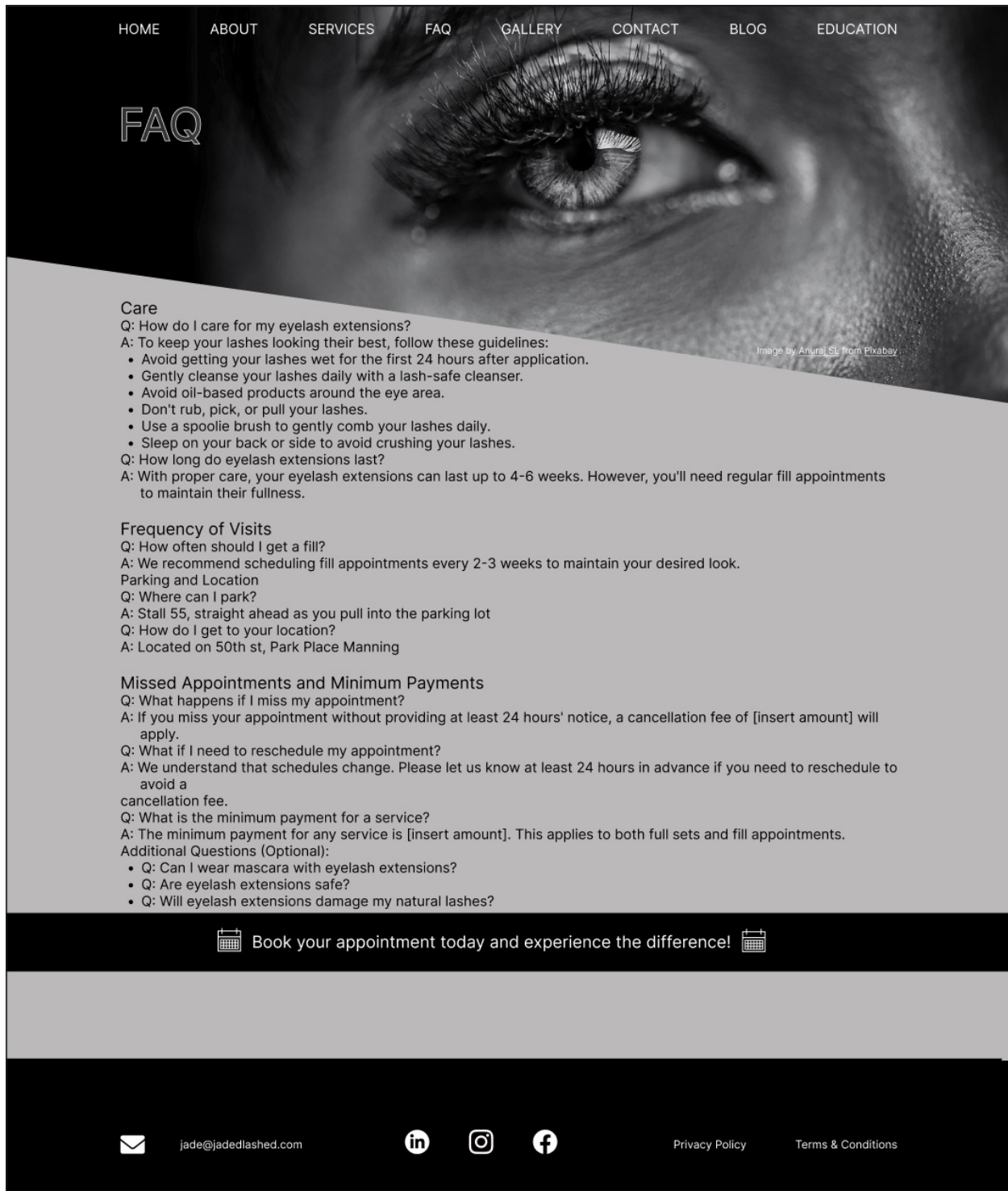


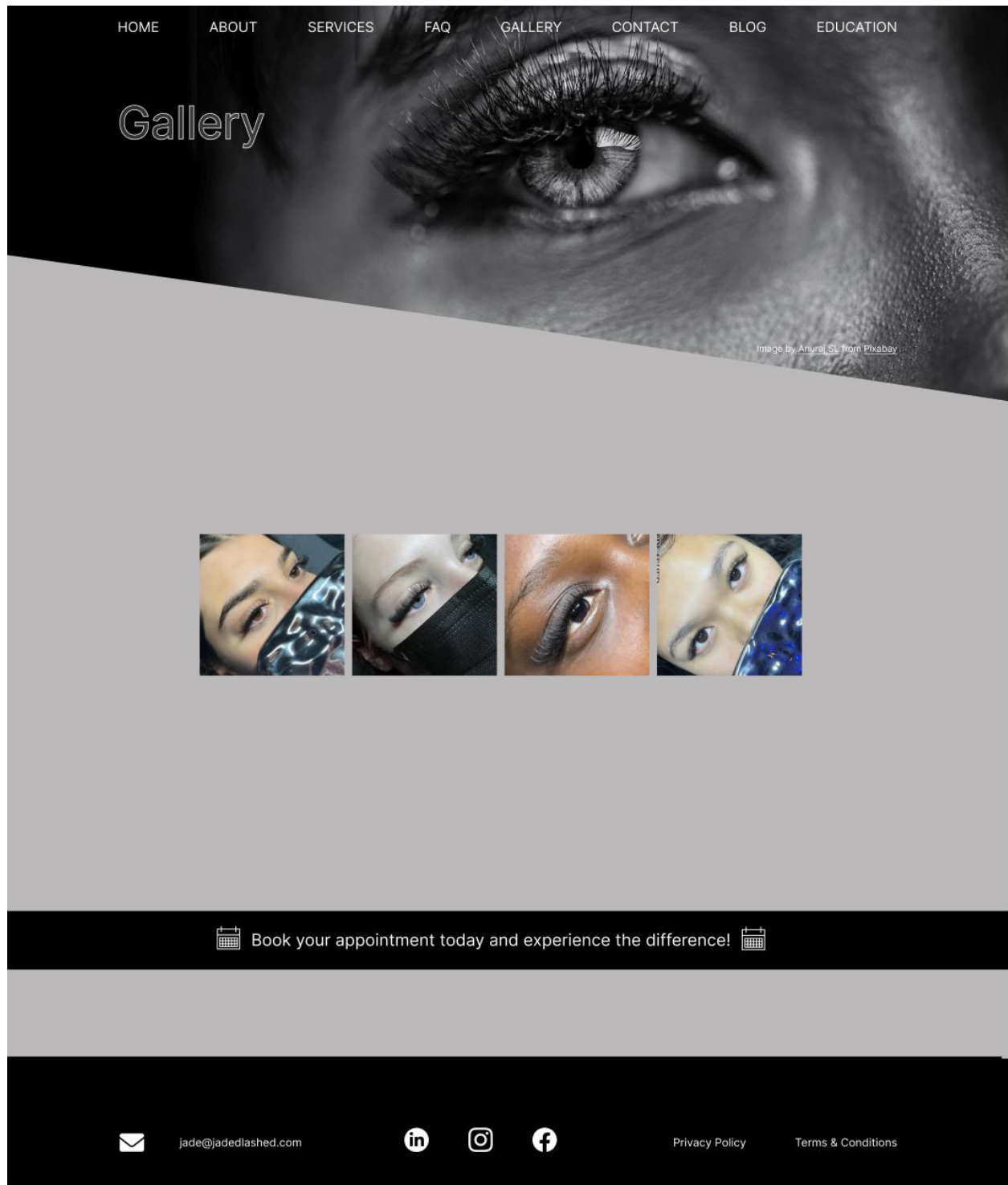
[jade@jadedlashed.com](mailto:jade@jadedlashed.com)



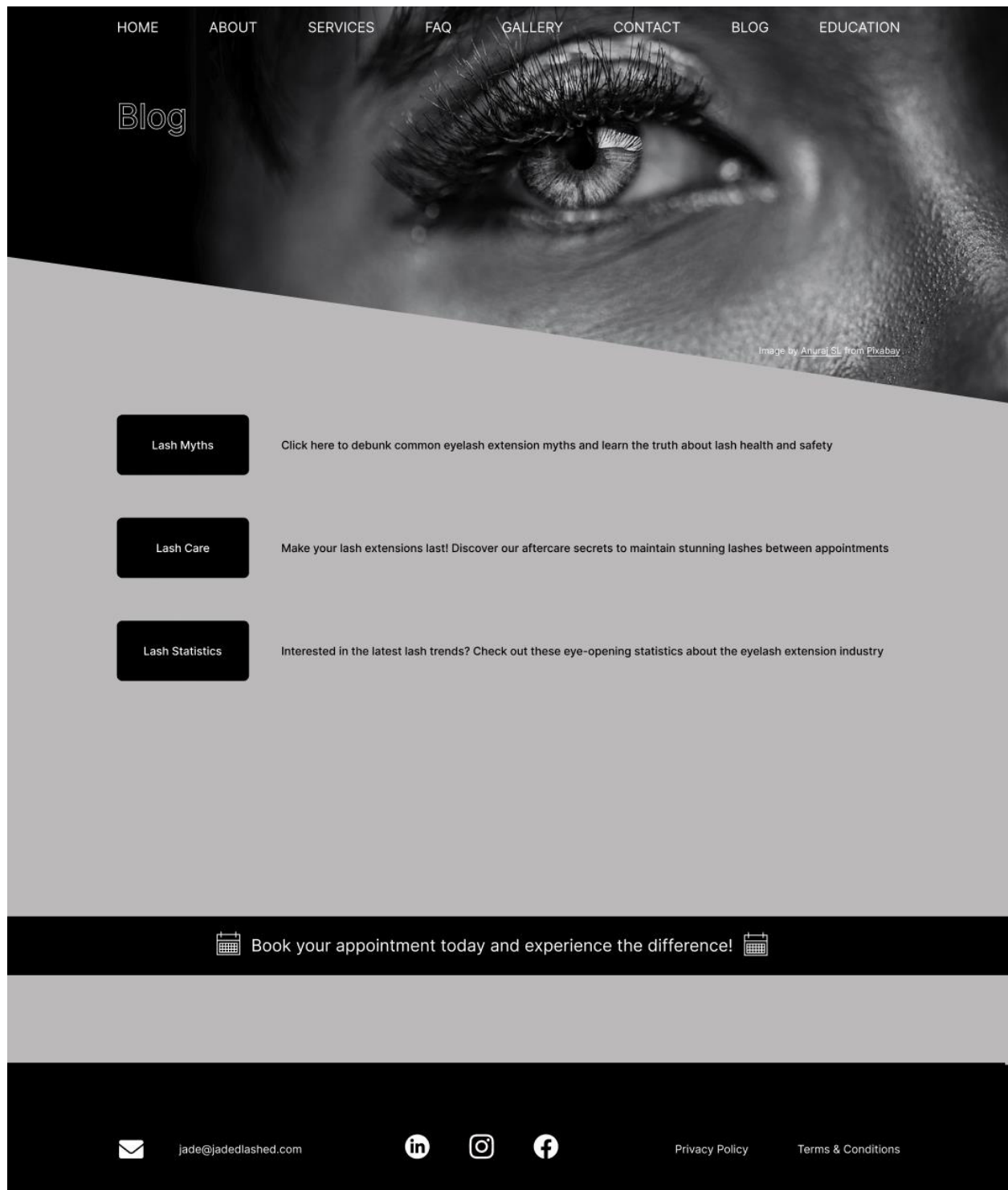
[Privacy Policy](#)

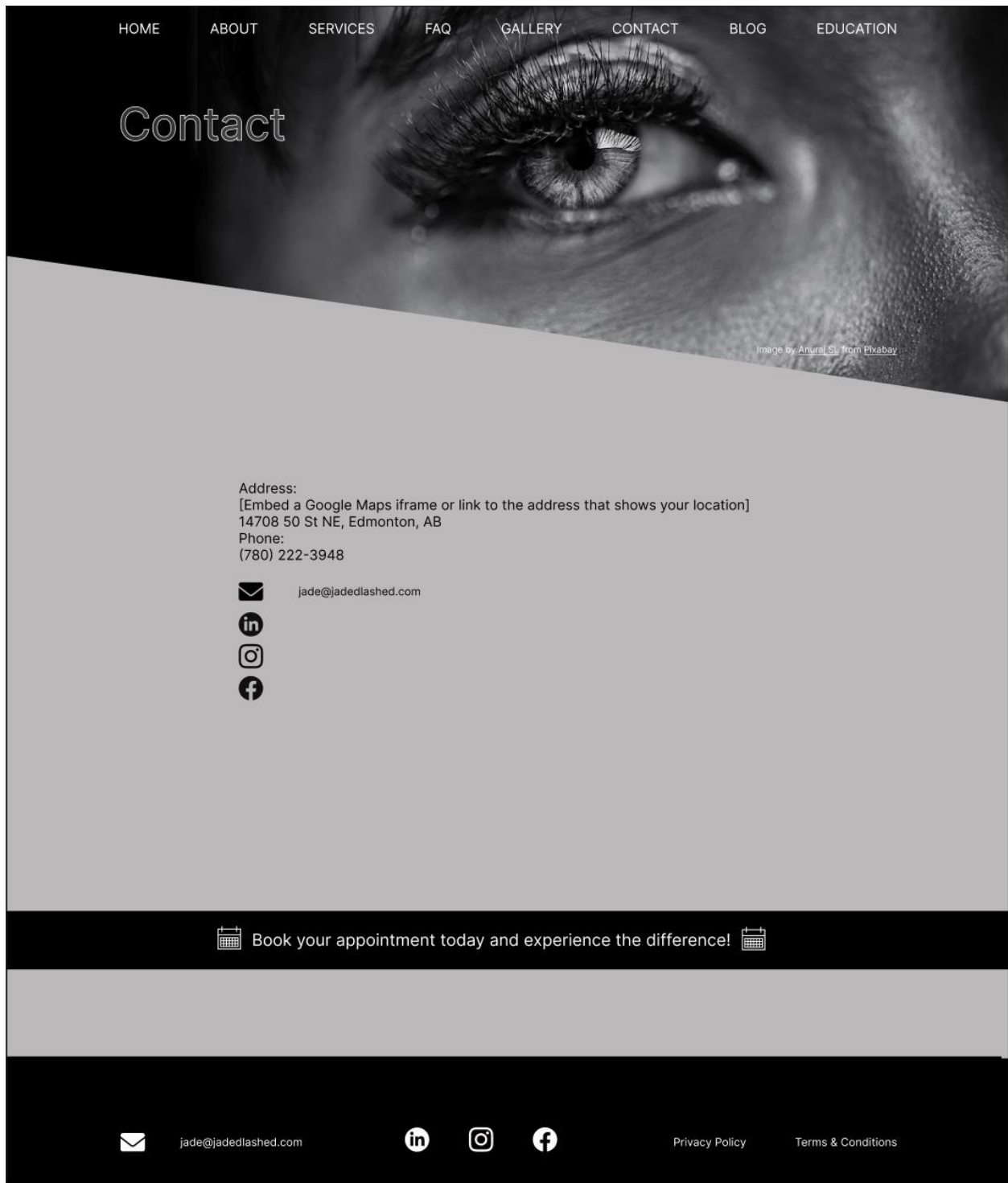
[Terms & Conditions](#)













## Reflection

When I started researching what was involved in creating a Persona for a website I was surprised at the depth and structured approach it entailed. While I knew that it would be important to put yourself in the shoes of potential viewers, it was interesting to find out there was a system in place that could be applied to various situations systematically. I began researching personas with an article written by Dave Chaffey, Director of online marketing at Smart Insights (<https://www.smartinsights.com/marketplace-analysis/customer-analysis/web-design-personas/>). In it he gives a detailed description of what a web persona is and the reasons why they are important. He mentions some different characteristics that should be included depending on which audience you are catering to and the role of your site. Also in this article, we are introduced to the concept of a User-centered design process (UCD). Upon further research of UCD, I came across a great article (<https://webflow.com/blog/user-centered-design>), written by the Webflow Team, which goes into further detail. This system prioritizes end-user's needs and preferences throughout the full development of a website. One of the first steps in this system is to gather user research which can be used help design your website. In the absence of such data is where creating personas that represent a sample of a population can be extremely beneficial. It assists in identifying the possible limitations and pains that users encounter and assist developers in mitigating them through site design. It also identifies preferences of your user base; this can be used to inspire creativity in website design and ensure a positive user experience. He goes on to talk about 4 key principles of user-centred design: "Empathy, Data-driven decision making, User involvement throughout the whole design process, and Alignment of business goals with users' needs," (IDF 2016) the basis of creating effective personas that will benefit the design process.

For my project, I included 6 different personas that I believe represent the majority of the user base for my website. Due to the nature of my site and the fact that I had access to information from past and potential clients, I feel I was able to provide quality personas that will greatly assist with my development of the site.

Once I felt I had a firm grasp on personas, I began to research how to create different scenarios for these personas. While the first article I mentioned does go over scenarios briefly, I was able to find an extremely detailed article on UX design and its Human-Computer Interaction fundamentals (<https://www.interaction-design.org/literature/topics/user-scenarios>). This article, a primer for a full course on HCI, is written by Alan Dix the co-author of the international best-selling textbook "Human Computer Interaction," and director of Computational Foundry at Swansea University. In the article we learn some of the fundamentals of HCI such as the "use case". Use cases

are applied to “describe all of the possible outcomes from a particular set of events,” in which a “scenario...is used to describe just one path.” Having it worded this way deepened my understanding of scenarios; they aren’t merely representing a reason why someone would visit your site but a “particular set of events” that would force them to engage with it differently. Maybe even mechanical restrictions that a developer would have to keep in mind when designing a website (i.e., screen readers, bandwidth limitations). This allowed me to diversify my scenarios in a way I hadn’t been able to prior. It kept me focused on real-world issues that my site might encounter, focusing on “what if,” instead of “why.”

When creating the user personas for my website I looked at various template offerings through apps, including Justinmind, Canva, and Figma; however, after having a bad experience with Justinmind(covered below), I decided to create a pdf myself. Due to the audience for this sight being a smaller subset of internet traffic, I did find some of my scenario’s overlapping from persona to persona. I decided to add few site pages (blog and education) that would cater to a wider audience and more reasons for visitors to stay.

After I had completed the personas and scenarios for my site, I began looking at the different options available for creating site maps. The first product I used was Justinmind. I looked over the documentation, watched several tutorials and ended up creating my personas, site map, and mock-up using it. It wasn’t until I began syncing my files with Github that I noticed my trial had expired and I had lost access to the files I had created. Due to their ambiguous trial restrictions and how you access files, once the trial is over you cannot access what you created. Justinmind does have quite a few options and might worth looking into if you are purchasing a paid version; however, their “trial” is just a horrible experience which cost me countless hours. I will never use Justinmind again, ever, for anything. I ended up using octopus.do for my site map and Figma for my mock-up; both tools offer a free trial version that is an actual program with limited functionality. They are clearly explained, intuitive to use, and you do not loose access to your files once the trial is over. For learning how to use Octopus.do to create a site map, I watched a tutorial by Web Squadron (<https://www.youtube.com/watch?v=-S9lgvSQkRc>). In the video he covers many of the tools that the program offers and provides an example site map. Creating site maps in Octopus is very straight forward and the tools are quite intuitive, I never experienced any issues producing it.

For my site mock-up I ended up using Flgma. They have a free version that has a limited set of features; however, you can use it indefinitely as well as save files to your local drive. When learning new programs, I usually just start the program, jump in and learn how it works while I experiment. Figma is different. Figma is an extremely intricate program the offers a plethora of options that allow you to interact with your design. Seeing this I did

some research and came across a detailed video

(<https://www.youtube.com/watch?v=JGLfyTDgfDc>) showing how to create mock-ups.

There is quite a steep learning curve involved if you are using it for the first time; however, it produces great mock-ups and seems to offer just as many, if not more, options than Justinmind's paid version.

If I were to do this assignment again there are a couple things I would do differently, other than never use Justinmind. Firstly, and this goes along with my Justinmind mishap, is I wouldn't spend so much time learning individual programs. From the various text editors to the numerous site map tools, and multiple mock-up programs; I spent way more time on this Unit than I originally thought I would. While I was surprised by the depth that website design entails, the time I spent learning multiple programs could have been better used on actual learning coding. Lastly, a minor time-saving issue, I would print off hard copies of all Unit instructions and requirements. I found myself constantly going back to the course main page to find out information on the different requirements for the unit. Having a unit outline sitting on my desk would have been very beneficial and time saving tool.

### Resources

Interaction Design Foundation - IxDF. (2016, June 3). What are User Scenarios?. Interaction Design Foundation - IxDF. <https://www.interaction-design.org/literature/topics/user-scenarios>

### Pictures

Persona#1: <https://pixabay.com/photos/portrait-man-businessman-5519817/>

Persona #2: <https://pixabay.com/photos/woman-middle-aged-mischievous-happy-797394/>

Persona #3: <https://pixabay.com/photos/girl-model-portrait-smile-smiling-1867092/>

Persona #4: <https://pixabay.com/photos/granny-woman-senior-elder-elderly-1280445/>

Persona #5: <https://pixabay.com/photos/woman-portrait-model-knitwear-2150881/>

Persona #6: <https://pixabay.com/photos/girl-teenage-girl-eyes-beauty-7172289/>

Website Header: Image by [Anuraj SL](#) from [Pixabay](#)