Topic of website:

Styling Studio: Barbers/Tattoo

About:

We are introducing Styling studio which connect people interested in good looks and newest trends. On our webpage we want to present our artists and their latest work, at the same time inviting potential customers to visit our workshops and try out services we offer.

Target audience:

Barbers studio is dedicated to male customers of which most will be age 16-45. Customers will spent short time researching our service and we assume they will be experienced mobile device users.

Tattoo studio doesn’t specify customer base but acknowledges most of their customers will be male aged between 18 and 35. Customers will spent more time researching our services and we assume they will be using notepads or pc’s.

Competitors:

Our studios first branch is located in Tallaght and at this point competition consist of small barber shops like:

<https://booksy.com/en-ie/752_jeffs-barber-shop_barbers_52868_0>

<https://www.tallaghtbarbers.com/>

<https://www.facebook.com/empirebarbers/>

<https://www.facebook.com/goodfellastallaght/>

<https://www.facebook.com/The-Lads-Lounge-740522156011826/>

of which most don’t host their own homepages but use social media or other services to interact with customers online. Social media or services like “booksy” don’t support custom functionality which greatly impairs their ability to compete with our studios website.

Given nature of tattoo services we need to consider all tattoo studio across Dublin as our competition. Few examples are:

<https://skincitytattoodublin.ie/>

<http://www.colourworks.ie/>

<http://dublininktattoo.com/>

<https://wildcat.ie/>

Competition is strong and online presence is well organized through websites which work as galleries to present their artists work. Additionally they always provide contact forms and links to social media to keep users up-to-date.

Research:

Research was carried out as interviews with workers of McDonalds Belgard Road. Interviewers were both male and female aged between 18 and 32.

Research findings:

* Users are attached to their barbers so they rarely visit barber shop websites, but occasionally they go online to search for new looks.
* Some of them would consider booking visits online.
* Users getting tattoos are as well attached to artists but they spent much more time online researching before they decide to get one.
* They expect webpage to present images of tattoos in clear way. Segregated chronologically or thematically. Navigation between galleries must be easy and straight forward.
* Easy way to contact company. Possibility to sent images.

Application goals:

Application is developed to advertise company and provide customers with functions like: quick contact, booking visit, contact with queries, news feed, viewing galleries. Advertisement is done by displaying newest and greatest work of our artists which should attract new customers.

Design:

Company provides two services which are represented by two separate websites which are consistent in style and share some of the features so that users may easily switch between sites.

Index page consist of 3 elements:

* Header as company name , which with footer symmetrically divide top and bottom parts of page.
* Footer with social media links, company address, contact phone and email. This Footer is shared by all pages for ease of accessing this information.
* Middle section is presentation of company services and is vertically divided in half ( horizontally in hand-held devices) to signal duality of application. To highlight importance of visual content on the website – navigation buttons are featured as company logo in middle with dropdown menus giving more space for presentations.

Barbers/Tattoo website common functions:

* Colors: Since users are interested in graphic contend which our websites provide we decided to use white background to remove unnecessary distractions and compliment it with black and grayscales for highlighting elements and adding contrast. For elements with bright colors we added opacity levels to make them more pleasing.
* Fonts: As mentioned before content of website is highly photo oriented, therefore text mainly play descriptive role for them. In this cases we decided to use fonts which will add some decorative touch – stronger for headers, big fonts consisting of 1-6 words and lesser for short texts that are meant to persist on page. For long texts or altering ones for example: news we decided to stick to generic font for ease of reading.
* Home button: located in top left corner. Most common place for home button in applications. Features dropdown menu directing to opposite site most popular sections for ease of navigation.
* Header: Auto Slides to present news. It takes 1/3 of website height so that graphic content would be more appealing for users. Slides should work as featured navigation.
* Navigation menu: positioned at left side to avoid vertical clutter (header taking 1/3 high already). List for wide screens and hamburger menu for hand held devices.
* Quick contact button: On click dropdown form, located in bottom right corner adds similar feel of communicator from other applications.
* Graphic content requires scrolling through webpage, to reduce motor work, home button, navigation bar and contact button have sticky property to follow users page view.
* Meet the team: page presenting team members, navigating to each one private section. Provides new users with means to familiarize with artists and their work.

Under development:

* Booking for barbers site: form with list selectors for: service, date, time, and barber
* Queries for Tattoo site: similar to contact but with more options including sending attached image files
* Navigation in news slides
* Galleries in artists profiles