Task 1

Description

In this task, I will design a website for a beauty salon. The website aims to enable the audience to explore and purchase the services and products that the salon offers. Clients can also book an appointment for a service online and can also ask questions.

Persona 1

Bio

Katrina is a 25-year-old occupational therapist, dedicated to helping people regain their independence and improve their quality of life. Her career is a reflection of her nurturing and patient nature, which also shines through in her role as a single mother. Balancing the demands of her profession and parenting, Katrina remains determined and focused, always striving to provide the best for her child.

In her free time, Katrina enjoys exploring the latest trends in beauty products, often indulging in online shopping as a way to treat herself. From skincare routines to the newest makeup launches, she loves discovering products that enhance her confidence and self-care rituals. Online shopping offers her both convenience and the thrill of finding something new, allowing her to unwind after busy days.

As a single mother, Katrina's life revolves around her child, but she doesn't let that stop her from pursuing her own passions and career growth.

Katrina - Likes beauty products

Age: 25

Marital status: Single Mother

Occupation: Occupational Therapist

Location: Malta

Income: € 31,000

Needs

- She needs to buy good quality products.
- She needs to have a good description of the product.
- She needs to see different pictures of the products.

Pain points

- She doesn't like pop-up video advertisements.
- She hates it when the prices are not shown appropriately.

Ideal experience

- She likes to get free samples.
- She likes to see reviews.

Persona 2

Bio

Edelgail, a 38-year-old secretary, is a soon-to-be bride, preparing for her wedding in a few months. A dedicated mother of two, she manages her busy schedule between work, family, and wedding planning. Passionate about nail art, Edelgail loves adding a personal touch of creativity to her look. Balancing her family responsibilities with her wedding preparation, Edelgail values efficiency and warmth in those she works with, aiming for a flawless bridal experience.

With her wedding day just months away, Edelgail is now focused on finding the perfect beautician to ensure she looks and feels her best on her special day. She is turning to online resources to search for a caring and professional beautician, one who can understand her needs and help her achieve the flawless bridal look she dreams of.

Edelgail - Likes nail art

Age: 38

Marital status: Relationship and Mother of two children

Occupation: Secretary

Location: Malta

Income: € 42,806

Needs

- She needs to see different pictures of the services they offer.
- She needs to use a website which can be easy to access and understandable.

Pain points

- She doesn't like pop-up video advertisements.
- She hates it when the prices are not there.

Ideal experience

- When asking a question she likes to have a reply as fast as possible.

Persona 3

Bio

Miguel is a 32-year-old artist residing in Kalkara, Malta. His work often involves intricate designs and attention to detail, reflecting his aesthetic appreciation. Despite his artistic background, Miguel has never explored personal beauty treatments. Recently, he's become interested in enhancing his appearance and is considering visiting a beautician who caters to men. Navigating beauty websites and understanding available services is a new experience for him.

Miguel - Likes artwork

Age: 32

Marital status: Relationship

Occupation: Artist

Location: Malta

Income: € 35,000

Pain points

- Uncertainty about which beauty treatments are suitable for men and which would best meet his personal goals.

Needs

- Personal Grooming Services: Miguel seeks professional grooming services tailored for men, such as skincare treatments, hair grooming, and possibly non-invasive cosmetic procedures.

- Educational Resources: He desires information to understand various beauty treatments, their benefits, and what to expect during sessions.

Ideal experience

- User-Friendly Platforms: As a newcomer to beauty services, Miguel needs intuitive and informative websites or apps to explore options and book appointments confidently.
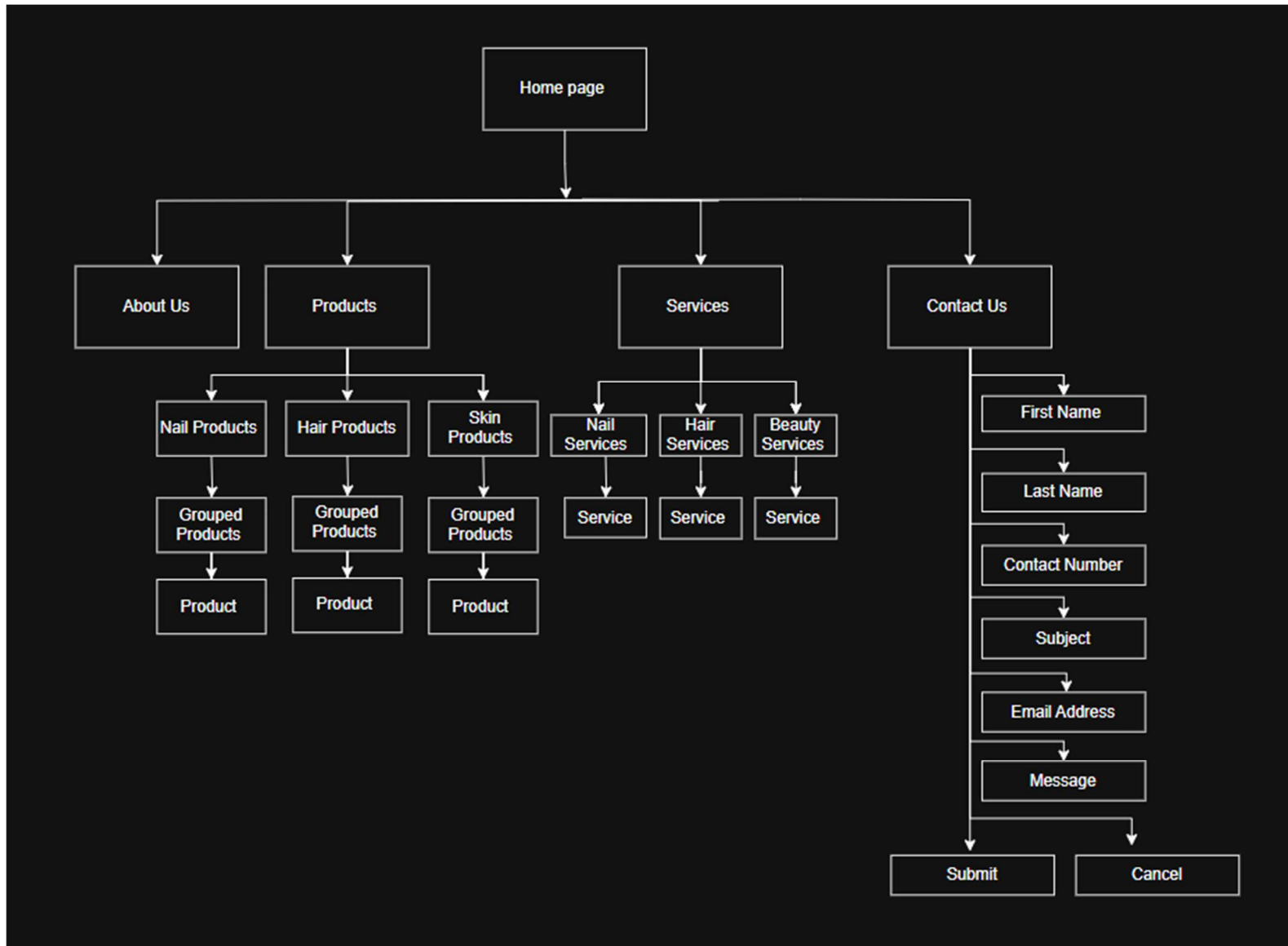
Web Accessibility

The web accessibility features can be beneficial for persons with different difficulties such as visual, auditory, physical, speech, cognitive, and neurological disabilities. However, accessibility can also help businesses since their website can be accessed by everyone and the society in general, such as older people and temporary disability, such as people with a broken arm. The international standards for the web are guidelines for web designers and web developers to help them be consistent, making sure no one will be excluded.

The web accessibility guidelines are:

- Description of what the images are about for visually impaired.
- Keyboard inputs for persons who have motor skills issues. Example tabulation, shift and tabulation, enter, or arrows.
- Colour contrast is very important for everyone since the text will be clearer to read, but it helps especially people who are colour blind and have low vision.
- No flickering content since it can be harmful as it can cause seizures.
- Increasing Text helps the readability of content, which helps older people and people with low vision.
- Dark mode reduces eye strain.
- Screen reader-friendly website for cognitive difficulties.
- Understandable content using plain language and organised content with descriptive headings.
- Learnability websites where users can understand the interface without much instruction by using familiar icons.

Web accessibility is a mindset that ensures that no one is excluded from using the website due to physical or cognitive limitations. Designing with accessibility in mind leads to better usability and can be reached by everyone.

Site Map

Home page

About Us Products Services Contact Us

Nail Products Hair Products Skin Products Nail Services Hair Services Beauty Services First Name

Grouped Products Grouped Products Grouped Products Service Service Service Last Name

Product Product Product Contact Number

Subject

Email Address

Message

Submit Cancel

Functionalities:

Navigation bar

- Home
- Products
  - Hair products
  - Nail products
  - Skin products
- Services
  - Hair Services
  - Nail Services
  - Beauty Care
- Contact Us
- About Us
- Shopping Bag
- Search

Footer

- Home
- Products
- Services
- Contact Us
- About Us
- E-mail
- Facebook
- Instagram
- Telephone number

Advertisement

Logo

Accessibility

- Increase
- Decrease
- Dark mode
- Light mode

Home Page

- Who are we?
- Our Products
- Our services
- Reviews

Products/Hair Products/Nail Products/Skin Products

- Hair products
- Nail products
- Skin products
- Product image
- Add to Bag
- Reviews

Any product page

- Add to Bag
- Product image
- Reviews

Services/Hair Services/Nail Services/ Beauty Care

- Hair Services
- Nail Services
- Beauty Care
- Image
- Read More
- Reviews

Any Service Page

- Book an appointment
- Service image
- Add to bag
- Reviews

Contact Us

- First name
- Last name
- Contact Number
- Subject
  - Products
  - Services
- Email address
- Message
- Submit
- Cancel
- E-mail
- Facebook
- Instagram
- Telephone number
- Address
- Google Map

About Us

- Reviews

Shopping Bag

- Close icon
- Checkout
- Check box
- Adding or removing products

Search Bar

- Choose from the suggestion list
- Type

Style Guide

Colour Scheme

#323433

#1C7A7F

#a58548

#A58548

#EFE6DC

Typefaces

Heading
Arial Rounded MT Bold 60pt Regular

Subheading
Arial Bold 36pt Regular

Body
Arial20pt Regular

Colour Contrast

#323433

#EFE6DC

Contrast between Text
and Background is

10.16 : 1

Image Style

Beauty salon

UI Style Guide

Icons and Backgroud for Footer

f `<i class="fa-brands fa-facebook-f"></i>`

  `<i class="fa-brands fa-instagram"></i>`

✉ `<span class="material-symbols-outlined">`
mail
`</span>`

📞 `<span class="material-symbols-outlined">`
call
`</span>⌷`

The space between the lines is 24pt

This is Body sample text . Lorem ipsum dolor sit
amet, consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat. Ut wisi enim ad
minim veniam, quis nostrud exerci tation
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Radio Buttons & Checkboxes

- ● Option 1
- ○ Option 2
- ○ Option 3

- ☐ Option 1
- ☑ Option 2
- ☑ Option 3

Navigation Bar

🏠 Home   Products ▼   Services ▼   Contact Us   About Us

🏠 Home   Products ▼   Services ▼   Contact Us   About Us

Option 1	Option 1
Option 2	Option 2
Option 3	Option 3

Hover over

Icons

`<span class="material-symbols-outlined">`
accessibility_new
`</span>`

`<span class="material-symbols-outlined">`
search
`</span>`

`<span class="material-symbols-outlined">`
home
`</span>⌷`

🔍 Search ...

Buttons

Button

Arial Bold 26pt
(Depending on the
button size)

Shadow -
Gausian Blur Radius 32.5323px
Opacity 40%

Button

Hover over

Drop-down Menu

`<span class="material-symbols-outlined">`
arrow_drop_down
`</span>⌷`

Increase	+
Decrease	—
Dark Mode	☾

`<span class="material-symbols-outlined">`
add
`</span>⌷`

`<span class="material-symbols-outlined">`
remove
`</span>⌷`

`<span class="material-symbols-outlined">`
dark_mode
`</span>⌷`

Hover over

Style Guide Dark Mode

Beauty salon

UI Style Guide

Colour Scheme

#323433

#1C7A7F

#A3CAB8

#A58548

#EFE6DC

Typefaces

Heading
Arial Rounded MT Bold 60pt Regular

Subheading
Arial Bold 36pt Regular

Body
Arial20pt Regular

Colour Contrast
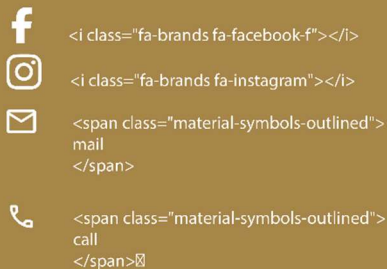
Contrast between Text
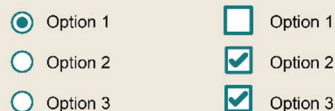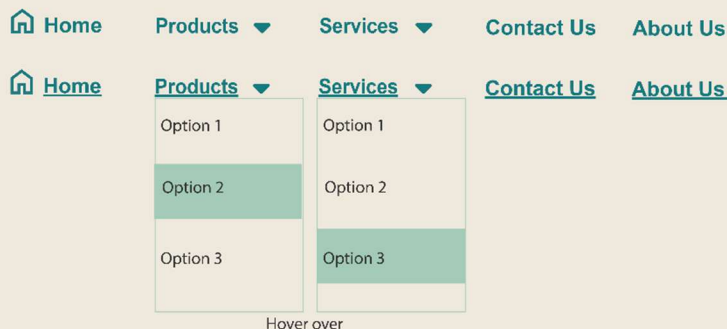and Background is

10.16 : 1

Image Style

Icons and Backgroud for Footer

f `<i class="fa-brands fa-facebook-f"></i>`

⧉ `<i class="fa-brands fa-instagram"></i>`

✉ `<span class="material-symbols-outlined">`
mail
`</span>`

📞 `<span class="material-symbols-outlined">`
call
`</span>`⧉

The space between the lines is 24pt

This is Body sample text . Lorem ipsum dolor sit
amet, consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat. Ut wisi enim ad
minim veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut aliquip ex ea

Radio Buttons & Checkboxes

◉ Option 1   ☐ Option 1
○ Option 2   ☑ Option 2
○ Option 3   ☑ Option 3

Icons

`<span class="material-symbols-outlined">`
accessibility_new
`</span>`

`<span class="material-symbols-outlined">`
search
`</span>`

`<span class="material-symbols-outlined">`
home
`</span>`⧉

🔍 Search ...

Buttons

Button

Shadow -
Gausian Blur Radius 32.5323px
Opacity 40%

Button

Drop-down Menu

Increase	+
Decrease	—
Dark Mode	☾

Hover over

`<span class="material-symbols-outlined">`
arrow_drop_down
`</span>`⧉

`<span class="material-symbols-outlined">`
add
`</span>`⧉

`<span class="material-symbols-outlined">`
remove
`</span>`⧉

`<span class="material-symbols-outlined">`
dark_mode
`</span>`⧉

Navigation Bar

⌂ Home   Products ▾   Services ▾   Contact Us   About Us

⌂ Home   Products ▾   Services ▾   Contact Us   About Us
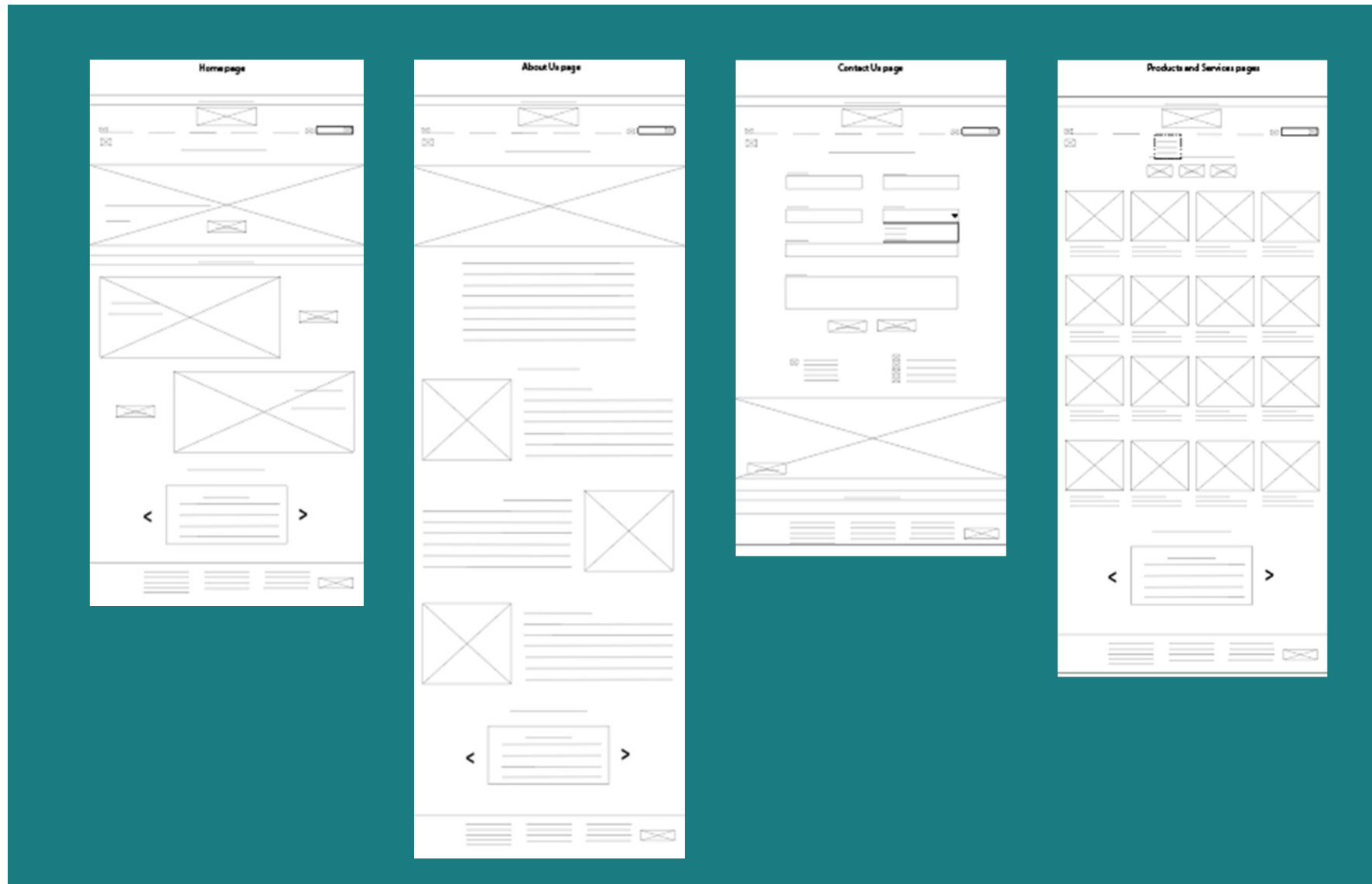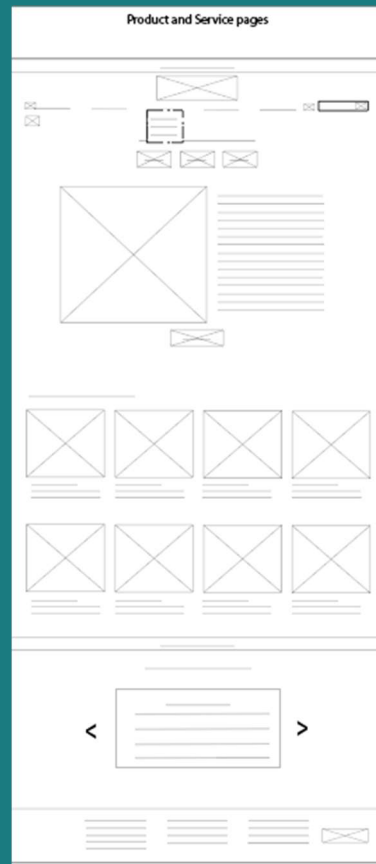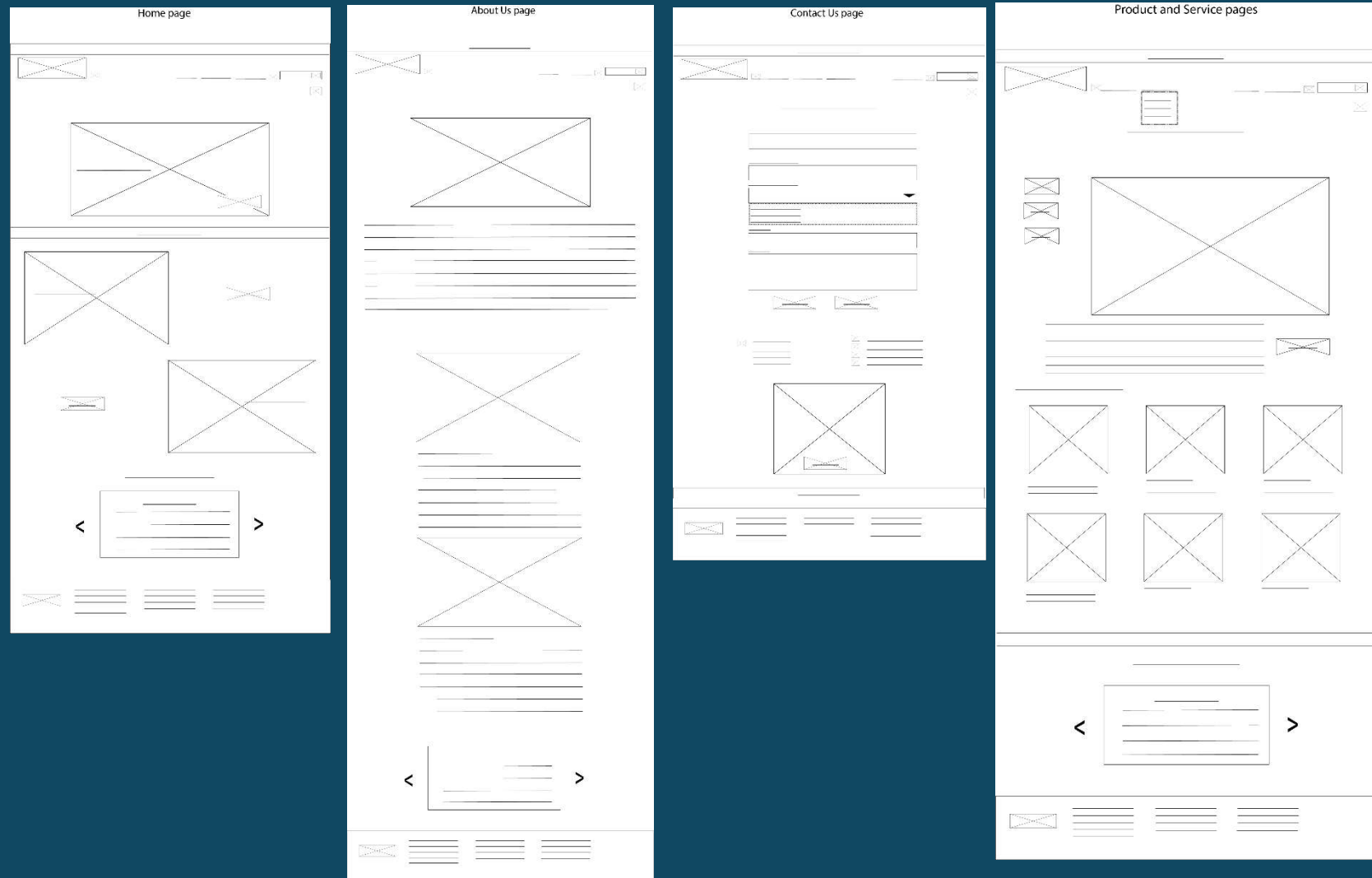
| Option 1 |
| Option 2 |
| Option 3 |

| Option 1 |
| Option 2 |
| Option 3 |

Hover over

First Low-Fidelity Wireframes

Product and Service pages

Bag Pop-up

Checkout Now Pop-up

x

x

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Second Low-Fidelity Wireframes

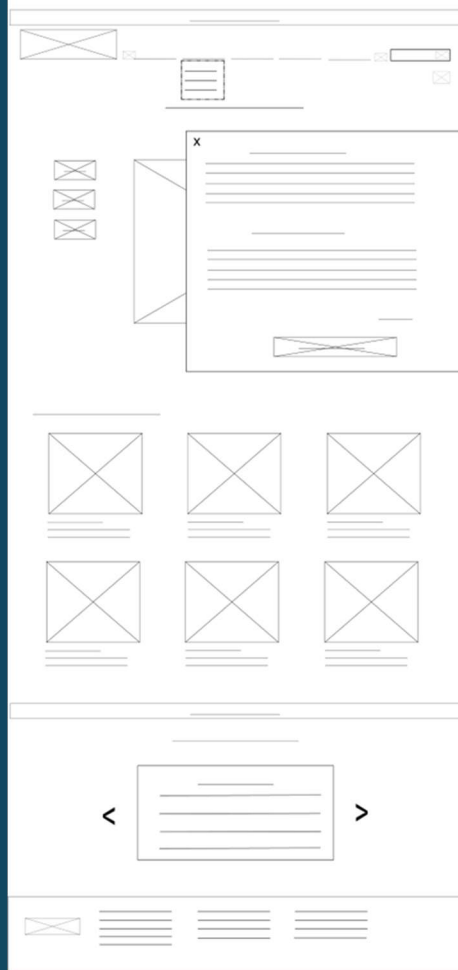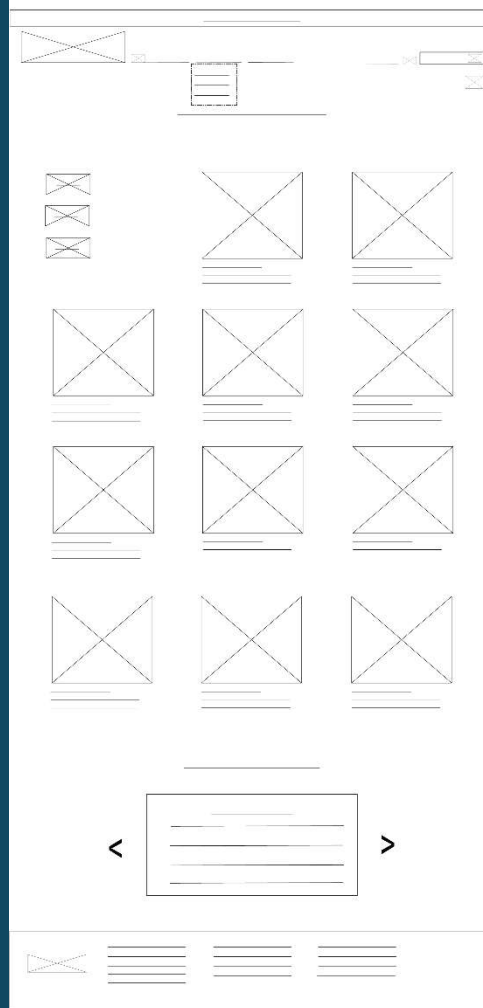Home page

About Us page

Contact Us page

Product and Service pages

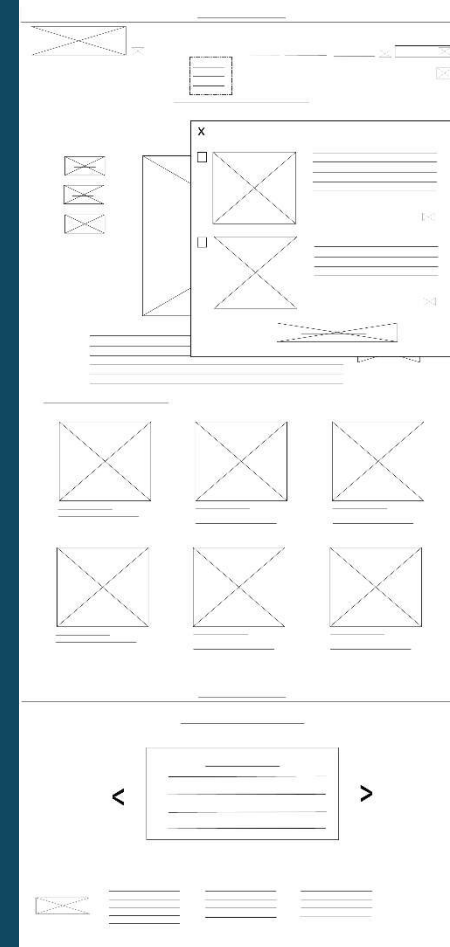Checkout Now Pop-up

Products and Services pages

Bag Pop-up

Wireframes Med-High fidelity