

## Project Storyboard

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**PROJECT ID & TITLE:**

**Project ID:** Sem1 2025

**Project Title:** Hair Vibes Studio Website Development

**Released date and update author:** March 03, 2025, Project Team

**PROJECT CLIENT:**

**Client organization:** Hair Vibes Studio

**Website:** N/A (To be developed through this project)

**Contact details:** Taylah Cornwell, [taylah\\_hairvibes@hotmail.com](mailto:taylah_hairvibes@hotmail.com)

**Client engagement preferences:** Email communication and online collaboration through Microsoft Teams

**PROJECT OUTLINE:**

This project aims to develop a comprehensive website for Hair Vibes Studio, a modern hairdressing salon seeking to enhance its digital presence. Currently, the salon relies on phone bookings and in-person interactions, which limits its reach and operational efficiency. The salon experiences booking management challenges, especially during peak times, and lacks an effective platform to showcase its work and products.

The website will address these issues by implementing an integrated online booking system, an e-commerce platform for hair care products, and a dynamic gallery to display before-and-after transformations. This digital solution will streamline operations, expand the client base, and provide a 24/7 online presence that reflects the salon's professional and trendy image.

Key business problems include inefficient appointment management, limited product sales channels, and insufficient marketing of the salon's expertise. The project will deliver a responsive, user-friendly website that serves business operations and customer engagement needs, resulting in improved salon efficiency, increased revenue streams, and enhanced client satisfaction.

The final deliverable will be a fully functional, SEO-optimized website with administrative capabilities for the salon staff to manage bookings, inventory, and content updates independently after project completion.

**PROJECT START DATE:** March 03, 2025

**PROJECT FINISH DATE:** June 15, 2025

**STAKEHOLDERS:**

The primary stakeholders include the salon owner (Taylah Cornwell), who will serve as the client project manager and main point of contact. She will make final decisions regarding design, functionality, and approval of deliverables. Additional stakeholders include:

1. Salon senior stylists (3) who will provide input on service descriptions and require access to the booking system
2. Salon reception staff (2) who will manage daily operations of the booking system and require comprehensive training
3. Salon clients (approximately 500 active) who will interact with the booking system and online store
4. Product suppliers who will provide inventory information and product specifications

**PROJECT PRODUCT:**

The project will deliver a comprehensive digital solution consisting of several integrated components:

1. **Website Frontend:** A responsive, visually appealing website reflecting Hair Vibes Studio's brand identity, featuring intuitive navigation and optimized user experience across desktop and mobile devices.
2. **Online Booking System:** An integrated scheduling platform allowing clients to:
  - View available services with descriptions and pricing

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<div><div><div>5. SalonIQ software representatives for API integration support</div><div>6. The project development team responsible for design, implementation, and testing</div><div>7. Website hosting service provider for deployment and security requirements</div></div><div>Each stakeholder group has specific interests and influence levels, which will be managed through tailored communication strategies and appropriate involvement at relevant project stages.</div></div>	<div><div><div><div>○ Check real-time availability of stylists and time slots</div><div>○ Book appointments with specific stylists</div><div>○ Receive automated confirmation emails and reminders</div><div>○ Cancel or reschedule appointments within policy guidelines</div></div><div>3. <b>E-commerce Platform:</b> A product marketplace enabling customers to:<div><div><div>○ Browse hair care products with detailed descriptions</div><div>○ Filter and search by product categories, brands, or hair types</div><div>○ Add items to the cart and complete the secure checkout</div><div>○ Track order status and history</div><div>○ Leave product reviews</div></div></div></div><div>4. <b>Image Gallery:</b> A multimedia showcase featuring:<div><div><div>○ Before-and-after transformation images</div><div>○ Categorization by hair service (e.g., coloring, cutting, styling)</div><div>○ Filterable gallery with responsive lightbox functionality</div><div>○ Option for clients to share images to social media</div></div></div></div><div>5. <b>Content Management System (CMS):</b> A backend administrative dashboard providing salon staff with:<div><div><div>○ Booking management tools (view, edit, cancel appointments)</div><div>○ Inventory management for product sales</div><div>○ Content update capabilities for service descriptions and pricing</div><div>○ Image upload functionality for the gallery</div><div>○ Performance analytics and reporting</div></div></div></div></div></div>
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	<p><b>6. Additional Deliverables:</b></p> <ul style="list-style-type: none"><li>○ System documentation and user manuals</li><li>○ Training sessions for salon staff</li><li>○ Social media</li><li>○ Payment gateway integration for secure transactions</li></ul> <p><b>USER STORIES*:</b></p> <p>As a salon client, I want to book appointments online to schedule services at my convenience without calling during business hours.</p> <p>As a salon client, I want to view detailed information about hair services, including pricing, duration, and stylist availability, to make informed decisions about my appointment.</p> <p>As a salon client, I want to receive automated confirmation and reminder emails for my appointments so I don't forget my scheduled time.</p> <p>As a salon client, I want to browse and purchase hair care products online to maintain my hair during salon visits.</p> <p>As a salon client, I want to view before-and-after transformation photos to get inspiration and understand the salon's capabilities.</p> <p>As a salon client, I want to create an account to manage my bookings and track my purchase history to easily reference past services and reorder products.</p> <p>As a salon owner, I want to manage the appointment calendar through an administrative dashboard to optimize stylist scheduling and avoid double bookings.</p> <p>As a salon manager, I want to update service descriptions and pricing directly on the website so that clients always see current information.</p> <p>As a salon staff member, I want to upload new before-and-after photos to the gallery so that we can showcase our recent work.</p> <p>As a salon owner, I want to monitor product inventory and receive low-stock notifications to reorder popular items before they sell out.</p> <p>As a salon owner, I want to analyze website traffic, popular services, and product sales to make data-driven business decisions.</p>
<b>PROJECT COMMUNICATION PLAN:</b>	<b>PROJECT SCOPE:</b> <b>In Scope:</b>

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<p>The project team will maintain regular communication with the client through:</p> <ul style="list-style-type: none"> <li>• Weekly progress meetings (Wednesdays, 10:00 AM) alternating between face-to-face and Microsoft Teams</li> <li>• Shared project management platform (Trello) for task tracking and documentation</li> <li>• Weekly progress reports delivered via email every Sunday</li> <li>• Dedicated project email address for non-urgent queries</li> <li>• Emergency contact protocol for critical issues</li> </ul> <p>Client feedback will be requested at key milestone completions:</p> <ul style="list-style-type: none"> <li>• Requirements sign-off</li> <li>• Design approval</li> <li>• Prototype testing</li> <li>• Pre-launch review</li> </ul> <p>Daily stand-up meetings will be conducted for internal team communication to ensure alignment and address any blockers promptly. All meeting minutes, decisions, and action items will be documented and shared with relevant stakeholders.</p>	<ul style="list-style-type: none"> <li>• Responsive website design and development for all major browsers and devices</li> <li>• Online booking system with SalonIQ integration and automated notifications</li> <li>• E-commerce platform for product catalog, cart functionality, and secure checkout</li> <li>• Before-and-after image gallery with categorization and filtering capabilities</li> <li>• Administrative dashboard with role-based permissions for salon management</li> <li>• Stripe and PayPal payment gateway integration with security compliance</li> <li>• Social media ( Instagram, Facebook, and Pinterest)</li> <li>• Content management system with intuitive editing interface for non-technical staff</li> <li>• User account functionality, including booking history and favorites</li> <li>• Four comprehensive staff training sessions and supporting documentation</li> <li>• Three months of post-launch technical support with a 48-hour response time</li> <li>• Basic analytics dashboard for traffic and conversion monitoring</li> <li>• Automated data backup system with daily increments</li> </ul> <p><b>Out of Scope:</b></p> <ul style="list-style-type: none"> <li>• Custom mobile application development (native iOS/Android apps)</li> <li>• Point-of-sale system integration beyond the specified SalonIQ software</li> <li>• Content creation, including photography, copywriting, or video production</li> <li>• Custom animation or interactive features beyond standard web functionality</li> </ul>
<p><b>COLLABORATION:</b> The project team will collaborate using the following tools and methodologies:</p> <ul style="list-style-type: none"> <li>• <b>Project Management:</b> Trello for task management and progress tracking</li> <li>• <b>Documentation:</b> Google Workspace for shared documents and collaboration</li> <li>• <b>Design Collaboration:</b> Figma for design files and feedback</li> <li>• <b>Code Repository:</b> GitHub for version control and code collaboration</li> <li>• <b>Communication:</b> Microsoft Teams for meetings and instant messaging</li> <li>• <b>File Sharing:</b> OneDrive for secure file transfers and asset management</li> </ul>	



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<p>Team members will have clearly defined roles and responsibilities, and regular cross-functional collaboration sessions will ensure integration between different website components. The client will be provided access to relevant collaboration tools to facilitate feedback and approval processes.</p>	<ul style="list-style-type: none"> <li>• Ongoing website maintenance or content updates beyond the three-month support period</li> <li>• Digital marketing campaign management or paid advertising setup</li> <li>• Customer relationship management (CRM) system beyond basic account functionality</li> <li>• Advanced business intelligence or reporting systems</li> <li>• Multi-language website versions or translation services</li> <li>• Custom software development beyond specified website features</li> <li>• Hardware procurement, networking infrastructure, or in-salon display systems</li> <li>• Staff scheduling or payroll system integration</li> </ul>
<p><b>SUCCESS/ACCEPTANCE CRITERIA:</b> The project will be considered successful when the following criteria are met:</p> <ol style="list-style-type: none"> <li><b>Functional Requirements:</b> <ul style="list-style-type: none"> <li>○ Online booking system successfully processes appointments without conflicts</li> <li>○ E-commerce platform processes test transactions end-to-end</li> <li>○ Website displays correctly across various devices (desktop, tablet, mobile)</li> <li>○ Admin dashboard allows complete management of bookings and inventory</li> <li>○ All user stories are implemented and verified</li> </ul> </li> <li><b>Performance Requirements:</b> <ul style="list-style-type: none"> <li>○ Website loads within 3 seconds on standard connections</li> <li>○ Booking system handles at least 50 concurrent users</li> <li>○ All features function without errors during stress testing</li> </ul> </li> </ol>	<p><b>PROJECT APPROACH:</b> The project will follow an agile methodology with two-week sprints, allowing for regular client feedback and incremental development. The approach will include:</p> <ol style="list-style-type: none"> <li><b>Discovery Phase (2 weeks):</b> <ul style="list-style-type: none"> <li>○ Requirements gathering through client interviews</li> <li>○ Competitive analysis of salon websites</li> <li>○ User research and persona development</li> <li>○ Technical requirements documentation</li> </ul> </li> <li><b>Design Phase (3 weeks):</b> <ul style="list-style-type: none"> <li>○ Wireframing and user flow mapping</li> <li>○ Brand-aligned visual design concepts</li> <li>○ Interactive prototyping</li> <li>○ Client review and design iterations</li> </ul> </li> <li><b>Development Phase (5 weeks):</b> <ul style="list-style-type: none"> <li>○ Frontend development with responsive design</li> <li>○ Backend systems integration</li> </ul> </li> </ol>



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<ul style="list-style-type: none"><li>○ Image gallery loads efficiently without performance degradation</li></ul> <p>3. <b>Quality Requirements:</b></p> <ul style="list-style-type: none"><li>○ Zero high-priority bugs at launch</li><li>○ Compliance with WCAG 2.1 AA accessibility standards</li><li>○ Secure handling of user data and payment information</li><li>○ Consistent design implementation across all pages</li></ul> <p>4. <b>Business Requirements:</b></p> <ul style="list-style-type: none"><li>○ Client able to independently manage content and bookings</li><li>○ Positive feedback from user acceptance testing</li><li>○ Analytics properly tracking key performance indicators</li><li>○ Staff successfully trained in system administration</li></ul> <p>Final acceptance will require the client to sign off on all deliverables and confirm that the solution meets the defined business needs. A formal acceptance document listing all requirements and their fulfillment status will be prepared.</p>	<ul style="list-style-type: none"><li>○ Booking system implementation</li><li>○ E-commerce functionality development</li><li>○ CMS setup and configuration</li></ul> <p>4. <b>Testing Phase (1 week):</b></p> <ul style="list-style-type: none"><li>○ Functional testing across devices</li><li>○ User acceptance testing with the client</li><li>○ Performance and security testing</li><li>○ Bug fixes and refinements</li></ul> <p>5. <b>Deployment and Training (1 week):</b></p> <ul style="list-style-type: none"><li>○ Website launch and hosting setup</li><li>○ Documentation completion</li><li>○ Client training sessions</li><li>○ Post-launch support</li></ul> <p>The team will prioritize continuous communication with the client through weekly progress meetings, shared documentation, and collaborative decision-making. All deliverables will undergo client review before proceeding to subsequent project phases.</p>
<p><b>Constraints/Assumptions/Risks/Dependencies</b></p> <p><b>Constraints:</b></p> <ul style="list-style-type: none"><li>• Fixed 12-week timeline with June 15, 2025 completion deadline</li><li>• Budget limitations as specified in the project contract</li><li>• Technical integration limited to specified salon management software</li><li>• Reliance on third-party services (payment gateway, hosting)</li><li>• Client availability for feedback and approval sessions</li></ul> <p><b>Assumptions:</b></p> <ul style="list-style-type: none"><li>• Client will provide all necessary content (product descriptions, images) on schedule</li><li>• Client has legal rights to all provided content</li><li>• Third-party integrations (payment gateways, booking services) will remain stable</li><li>• Client staff will participate in training sessions as scheduled</li></ul>	



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- Current salon management software has API capabilities for integration

### Risks:

- Scope creep extending project timeline
- Integration challenges with existing salon systems
- Delays in client feedback impacting the development schedule
- Third-party dependency failures
- Security vulnerabilities in payment processing
- Post-launch technical issues during peak usage

### Dependencies:

- Client content provision timeline
- Third-party API availability and documentation
- Hosting environment setup and configuration
- Payment gateway approval process
- Domain registration and DNS configuration
- Client availability for testing and training

The risk management plan will document a mitigation strategy for each identified risk. Regular risk assessment reviews will be conducted throughout the project lifecycle to identify new risks and update mitigation strategies.

### Approval Signatures

Student Name	Student Number	Role/Justification of role in line with personal skills	Signature
Kuldeep Kaur	30446785	Project Owner - Strong organizational skills with experience coordinating teams and ensuring timely delivery of project milestones.	<i>Kuldeep</i>
Kiranbeer Kaur	30439461	UI/UX Designer - Creative visual designer with expertise in creating user-friendly interfaces and responsive web designs.	<i>Kiran</i>
Khushpreet Kaur	30434815	Frontend Developer - Skilled in HTML, CSS, and JavaScript with experience building interactive and responsive websites.	<i>Khush</i>
Arshdeep Kaur	30431164	Backend Developer - Experienced in database management and API integration with expertise in e-commerce functionality.	<i>Arsh</i>

### MARKING GUIDE

#### Criteria

**Marking Scale** *Poor*  
*Excellent 0..... max*

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<ul style="list-style-type: none"><li>➤ Objectives/justification for the project (1 Mark)</li><li>➤ Product(s) and User Stories (1 Mark)</li><li>➤ Success criteria for the project (0.5 Marks)</li><li>➤ Project scope (0.75 Mark)</li><li>➤ Communication/Collaboration plan (0.75 Mark)</li><li>➤ Constraints/Assumptions/Risks/Dependencies (1 Mark)</li></ul>	
<b>Total Mark [5 marks]</b>	
<b>Total Worth [5%]</b>	





