

## Website Goals

My website will be based on my brother's barbershop in Lake Oswego.

Users will need to be able to quickly navigate information such as the location, times, pricings, and bookings. Although this is a practice website, I want the website to display professionalism and convey the same feel and aesthetic of the barbershop. The overall goal of this website is to increase visibility.

## Persona 1

**Name:** Johnathan Winston

**Biological information:** Johnathan is a single 33-year old man who is on-the-move and works as a blogger. He doesn't have any kids and hops around from hotel to hotel.

**Challenge 1:** Isn't able to stop in frequently

**Challenge 2:** Isn't financially well

**Goal 1:** Looking for somewhere close to book a haircut appointment

**Goal 2:** Wants a quick and professional haircut

**Solution 1:** Prices should be fair and reasonable

**Solution 2:** The websites should include a booking section as well as a google maps section

## Persona 2

**Name:** Richard Stark

**Biological information:** Richard is a 64-year old man who recently retired and lives nearby. He is a frequent customer.

**Challenge 1:** Doesn't have access to a computer

**Challenge 2:** Has impaired vision

**Goal 1:** Wants to support somewhere local

**Goal 2:** Wants information about hours and bookings

**Solution 1:** The website should be mobile compatible and display easy to read text with good color contrast

**Solution 2:** The website and its contents should be easily navigable. It should include a bookings tab

### Similar/relevant Websites

1. <https://antique-barbershop.com/>
2. <https://www.barber-q-yamhill.com>