WEB601 – The Local Barbershop Website

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# Contents

[Contents 2](#_Toc47513769)

[Introduction 4](#_Toc47513770)

[Site Goals 5](#_Toc47513771)

[Mission or Purpose 5](#_Toc47513772)

[Goals 5](#_Toc47513773)

[Short Term goals 5](#_Toc47513774)

[Long Term goals 6](#_Toc47513775)

[Define the User Experience 6](#_Toc47513776)

[Define the Audience 6](#_Toc47513777)

[Create Scenarios 6](#_Toc47513778)

[Competitive Analysis 6](#_Toc47513779)

[Define the audience 6](#_Toc47513780)

[Personas 6](#_Toc47513781)

[Scenarios 6](#_Toc47513782)

[Competitive Analysis 6](#_Toc47513783)

[Site Structure 6](#_Toc47513784)

[Metaphor Exploration 6](#_Toc47513785)

[Organizational metaphors 6](#_Toc47513786)

[Functional metaphors 6](#_Toc47513787)

[Visual metaphors 7](#_Toc47513788)

[Site Content 7](#_Toc47513789)

[Identify content and functional requirements 7](#_Toc47513790)

[Group and Label Content 7](#_Toc47513791)

[Site structure 7](#_Toc47513792)

[Hierarchical map 7](#_Toc47513793)

[Architectural Blueprints 7](#_Toc47513794)

[Define navigation 7](#_Toc47513795)

[Global 7](#_Toc47513796)

[Local 7](#_Toc47513797)

[Visual design 7](#_Toc47513798)

[Wireframes 7](#_Toc47513799)

[Mock-ups 7](#_Toc47513800)

[Further Iterations 7](#_Toc47513801)

[References 8](#_Toc47513802)

# Introduction

TODO

# Site Goals

## Mission or Purpose[[1]](#footnote-1)

The primary purpose of the website that I will be building will be to act as a professional digital public store front, to replace the current website the business has. It will act as a business card to display key features to sell the business such as:

* The range of hair styling services offered including prices and times
* The available times available times available for hairstyles
* A store front of products that the hairdresser sells

Its purpose will be to provide a consistent and elegant theme for user’s to have a high quality experience no matter their intention with the website. These reasons might include:

* Purchasing hairstyling products
* Making enquires to hair stylists
* Booking available times for hairstyles

## Goals

The goals for the business are broken down into the set of following short and long-term goals. These serve only as a guide for understanding where the business could go.

### Short Term goals

* Consistent feel and look of pages across the website
* Great product pages with the ability to
* Gather user information to about the users such as email or phone numbers to deliver better customer service
* Crafting a high-quality user experience from the moment they first come to the website till after they have received a product or service from the business
* Interact with the customer after their appointment gathering detailed written feedback
* Encourage users to refer their friends and family to come to the website and business

### Long Term goals

* Develop and launch a range hair styling product that are manufactured specifically for the barbershop
* Engage in direct marketing strategies with high value customers
* Expand the business to additional sites in the nelson region such as Richmond to take advantage of the shifting population dynamics.
* Improve brand recognition of developed products nationwide.

# Define the User Experience

## Define the Audience

## Create Scenarios

* Start with stories

## Competitive Analysis

Screenshots here not urls. Add url to bib

## Define the audience

Stakeholders: concern or interest in the website

*What does it tell me about the website?*

### Personas

<https://www.usability.gov/how-to-and-tools/methods/personas.html>

### Scenarios

<https://www.usability.gov/how-to-and-tools/methods/scenarios.html>

### Competitive Analysis

<http://maryshaw.net/website-competitive-analysis/>

# Site Structure

## Metaphor Exploration

define

### Organizational metaphors

define

### Functional metaphors

define

### Visual metaphors

define

*What does it tell me about the website?*

# Site Content

## Identify content and functional requirements

List the contents

## Group and Label Content

Stickies and arrange them into groups, consider different arrangements

# Site structure

## Hierarchical map

Text based hierarchical map of the site, called the “site structure listing”

## Architectural Blueprints

Process diagram, visual representation of the site structure

## Define navigation

### Global

define

### Local

define

# Visual design

Proposed look, provide alternatives

## Wireframes

#### Home page

#### Other pages…

### Mock-ups

#### Home Page

#### Other pages…

# Further Iterations

# References

1. Informal Only, additional client literature required to formalize [↑](#footnote-ref-1)