WEB601 – The Local Barbershop Dynamic

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# Introduction

TODO

# Site Goals

## Mission or Purpose

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

* Improve UI by making UI elements consistent across website
* Add products to a store to diversify revenue sources
* Gather user information to about the users
* Crafting a high-quality user experience from the moment they first come to the website
* Interact with the customer after their appointment gathering feedback and referrals

### Long Term goals

* Develop and launch a range hair styling product that are manufactured specifically for the barbershop.
* Engage in direct marketing strategies with the highest 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.

## Intended Audiences

## Why will people come to the web site?

# Define the User Experience

## Define the Audience

## Create Scenarios

## Competitive Analysis

# Site Content

## Identify content and functional requirements

## Group and Label Content

# Site Structure

## Metaphor Exploration

## Organizational metaphors

## Functional metaphors

## Visual metaphors

# Site structure

## Hierarchical map

## Architectural Blueprints

## Define navigation

## Global

## Local

# Visual design

## Wireframes

### Home page

### Other pages…

# Page Mock-ups

## Home Page

## Other pages…

# References