WEB601 – The Local Barbershop Website

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# 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

* Great products with the ability to add or remove stock as needed
* 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.

## Intended Audience

The intended audience for the website will be people in the nelson region who are wanting:

* + Hairstyling including
    - Beard styling
    - Hair Coloring
    - Hair cuts
  + Purchasing hairstyling products

*What does it tell me about the website?*

asdf

# User Experience

### Personas

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

Personas have been created to represent real or fictious users of the system.

|  |  |
| --- | --- |
| Persona | Graphic Designer |
| Photo |  |
| Fictional Name | Linus Williamson |
| Job title/major responsibilities | Student |
| Demographics | * 31 years old * Dating * No Children * Working as a Graphic Designer |
| Goals and tasks | Linus maintains perfect order in the world around him. Form creates perfect function. He loves apple products. He is obsessed with K-Pop, specifically “Gangnam style”.   * Currently saving for his first house * Building his own design company * Planning |
| Brief Life Story |  |
| Quote | “Form before Function” |

|  |  |
| --- | --- |
| Persona | Nelson Council Senior Manager |
| Photo | Free photo: Man, Old, White Beard, Face - Free Image on ... |
| Fictional Name | Matthew Johnson |
| Job title/major responsibilities | Staff Director, Nelson City Council |
| Demographics | * 57 years old * Married * Father of two children * Grandfather of one * Has a Master’s in business and economics |
| Goals and tasks | Physically, Matthew is in good shape. However, he has wanted to run the coast-to-coast before he turns 60. |
| Brief Life Story |  |
| Quote | “Can you get me that staff analysis by Tuesday?” |

|  |  |
| --- | --- |
| Persona | Teacher |
| Photo |  |
| Fictional Name | Anna Roberts |
| Job title/major responsibilities | Special Education Teacher, Preschool |
| Demographics | * 27 years old * Married * No Children * Bachelor of Teaching |
| Goals and tasks | * Devoted to inspiring her students * Currently learning French * Planning on Traveling overseas to teach English in French Polynesia |
| Brief Life Story |  |
| Quote | “Meditate before meeting your in-laws” |

### Scenarios

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

**Who is the user?** Use the developed personas, major user groups coming to the site

**Why does the user come to the site?** Motivations to come to the website and their expectations on arrival

**What goals does he/she have?** What the site needs for them to leave satisfied?

Start with 10 – 12 tasks

## Scenarios

* Start with stories

## Competitive Analysis

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

Screenshots here not urls. Add url to bib

### Stakeholders

Business Owner

Customers

Local Government

Adjacent Businesses

*What does it tell me about the website?*

# 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

*What does it tell me about the website?*

# 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

*What does it tell me about the website?*

# Visual design

Proposed look,

## Wireframes

#### Home page

#### Other pages…

## Mock-ups

#### Home Page

#### Other pages…

provide alternatives

# Further Iterations

# References

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