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 users 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 the following:

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

*What does it tell me about the website?*

# 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 website that is being developed.

|  |  |
| --- | --- |
| 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 | * Currently saving for his first house * Building his own design company * Planning |
| Life Story | 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”. |
| 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 | Senior Coordinator, 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. |
| Life Story | Matthew comes from a comfortable background, lives in a remote farmhouse, and tends to work too hard. He would love to get away from it all in his caravan to a beach. It takes a lot to get him upset or angry. |
| Quote | “Can you get me that staff analysis by Tuesday?” |

|  |  |
| --- | --- |
| Persona |  |
| Photo | Person Human Female · Free photo on Pixabay |
| Fictional Name | Cheryl Stephenson |
| Job title/major responsibilities | Medical Receptionist |
| Demographics | * 42 years old * Married * 2 Children |
| Goals and tasks |  |
| Life Story | Andrea enjoys intellectual conversations. She tends to get into trouble, resulting from her own stupidity. She is eager to write up plans for solving a situation. She comes from a wealthy background, lives in a city apartment |
| Quote |  |

|  |  |
| --- | --- |
| Persona | Teacher |
| Photo |  |
| Fictional Name | Anna Roberts |
| Job title/major responsibilities | Primary School Teacher |
| 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 |
| Life Story | Anna is cheerful and friendly. She is very rational, especially when others are corrupt, clueless, or incompetent. She comes from a poor background, lives in an eco-friendly home and tends to be a bit forgetful. |
| Quote | “Meditate before meeting your in-laws” |

|  |  |
| --- | --- |
| Persona |  |
| Photo |  |
| Fictional Name | Daniel Rodríguez |
| Job title/major responsibilities |  |
| Demographics |  |
| Goals and tasks |  |
| Life Story |  |
| Quote |  |

### Scenarios

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

**Who is the user?** Who is the user/what user groups do they belong to?

**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

Who is the user? Andrea Stephenson

Why does the user come to the site? She is seeking something to control her dandruff that is embarrassing at work.

What goals does he/she have? A product that will fix her dandruff problem

## 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

To better communicate ideas amongst a development team and the interested stakeholders in the development process, the use of metaphors can be used. Technical language can be removed, and instead general well understood ideas can be used to transmit complex technical concepts and ideas. Metaphor helps to map the unknown or the unfamiliar to the known and understood while also at the same time allowing different stakeholders to be more active in the engagement

There are 3 types of Metaphors that are used, there are:

* Organizational Metaphors
* Functional Metaphors
* Visual metaphors

## Organizational metaphors

#### Definition

Organizational metaphors utilize the general understand that people have with how different systems are organized. For example, when you go to a supermarket items are arranged into sections such as the deli, fruit/vege, frozen, alcohol. In each of those sections there are different ways in which the items can be displayed such as shelves, fridges, racks etc.

By using these metaphors, we can share a mental model that different people can conceptualize. In terms of a website, the ideas of development can be conveyed about how the elements or components of a website will be grouped or put together on a page or over several pages.

#### How it applies

For the barbershop selling products and services, I makes sense to use organizational metaphors of business that sell products and services. Metaphors can be drawn from:

* Shops like supermarkets

## Functional metaphors

#### Definition

Ds

#### How it applies

Cx

## Visual metaphors

#### Definition

Asdf

#### How it applies

asdf

*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)