

# Unit 5 Project Sample:

## Villa Bella Salon Site

### Step 1: Define Audience / Tone

- Who will visit your site? Potential employers? New clients or customers?

Villa Bella Salon is a hair salon specialize hair color and cut for all genders and ages. Potential clients and existed client are booking appointment and shopping product through website.

- What can make you and/or your product stand out against your competitors?

Hair Stylist Maria Haq consulate each customer with their needs. Not only she is good hair stylist but also she is a Reiki Master. She can provide relaxation time with beautiful hair.

- How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

Professional, clean and relax looks with using salon logo.

- What colors represent you or your product?

Logo colors (light red, light blue green dark and dark blue)  
White background

- What images illustrate your message?



**Villa Bella Salon**

## **Step 2: Define Site Structure**

- What are the webpages titled?
- What should each page contain? Will there be text content? Or just images?

**Home page** Includes button to direct booking, Intro about, contact / location

**Portfolio** Pictures of Hair works

**Product** Show the products

**Booking page** Schedule (plug in booking system)

## **Homepage**

Main Villa Bella Salon

Contains:

- Title
- Navigation
- Logo
- Hero photo (Image)
- About us (text)
- Contact us / map location

## **Work**

Portfolio of works

Contains:

- Title
- Navigation
- Logo
- Images of our portfolio work (images)
  - Description(text)
  - Date

## **Product**

Hair Product

- Title
- Navigation
- Logo
- Product (Images)
- Description
- Price

- Cart

## **Booking**

Schedule information

- Title
- Navigation
- Calendar
- Address/ Map