

## Make up By Akansha

### 1. Introduction

Akansha is a famous makeup artist in India. This website will help her connect to her customers in a better way. Right now she is using facebook as a medium to connect with her customers. But there is no way with which she can take bookings etc. She is also planning to launch her own product range. This website can help her showcase her work and can then also be used to advertise her products. It also serves as the main point of contact between her and the potential clients. The website will help the clients browse through her work and decide which service suit them best.

### 2. Design and Implementation

I started with designing mocks for the website. Although I couldn't get formal wireframes ready in time the exercise helped me break down the project into tangible small unit of tasks. I prepared the estimate for each task accounting for any unknowns and research time. I was going over the allotted time so I decided to scope it down to just the home page. The home page should have been immaculate since it's the only way for my client (the person for whom I am making this website) to attract customers. I started with a landing page which showcased a bright picture of the artists work. There was also a modal dialog where customers can do booking directly. The landing page could have been dismissed by a keypress or onclick. When I demoed this to my friends they didn't like the idea of the landing page being separate from the home page. So that page was scrapped. I then designed the website with dark theme. I was not convinced that the dark theme will work for everyone and so I created a quick version with light theme. I did an **A/B testing** by showing the two versions to my friends. The light theme was the popular opinion.

As the first phase of implementation I added all the necessary elements like the navbar, the menu options, social icons, and the modal dialog for making a reservation. This was the key functionality of the website. Once I was convinced with the positioning of the elements I started testing with the responsiveness of the website. Some of the elements were breaking on smaller layouts (eg on phones). I used **mediaquery** to add a different text for some of the elements. While I do realize that it is not a good practice to have to different code versions for different screen sizes, I kept such differences to minimum. For eg on desktop the users will see "Book Appointment now" with a bigger font and a bigger button while on phone the button is already prominent so the text just says "Book a slot". I had to do several round of testing to make sure that the layout doesn't breaks on any layout.

After the testing of the layout I started adding animation to make the page look more attractive. I didn't get enough time to do **A/B testing** on the animation. I had not accounted for the time required for testing on different layouts. That caused me to drift on the timelines a bit. I had to try several properties in javascript to get the animation right. My attempt was to use minimum javascript and do most of the work using bootstrap. I also added a carousel to showcase the different services that the artist offers. One of the major blocker that I had was getting the content from the artist. Right now I am using placeholder values for most of the items.

Connecting the clients is one of the selling points for this project. Most of the users are mobile users. So the website has two different features for it. On small screens (ie phone devices) users will see a whatsapp icon. **Clicking the whatsapp icon will open whatsapp in the user's phone with a chat message and artist's number already populated.** I researched about protocol launcher to do this. I also added a feature where a user can directly message the artist on facebook **without leaving the website.**



# MAKEUP BY AKANSHA

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## FASHION

Lorem ipsum dolor sit amet  
consectetur adipisicing elit.  
Repellendus eaque expedita  
repudiandae iusto adipisci aperiam  
nisi magni quaerat beatae corporis.

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### ..FROM CLIENTS

See what they have to say..

"Lorem ipsum dolor sit amet  
consectetur, adipisicing elit.  
Facere ab recusandae amet  
natus, nulla et porro ducimus  
quod at debitis."

- Reena Sinha



"Lorem ipsum dolor sit amet  
consectetur, adipisicing elit.  
Facere ab recusandae amet  
natus, nulla et porro ducimus  
quod at debitis."

- Chris Gilbert



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"Lorem ipsum dolor sit amet  
consectetur, adipisicing elit.  
Facere ab recusandae amet  
natus, nulla et porro ducimus  
quod at debitis."

- Macy Steves



### Things that didn't go well:

- a. I tried experimenting with a vertical navbar. Although the vertical navbar was very difficult to get right specially on smaller displays.
- b. I tried using carousel view as a background to the navbar. That also didn't work out.

### 3. Conclusion

I learned a lot about user interaction and usability. For eg I really liked the idea of a soft landing page that goes away and reveals the home screen. It sounded really cool in my head but when I gave it to users to test it they found the experience to be jarring. Specially if you are a frequent visitor on the website waiting for an animation to complete may be really annoying. I also learned about how to stick to a theme while designing a website. Its very easy to get tempted and paint the website like a rainbow but it is definitely not the best visual experience. I learned about how to special case for mobile devices. This may sometimes include changing the text to be different on mobile devices.

I think the best feature of the website is ability to directly open whatsapp and message on facebook from within the website. This may boost user engagement by several times.