

6. In relation to your mockups, a summary of at least 2 UI elements you kept, and at least 2 UI elements you changed, following the received comments at Step 2 of this project. Make sure to highlight from which version (A or B) those elements came from.

UI elements kept:

- I kept the overall design of the home page from Mock-up B, the team page from Mock-up A, the our work page from Mock-up A, and the confirmation page from Mock-up A.

UI elements changed:

- More colors have been used for the website.
- The menu with the links to different sections of the website remains at the top even after scrolling down
- The booking times update dynamically based on the date chosen instead of having the morning/afternoon/evening categories

7. A description of the two personas (with their goals) you chose to take into consideration in your UI, and why you chose those 2.

1. Persona 1

- a. Name: Jake Thompson
- b. Intrinsic Characteristics: Style-Conscious: Jake takes pride in his appearance and enjoys keeping up with the latest grooming trends Time-Constrained: Jake has a busy schedule, balancing work and personal life, and values efficiency in his daily routines Loyal: Once Jake finds a service he likes, he tends to stick with it like his wife
- c. Relation to Technology and Domain: Moderately Tech Savvy: Jake is comfortable using technology for everyday tasks such as booking appointments and online shopping, and using social media. Regular Customer: Jake is familiar with the process of booking barber appointments online.
- d. Version A: Jake likes to keep his grooming in top shape, but this version only allows for one service, as having multiple services in one appointment is possible in a barber shop
Version B: Jake doesn't always want to go to the barber shop for a hair. Having radio buttons forces Jake to choose a haircut all the time. Make them all checkboxes ensures that Jake can get whatever service he wants and however many he wants

2. Persona 2

- a. Name: Benjamin
- b. Intrinsic Characteristics: Simple-minded, stingy, owns a small business

- c. Relation to Technology and Domain: still uses a flip phone, started using the library computers 3 months ago. relation to domain: first time making an appointment to a barbershop online.
- d. Benjamin wants to specify the type of haircut and beard he wants but there are no extra text boxes when booking.

I chose the first persona because Benjamin represents a demographic that is currently underrepresented in the digital booking space. Addressing his needs can help in simplifying the user interface, and his goal is realistic and simple enough to implement. I chose the second persona because Jake seems to represent the main type of customer I envisioned for this website. By addressing Jake's need for multiple services in one appointment and the flexibility to choose different combinations of services, the website is able enhance the overall customer experience.

8. A link to your UI (on Github pages or other hosting site).

https://nassimt1.github.io/SEG3125_projects/Part%203/index.html

9. A link to your Bootstrap code (on Github or other accessible development site).

https://github.com/NassimT1/SEG3125_projects/tree/main/Part%203

10. A highlight of 4 elements of your UI that relate to the concepts presented in class during week 3 on user goal-oriented interactions and week 4 on verbal and visual communication. For example, justify your choice of colors, typography, organization in your menus, etc.

- 1. Use of stacked forms in the booking page to input the customer's name and email.
- 2. Use checkboxes in the booking page to input the customer's choice of service.
- 3. The use of a navigation bar which includes the logo of the barbershop and links to different sections of the website.
- 4. The use of only 3 colors (black, white and gold). And the use of gold, which stands out, to highlight important aspects of the website such as buttons (booking button) and headers (navbar links, and booking/confirmation headers).