



SEHH2279 Visual Interface

and Interaction Design and

Development

Assignment 1

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1. Objective of Project

This project aims to create a salon website to cater to the needs of both teenagers and adults. It is providing comprehensive information what service and safety measure of preventing covid -19 to the customer and provide a channel to strengthen the relationship of user and our company.

2. Use of Design Principle

2.1. Simplicity of webpage

To present information clearly in the website and allow user to understand the information easily. It is designed to present the information without any complexity function and present the information in systematic way.

2.2. Consistency of webpage

To provide the consistency of webpage, a consistent web design should be used in the design of webpage such as stylist and service provider. To allow user to understand easily, separated section is used to present the information.

2.3. Hierarchy:

To attract the user, an attractive color is used to attract attention of customer and some pale color is used to provide better user experience to the customer. Besides, some large button is used to present information in clearly. People would be attracted by the size of button.

2.4. Functional requirement:

To build a website, some requirement should be stated:

- i. The website should provide a list of information (e.g. price list, stylist list, portfolio of stylist) to allow user to review
- ii. The website should provide a communication channel between client and company. User could use the channel to ask the question.
- iii. Due to the spread of covid - 19, the website should provide the information about the precaution measure of covid – 19 to protect the health of staff and client.
- iv. The website should provide contact information for user to contact the salon. Embedded google map should be provided for location.

- v. The website should be in responsive to allow user to use anywhere and anytime with different device.

3. Description of webpage

3.1. Homepage:

3.1.1. List of Stylist and Portfolio:

Stylist



Tim Sherlock

Tim worked for Japanese hair salon for a long time and joined in Wind hair Salon. He is able to design and provide suitable hairstyles depending on the clients' style and face shapes.



Maverick

Maverick worked as a hair stylist and makeup artist in Korean hair salon in his university Intern, then joined to Wind salon. He is able to design hair color depend on face color and styles of clients.



Kit

Kit worked as makeup artist in Korean hair salon for 3 years, then joined to Wind salon. She is able to provide the service depending on the condition of client and tell what customer could focus more.













[Find more in Instagram](#)

User Stories:

As a customer,

I want to browse a list of stylists and their portfolio,

So that I can find more information as my stylist to meet my need.

Scenario:

Given the customer is new for our company.

When he / she is struggling to find a new stylist who is suitable for her / her

Then he / she could use list of stylists to find his / her favor stylist

Tasks:

1. Provide stylist profile menu with description.
2. Select the best photo as the portfolio of stylist
3. Provide a button for further information or connect to social media

Non – functional Requirement:

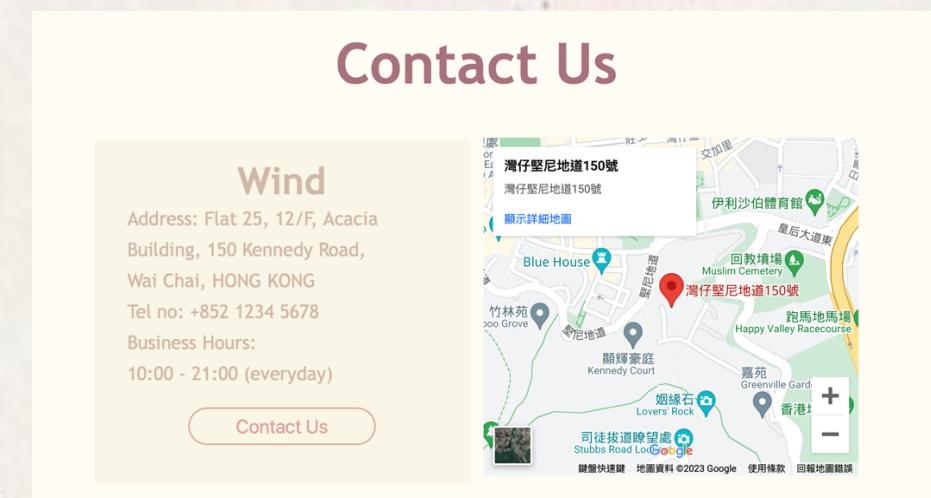
1. Performance: The redirection of URL with button should response in 4s
2. The portfolio photo should follow the trend by updating frequently

Mental Model:

1. Browse information and make decision on appointment of service
2. Created a sense of confidence by showcasing the experts of stylists
3. Provide a channel to build the connection between client and stylists

To provide better user experience, the information of stylist and portfolio is provided to the client. That information could give a support to the client and help them to decide effectively and clearly. It provides a channel for brainstorming the service they want and reduces the number of times of consultation between the staff and customer.

3.1.3. Contact Menu and Embedded Google Map



User Stories:

As a customer,

I want to get the locations of salon and contact information of salon

So that I can make appointments and find location more easily

Scenario:

Given a customer who have an interest to visit salon

When customer visiting our website and click embedded google map

Then customer could find a route with location and contact to our staff if any issues

Tasks:

1. Provide contact information of salon website
2. Provide embedded google map with location
3. Provide a button to access the social media

Non – functional Requirement:

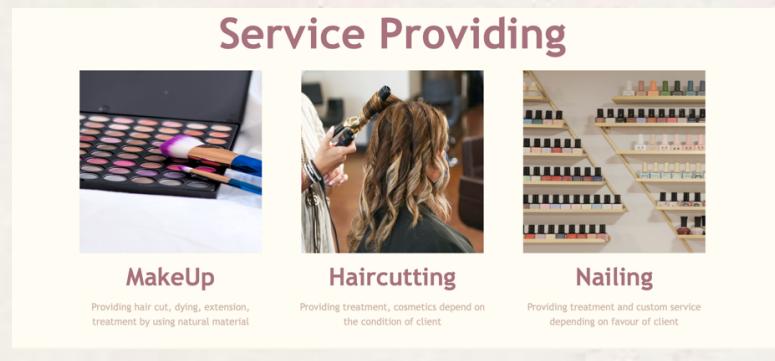
1. Usability: Embedded google map should be zoom in and zoom out to find the location
2. Compatibility: compatible with a range of devices and web browsers (e.g. devices: mobile phone, tablet; web browsers: Chrome, Firefox, and Safari

Mental Model:

1. Expect to contact salon with question on the appointment of service
2. Expect google map provide zoom and panning service to find a route to the location of salon with GPS

To provide better user experience, the contact information is provided to the client. Customer should use information to contact our company. It may increase the chance for client to visit the salon. Besides, an embedded google map is provided to the user by helping to get the location of our company and find a route in a simple way. It provides confidence to the user and perform the information of salon in visually.

3.2. Price Webpage



Enquiry

If you have any question of above price or other information, please contact us with the button below. Our staff will reply you as soon as possible. We are welcome to receive the message.

[Contact Us](#)

Price list

Haircut	
Ladies Cut	\$110 - \$180
Man Cut	\$100 - \$160
Child Cut	\$120 - \$160
Elderly Cut	\$100 - \$140
Appointment	+ \$20 - \$100

Booking System

Please fill out this form to make appointment

Enter First Name:

Enter Last Name:

Enter Email:

What service do you want?

(select one) ▾

Specify what service do you want?

When do you want the service?

(select one) ▾

How did you hear about us?

(select one) ▾

Submit

User Stories:

As a customer

I want to access more about service provided and its price respectively

So that I can make appointment in detail with the information provided

Scenario:

Given a customer wants to have an appointment on hair styling.

When customer accesses the website and click the menu

Then they can book appointments to the company

Tasks:

1. Prepare a list of service with photo
2. Prepare a list of price list with approximate price

3. A button to redirect the URL of social media for enquiry
4. Prepare a booking system for make appointment

Non – functional Requirement:

1. Present list of information in an organized way
2. The redirection URL should response in 4s
3. The price list and Provide service menu should not slow down the website

Mental Model:

1. Client expected to know what services provided with the respective prices.
2. The content of prices list is expected to be updated and accurate.
3. Enquiry as a communication channel for staff and customer as well as method to resolve the issues of customer

To provide more information about the service of salon, a price list and service menu is created. User could get the information and make appointment in more detail when they communicate with our staff. Besides, an enquiry menu is used to communicate with our staff. It provides a communication channel between client and our company.

3.3. Covid -19 Webpage:

3.3.1. Precaution Measure:

Client Safety Guideline



Wearing mask

Visitors to the salon are required to wear face masks at all times. We cannot guarantee its safety during your cut or color service. If necessary, we can provide a disposable mask

Newsletter

If you have any question of above price or other information, please contact us with the button below. Our staff will reply you as soon as possible. We are welcome to receive the message.

[Contact Us](#)

User Stories:

As a customer

I want to view precaution measure of salon company.

So that I can protect myself in safety and reduce risk to have covid - 19

Scenario:

Given a customer want to know more the precaution measure of salon

When a customer visit salon website and click the menu

Then he / she could receive the precaution information of users

Tasks:

1. Prepare information of Client Precaution Measure
2. Prepare information of Staff Precaution Measure
3. Provide photo for attracting attention of user

Non - functional Requirements:

1. Language difference: using popular / simple language (e.g. English) to express the information
2. Compliance: Covid – 19 Measure should relate to government guideline
3. Consistently: Express information in an organized way

Mental Model:

1. Customer expects salon would provide safety measures of covid -19
2. Provide the information in clearly and easy to understand

To increase the confidence of customer for using the service of our company, a Precaution Measure is used. It provides a method to let the client to know the information of safety measure of salon. It is useful to encourage client to make appointment or visiting the salon.

3.4. Responsive with tablet and mobile devices

The image shows a responsive website layout for 'Wind' hair salon. At the top, there's a navigation bar with links for Home, About Us, Service, Contact Us, and Covid-19. Below the navigation, the word 'Stylist' is prominently displayed. Underneath it is a portrait of a man named Tim Sherlock, who is described as a Japanese hair salon worker. A bio below his photo states that Tim worked for a Japanese hair salon for a long time and joined Wind hair Salon, where he designs suitable hairstyles based on clients' styles and face shapes.

The screenshot shows a website for 'Wind' hair salon. At the top, there's a navigation bar with links for Home, About Us, Service, Contact Us, and Covid-19. Below the navigation, the word 'Stylist' is prominently displayed. Underneath it is a portrait of a young man with dark hair, identified as 'Tim Sherlock'. A brief bio below his photo states: 'Tim worked for Japanese hair salon for a long time and joined in Wind hair Salon. He is able to design and provide suitable hairstyles depending on the clients' style and face shapes.'

User Stories:

As a customer

I want to view and navigate website on tablet and smart phone
So that I can access the information in anywhere, anytime.

Scenario:

Given a customer visits website with mobile device to view pricing.

When they are visiting the website and browse information

Then find website is difficult to navigate and the text is too small to read.

Tasks:

1. Change the size of photo.
2. Change the amount of display block
3. Change the font size

Non – functional Requirement:

1. The responsive website should be response in 4s
2. The responsive website should be compatible in different device

Mental Model:

1. Customer expected to navigate the content and feature with other devices

To give better user experience for user who uses another device, a website should be built in compatible to allow user to use.

3.4.1. Menu

Wind

Home About Us Service Contact Us Covid-19

User Stories:

As a customer

I want to access the navigation menu more easily.

So that I can browse the information quickly without scrolling a list of options

Scenario:

Given the customer is browsing the website with her/his device and want to find the contact information of company,

When the customer clicks on menu, some options is displayed such as “Contact Us” Page.

Then customer taps on options and found contact information of salon.

Tasks:

1. Navigation: Provide menu options

Non – functional Requirement:

1. Performance: The options should response within 5s

Mental Model:

1. Customer expected to navigate the website with another device except desktop

To enhance the user experience of client, an inline menu is designed. It allows user to view the content of website with a various of devices such as mobile phone and tablets. It is more effective for user to navigate the information with a list of navigation options.

4. Conclusion

In conclude, a salon website is designed with a various requirement and explained in a plenty of principle such as mental model, user stories, scenario. Moreover, the feature of the website, such as the hamburger menu, list of stylists, contact menu, embedded Google map, enquiry form, precaution measure, and responsiveness to different devices, should be carefully planned and implemented based on the user's mental model and functional requirements. Additionally, all component is issued to provide better user experience to the client.