Cosmetology Website

Richard Christian Wilkerson

WDD 130 Section 11

December 12, 2022

My website is built for a real and future family business. The business is a salon and barbershop that’s focus is on helping people become more comfortable trying a new style and building a relationship with the cosmetologists.

As you might expect, men, women, and people of all backgrounds who are looking to try something new or those working to perfect Their look are the specific audience. As with any business, the goal is to not turn anyone away, but make the business as inviting as possible to attract clients.

Here is the link to the websites home page. https://unbrokenbond.github.io/Html/wdd130/cosmetology/home-page.html

As mentioned before, this website is for a future family business for my sister and brother-in-law when finished with cosmetology school will use this website for their business. I hope to use their website to further my own capabilities as well as build a lasting and great experience for them. In many job interviews I have had, job employers want to know what did you do? What was the company able to do because of what you did? If we take that into the context of this website, the job employer will be able to see my work, and with data collection, I will be able to show that clients are using it.

My main goal going into making a website was to make a very user-friendly experience to help people make an appointment. Increasing business is the main goal, and usability with good prompts to make an appointment seemed like the best way to do just that.

I am not naturally very artistic, so when it came to designing the website, I first started with asking my sister and brother-in-law basic questions to get a direction; what colors they generally wanted, the atmospheric feeling, what they wanted the website to provide, etc. I then got started testing different color combinations of shades and tones, shared three different options with them again to see if something landed or further direction. This is generally how the design of the website went. I came up with the wireframes independently and they liked what they saw, then added extra features to make it more visually appealing; after talking with my wife, we tried to make words in paragraphs have better spacing for people who have a hard time reading. It was something I never thought about, but she had expressed that words that don’t have good letter spacing and word spacing can make reading feel impossible or draining.

At the bat, the biggest lesson was organizing your code is essential for efficient copy and paste. At least for me, the header and footer needed to be the same on all of my pages, so a simple grouping of the code and then quick ctrl c and ctrl p got the job done. The second big lesson was the importance of mastering layout coding, I’m still not very good at this, but it is what I spent most of my time trying to figure out; not being able to justify something later to realize it needs to be in a grid, then remembering to use margin. This brings me to my third point; complex design coding doesn’t seem very important; it seems like people take a lot of time to create something so that all you need to do is copy and paste their code. What you do need to know, is how to manipulate that code to do exactly what you want.