

DIU CLAVIS NAIL SALON



8/30/2021

Portfolio Project Plan:

Diu Clavis Nail Salon

PORTFOLIO PROJECT PLAN:

INTRODUCTION:

Diu Clavis is a new salon that my brother will be opening sometime next year here in Las Vegas. I chose to focus my portfolio project on his business not only to help build his website but also it gives me practice on working with someone who can share what features he would want in his website, and I can basically bring his ideas to life.

This project will be challenging for me, but the end reward would mean more to me since I will be creating my brother's website for his future business. I'm still debating on taking what I learn each week and apply it to this project throughout the Full stack course or if I should just work on multiple different projects for each section. But, for now this is what I've chosen my brother worked very hard to get where he is now and doing this project would be my gift to him.

Expected List of Features:

- A portfolio page: that includes my brother's story and his mission statements
- Gallery page: that shows his own work that he has done with different clients
- A contact page: I will apply the nail salon location he is currently at, times and hours, social media links that will include his current IG, FB, TIKTOK links for his company and email/phone number to reach him
- A navigation bar for each section
- Form page: for his clients where they can book appointments and services they want, a calendar, and he requested there be a section they can upload a photo as well.
- Services page: include what services he offers and the costs
- The design of the page would be minimalistic, and we will apply his logo he created

Market Survey:

I will be researching other nail salon websites and see what each page mainly has and what the websites are lacking. I will be asking a lot from my brother and see what his coworker's feedbacks are and also what his own client's feedback as well to see what they are having issues on with his current booking page. My target location for researching nail salons is going to be focused on Las Vegas, I'll research other salon sites in the area and see what the competition is that my brother would be going against when he opens his own salon. I'm looking at top rated salons here and I'll reference them in the bottom of this page. The design of the website I know he wants to be different and unique, so I'll go off what my brother requests are with that. I also noticed after looking at a few sites a lot of the layouts can be confusing to navigate through, and they seemed cluttered and not organized when it showed their contact information and services, they put it all in a single page, I want to make changes and apply it to my project and make it easier for clients to navigate through.

References:

- <https://nailedandlashedlv.com/>
- <https://www.prestigenailboutique.com/>
- <https://aromanailspa.com/>
- <https://www.qnailsnspalv.com/>

These are just some of the pages I've researched so far. I will be researching other sites in different states like California since the beauty industry is huge there as well and I will apply methods they used in their sites into my brother's site.