**Project 2- Booking/Appointment Site**

**Phase I- Brief**

Client:

AfriHair CY

Task:

Build an appointment booking webpage (responsive to pc, tablet and mobile) for a hairstylist based in Cyprus.

Target Audience:

* African students in Nicosia, CY. (Female then male).
* African immigrants in CY

Features List:

1. Homepage
   1. Hero
   2. Book now!
   3. Monthly promotions and discounts
   4. Weekly hair-care tips (blog spot)
   5. About the owner section
   6. Contact Us
2. Logo and slogan design
3. Nav bar
   1. Home
   2. Services & Pricing
   3. Book
   4. Contacts
4. Services & Pricing page
   1. Braids (jumbo, large, medium, small, +extra cost for anything longer than mid back)
   2. Weaves (short, long, leave-out, frontal, lace-front)
   3. Wigs (short, long, lace-front, u-part, t-part, headband, kinky, curly, straight)
   4. Natural Hair (sleek pony-tails, mini twists/braids, African threading, flexi rod set, twist/braid outs, roller sets)
   5. Faux Locs (faux, goddess, bohemian, yarn, butterfly)
5. Booking page
   1. Working hours
   2. Calendar for available slots
   3. Discount/promo codes
   4. Client information form
   5. Submit button
   6. FAQ section.
6. Contacts page
   1. Question form
   2. Email address
   3. Phone number (do not call, text)
   4. Subscription
7. Footer
   1. Social media links (Facebook, instagram, pinterest (inspiration boards created by owner), YouTube (channel run by owner))
   2. Subscription to YouTube channel and monthly mailing list)
   3. General address
   4. Copyright info.

Competitors & Inspiration:

*(See Project>brand strategies>CY Braider folder)*

Deliverables:

* Mood board
* Wireframes

(Must be sent to client for approval before further development)

* Hi-Fi Prototype
* User testing
* UI Assets package for Front-end devs.

Cost:

1. 20% deposit
2. $700 for responsive Hi-Fi prototypes ($100 per realised page (Mood board, Home page, Logo, Nav and Footer, Services & Pricing, Booking, Contacts).
3. $50 flat rate (min. wage + brief & user development + collection phase +insurance)
4. +$20 per hour for extra work beyond agreed upon brief/contract.

TOTAL: $750

Timeframe:

7 Business Days

DAY 1-2

* Develop brief
* First meeting and discussion
* Send mood board and wireframes on or after day 2 for approval

DAY 2-5

* Designing (psd, ai, xd etc…)
* Second meeting and discussion

DAY 6

* Prototyping and user testing

DAY 7

* Packaging, exporting and handing over
* Final meeting and discussion
* Send invoice