

Anuska Colanzi  
COMP 126  
April 27, 2020

## Design Spec

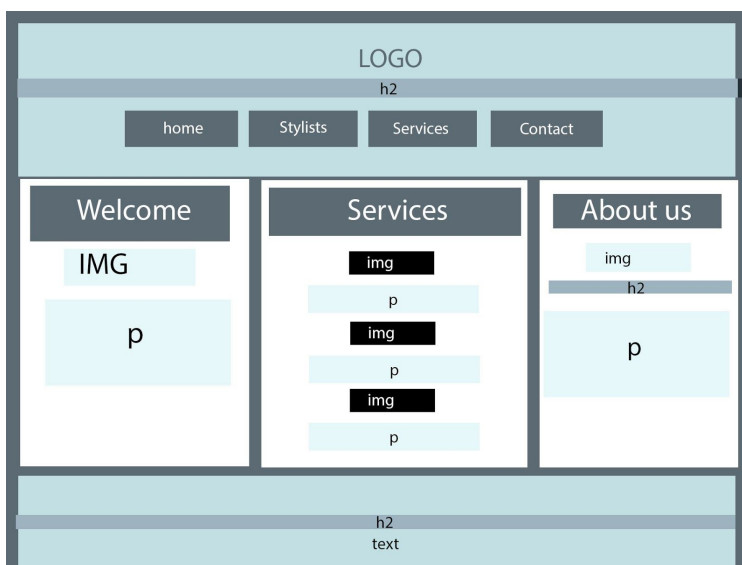
I redesign the website for the beauty salon HeadHunter Hairstyling. Before starting the website, I took a look at the website they already had to see what type of information they had available. I realized that even though they had the correct amount of information, it was spread out too much when it was not really necessary. This is why I decided to create a website for this beauty salon with far less pages and with the most important information on the front page, because it is the first thing that catches the customer's attention.

I also did a few marketing research about what colors are more appropriate with beauty salons and what colors catch customer's attention. I found out that beauty shops commonly use light blue colors and pastel colors. This is why I decided that the color scheme for my website would be a mixture of pastel light blue colors and white to give it a sense of professionalism and cleanliness.

This leads to another aspect of my website: the tone my site conveys. I wanted my website to convey a professional tone, but at the same time a friendly one. This would allure customers to our salon due to our professionalism and because the website would make them feel safe with us. Beauty salons are places you go with friends or to rant about your life to strangers that end up becoming your most confident friends, which is why I wanted to emphasize the friendly tone.

## Layout

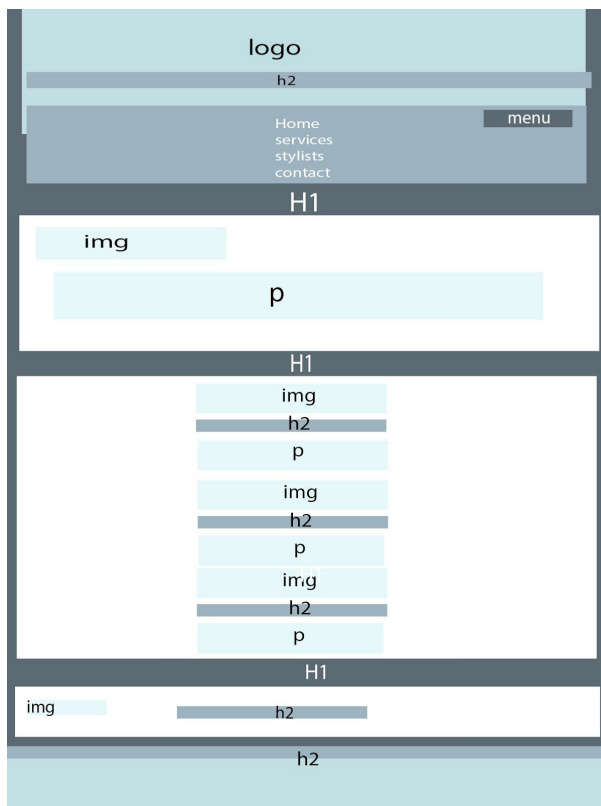
### Homepage desktop view



## Contact Page Desktop View



## Homepage Mobile View



## Contact Page Mobile View

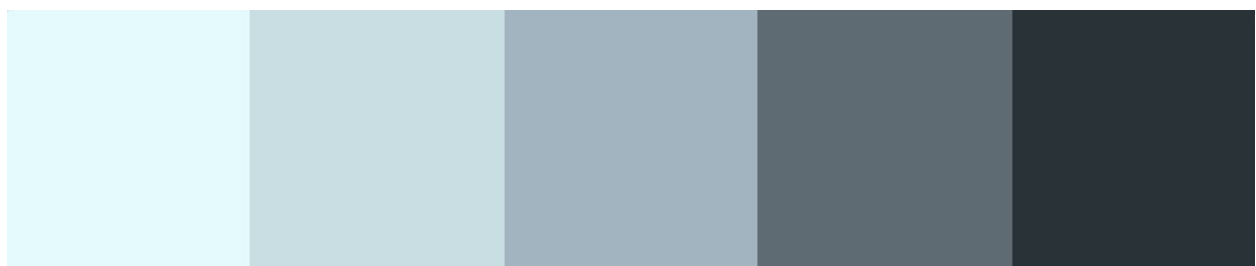


## DESIGN PALETTE

### TEXT

Ag Header Serif – 70px	Logo
Ag H1 Serif – 35px	Services
Ag H2 Serif – 19px	Color
Ag Paragraph Serif – 20px	Become a member..
Ag Footer Serif – 18px	©HeadHunter Hairstyling and Nails
Ag Buttons Serif – 20px	Contact
Ag Menu Text Serif – 0.80rem	Menu

### COLORS



E0fbfc

c2dfe3

9db4c0

5c6b73

253237