

# Part 1

## A. Profile

1. My client is my sister, who runs Golden Mane salon. She does the hair of her own clients, usually women, though she does have some male clients as well.
2. My client's mission statement is to "enhance my clients' natural beauty by providing high-quality, personalized hair services in a welcoming environment." Her goal in creating the website is to create one centralized place where her own clients can book appointments, view her services, etc.
3. My client does have a partial website: (<https://www.solasalonstudios.com/salon-professional/kyra-johnson>). It does not have the full number of features that she is seeking, though. The service she used for the payment and appointments expired.

## B. Profile of Target Audience

1. The primary audience is...
  - a. Demographics
    - i. A wide range, likely between 18-55 years old
    - ii. The gender distribution is primarily female, likely close to 85-90% of the target audience, while the remaining 10-15% of the audience is male or non-binary.
    - iii. The United States.
    - iv. Likely in Urban or Suburban areas, likely only an hour and half to an hour away at most.
  - b. Socioeconomic Demographics
    - i. Low-Middle Income to High-Middle income; likely \$45,000+ per year.
    - ii. This varies, but it can be a high school diploma to a college degree
    - iii. This varies, as the person can be single, married, or divorced
    - iv. This varies on the person, and there is no real correlation between being a client at a hair salon and a person's career.
    - v. This once again varies depending on the person. Though it probably ranges between 20-40 hours a week, depending on if the person is a student, a full-time worker, etc.
  - c. Web Behavior
    - i. The average person likely uses the web daily.
    - ii. A high distribution would likely be phones, as most people have them and use it to browse things such as finding a hair salon. A smaller distribution would be a computer; this would likely be more tech-savvy people or older clients.
2. Chart of visitors (generated w/ help from ChatGPT)

Name	Demographics	Socioeconomic	Web Usage
Sarah	<b>Age:</b> 32 <b>Gender:</b> Female <b>Location:</b> Small city, suburban area <b>Family:</b> Married, 1 child	<b>Income:</b> ~\$55,000/year <b>Education:</b> College degree <b>Occupation:</b> Elementary school teacher <b>Work Hours:</b> ~40 hrs/week	<b>Web Use:</b> Daily <b>Device:</b> Smartphone <b>Behavior:</b> Books appointments online, checks Instagram for style ideas, reads Google reviews
Jessica	<b>Age:</b> 24 <b>Gender:</b> Female <b>Location:</b> Small city, urban area <b>Family:</b> Single	<b>Income:</b> ~\$38,000/year <b>Education:</b> Some college <b>Occupation:</b> Retail associate <b>Work Hours:</b> 30–35 hrs/week	<b>Web Use:</b> Heavy daily use <b>Device:</b> Smartphone <b>Behavior:</b> Follows stylists on Instagram, messages salons on social media, prefers online booking
Linda	<b>Age:</b> 52 <b>Gender:</b> Female <b>Location:</b> Rural area near small city <b>Family:</b> Married, grown children	<b>Income:</b> ~\$65,000/year (household) <b>Education:</b> High school diploma <b>Occupation:</b> Office administrator <b>Work Hours:</b> ~40 hrs/week	<b>Web Use:</b> Moderate daily use <b>Device:</b> Smartphone & desktop <b>Behavior:</b> Uses Google Search and Maps, prefers calling but checks website for hours and services

3. List of things people come to the site for
  - a. Book an appointment online
    - i. Jessica, Sarah: Looking for convenient, easy to book appointments online.
  - b. View services/pricing
    - i. Jessica, Sarah, Linda: Looking at different services, how much it costs, etc.
  - c. Browse photos of past work
    - i. Jessica: Looking at past work to see if this hair salon has the skill that they want
  - d. Read reviews
    - i. Jessica, Sarah, Linda: Want to see if the hair salon is reputable, reliable, and satisfactory
  - e. Find Location, hours

- i. Linda: Want to see when they can book an appointment, where to go, etc.

## Part 2

### A. Website Design Consultation

- a. Define Purpose
  - i. The primary goal of the website is to advertise my client's services, and provide a centralized hub for my client's audience to use.
  - ii. The single **most important** action that should be taken on the site is to book appointments.
- b. Key messages & Content
  - i. The main message that my client wants to convey to her clients is that she is reputable, reliable, and someone that they can trust to do their hair.
  - ii. The most critical pieces of information that users must see immediately upon entering the homepage are examples of previous work, what she does, and hours of operation.
  - iii. This is an example of her previous site:

Locations / Warwick 1 / Kyra Johnson | Golden Mane Salon

**Kyra Johnson | Golden Mane  
Salon**

BOOK ONLINE

Contact Me

[+1 \(401\) 654-1330](tel:+14016541330)

Studio 29

At Sola Salons Warwick

1.

I am a Rhode Island based Blonding Specialist. Whether you dream of Low maintenance, Naturally su Bombshell Blonde transformation. My goal is to leave you loving & having a healthier relationship with achieving your hair dreams! Appointments take time (2-4hrs!) If you need to do work, read or having s then please do not hesitate! Please book out your appointments accordingly. If you have trouble finding for you then please email/text me and I will do my best to accommodate!

- iv. Some photos she wants included are:



1.



2. There are more as well, though there's quite a few so I won't be listing them all here.

v. My client does have a logo:



1.

**c. Desired Features**

- i. Booking appointments, my client's ability to view her schedule, etc.
- ii. Essential features include:
  - 1. Ability for the user to book appointments, view past appointments, and view how much services cost.
  - 2. My client's ability to view her booked appointments, purchase of e-gift cards, etc.
- iii. Nice to have features include:
  - 1. A services page, about me, staff, policies, reviews

**d. Inspiration / Preferences**

- i. JZStyles  
(<https://www.jzstyles.com/?srsltid=AfmBOoqm2iFanXveMZS3wb25nUF27PkY8XqUCljEXOc0O0mSwW6HFFt>).
  - 1. The color palette, the amount of photos, the easy and intuitive design, etc. The amount of photos is also another thing that she likes.
- ii. My client doesn't like sliding or flashy things. She likes the website to be easy on the eyes and easily understood.
- iii. My client wants a minimalist look for her site.
- iv. For the color palette, she likes the minimalist design; blacks, soft pinks, white, neutral colors.

**e. Navigation / Structure**

- i. **Homepage, Services/Booking, Staff, About, Gift-Card Page, Reviews/Interior of Salon**

- ii. Navigation should be the default navigation bar on top of the page, adjusted for the primarily phone based demographic.

- iii. Yes, we will need subpages for things like booking.

**f. Competitor Analysis**

- i. Other local hair salons.
- ii. One thing she likes about one of her competitors (<https://colorbysamrowan.glossgenius.com/>) is how sleek the website is.
- iii. While she does like the sleekness of the site, she also dislikes how basic the website is. There's no style/nothing stands out. Every competitor uses the same booking app as well.
- iv. To not be bland, make the website interesting/different, and make users want to seek services from my client.

**g. Audience Engagement**

- i. Mostly Instagram, and sometimes Facebook.
- ii. Customers often return very frequently, usually once every 4-6 weeks.
- iii. Instagram, and Facebook are the main social media that she is active on. She self advertises in Facebook groups and pays for ads on Instagram.
- iv. She relies heavily on customer reviews and referrals.

**h. Maintenance & Updates**

- i. Updates would happen every few months, for seasonal discounts, opportunities, services, etc.
- ii. A hired professional will be in charge of updating the site.
- iii. Yes, every few months.

**B. Design & Prototyping**

- a. I'm choosing AGILE for my SDLC approach.

- b. Timeline

- i. For the first week or two, I will work on the front end. After every 'sprint', I will get client feedback and improve.
- ii. Timeline:
  1. Get homepage working, and bare bones for other pages
  2. Receive feedback, fix whatever is wrong. Repeat until I finish the frontend
  3. Create a modular framework that allows for easy updating to pricing information and services. Check in with client to obtain a list of example services and their prices, as well as to make sure everything is as they like.
  4. Begin implementation of a calendar & booking system. Continuously check in with the client to ensure that everything is as she likes.
  5. Set up a form of payment; whether it is a dummy system that is just a placeholder, or something else. This would be used for E-giftcards and the appointment system.

6. With the calendar & booking system completed, begin development so that customers can view past appointments, modify appointments.
  7. Fully finish functionality so my client can view all of her appointments.
- c. My client already has a logo that they want to use, as stated above.



Wireframes, and Site map are going to be in another file I guess