

Hair Styling Shop: Booking Appointments Efficiently

Website Redesign Proposal

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Executive Summary

Problem

Our problem is that due to issues with the design of your web page, your business does not allow users an integrated experience and fails to transition seamlessly between various platforms.

Solution

Our solution is to come up with a new web page design that aligns with the company's business goals and deals with the primary issue your business is facing. We are asked to provide a write up detailing design choices in our web page and present our web page to show off the functionalities and design choices of our web page.

When we researched some businesses that are not user-friendly designs to fix their webpage design, we found [Headhunter hairstyling](#). It is located in Downtown Pensacola (Florida) and within walking distance to most businesses and restaurants in the area and has been open since 1978. After we saw this webpage, we got the idea about how to recreate their webpage. When we look through their web page, their design is very simple. Therefore, we decided to recreate their whole web page to attract customers.

Objectives

Our objective is to change their design, font, and photo to look better than usual.

Tasks

The main important thing of the website is the first page. Whoever visits the webpage, we want to give a refreshing sensation. Firstly, we created our first page using a gorgeous photo that is edited using photoshop, and ravishing fonts and color. Secondly, we want to show our offer of what we can do. Therefore, we used stunning photos under text to get a

chill experience when customers see it. Moreover, we introduced our shop like when we started this shop. Finally, we created a footer section that has the most transition part and directs into another website like Facebook, Twitter, and Yelp.

Motivation

To grow the business, especially during the pandemic, we need to implement a digital strategy, especially in online sales. A mobile responsive, user-friendly website helps customers have a better online experience. In addition, our website results in potential clients gaining interest and confidence in the abilities of our hairdressers. Websites with a mobile-friendly design can help you improve your ranking in Google Search. The reason we really believe this site will become successful is because other hair businesses have generated a lot of revenue through their websites, for example businesses like Takamichi Hair by Takamichi Saeki or Ted Gibson's Personal Hair Salon, which shows the exquisite style of the salon and the aesthetic style of individual customers.

Design choices

We begin by utilizing the HTML code "DOCTYPE html" and setting the language to English. After that, we linked out CSS with the HTML using the code `<link rel="stylesheet" href="style.css" />`. We also used meta code `<meta name="viewport" content="width=device-width, initial-scale=1.0" />` in order to make the website mobile supported we used maximum width and did scaling by number 1.0. The title is HeadHunter Website Redesign. We created a container for "We are looking to make you pretty" and used a code `font-family: 'Alegreya', serif` to attract customers with beautiful color in text. Moreover, we put the texts in the middle for a clear look and added "Book Now!" button. When customers put the mouse pointer on the "Book Now!" button before clicking it, there is

a hand shaped pointer and shining aura coming from the button. We used “cursor: pointer;” in CSS to make the mouse pointer look hand-shaped. In CSS, we also used “z-index:-1” to help specify the stack order of positioned elements that may overlap one another. We also applied [filter: blur(5px);, width: calc(100% + 4px);, height: calc(100% + 4px);, animation: glowing 20s linear infinite; opacity: 0; transition: opacity .3s ease-in-out;] in CSS. These combinations can make a stunning aura. Furthermore, we applied the magnificent photo that was created by using photoshop. That photo can attract attention from customers.

In our services section, we created four containers to make 4 row images with under texts for index.html. Firstly, we used heading syntax to create our services and our barber services. Therefore, we created one container to cover everything. Inside of this container, we divided 4 containers and used the 4 images with width="150px" and height="auto". In the early situation, we thought that we can use width with percentages. After we've been through the process, we found out that the images seem unorganized and fixed it with percentages to give a better view for customers. To create images with under texts, we put one image first and then we put texts in one container. We also do the same process for the last three containers. For CSS, we used fabulous color “#6A8E9B”. Moreover, we used flex display and, especially, flex-wrap because flex-wrap CSS property sets whether flex items are forced onto one line or can wrap onto multiple lines. If wrapping is allowed, it sets the direction that lines are stacked.

In the “ABOUT US” section, we used two containers, left side and right side. Left side is for two photos and the right side is for texts. To overlap two images, we played with margin in CSS. For texts, we used the methods like changing fonts, color and placing them into the left side using “text-align: left;”. The only reason is to have a better look. The next important thing is that we created the “About us” block in this section. This is all about design and it refers back to the “About us” section. We also put that block in the footer.

In the footer section, we created four main parts. They are “About”, “Services”, “Support”, and “Follow us!”. We created (About us, gallery, news, and menu) under the “About” part. In addition, we created (Our services, our features, and become a member) under the “Services” part. Moreover, we created (Account, support center, and contact us) under the “Support” part. Furthermore, we created (Facebook, Twitter, and Yelp) icons. When customers click the Facebook, and Twitter icons, it directs into their websites. The unique thing is that when customers click the Yelp icons, it directs them to the new website. Customers can see the address with phone number, direction with google map, timetable and the most important thing, “review” section. New customers can watch and learn from feedback. We believe that this is the most important section for “Headhunter barber shop”. For example, advertisements for this shop, everyone can interact in the comment or review section, see and book the timetable, and can go without losing their way because of google map. We believe that it makes customers comfortable and flexible.