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Background

In today's fast-paced world, beauty salons are an integral part of our lives, and with the ongoing pandemic, ensuring customer safety has become a top priority. "HKBeauty" is proud to announce that it is currently in the process of designing a user interface that will cater to the needs of customers while also keeping in mind the various safety measures to tackle the spread of COVID-19. The design will be responsive to mobile phones, computers, and tablets, allowing customers to easily access and navigate the salon's website or mobile app. By implementing such measures, "HKBeauty" is committed to delivering an exceptional customer experience that prioritizes both safety and convenience.

Design Principles

Principles in Lecture Notes

PACT

| | <i>Application in UI</i> |
|---------------------|--|
| <i>People</i> | <p>[Physical Differences] In the mobile version, the width of the navigation buttons and form buttons is 100% of the page window.</p> <p>[Main user gender] Lady → use pink as the main color of our website</p> |
| <i>Activities</i> | Users are not requiring cooperation with others. |
| <i>Content</i> | [Access Rights] Customers can access all website pages of the beauty salon website, but customers cannot change the information of the website and access other users' inquiry forms. |
| <i>Technologies</i> | [Data input by user] In the contact page, there is an example in the data field for user reference. |

Design implications for attention

All keywords on the website are highlighted in pink and bold and larger font.

Perception

- The email icon in the contact page is common and has a clearly descriptive label.
- Use different background colors such as gray and white to divide different areas on the website, and there is enough line space between different areas for separation.

The problem with the classic '7±2'

Present only 4 options on the navigation bar.

Principles not in Lecture Notes

8 Golden Rules

Golden Rule #1 - Strive for consistency: The website uses similar colors (pink), layout, capitalization, and fonts (Arial)

Golden Rule #2 – Seek universal usability: [*Subjective satisfaction*] On the contact page, users can make suggestions or submit inquiries through the form.

Golden Rule #3 – Offer informative feedback: When a user hovers over any button on the website, it changes color to let the user know what they are selecting.

Golden Rule #5 – Prevent errors: On contact pages, users must fill in all questions before submitting the form to avoid invalid data. Also, we use lists to let users choose the services they care about, to avoid incorrectly entered values.

Golden Rule #6 – Permit easy reversal of actions: On the contact page, if some wrong data is entered, the user can press the "Clear" button to reset the form.

Golden Rule #7 – Keep users in control: We use the navigation bar to categorize the different pages and use the top bar to provide the business phone number at the top of each page so that users can easily book appointments and have a clear website.

Graphic layout and design

Different service and brand images in the service page. Additionally, service and contact pages have hero images at the top of the page to give users a clear idea of what the page is about.

Cultural and international diversity

Left-to-right and vertical input and reading.

The use of JavaScript

1. The **menu button** on the navigation bar using JavaScript to hide the navigation buttons of different web pages

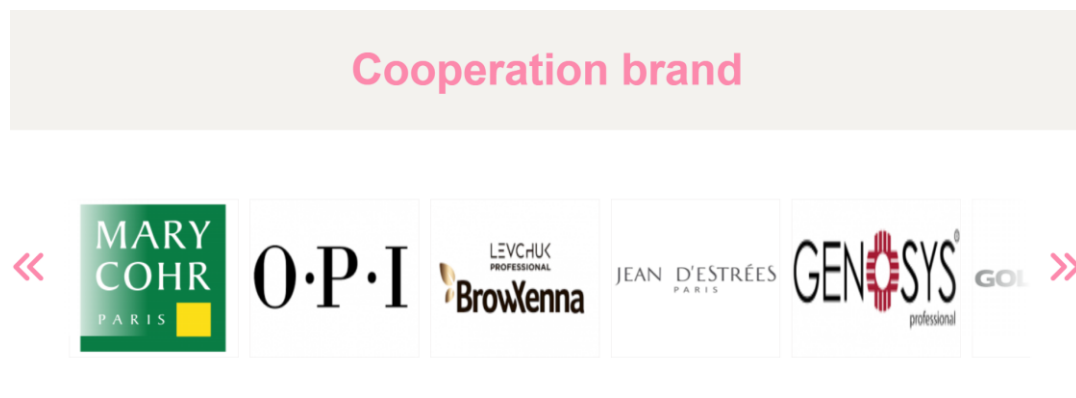
HKBeauty

Home



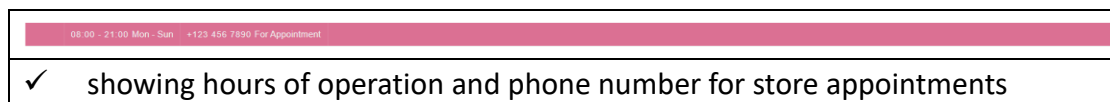
File name: layout.js

- Cooperation brand pictures on the service page use JavaScript to allow users to **control the direction of the picture by clicking the arrow**



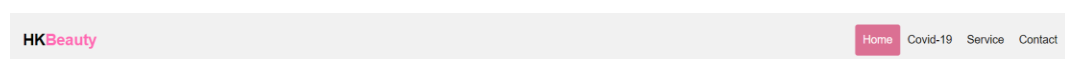
File name: serviceScrollBrand.js

Top bar (fixed)

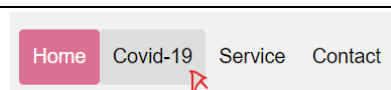


Navigation bar

Desktop version



- The upper left corner is the company logo.
- The upper right corner is the different pages of this site (Home, Covid-19, Service, Contact)



- ✓ If the user is on that page, the button for that page will be pink.
- ✓ This button is grayed out when the user hovers over other buttons

Tablet and mobile version



- ✓ Tablets and phones have the same navigation bar.

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Home

Covid-19

Service

Contact

- ✓ To save space, the navigation buttons for different web pages are hidden in the menu button in the upper right corner.
- ✓ When the user clicks the menu button in the upper right corner, the navigation buttons for the different pages are displayed.

Footer (fixed)

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- ✓ Show website copyright

Home Page

Desktop Version

00:00 - 21:00 Mon - Sun +123 456 7890 For Appointment


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Home

Covid-19

Service


Contact



ABOUT US

Welcome to HKBeauty Salon, a professional and classy Beauty Salon located in Hong Kong. Established in 2023, we pride ourselves in offering the highest quality essential beauty treatments.....

Beauty salon | Promo cinematic video



Address

PolyU Hung Hom Bay Campus, 8 Hung Lok Road, Hung Hom, Kowloon, Hong Kong

Contact number

+123 456 7890

Time

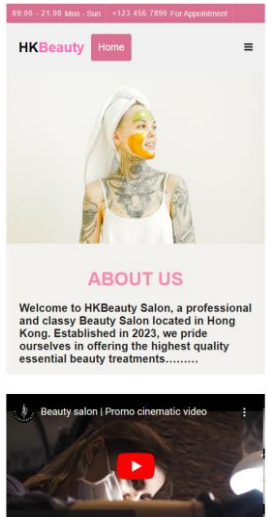
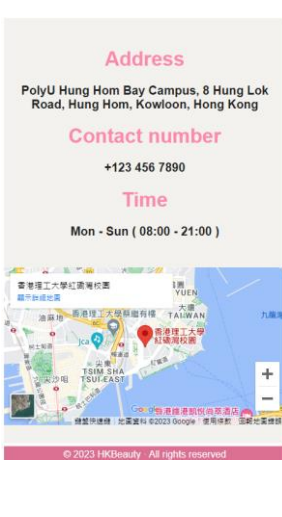
Mon - Sun (08:00 - 21:00)

- At the beginning, divide the welcome picture and description of the site according to the ratio of 50:50
- Place a YouTube video in the middle of the web page as a web link, introducing the beauty salon
- At the bottom of the webpage, the Google map location, text address, contact information and time of the beauty salon are also placed in a 50:50 ratio
- ✓ Key words are expressed in pink and larger fonts
- ✓ Divide different areas with different web page background colors such as white and gray

Tablet Version

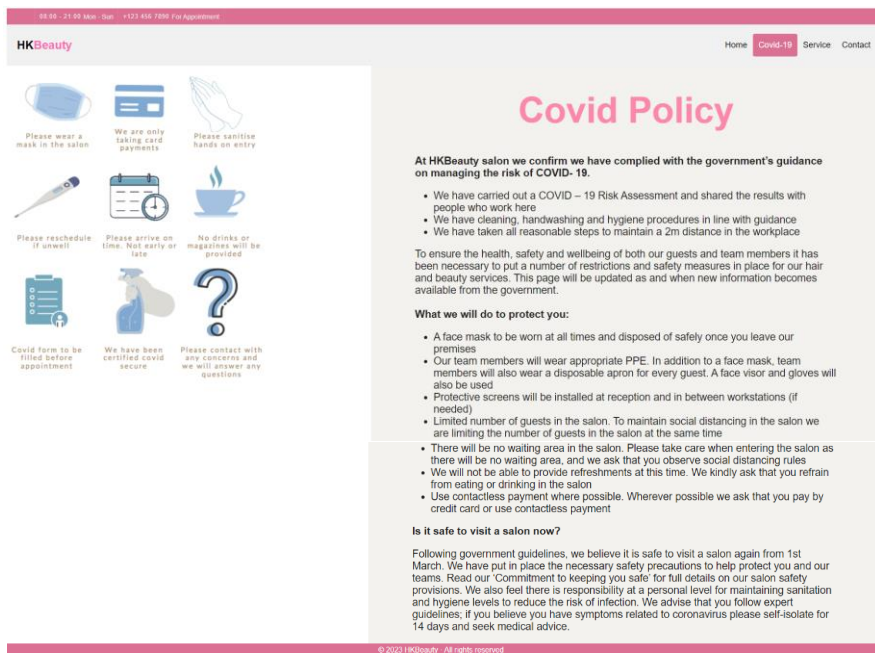
- ✓ The placement of web elements has not changed compared to desktop mode
- ✓ The text, pictures, videos, and maps of the webpage are all reduced according to the shrinkage of the webpage window
- ✓ The video is always in the middle of the webpage, and the margins of the webpage are reduced due to the reduced size of the webpage window

Mobile Version


| | | |
|--|--|--|
| <p>1</p>  | <p>2</p>  | <ul style="list-style-type: none"> ✓ All page elements are displayed vertically at 100% of the page width ✓ Different web page elements are classified using different background colors and padding sizes |
|--|--|--|

Covid Policy Page

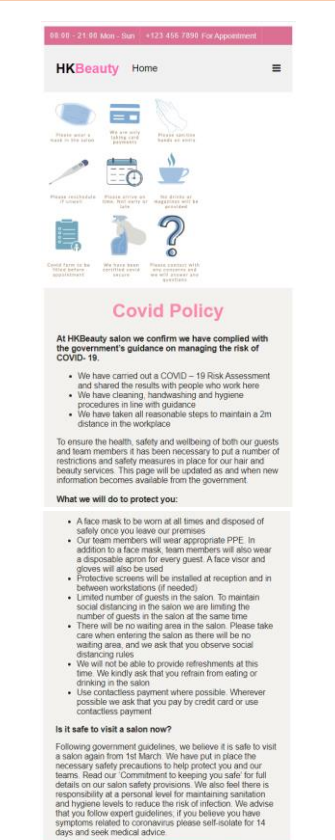
Desktop Version

| | |
|---|----------|
|  | <p>3</p> |
| <ul style="list-style-type: none"> ● The webpage divides images and text at a ratio of 25:75 ● On the left is a picture of covid policy measures ✓ Key words are shown in bold on the right, unordered list shows implemented measures ✓ The text on the right is also displayed more clearly through padding size and space line | <p>4</p> |

Tablet Version

| | |
|---|---|
|  | <ul style="list-style-type: none"> ✓ All page elements are displayed vertically at 100% of the page width ✓ The text and pictures of the webpage are all reduced according to the shrinkage of the webpage window |
|---|---|

Mobile Version

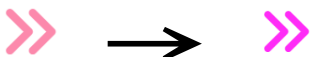
| | |
|---|--|
|  | <ul style="list-style-type: none"> ✓ All page elements are displayed vertically at 100% of the page width ✓ The text and pictures of the webpage are all reduced according to the shrinkage of the webpage window ✧ The most obvious difference from the tablet version is that the padding of the picture is significantly reduced |
|---|--|

Service Page

Desktop Version

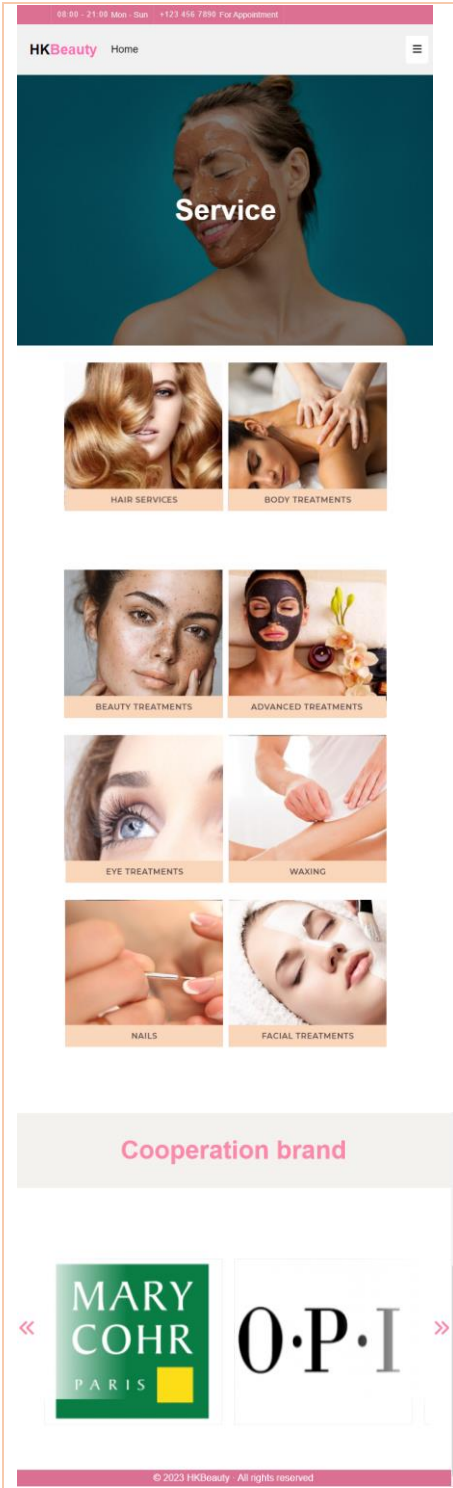


- At the top of the page is a Hero image
- Use eight pictures to show the services provided by the beauty salon, a total of four pictures in two rows
- Use the arrow buttons at the bottom of the page to display pictures of the salon's partner brands. Display up to five images per row. When the user clicks the left button, the picture will move to the left, and when the user clicks the right button, the picture will move to the right to display all pictures

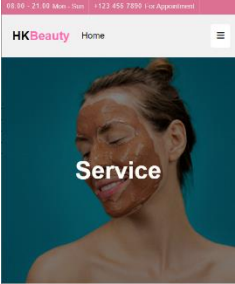

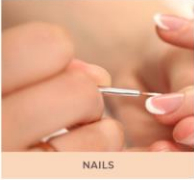

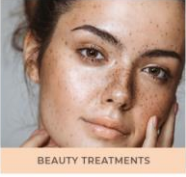







- ✓ When the user places the mouse on the arrow, the color of the arrow will change to fluorescent pink, letting the user know that the arrow has been selected

Tablet Version

| | |
|--|--|
|  | <ul style="list-style-type: none">✓ The text and pictures of the webpage are all reduced according to the shrinkage of the webpage window✓ The picture display of beauty salon services has changed from four pictures per row to two pictures per row, a total of four rows✓ The pictures of cooperative brands are also changed from five to two at a time |
|--|--|

Mobile Version

| | | |
|--|--|--|
| <p>1</p>   | <p>4</p>   | <ul style="list-style-type: none"> ✓ All page elements are displayed vertically at 100% of the page width ✓ All pictures are displayed vertically, one per row |
| <p>2</p>   | <p>5</p>  <p>Cooperation brand</p> | |
| <p>3</p>   | <p>6</p>  | |

Contact Page

Desktop Version

HKBeauty

Home Covid-19 Service **Contact**

Contact

Email
hkbeauty@gmail.com

(Questions with * must be filled in)

*Name
e.g. Chan Tai Man

*Email
e.g. chertanm@gmail.com

*Service
hot service
beauty treatments
body treatments
advanced treatments
all treatments

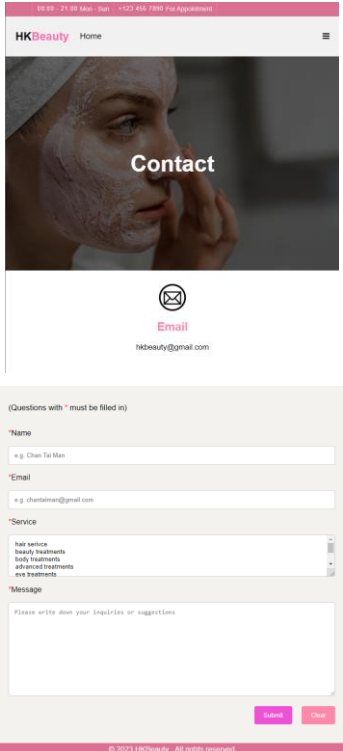
*Message
Please write down your inquiries or suggestions

Submit Reset

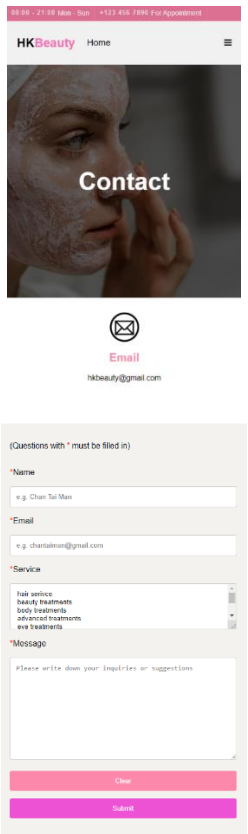
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- At the top of the page is a Hero image
 - The email query address of the beauty salon is displayed in the form of a logo in the middle of the web page
 - The query form is displayed at the bottom of the page with a ratio of 25:75, with labels on the left and data fields on the right
 - The lower right corner is a submit button and a reset button, allowing users to reset the form
-
- ✓ All fields must be filled out before sending
 - ✓ Since this button is commonly used, the send button is displayed in a fluorescent color to make the button stand out and prevent users from pressing the wrong button
 - ✓ There are examples in each data field to let users know what to enter

Tablet Version

| | |
|--|---|
|  | <p>✓ All page elements are displayed vertically at 100% of the page width except for the submit and reset buttons</p> |
|--|---|

Mobile Version

| | |
|---|---|
|  | <p>✓ All page elements are displayed vertically at 100% of the page width, including submit and reset buttons, making buttons easy to press on smaller screens</p> |
|---|---|

Conclusion

In conclusion, the assignment has been a great learning experience in applying responsive design and CSS to create a website that can adapt to different devices. However, while the technical aspects of web design were covered, not many principles of UX/UI design were used in this assignment. As a result, I am eager to learn more about UX/UI design in the future to better understand how to create user-friendly and visually appealing websites that provide an excellent user experience. Overall, this assignment has been a valuable steppingstone in my journey towards becoming a skilled web designer.

Reference

1. Beauty Code: <https://beautycodesalon.co.uk/covid-19/>
2. Pexels: <https://www.pexels.com/>