

# Project Design Document

**DN Beauty Studio**

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# Project Design Document

## Project Name: DN Beauty Studio

### Project Overview:

#### Purpose:

- DN (Dianna Nguyen) Beauty Studio is a website for a lash, brows, and lip blush business in Cary, NC. The primary purpose of this website is to provide information for clients, allow them to explore various services offered by Dianna, and easily schedule appointments.
- This application will promote Dianna's business, provide a greater reach, and improve client accessibility.

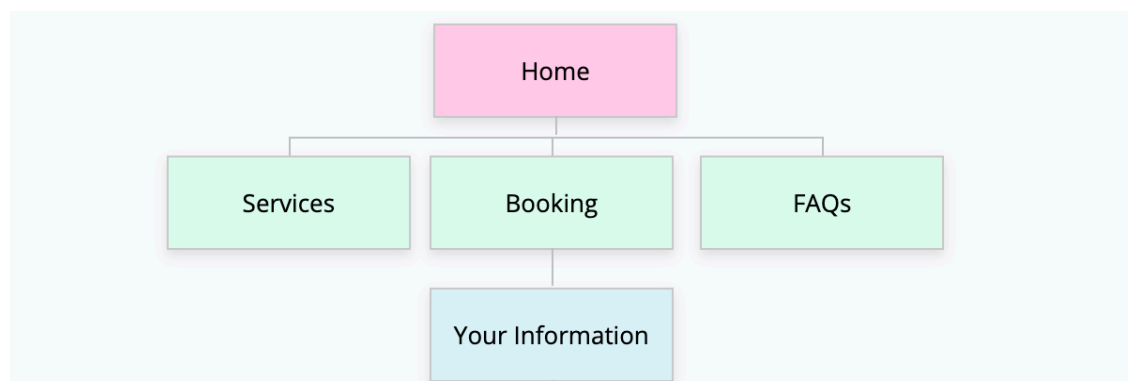
#### Intended Users:

- The website is intended for both existing clients and new clients.
- It is tailored for individuals seeking professional eyelash extensions, lash lifts, ombre powder brows, micro-blading, and lip blush services.
- This website will cater to individuals interested in enhancing their natural beauty through these cosmetic services.

#### Overview of Content:

- There will be professional and informative information to attract potential new clients and enhance the overall customer experience.
- This site will provide Dianna's short and welcoming profile to showcase her credibility as a lash and brow technician.
- Clients will be able to book appointments easily and there will be information on availability, pricing, and any special promotions.
- There will be a link to her social media profile on Instagram, to encourage visitors to follow/keep up-to-date with DN Beauty Studio. The social media link will also allow customers to see some of her best works and increase her reach.
- The website will comprehensively describe each service offered to help customers know which service fits them best. Each service will have a photo to showcase the work that will be done.
- Customers will be able to find contact information and the studio's location.
- There will be a page dedicated to frequently asked questions and additional policy information.

### Site Map:

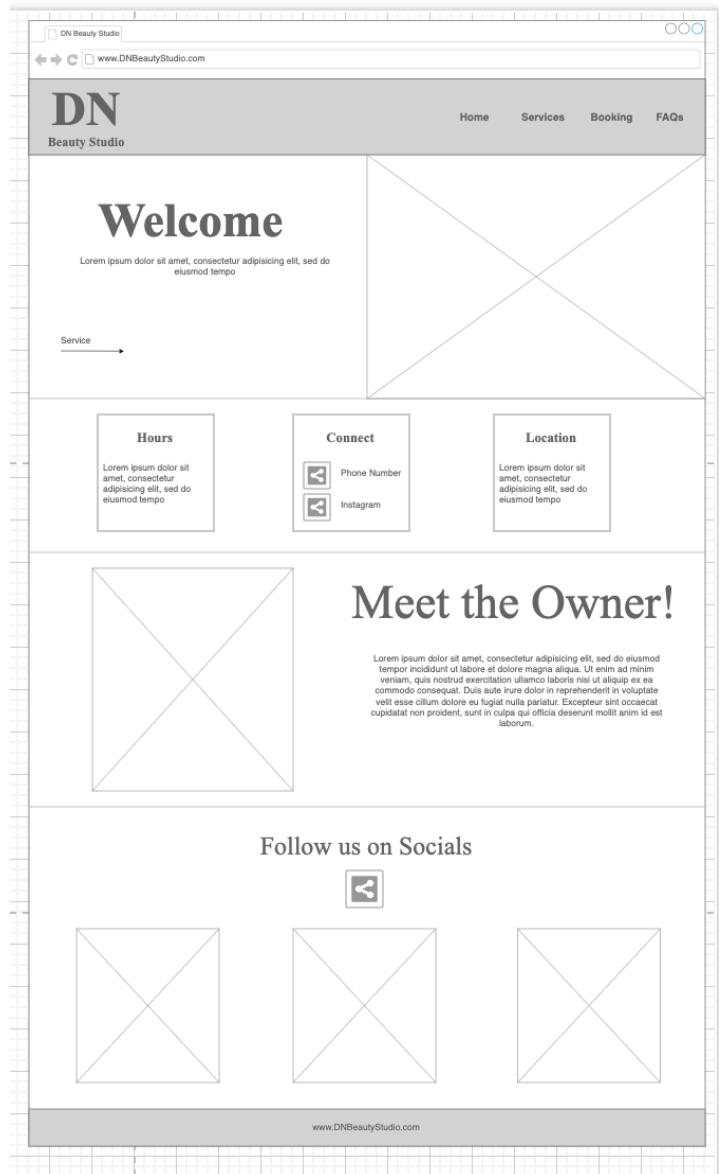


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## Page Design:

### Home

- The purpose of this page is to introduce the owner of this business and her services. It will include eye-catching images of the services provided, as well as call-to-action buttons to view services. The social media/gallery section will also promote the business's social media account.
- Audience/Users: The primary audience is customers and potential clients interested in beauty services. The admin may also use this page to update content.
- Dynamic Functionality:
  - Header: Navigation bar to Home, Services, Booking, and FAQs.
  - Service Page Link: Clicking on the arrow will direct clients to the service page. This is right at the beginning of the home page because it is the most important section of the website.
  - Interactive images: Hovering over an image of a service will display a brief caption of what the service is.
  - There will be an address link to the studio that will direct to Google Maps.
  - The page will contain links to Instagram and the studio's Phone Number by either clicking on the text or icon.
- Wireframe:  
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### Services

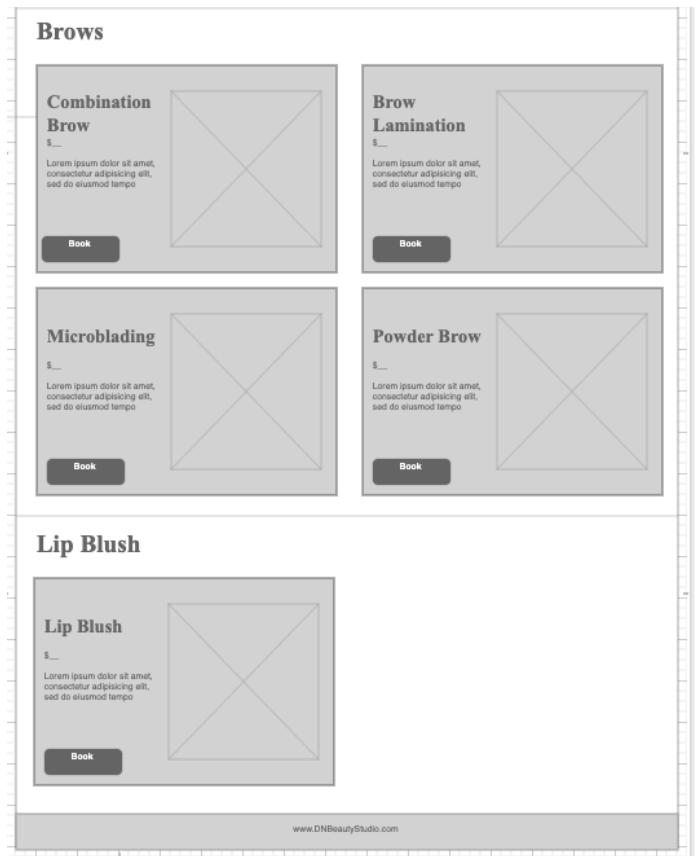
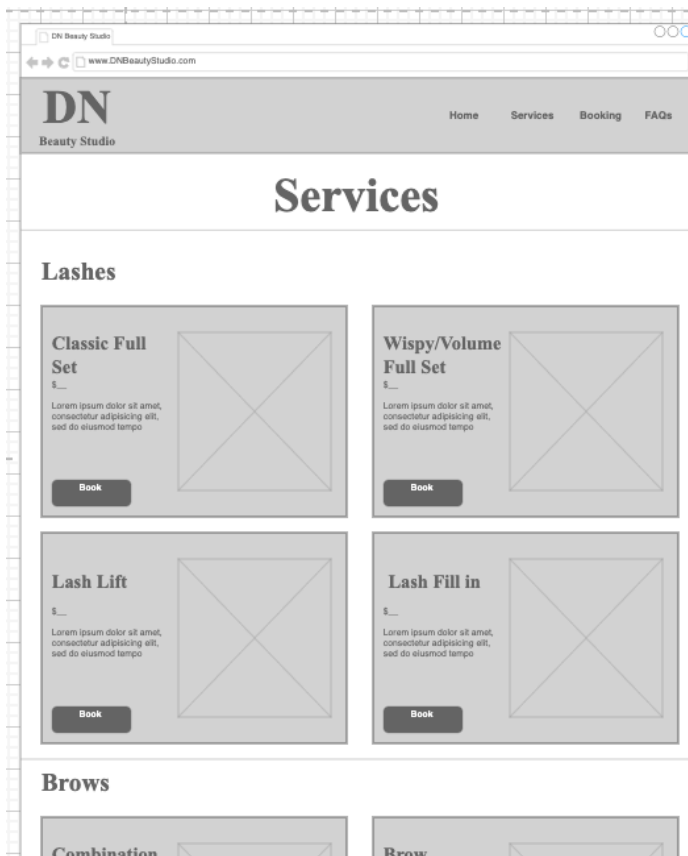
- The purpose of the services page is to provide information on services provided by DN Beauty Studio and it will be the most important page on the site. It will include information such as description, prices, duration of appointment, and an image for reference. This page will provide customers with a better understanding of which service is the best fit for them.

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- Audience/Users: The target audience is customers seeking more information and a better understanding of each service. It will provide further information to help them pick the right service for their needs, which is especially important for new customers. The admin may also use this page to update her services.
- Dynamic Functionality:
  - Header: Navigation bar to Home, Services, Booking, and FAQs.
  - Button: Each service will have a “Book” button next to it. Clicking on the button will redirect the user to the booking page where the service they selected will be chosen on the booking page.
- Wireframe:

(first half of page)

(second half of page)



## Booking

- The purpose of this page is to allow users to schedule an appointment with DN Beauty Studio. This page will have a checklist of each service where customers will be able to select what service they would like to schedule. The list of services will only include the title, price, and time for quick and convenient booking. The page will also include a calendar for easy viewability of available appointments.

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- Audience/Users: This page will be used by customers to book appointments and view availability.
- Dynamic Functionality:
  - Header: Navigation bar to Home, Services, Booking, and FAQs.
  - Form Submission: After submitting the form by clicking the “Continue” button, users will be redirected to the “Your Information” page.
  - Scroll bar: There will be a scroll bar for customers to use as they scroll down the service list.
  - Calendar: The calendar will have interactive navigation and will allow users to direct through months without loading new pages.
- Wireframe:  
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The wireframe shows a web browser window with the address bar displaying 'www.DNBeautyStudio.com'. The header includes the 'DN Beauty Studio' logo and navigation links: Home, Services, Booking, and FAQs. The main content area is titled 'Booking'. It contains a list of services, each with a checkbox, a label 'Service', and a placeholder for 'Price Time'. The first service is selected with a green checkmark. Below the service list is a calendar for January 2024. The calendar has navigation arrows and shows the days of the week. The date '24' is highlighted in red. At the bottom right of the calendar area is a 'Continue' button. The footer of the page displays 'www.DNBeautyStudio.com'.

## Your Information

- The purpose of this page is to gather personal information from the client that is necessary for the appointment. It will ask for the user's phone number, email address, first and last name, and appointment notes (optional).
- The purpose of the pop-up is to thank the client for booking an appointment and confirming they have finished the booking process.
- Audience/Users: This page will be used for customers in the process of finalizing and booking their appointment.

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- **Dynamic Functionality:**
  - Header: Navigation bar to Home, Services, Booking, and FAQs.
  - Form Submission: Users will be able to fill out their information and click the “Book Appointment” button.
  - Pop-up message: After they click the button, there will be a pop-up message thanking the customer for their support. The pop-up message will have buttons to allow customers to go back to the Home page or go back to the Booking page to schedule another appointment.
- **Wireframe:**

The wireframe shows a web browser window with the address bar displaying "www.DNBeautyStudio.com". The page has a header with the "DN Beauty Studio" logo and navigation links: Home, Services, Booking, and FAQs. The main content area is titled "Your Information" and contains a form with the following fields: First Name, Last Name, Phone Number, Email, and Appointment Notes (optional). A "Book Appointment" button is located below the form. Below the form is a section titled "Terms & Conditions" with a paragraph of placeholder text. The footer of the page displays "www.DNBeautyStudio.com".

The wireframe shows a pop-up message box with the text "Thank you for choosing DN Beauty!". Below the text are two buttons: "Schedule another Appointment" and "Back to Home".

## FAQs

- The purpose of the FAQs page will be to answer common questions about DN Beauty Studio's services such as retention and how long treatments will last. It will include information about after-care for a service. This page will also contain policy information that the customer can go back to for reference.
- Audience/Users: The page is intended for customers who want more information or have questions about a service.

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- Dynamic Functionality:
  - Header: Navigation bar to Home, Services, Booking, and FAQs.
- Wireframe:

