

SEG 3125

The Gentleman Barbershop

Previous experience

In the past, I have developed basic websites with HTML and CSS, but nothing too complicated. This project allowed me to learn more about it, especially integrating bootstrap. It made things so much easier as simple classes would make the code so much easier to write. I watched a few YouTube videos and utilized forums online such as stack overflow for any questions that I had.

Business Service type and inspiration

The business service I chose was a barbershop, as it is not too complicated yet not too simple either. Another reason I chose this type of service is that one of my good childhood friends is a barber now. I used his website (<https://khalilbarbershop.com/>) as inspiration to my website. Another inspiration I used was from a Figma tutorial. I took some of his layout design and integrated it into mine.

Mockup and reviews

Attached to this document is my initial mock-up submitted on Peergrade. From the reviews I got, two elements I have kept are having the opening hours on the homepage and having a progress bar while booking an appointment. I think these two features are important features as they directly affect the user experience, and I am glad my colleagues noticed them. On the other hand, two elements that I have changed from the comments received are adding the footer to all the pages on the website as well as adding the prices to the services page. These changes allow the user to find all the information needed to book an appointment with as little confusion as possible. Not from comments I received, I also changed the header and the colors, as the header image did not look good like on the mock-up. It was too pixelated, and I couldn't find any good images to replace it. Therefore, I just left my layout and color scheme simple.

Personas

The first persona I chose to take into consideration in my final UI is the persona of a perfectionist. His goal is to have the best cut possible and use all the services offered to maximize of the appointment. Here is what the reviewer (#3) described his persona to be:

Jonathan is a 25-year old software engineer who just moved to a new city, and is looking for a barber. He cares about his looks a lot and wants a perfect barber. He also has a beard and was looking to have that lined up. However, he wants to be able to book his beard lineup and haircut at the same time, rather than going through two different forms and confirmations. If you can give the option to do so it make Jonathan very happy!

To fulfill his goal, a checkbox was added to the booking a service page in case a client wants to book more than one service at once. The second persona I chose to consider is the "no social media" persona. His

goals are to book an appointment without the use of social media and to have all the info available on the website. Here is what the reviewer (#1) described his persona to be:

I'm Max Verstappen. My three intrinsic characteristics are: I'm not very tech-savvy, so I don't have a social media account. I only communicate by phone or SMS. I have a limited budget because I'm a student. So I look for inexpensive barber shops. I like to plan ahead. For example, when I go to the grocery store, I have to have a list of everything I need to buy.

I haven't had a haircut in two months and I absolutely need one. Since I'm on a limited budget, I'm looking for hair salons where the services are affordable. I came across this website. Before booking the appointment, I went to the "Services" page to see the prices of the services, they are not displayed. So I'm trying to find the phone number so I can at least call and ask for this information. But I don't see any phone numbers on the website. I see the social media links, but I don't use social media. So my goal of finding out the price of services or calling to get that information is not being met.

Suggestion according to my persona: Add a phone number and the price of services.

To accomplish his goals, prices were added to the services page along with a quick description each service. The phone number and email were also added to the footer in case the client needs to contact the barber shop at any time.

Links

My live website is hosted on Github Pages. Here is the link it:

<https://josephdiab.github.io/gentlemanbarbershop/>

Here is the link to the Github repository that contains all the code:

<https://github.com/josephdiab/gentlemanbarbershop>

Relation to concepts

For this project, I kept my colours simple, but made sure that there was enough contrast to see the importance of certain buttons, such as the "Book Now" button, as, ultimately, this is where we want to redirect clients. This was done this way to attract the most clients possible without confusing or intimidating the less tech-savvy ones.

As for the screen layout, it was important for me to use the bootstrap grid system. This allows my information to be displayed in an organized and consistent manner while being time efficient building the website. Also, it creates a responsive website, meaning that it would adapt no matter the size of the screen the website is being viewed from. Once again, the goal behind this is to not intimidate anybody off the website by making a simple yet efficient website.

As for organizational patterns, many were used. For example, consistent ones like a header and footer were used across the website. It was also used in more specific cases like when picking the barber or service you would like, a list was used to display the choices. However, while searching for a description of the barber or the service, the pattern used was more like a card.

Finally, as for the navigation pattern, a nav bar was used for the header. Different tabs appear on that navigation bar. The tab that the client is currently on is shown in a different color. Also, on the nav bar it

is important to note that the tabs are placed in a logical manner: from the home page, the client first wants to see what type of services the business offers. Then he evaluates who is offering this service (the barbers page) and finally where they offer the service (location page). Finally and most importantly, they can book an appointment. An emphasis is placed on the book now button by making it different than the others. All these little details allow consistency and accessibility on the website.

Appendix

Title: Ottawa Cycle Repairs

QUESTION 1 OF 4

The layout is neat and clear. The header and footer being consistent on every page is very important for the organization of the page.

QUESTION 2 OF 4

The only thing I would change from the layout is in the header. I would make a "Schedule Now" button more clear by making it different than the other buttons on the header, as ultimately this is where we want the clients to be redirected to. Also, I would swap the order in which "Location & Hours" and "Our Experts" appear in. It is more logical to have the services provided and then the experts working on these services in an orderly manner.

QUESTION 3 OF 4

The design has a specific page for each point listed above. Therefore, it is easy to navigate through it and find specific details if needed.

QUESTION 4 OF 4

I am the "Perfectionist". I like everything to be brand new and look great on my products. Therefore, the service provided has to be done by an expert in the field. Also, I don't like to have to try hard to look for the service I want. The website is great for my needs as I can pick the specialist I want with the Full Tuning service. One functionality I like to have added is the email of the company included, as I am a more reserved person and prefer to email the company rather than call them.

Title: Smiles Dental Care

QUESTION 1 OF 4

The confirmation message made in a popup is nice and makes sure that it has the clients attention. Also, the list of all offers on a single page is good as it clearly shows all the available offers simultaneously and doesn't require user to switch between different pages.

QUESTION 2 OF 4

I think there should be a "Book Now" button included in the header, as this is where we want all our clients to go. Also, the "About Us" and "Contact Us" page is pretty confusing as they are both on the same page and are compacted. Maybe a footer with the Contact Us information could make the page neater.

QUESTION 3 OF 4

There is a page for each point listed above.

QUESTION 4 OF 4

I am "The Flash". I like to move quick and am always on the go. I am a simple man and do not like to overthink things. The website allows me to quickly select a service and book an appointment. However, when I am navigating the website, I do not have the option to book an appointment from any page. Having a Book Now button in the header solves that issue.

Title: Crown and Blade Barbershop

QUESTION 1 OF 4

I think the title and the text under it is very good as it captures the users attention.

QUESTION 2 OF 4

I think a Book Now button in the header could make the page look neater and simpler to navigate. This will allow to remove the redundant Book now buttons that constantly show up on the page.

QUESTION 3 OF 4

There is a page designed for each one of the points listed above.

QUESTION 4 OF 4

I am the "Loyal One". I never cheat on my barber and always book the same service with him. Once I enjoy something, it is hard for me to change to something new, as I like my comfort. The page allows me to view the different services and match it to the barber that suits my style the most, allowing me to build the foundation to my relationship with him. However, as a recurrent customer, not having the Book Now option on the header will make it more complicated for me to book an appointment and take more time, when it should be very simple as I already know what I want.

Title: Spoon and spice (Note: I am not entirely sure if this is the title of the website but it is a cooking classes website)

QUESTION 1 OF 4

The layout of the page is nice. The box on a higher layer on the front page is very interesting and makes it and its components stand out. Also, having a login feature is nice as regular clients can have their information and reservation history saved, making it much easier for future bookings.

QUESTION 2 OF 4

I think that a header that includes all the pages is missing. This would make the website so much easier to navigate. Also, when booking an appointment, I think that the name should appear and not just the email. The email could be there for confirmation, but it should not be the main characteristic for the client.

QUESTION 3 OF 4

I think that all the content is included in the website , but it lacks organization. A generic user will need to be able to navigate the website with ease, and only with a header is that possible.

QUESTION 4 OF 4

I am the "Organized Freak". I am very organized and am detail oriented. I like to make sure that all the spaces I use are always neat. Therefore, the websites and tools I use must fulfill my needs and follow the same mentality i have for me to remain a consistent user. Currently, I do not think that the website is organized as it lacks important features. I think that implementing a header with the important categories of the website is fundamental for its success.