**Website Vision:**

The vision for my website is to have a clear site that shows the services, locations, and gives a description of the salon. Many salons have just Yelp pages or Facebook pages, which makes comparing prices and salons really hard to do. I am more inclined to go to a salon if they have a good website that has a lot of information about the products they use and the prices so that way I’m not surprised when I arrive and get my nails done. It is helpful to have booking online and images of customer results so that way you can verify it’s the style that you like. I am interested in creating this because my good friend back home is opening up her own salon and has no experience with websites. I want to provide her with a wireframe to get started on helping her have a clear webpage for her new business so that way she can have customers easily navigate to her business. Especially when it’s new, it will be hard for customers to discover her if she only has a Yelp page with a few reviews.

**Websites that inspired/references:**

* <https://www.genejuarez.com/>
* <https://dekalash.com/>
* <https://advantixdigital.com/>
* <https://due-north.co/>
* <https://www.magnani.com/>
* <https://brandandmortar.com/>
* <https://www.mayple.com/>
* <https://digitaluncut.com/>
* <https://poundandgrain.com/>

**Font justification:**

Montserrat is a modern, streamlined and legible font, because it’s a Sans Serif it’s good to pair with a serif font like Merriweather. These are classic and readable fonts and so I used the font pairing notes from the discussion to pick this modern font for the headings and then a readable serif font for the body text. Both fonts are straightforward and readable but provide a good contrast to be a wonderful pair for a website focused on beauty and modernity, but still needs to contain a lot of readable information below the eye-grabbing headers.

**Color justification:**My process for choosing the colors was to go through and find an interesting color harmony that provided a call to action color that contrasted from the other colors. I also wanted something that images would look nicely against, and I didn’t want anything too dark since this is supposed to be a site with positivity and beauty since I’m trying to sell a service that is about beauty. From the reading, pink symbolizes hope, romance, and youthful femininity, while red is flair and vibrance. Using blue really provides pop against this color due to the placement on the color wheel, as learned in class. This range of pinks and reds with a bright blue call-to-action button creates plenty of visual interest and draws attention to itself immediately. This allows my chosen images to be part of the color scheme but still stand out nicely. I selected it using the reading from the in-class discussion: <https://visme.co/blog/website-color-schemes/> . I am only tweaking it slightly to have a white background since I want everything else to pop off of that since I like white fonts and I’d rather have those be the same color and not just slightly off.

