

Digital Portfolio



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PROJECT TITLE



BEAUTICIANS



AGENDA

1. Problem Statement
2. Project Overview
3. End Users
4. Tools and Technologies
5. Portfolio design and Layout
6. Features and Functionality
7. Results and Screenshots
8. Conclusion
9. Github Link



PROBLEM STATEMENT



Many beauticians struggle to showcase their work, skills, and services professionally. Traditional methods like word-of-mouth or paper brochures limit their visibility. A digital portfolio can help attract more clients and highlight their expertise.



PROJECT OVERVIEW



The Beautician Portfolio is a personal branding project designed to : Present beauty services (makeup, skincare, hair styling, nail art, etc.) Showcase past work with photos/ videos. Provide easy access to contact details and booking options . Highlight achievements, certifications, and client testimonials.



WHO ARE THE END USERS?

Beauticians / Makeup Artists → to showcase their portfolio . Clients → to explore services, view past work, and book appointments . Salon Owners → to promote services and attract new customers.

TOOLS AND TECHNIQUES



- Frontend: HTML, CSS, JavaScript, React (for dynamic design).
- Backend (optional): Node.js / Express for booking system.
- Database (optional): MongoDB / MySQL (to store appointments & client details).
- Design Tools: Canva / Figma for layout design.
- Version Control: Git & GitHub for project management.

POTFOLIO DESIGN AND LAYOUT

- Homepage: Introduction, hero image/banner.
- About Me: Bio, skills, certifications.
- Services Section: List of beauty services offered.
- Gallery/Portfolio: Before & after photos, videos of work.
- Testimonials: Client feedback.
- Contact Section: Booking form, social media links, phone/email.

FEATURES AND FUNCTIONALITY

- Responsive design (mobile & desktop friendly).
- Image/video gallery with filters (e.g., bridal makeup, casual, hair styling).
- Online booking & enquiry form.
- Social media integration (Instagram, Facebook).
- Downloadable service brochure.
- Dark/light theme (optional).

RESULTS AND SCREENSHOTS



(Here you can insert
mockups/screenshots of your design:
homepage, services, gallery, booking
form, etc.)



CONCLUSION

The Beautician Portfolio helps beauticians stand out digitally, attract more clients, and showcase their skills in a professional manner. It provides an engaging, user-friendly platform that bridges the gap between beauticians and clients.