St10448208

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WED Proposal

1. Organization Overview

Name: Crown & Glory Hair Salon Brief History: Crown & Glory Hair Salon is a Black-owned business specializing in hairstyling and haircare services for Black women and men. Established over a decade ago, the salon has built a strong reputation for providing expert services in natural hair care, protective styles, braiding, loc maintenance, fades, and scalp treatments. The salon's mission is to celebrate and nurture the beauty of Black hair while creating a welcoming and empowering space for clients.

2. Website Objectives & Purpose  
  
The website's objective is to offer a polished and eye-catching online platform that improves customer satisfaction and increases brand awareness. The website will:  
  
Promote your skills, experience, and client endorsements to draw in new clients.  
  
Offer a user-friendly online scheduling tool to ensure hassle-free appointments.  
  
Provide a transparent service menu with prices so that customers may choose wisely.

3. The intended audience  
  
The website will serve the following:  
  
Black men and women in need of professional hairstyling services.  
  
customers with an interest in natural hair care, protective styles, and barbering.  
  
people seeking product suggestions and haircare guidance.  
  
  
4. Website Sections & Essential Elements  
  
To ensure a professional and engaging user experience, the website will include the following pages:

4.1 The Main Page  
  
a warm banner including excellent photos of hair salon services.  
  
A synopsis of Crown & Glory Hair Salon's dedication to Black hair care.  
  
Easy-to-use buttons for learning about services, seeing the gallery, and scheduling an appointment.  
  
a testimonials area with feedback from customers.

4.2 Our About Page  
  
The history, objective, and ideals of the salon.  
  
an overview of the team's talented stylists, including their backgrounds and areas of expertise.  
  
The owner's or founder's statement emphasising their love for Black haircare.  
  
  
4.3 Page of Services  
  
The following is a comprehensive list of hairstyling services:  
  
box braids, cornrows, and knotless braids  
  
Loc Services (Retwists, Styling, and Starter locs)  
  
Natural Hair Services (Wash & Go, Twist-outs, Silk Press)  
  
Barber services (beard grooming, fades, and line-ups)  
  
Hair care procedures (deep conditioning, scalp detoxification)

Details about costs and anticipated servicing times.  
  
a frequently asked questions (FAQ) area.  
  
  
4.4 The Gallery Page  
  
a gallery of previous haircuts, arranged by kind of service.  
  
before-and-after photos to emphasise changes.  
  
Videos of clients demonstrating the hairstyling procedure and outcomes.  
  
  
4.5 Online Reservation Page  
  
a system of appointments with a calendar where customers may schedule services.  
  
Automated appointment confirmations by text or email.  
  
the choice to choose a stylist according to availability.

4.6 Haircare Advice & Blog Page  
  
informational materials about styling and maintaining natural hair.  
  
Product suggestions for various hair textures and kinds.  
  
detailed instructions for preventive hairstyles and at-home hair maintenance.  
  
  
4.7 The Contact Us Page  
  
A contact form to make appointments and ask questions.

A Google Map is included into the salon address for convenient navigating.  
  
Customer service phone number and business hours.  
  
Links to social media accounts on Facebook, Instagram, and TikTok.  
  
  
5. Functionality & Design  
  
A trendy, fashionable, and Afrocentric design representing Black beauty and culture.  
  
responsive and mobile-friendly, guaranteeing a smooth experience on all gadgets.  
  
sites that load quickly and are easy to navigate.  
  
excellent photos and videos to highlight the salon's creations.  
  
A calendar and reminders are linked into a secure online booking system.

6. Final thoughts  
  
The website for Crown & Glory Hair Salon will function as a potent digital platform that improves client interaction and expedites corporate processes. The website will assist draw in new customers, offer helpful haircare tools, and highlight the salon's experience thanks to its polished design, simple booking process, and extensive content.

Github link

https://github.com/khavisoM/PART-1.git