Website Design Research

The website design follows a traditional salon website layout to use a top banner for easy navigation, a main content pane in the center, and a footer that contains social media buttons. This layout apporach follows three of the reference websites, but is different from the trendy one-page design used by Glassbox. Two of the reference websites (, Crows Nest and Glassbox) use black-and-white for both texts and images; on the other hand, the other two reference websites (, Salon Capricci and Pure Self) use brown color and colorful pictures. The former two salons only offer haircut and shave services, while the later two salons offer a variety of hair, face and body services. The Vintage salon offers a full range of services and, therefore, uses medium turquoise color an colorful pictures. Similar to the Salon Capricci and Pure Self, the website uses a separate "Contact Us" page that provides a map, an address, a phone number and an email address.

The website has a few differences that distinguish it from the reference websites. First, each staff member on the "Our Staff" page is accompanied with a "Details" button and peronal social media buttons to allow further information and contact. Crows Nest provides only clickable barber photos that show short gif's. Glassbox provides clickable barber photos that link to their Instagram profolios. Second, the idea of "Gallery" page comes from Pure Self; however, a photo collage of different sizes of photos provides a more artistic visual experience. Third, the "Contact Us" page provides a contact form as a convenient way of communication, which is absent in the four reference websites.

Referenced Websites

<http://crowsnestbarbershop.com/>

<http://www.glassboxbarbershop.com/>

<http://saloncapricci.com/>

<http://www.pureselfsalon.com/>