

1. Michael Hum
300293333
Spectral Care Website
2. I have worked with JavaScript, React, and Tailwind CSS in the past. To learn these tools, I mostly used the documentation with some help from my friends when I encountered problems such as my first time using React's state hook. I used these skills to help build this project in JavaScript Bootstrap.

Link to previous project built for hackathon with 2 others (The UI is terrible, but this is the main project that helped me learn JavaScript and CSS):

<https://michaelhum28.github.io/kmap-solver/>

3. This business type is a **daycare service** but decided to incorporate pokemon in to make it more appealing for myself to show something I am passionate about. The daycare service is tailored towards ghost type Pokemon, but the overall business type is a regular daycare service.
4. <https://www.magicutssalons.com/home>
From my mockup version B. This one the main one I used, I created a navbar.html to stay no matter where I scrolled following this website along with the booking at front of page option.
5. PDFs have been attached.

6. **2 things I kept:**

The ability to book directly from the landing page from comment on Version B

Top navigation bar from comment on Version B

2 things I changed:

Navigation bar shortcut to the desired page/section (note: scrolling to sections may be different depending on device but is responsive for most) from comment on

Version A:

- Clicking on the Spectral Care title would return the user to the landing page
- Clicking loyalty would bring the user to the loyalty page
- Clicking services would bring the user to the services section
- Clicking contact would bring the user to the panel displaying all contact information

Improved ui for booking and rounded corners for nicer ui from comment on Version B

7. **Persona A from Considerate Fucsia Lemon**

- a. Name Alex Martinez
- b. Intrinsic Characteristics Passionate Pokémon Trainer: Alex is deeply passionate about Pokémon training and cares greatly for his ghost Pokémon. Detail-Oriented: He ensures his Pokémon receive the best care and training, always looking for high-quality services. Community-Oriented: Alex often interacts with other Pokémon trainers and participates in local tournaments and events.
- c. Relation to Technology and Domain Relation to Technology: Alex is proficient with technology and frequently uses online platforms for Pokémon-related activities, such as trading, training tips, and booking services. He values user-friendly websites and mobile apps that provide comprehensive information and seamless interactions. Relation to Domain: As a dedicated Pokémon trainer, Alex is knowledgeable about various Pokémon species, their needs, and the types of care and training services

available. He often looks for specialized services that cater to the unique requirements of ghost Pokémon.

- d. Goal Not Met by Current Functionalities Loyalty Program: Alex wishes to participate in a loyalty program where he can earn points or rewards for frequent bookings and services. He is looking for a program that offers discounts, free services, or exclusive perks for regular customers. Currently, the website does not offer a loyalty program, and this limitation means Alex does not receive any additional benefits or incentives for his continued patronage of Spectral Care. By introducing a **loyalty program**, Spectral Care can enhance customer satisfaction and retention, providing trainers like Alex with added value for their loyalty and frequent use of the service.

Persona B from Kind Gold Raspberry

Persona Name: Jack He is an introverted Pokemon trainer who enjoys the company of the Pokemon he has had since he was a child and works for a research facility. He requires this service to take care of his Pokemon when he goes on business trips away from home. While he can book an appointment with ease he dislikes that he is **unable to select a time or day range** which forces him to book the daycare every day.

I chose these 2 because there were only 2 out of 3 comments.

I was thinking the loyalty program was an interesting idea, however with no backend it did not seem to make much sense to create, however I finished it with the guidance of Professor Barrière.



Caroline Barrière
To: Michael Hum



Reply



Reply all



Forward



Thu 6/6/2024 7:09 PM

Hello Michael,

I actually think this loyalty system is an interesting idea.

You're right, you don't have to do the backend. But that makes it simpler, so it would basically be adding a link on your front page (adding loyalty program in your nav bar if you have one), and adding a page that is registration to a loyalty program. It doesn't have to connect to anything further, just the registration page would be enough.

Caroline



The time and day range I implemented was interesting as well. I had initially viewed it as booking an appointment and selecting a day range when at the daycare, but this showed me online booking could be better as a range, so I decided to implement this instead.

8. <https://michaelhum28.github.io/seg3125-p1/>

9. <https://github.com/michaelhum28/seg3125-p1>

10. Cards from Week 3 user goal-oriented interactions: Services display

Alerts from Week 3 user goal-oriented interactions: Booking confirmation, filling out all sections of booking form, selecting an end date before the selected start date

Buttons from Week 3 user goal-oriented interactions: Navigation bar, booking form, loyalty signup

Organization in navigation bar from Week 4 verbal and visual communication: Selecting where you want to go through options, and having the button scroll the user to the section/page selected

Appendix