



Process & Design

Overview

Throughout the semester, you will design and construct a website for an original product that you come up with. The goal is for you to build a high quality, usable and accessible website based on your product idea.

In this assignment, you will complete the first two phases of the Software Development Life Cycle (SDLC): Planning and Design. You'll define your product concept, identify your target audience, outline your site's structure, and create visual documentation, laying a strong foundation before development begins.

Part I: Setting Up Your Workspace

By now, you should already have a GitHub repository set up to organize all your work for this course, including labs, assignments, and your product website. ⚠️ **If you haven't set up your workspace yet**, please go back and complete [Part I: Setting Up Your Workspace](#) in the previous assignment before continuing. This setup is required for submitting your work throughout the semester.

Follow the steps below to set up your workspace for this assignment:

- ☐ Navigate to and open the **csc271_projects** folder you cloned to your local device (not the one on GitHub.com).
- ☐ Open the **product_site** folder.
- ☐ Open the **documentation** folder.
- ☐ Create a new document called **lastname_design** where **lastname** should be replaced with your last name. You may use any of the following tools to create your document:
 - [Google Docs](#)
 - [Microsoft Word](#)
 - [Pages](#)

Part II: Identifying Your Product & Target Audience

Throughout the semester, you will design and build a website for your own original product or service idea using the skills you learn in this course. You are **NOT** creating a physical product in this course. Your focus is on building a product website that promotes, explains, or showcases your product or service idea.

Your idea can take one of the following forms:

- A service that your website presents and promotes.
- A simple web-based product or app built using HTML, CSS, and JavaScript.
- A prototype of a more complex web or mobile app, with mockups or placeholder features (like login pages) that demonstrate the concept but don't require advanced backend development.

The goal is to apply web design and development skills to create a compelling, user-centered site around your idea—not to build the full product or app itself.

1. Define Your Product

Answer the following questions in your document:

1. What problem does your product website solve or address?

Website for the business Hair Apparent

Walk-in barbershop often having trouble with organizing appointments

Website will include information about the shop and an option to make a hair appointment

2. What is your product idea? How does your website support this idea and help solve the problem?

The problem is that walk-ins are unorganized and often lead to customers no longer coming back because of the wait time.

To solve this, customers can make an appointment on the website or have an easy way to contact a barber to make an appointment over the phone.

3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)

Business website. The business is already created; it just needs a website to give customers information about the business.

4. What is your mission statement? Summarize what your product does, who it's for, and why it matters.

Mission is to provide customers with easy access to booking appointments and obtaining information about Hair Apparent Barbershop through a user-friendly website. It will aim to create a convenient, reliable, and modern experience that connects clients with our services quickly and efficiently.

A. Profile Of Target Audience

Answer the following questions in your document:

1. Who is the primary audience that your product is trying to reach? Include the following details about your target audience:

- Demographics

- What is the age range of your target audience?

All age ranges

- What is the gender distribution?

Mostly male (they are more experienced with male clients)

- Which country do your visitors live in?

The United States mostly, but occasionally get people from out of town

- Do they live in urban or rural areas?

Both urban and rural

- Socioeconomic Details

- What is the average income of visitors?

Income has a large range. Everyone can use the shop no matter income

- What level of education do they have?

- Education is not a factor

- What is their marital or family status?
Single or married
- What is their occupation?
Occupation does not matter
- How many hours do they work per week?
Hour is not a factor

○ Web Behavior

- How often do they use the web?
Depends on who they are but everyone can use the website
- What kind of device do they use to access the web?
Either phone or computer

2. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can create this chart manually or with AI tools like [ChatGPT](#).

Name	Sex	Age	Location	Occupation	Income	Web Use
_____	_____	__	_____	_____	_____	_____

| Marcus Lee | Male | 28 | Providence, RI | Graphic Designer | \ \$55,000 | Books appointments online, checks shop hours, prefers mobile browsing. |

| Jordan Smith | Female | 34 | Newport, RI | Nurse | \ \$72,000 | Uses website for quick scheduling, values reminders, browses evenings. |

| Anthony Cruz | Male | 22 | Kingston, RI | College Student | \ \$18,000 | Looks for student deals, reads reviews, primarily uses smartphone apps. |

3. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or with AI tools like [ChatGPT](#).

Reasons people would come to the site

1. To book or reschedule a haircut/appointment.
2. To check barbershop hours and availability.
3. To view pricing for services.
4. To learn about barbers and their specialties.
5. To find promotions, discounts, or student deals.
6. To get contact information or directions.
7. To read reviews or testimonials.
8. To sign up for reminders or notifications.

Tasks assigned to fictional visitors

- **Marcus Lee (28, Graphic Designer, Providence, RI)**
 - Task: Book a haircut online.
 - Task: Check shop hours before coming after work.
- **Jordan Smith (34, Nurse, Newport, RI)**
 - Task: Schedule an appointment quickly during a break.
 - Task: Sign up for text/email reminders so she doesn't forget.
- **Anthony Cruz (22, College Student, Kingston, RI)**
 - Task: Look for student discounts or promotions.
 - Task: Read reviews before booking his first cut at the shop.

Part III: Planning & Designing Your Product Website

Before you jump into building your site, it's essential to take a step back and plan with purpose. A beautiful website that doesn't meet its goals is a missed opportunity. Use this section to clarify your website's purpose, structure, and style so that your site is usable, accessible, and goal-driven.

A. Website Requirements

By addressing the questions below, you'll gain valuable insights into how to design a website that meets your goals and expectations.

1. Purpose & Goals

Answer the following questions in your document:

- What is the primary goal of your website (i.e., promote a service, sell a product, educate users, raise awareness, etc.)?

The primary goal of the Hair Apparent Barbershop website is to promote services and make it easy for customers to schedule appointments while providing essential shop information (hours, pricing, location, and promotions).

- What is the most important action you want users to take on your site (i.e., sign up, purchase, read articles, submit a form, etc.)?

The most important action we want users to take is to book an appointment online.

2. Content & Features

Answer the following questions in your document:

- What content and features are essential to help users achieve their goals? List critical pages and features (i.e., About, Contact Form, Product Gallery, FAQs, Reviews, etc.).

Homepage – Quick overview, call-to-action for booking.

About Us – Story of Hair Apparent, values, and team/barbers' profiles.

Services & Pricing – Clear list of cuts, shaves, styling, and costs.

Book Appointment – Easy scheduling system with available times.

Reviews/Testimonials – Customer experiences to build trust.

Gallery – Showcase of haircuts and shop atmosphere.

Promotions/Discounts – Highlight student deals or seasonal offers.

Contact Page – Phone, email, map, hours, and possibly a contact form.

FAQs – Address common questions (walk-ins, payments, cancellations).

- What will your homepage highlight? Think about the first impression and what visitors need to see right away.
Online appointment booking tool.

Mobile-friendly design.

Clear shop hours and location (Google Maps integration).

Reminder system (email/SMS).

Searchable or filterable service list.

3. Look & Feel

Answer the following questions in your document:

- Do you have examples of websites that inspire your design? List 1–2 examples and what you like about them (i.e., layout, colors, interactivity, etc.).

Floyd's 99 Barbershop (floydsbarbershop.com)

What I like: Bold imagery, clean navigation, and strong call-to-action buttons for booking. It feels modern yet approachable.

Rudy's Barbershop (rudysbarbershop.com)

What I like: Minimalist design with personality. The site highlights services upfront, uses authentic photos, and has an easy booking flow.

- How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.)?

The site should feel modern, professional, and approachable

- Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey?

Mood/Personality: Confident, stylish, and welcoming — showing that Hair Apparent is both professional and community-focused. (green is the main color)

B. Design & Prototyping

In this final section, you'll bring together your ideas and planning to shape the visual direction of your product website. You'll document your design choices and development strategy through diagrams, sketches, and visuals that guide your build process.

1. SDLC Approach & Timeline

In your answer document, outline how you plan to build your website using the SDLC. Your plan should include:

- The SDLC model you've chosen (Waterfall, Agile, Scrum, etc.).

Agile Model (iterative, flexible, user-focused).

This allows you to test features (like booking) early and refine based on feedback.

- A clear timeline of phases and milestones.

Planning (Week 1)

Define goals, target audience, and site requirements.

Collect inspiration and confirm design style guide (colors, fonts, imagery).

Design (Week 2)

Create wireframes for homepage and key pages (About, Services, Booking).

Develop a clickable prototype in Figma (or sketches if manual).

Get feedback from peers/instructor.

Development (Weeks 3–4)

Build site structure (HTML/CSS/JS or CMS like WordPress).

Implement appointment booking feature.

Add content (text, images, service details, pricing).

Testing (Week 5)

Test booking flow, mobile responsiveness, and navigation.

Fix bugs, improve loading speed, and polish visuals.

- A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).

You may create this manually or with AI tools ([ChatGPT](#), [Gantt Chart AI](#)).

Use free tools like [Pixlr X](#) to create your logo. You can check out a [video tutorial](#) or [written tutorial](#) on how to create a logo in Pixlr X.

3. Site Map

Create a site map that shows how your site will be structured and how users will navigate between pages. Your site map should:

- Illustrate the structure and grouping of your web pages.
- Clearly shows how users will navigate between the pages.
- Reflect any feedback you received from your peers during the lab.

You can create your site map manually on paper, using [draw.io](#) or with AI tools ([Slickplan](#), [Octopus.do](#)).



4. Wireframes

Design wireframes for your homepage and at least two other core pages. Your wireframes should:

- Clearly sketch where key information and interactive elements will be located. This must include placement of navigation bar and logo, and a layout of content across web pages.
- Focus on the homepage and at least two other pages.

- Reflect any feedback you received from your peers during the lab.

You can create your wireframes manually on paper, using draw.io or with AI tools ([Uizard](#), [Figma with AI plugins](#)).

[Logo] **[Nav Bar: Home | About | Services | Booking | Contact]**

[Hero Image: Barber shop interior or stylist at work]
[Headline: Hair Apparent]
[Call-to-Action Button: "Book Your Appointment"]

[About Section]
[Short text + small image]
[Button: "Learn More About Us"]

[Featured Services Section]
[Icons or images for Haircuts, Shaves, Coloring]
[Button: "View All Services"]

[Testimonial Section]
[Quote from satisfied customer]

[Footer]
[Address | Hours | Social Media Links | Newsletter Signup]

[Logo] [Nav Bar]

[Page Title: "**Our Services**"]

[Service List: grid or list layout]

- Haircuts [Image + short description + Price]

- Shaves [Image + short description + Price]

- Coloring [Image + short description + Price]

- Additional services...

[Call-to-Action Button: "Book Now"]

[Footer]

[Logo] [Nav Bar]

[Page Title: "**Book Your Appointment**"]

[Booking Form]

- Name [Text Field]

- Email [Text Field]

- Phone [Text Field]

- Service Selection [Dropdown]

- Stylist Selection [Optional Dropdown]

- Date & Time Picker

- Submit Button: "Confirm Appointment"

[Confirmation Message Section]

[Optional: Tips for arriving, cancellation policy]

[Footer]

5. Accessibility

In your answer document, explain how your product website will be made accessible from the start. Your plan should include:

- Specific features you will implement to support users with visual, hearing, motor and cognitive impairments.

High Contrast Text

Keyboard Navigation: All interactive elements (buttons, links, forms) will be operable via keyboard (Tab, Enter, and Space).

Screen Reader Support

Large Clickable Areas

- Tools you will use to audit your site for accessibility.

You may create this manually or with AI tools ([ChatGPT](#), [WAVE](#), [Google Lighthouse](#)).

Submission

When you're finished, complete the following steps to submit your work:

- ☐ Export your **lastname_design** document as a **PDF file AND save it inside** your **documentation** folder. Refer to the following for documentation on how to do this:
 - [Google Docs](#) (File → Download → PDF Document)
 - [Microsoft Word](#) (File → Save As / Export → PDF)
 - [Pages](#) (File → Export To → PDF)

- ☐ Export your **original logo**, **site map**, and **wireframes** as **image files** (.png or .jpg) and save them inside your **documentation** folder. Be sure each file is clearly named (i.e., **logo.png**, **site_map.jpg**, **homepage_wireframe.png**).
- ☐ Upload all your changes to GitHub.
 - ☐ **If you're using GitHub Desktop (GUI)**, complete the [Uploading Changes \(GitHub Desktop\) section](#) to upload your changes from your local device to GitHub.
 - ☐ **If you're using Git (CLI)**, complete the [Uploading Changes \(GitHub CLI\) section](#) to upload your changes from your local device to GitHub.

Paste the URL of your GitHub repository in the provided textbox in Brightspace. Click the blue *Submit* button to successfully submit your work for this assignment.

Grading Rubric

You can refer to the **Process & Design grading rubric** given in Brightspace for this assignment to find details on how your submission will be graded.