

Project 1 - SEG3125 - My First Website

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2. Your previous experience in JavaScript development, and what you did as tutorial videos/readings to acquire the necessary skills to do the current project:

Had nearly no experience in JavaScript, HTML or CSS. Had done some slight web development in high school but hadn't coded in these in a long time. I reviewed all past tutorials to gain as much valuable information as I could on these languages. Used W3schools a lot for this project to get ideas and to understand what I'm trying to accomplish and how to do so.

3. Business service type chosen:

I picked a barbershop website as I've frequented many before, there would be many websites to base mine off of / get ideas, and I like how it allows for a lot of flexibility as a coder and UX/UI designer.

4. Inspiration Sites:

<https://www.notyourfathersbarber.com/>

<https://www.hairfellas.com/>

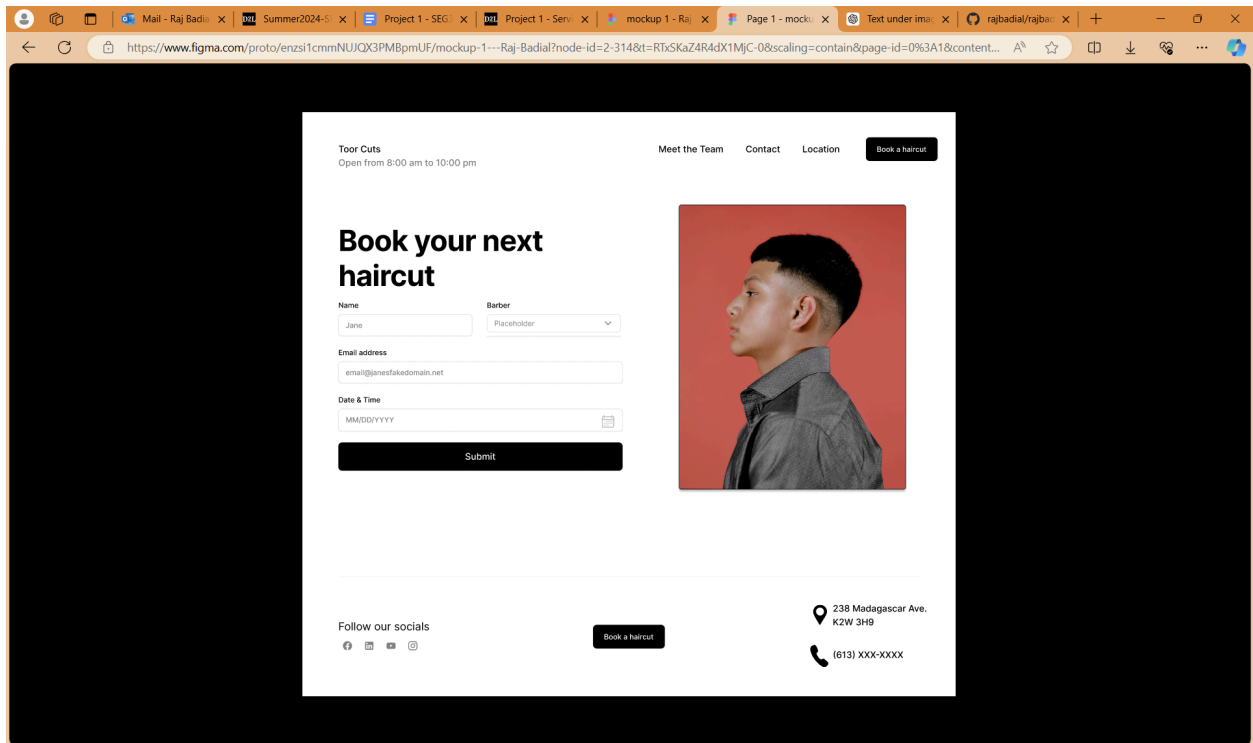
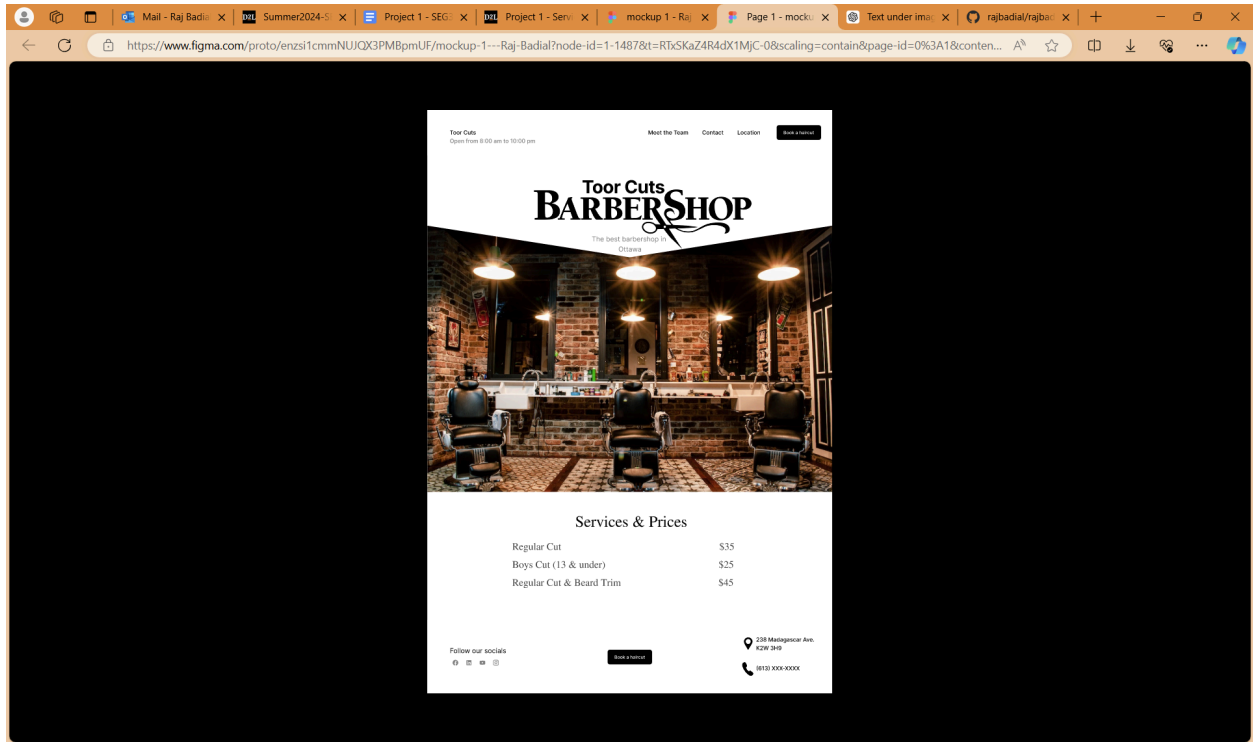
<https://peakybarbers.mydurable.com/>

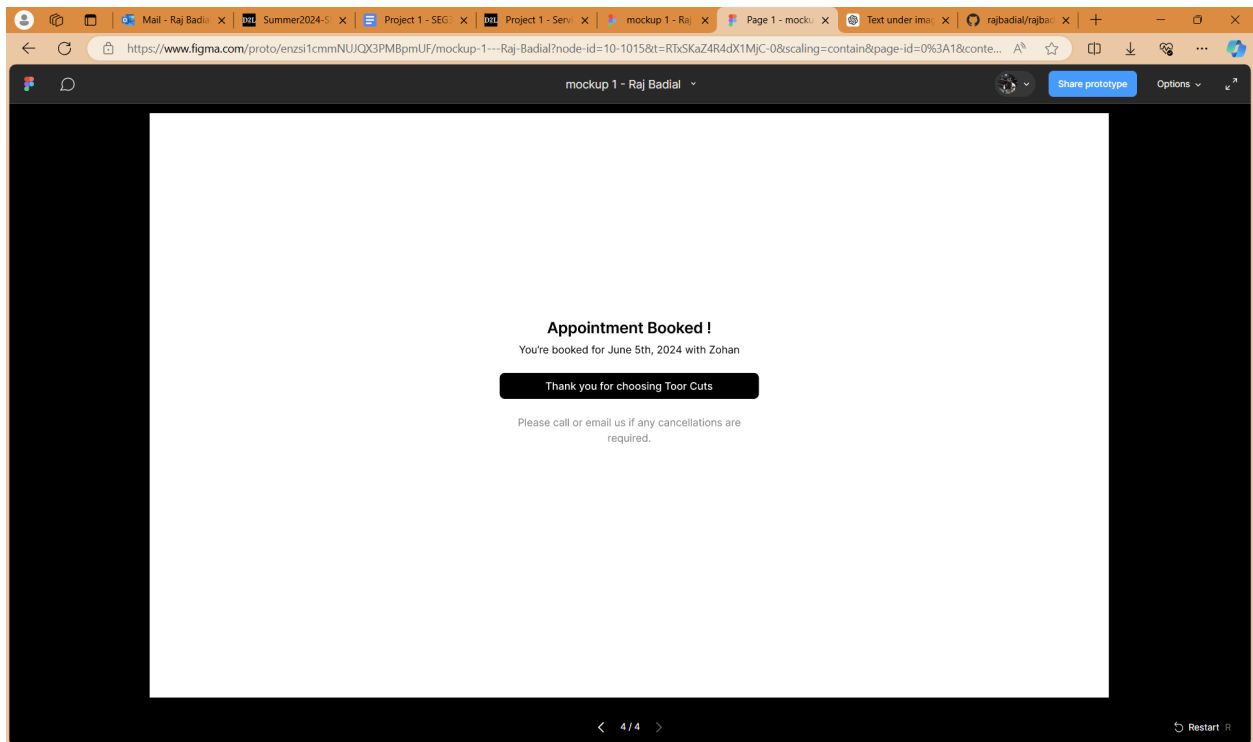
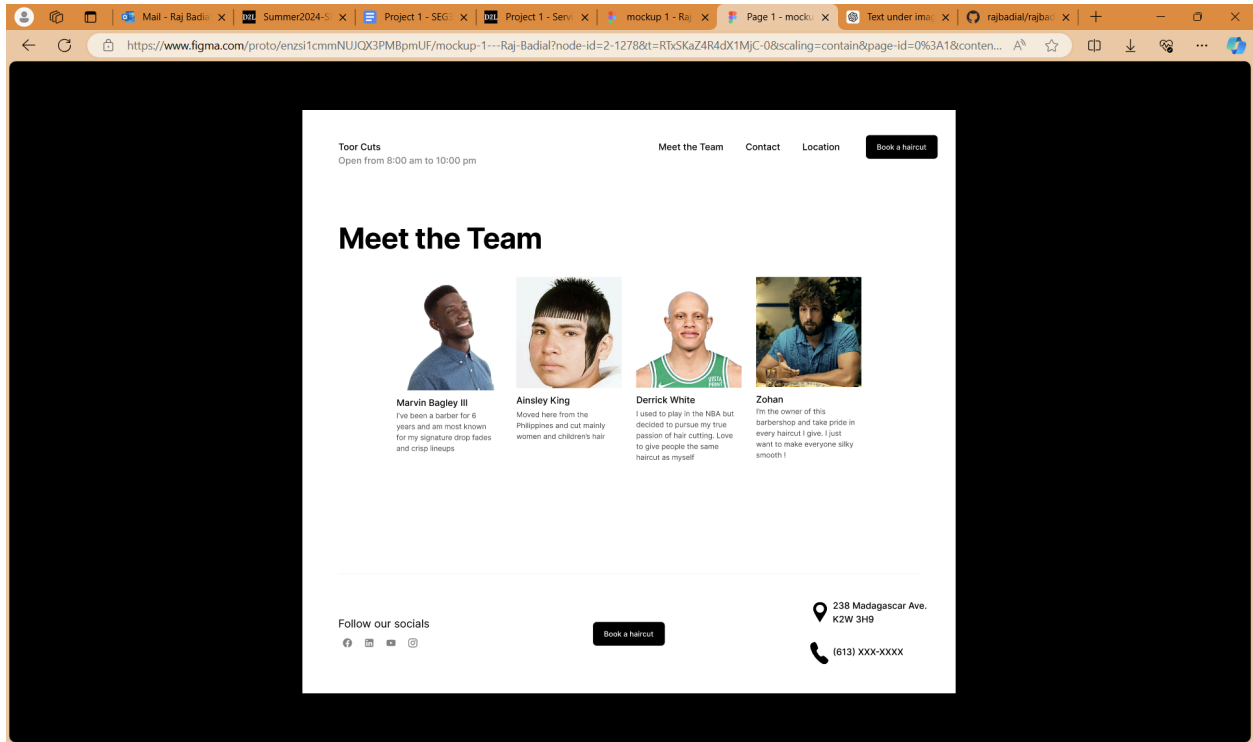
<https://www.thekingsbarbershop.ca/>

<https://khalilbarbershop.com/>

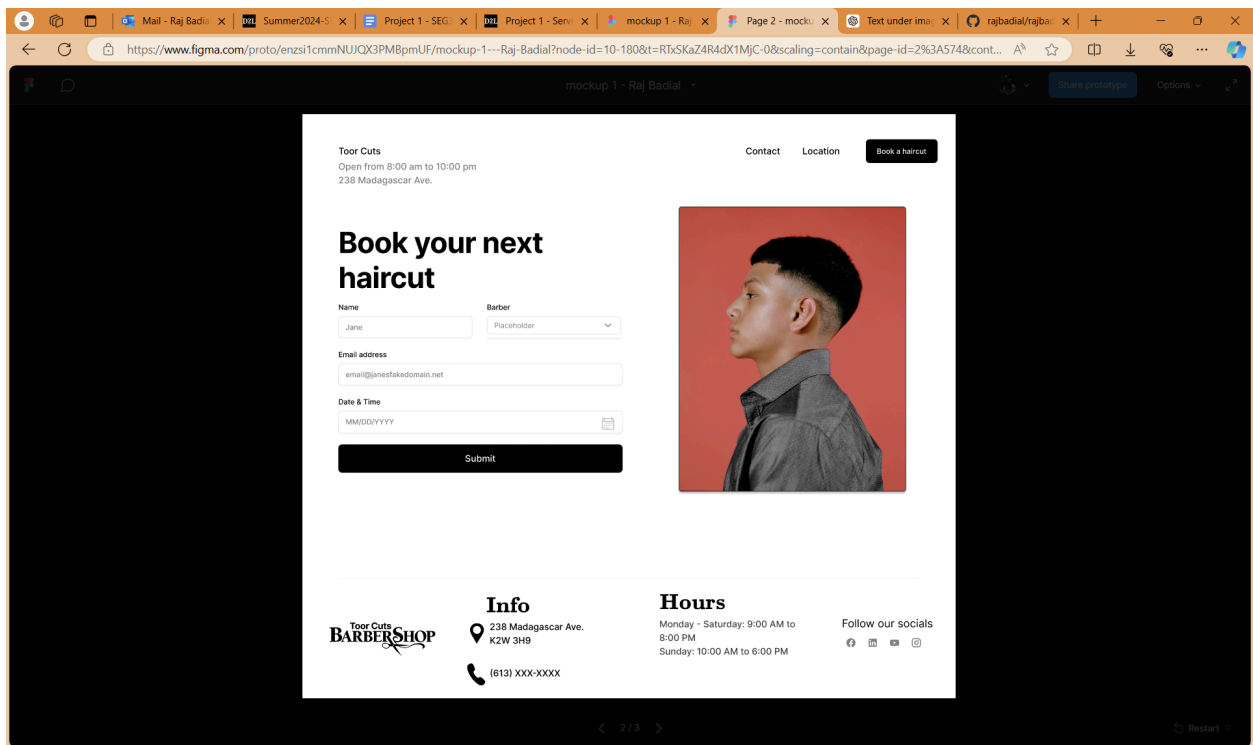
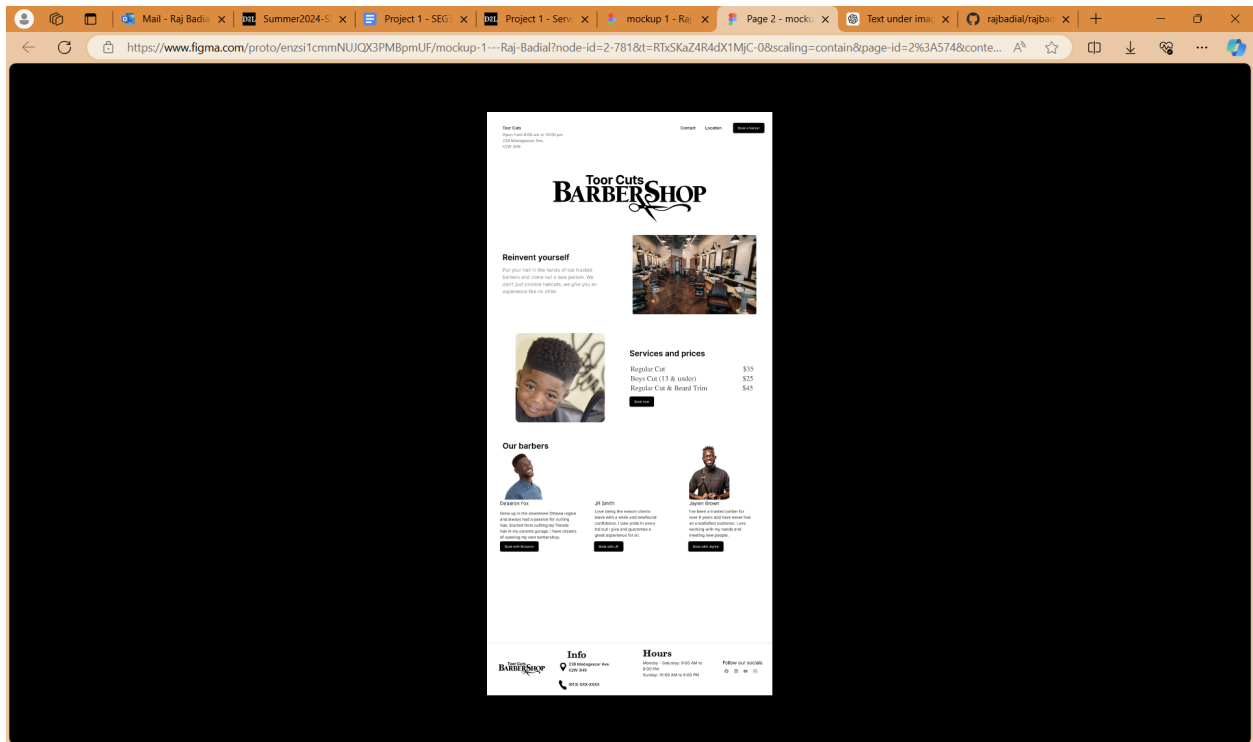
5. Original mockups:

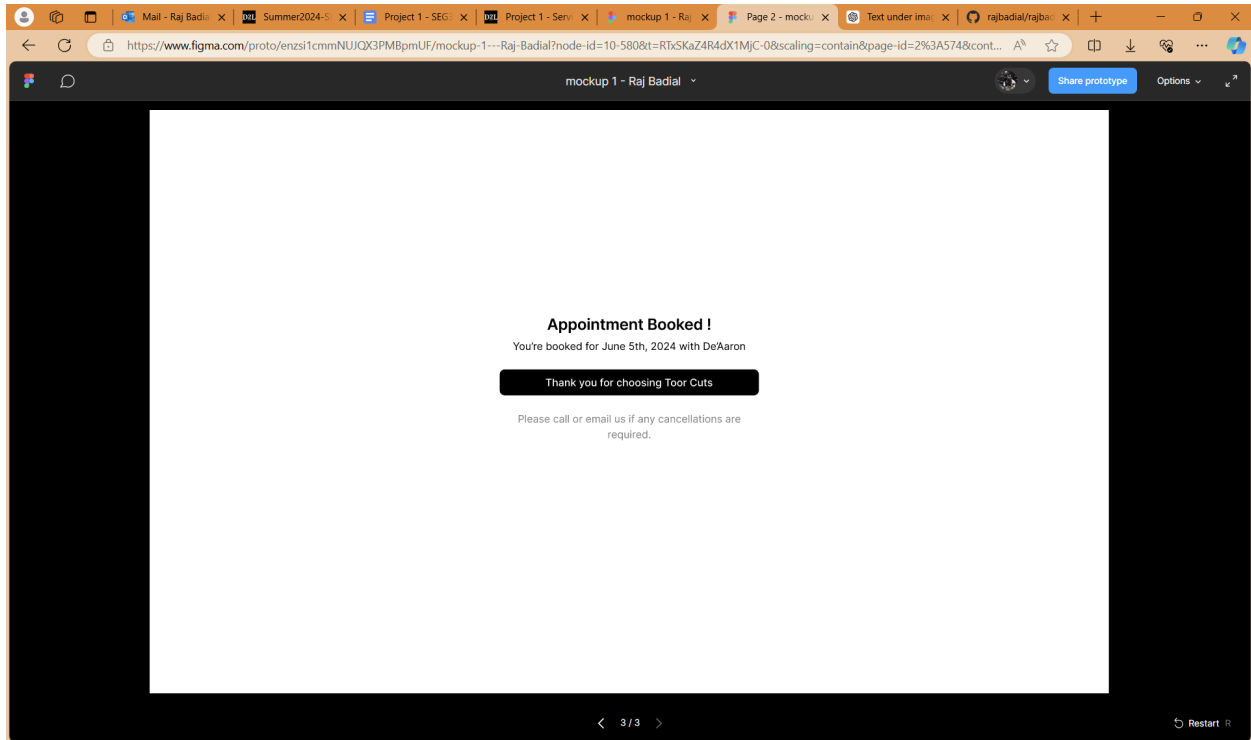
Mockup 1:





Mockup 2:





6. In relation to your mockups, a summary of at least 2 UI elements you kept, and at least 2 UI elements you changed, following the received comments at Step 2 of this project. Make sure to highlight from which version (A or B) those elements came from:

2 UI Elements I kept:

- The reviewers liked the flow of Version B more with how the information was displayed as well as,
- The team members being on the same page as the landing / home page also from Version B

2 UI Elements I changed:

- I made the appointment confirmation a modal instead of it's own page as that's much more common and practical (not found in either Versions, just something I realized afterwards)
- I'd made the navbar fixed in place as the user scrolls so they always have the option to use the navbar
- I'd also added a Log In feature to the site and, if I were to continue this project, I would add a reward system using this which was pointed out to me by one of the reviewers

7. A description of the two personas (with their goals) you chose to take into consideration in your UI, and why you chose those 2:

Persona 1:

Jamal is a fashion-conscious, young professional who values style and convenience. He uses mobile apps frequently to manage his lifestyle and appointments.

Unmet Goal: Jamal wishes for a loyalty program feature on the barber shop website, which could offer rewards or discounts based on frequent visits, as this functionality is not currently available, and it would enhance his user experience by making his frequent visits more rewarding.

Persona 2:

a. Persona name: Julian b. Intrinsic characteristics: Conscientious, Communicative, Analytical. c. Julian is comfortable with technology, such as online platforms, and uses them regularly for booking services and appointments. He values platforms that remember his preferences and past choices, offering a customized experience each time he books a service. He actively reviews and rates services, believing his feedback helps improve the service quality and assists others in making informed decisions. d. Julian wants to be able to view the reviews and ratings of each barber. In addition, he wants to be able to review and rate the barbers that cut his hair.

I'd chosen these two personas as these were the only two sent to me. They'd also brought up very good points and described valid concerns a user may have.

8. A link to your UI (on Github pages or other hosting site):

<https://rajbadial.github.io/>

9. A link to your Bootstrap code (on Github or other accessible development site):

[rajbadial/rajbadial.github.io: SEG3125 Project 1](https://rajbadial.github.io/SEG3125%20Project%201)

(should be public, if can't access please email me or comment and I'll try to resolve)

10. 4 elements from weeks 3 & 4 used:

- In week 3, we talked about how a lot of the time simplicity works best. Having too much going on is not appealing (like we saw in the grocery store sites). I tried to keep my website as simple as possible because of this
- We'd also talked about the importance of color schemes and I chose to stay with white and black as mine as it's easy to read, looks nice and clean, and gives the site a smooth feeling
- We discussed the usage of navbars in class and it seemed to work very well for my website (even though it doesn't look the best). It provided a very easy way to navigate the website and was able to convey messages very clearly without clumping up the site too much
- I'd chosen certain fonts in different areas to make sure the overall feel of the website was kept intact and gave a nice look to the user as some fonts seemed either too playful or more aggressive than what I wanted to achieve (Week 4)

11. Appendix of my reviews:

Name of company: NerveTech Repair Services

Effort (Version A): Could tell a decent amount of effort was put in. I really like the landing page, very attention-grabbing and easy to tell what your company does. Taking a mark away due to the booking pages not having much effort put into them

Effort (Version B): Booking pages could have some work but the last three pages look much better here in my opinion. Maybe consider using a different font for the Contact info on last page

Something I like (Version A): The landing page is much better in Version A in my opinion. Having not as many words on the first page makes it look a lot nicer. I really like the accolades page too (customer reviews)

Something I like (Version B): The experts page and more information page looks a lot better in this Version. The map also helps a ton for the user when considering where you're located

What could be improved (Version A): Booking pages could use some work, the "what can we do for you?" page also could be played around with a bit. Adding buttons and/or pictures for each one would look a lot better. For the landing page, maybe remove the More tab top right as it's not very descriptive

What could be improved (Version B): for the "Our Services" page, I'd consider changing the buttons (colour and form). maybe try adding something more similar to the landing page theme consistently through the website, would make it look a lot nicer

Persona I suggested:

a. James Brown

b.

1. Older man (80+)
2. Not good with technology
3. Uses an old desktop and has trouble explaining the issues he's having

c. ^ Bad with technology, has an old desktop

d. Would like to specify which expert he's meeting for his appointment

Name of company: CAN SWIM

Effort (Version A): Clearly put in a lot of effort, love how simple and easy-to-use the website is

Effort (Version B): Again, a good amount of effort put in, really like the subtle changes made which actually make a big difference to the usability of the website

Something I like (Version A): very simple to use, minimal amount of info which is what you'd want for a website like this. I like how the contact info is always present, makes it easy to call for any questions / issues

Something I like (Version B): I prefer the representation of the swim team as well as the services in this version. Having everything side-by-side makes it much easier to judge what would serve the user best

What could be improved (Version A): Can't think of much but one thing that could be done is maybe have "book now" buttons next to the services in the services menu. Also, the up arrow for the menu seems redundant / confusing to me but that could just be my perception.

What could be improved (Version B): Again, hard to find much to say, maybe similar to what I'd said beforehand with booking buttons next to the services. One thing that could be done is darkening the background when the confirmation message pops up - just makes it clearer as to what the focus is on

Persona I suggested:

A. Lia Thomas

B.

1. Young girl (12)
2. Beginner swimmer
3. Slightly scared of water

C. Tech-savvy enough to understand basic websites

D. Would like the option to book with a friend - having just an input field for maybe additional comments or if they'd like to write their friends' name. Maybe also have an option for a parent booking for their child (might not be necessary but something to consider)

Name of company: Canada Culinary

Effort (Version A): Clearly put in a lot of thought and effort into the design(s)

Effort (Version B): Clearly put in a lot of thought and effort into the design(s). Changed a few things as was asked as well as overall theme of the site

Something I like (Version A): Really like the landing page, cool idea displaying pictures of food such as you have. The colour theme works very well for the website you're creating.

Something I like (Version B): The "meet the chefs" page here looks great as well as the "Lessons" page. Really like the idea of it all being one page

What could be improved (Version A): this goes for both versions, but when displaying the chefs have their button be highlighted (since chef 1 is selected, have the button for chef 1 be a different colour to show they've been chosen). The fonts chosen are really cool and I see no issues here but when making the website make sure everything is easily legible.

What could be improved (Version B): I'm assuming this will be implemented but if you do make the website one whole page make it so the top banner is always visible to the user so they can flip through the sections with ease. I like the pink button for lessons but remember to keep them consistent ('request booking' button under 'book' section). It depends on how the images look alongside everything but I'm really unsure of which theme I prefer, I think they both look really good

Persona I suggested:

A. Auguste Gusteau

B.

1. Around 45 years of age
2. From France originally
3. Has 2 kids who he'd like to sign up

C. Knows how to use technology well enough to navigate the website

D. Would like to pay in advance on the website