Beauty Salon Website – Prismatic Allure

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# Previous JS Experience and Preparation

I only had minor experience with JavaScript and am more familiar with Java, the only experience I’ve had with JS is for the assignments and labs for this course. I prepared by going back to those assignments and by working through w3schools.org to find out how to implement the parts that I would be using in my website in HTML, CSS, JS and Bootstrap 5.

# Business Service Type

I chose a beauty salon; it originally was going to be just a hair salon or spa but I was unable to think up or find enough content that I decided to merge what I already had with other appearance related services.

# Inspirational Sites

1. <https://hairrepublic.ca/>
2. <https://nicepage.com/op/23509/beauty-salon-one-page-template>
3. Included because nested carousels weren’t supported by Bootstrap 5: <https://www.w3schools.com/w3css/w3css_slideshow.asp>
4. Links for images gotten from web:
   1. <https://www.freepik.com/free-photo/beautiul-woman-with-green-make-up-creative-color-nails_11600843.htm#query=beauty%20salon&position=4&from_view=keyword&track=ais>
   2. <https://www.byrdie.com/oil-slick-hair-5069828>
   3. <https://thesalonbusiness.com/hair-stylist-biographies/>
   4. <https://www.iconfinder.com/social-media-icons>
   5. <https://thearchstudio.co.in/interiors-retail/salon.html>
   6. <https://www.liveabout.com/hair-lengths-one-woman-which-suits-her-best-346949>
   7. <https://www.juviasplace.com/blogs/tribe-talk/3-professional-makeup-looks-in-under-15-minutes>
   8. <https://www.dsbarbershopmahogany.com/beard-trim-calgary-se/>
   9. <https://www.beautyimageusa.com/blog/step-by-step-for-facial-waxing/>
   10. <https://curage.ca/product/spa-manicure/>

# Mockups

Link to mockup: <https://github.com/vchhu/vchhu.github.io/blob/main/Beauty%20Salon.pdf>

Note: If mockup doesn’t display in GitHub, the pdf document is being submitted as well.

# UI Elements Kept and Changed

## Kept

* I kept the nested slideshow/carousel for the Services section though in a modified way since Bootstrap 5 did not support nested carousels. To get around that, found a CSS/JS method that I used for the outer/parent slideshow and then used the Bootstrap 5 carousel for the inner slideshow.
* I kept the fixed navbar and footer I had known my website must have since the mockup phase. They are both very convenient for navigation and additional content.

## Changed

* Most of my changes were in the Book an Appointment section due to me not knowing enough about Bootstrap 5 such to figure out how to implement the dropdown multiselect lists properly.
* I changed the first & last name input fields to a group input field as I thought it would be more better looking.
* There were no dropdowns for the Service input field and instead it was changed to several group of checkboxes.
* Employee selection field changed from dropdown to simple Bootstrap 5 multiselect
* Date & Time input fields were merged into one
* Removed Chosen Services textarea since it would be rather redundant with the checkbox system.
* Added cards to display employee information in Our Team section.

# Persona Feedbacks

The personas I took into consideration were those from Reviewer #1 & #3, the main reason I chose these two personas were because the goals were clear and I could figure out how to achieve them unlike the other two I had where the goals that weren’t being met were not quite clear or I had no idea how to achieve (in the colorblind persona’s case).

Reviewer 1 Persona: Taylor Dream

Goals:

1. See estimated price before booking
2. See appointment duration

Goal 1 met in original design/mockup, just needed implementation.

Goal 2 met when creating UI, added estimated durations for each service in Service section.

Review 3 Persona: Sharon

Notable: Looking for makeup artist for daughter’s wedding. (Wedding makeovers specifically, if briefly, mentioned in Service’s section)

Goal: Location (wants a map)

Goal partially met: added an image of a google map of the area, didn’t figure out how to add an actual google map widget.

# Links

To website UI hosted on GitHub pages: <https://vchhu.github.io/index.html>

To repository which has the code, documents and icons: <https://github.com/vchhu/vchhu.github.io/tree/main>

# UI Elements Presentation

Colors: Since background is mainly white and black, any other colors will pop and catch the user’s attention while simultaneously looking visually appealing. Similar thoughts with typography.

Organization: Idea is to easy the burden of locating items and information as much as possible while being visually appealing.

Nested Slideshow/Carousel (Services section): Used to trim down what would have been a block of information about the different services the salon provided into smaller, twice-organized, far more easily digestible packets of information which could be read only if interested and skipped otherwise.

Cards + blockquote (Our Team section): Divides and organizes content into a more visually appealing and digestible way. Blockquotes add a bit of a personal touch/warmth.

Fixed Navbar + Collapsible & Footer: Better and more easily accessible navigation which would be suitable for smaller screens as well thanks to the collapsible links. Gave the social media icons/links a good and constant area to be displayed whereas they would otherwise be somewhat out of sync with the rest of the page or hard to find if stuck to the bottom of the page instead of the screen.

Total Estimated Cost (Book an Appointment section): Very useful and important info that not many sites have, or at least as easily visible. Combined with the multiselect/checkboxes Services and a proper calculation function (not my shoddy half-done one that doesn’t work properly), will allow the website booking user’s (and any others viewing the website since they don’t need to book an appointment to see the estimated cost) the handy function of knowing how much they might be spending without having to calculate by themselves (eases burden).

# Feedback

## Feedback 1: uOttawa Animal Hospital

### Q1.

The layout you've designed is very nice, I especially like the organized aspect of the Contact Us page and the short but to the point Confirmation page. I like the idea of entering the website to a large welcome page with an image that instantly sets the mood/theme of the website. Its all mostly very clean and very well sectioned out with most, if not all, of the required info a pet owner looking for a vet would need.

### Q2.

It's only my opinion but maybe the Booking Confirmation Page should at least have the name of the pet the appointment is being booked for and or the user's name just in case they have multiple pets they want to book for. There is a chance they might forget who they booked for already and or when/which appointment. I'm also uncertain about how well the Services page and Book an Appointment page could translate to smaller screens like mobiles compared to your other pages.

### Q3.

Homepage for goal A, Services for goal C, Our Team page for D, Contact Us for Goal B, Book an Appointment for E & F, & Confirm booking for G. The homepage instantly welcomes you with a large welcome to the business, what its called and the gist of what it does through both a brief description and a large image (a picture is worth a thousand words). I'm not quite sold on the table and or how the services are sectioned but I do like the layout of the Our Team page as it quite nicely puts an appearance, name and brief About Them description together. The Contact Us page has all the related info all nicely organized and layed out. The booking page feels slightly cluttered(?) but does request (to my knowledge) all the required information for the user and business to make an appointment and the confirmation page is short but to the point and both do their job very well.

### Q4.

Name: Vivi Luzura

Owns a cat, travels a lot for work & is very busy, has a bit of difficulty reading and is impatient.

Mainly uses mobiles or small work tablets.

Doesn't need an appointment, her cat has already had a checkup, only needs to buy medicine for prescription. No such listed service or alternative, she is very busy, travels and so doesn't know the area and doesn't have much time to find a nearby pharmacy herself. Just needs an alternate address for after hours emergencies or a pharmacy.

## Feedback 2: Clippers & Co.

### Q1.

Although its not about the UI, this is very well organized and documented. I like the footer having the address and phone and the smaller links, though instead of having Terms & Services, maybe have a relatively large "Schedule Appointment" or "Book Now!" button? I also like the addition of the social media links and the consistent color scheme that fits with the general theme/vibe of your business, it gives a better idea of how the end product could look. The general layout and sectioning is well organized, clear, focused and emphasizes whatever the page content is. I feel that the minimalistic style you've chosen also works well with mobility as the lesser amount of content allows your pages to be better able to adapt to smaller screens much more easily while retaining readability.

### Q2.

I'm uncertain about the Booking page as the layout seems very lopsided and just off, especially the calendar and time section. Maybe if the layout of this page was moved around a bit so the calendar could be full sized and there could be less negative space inbetween everything. The search box could go and just be a dropdown like the one for selecting a barber which will allow more space for the calendar and available time slots selection. In fact, most of the mockups have a lot of negative space and while minimalistic would fit the theme/feel of your website, which is something you mentioned you wish for, there's a difference between minimalistic and empty. While the general layouts of your pages are fine for the most part, you could move around and adjust the sizes of the various elements to use up some of the empty space and increase readability, layout, focus, design, etc. I'm also a bit uncertain about your navigation. While all the main requirements are there, the links aren't all in the same place but divided between the nav bar and the footer. While its fine to emphasize/repeat links, grouping the website navigation area is very important, especially for links that direct to main pages like "Contact Us" or "Our Barbers". If spacing on the nav bar is an issue, that can be solved by adding a dropdown button/icon for all the links that don't fit on the bar.

### Q3.

Goal A: Easily accomplished, homepage, additional details on Contact Us page but link hard to see/find at first

Goal B: Partially easy, phone # & address on footer of every page but Contact Us page is relatively smaller and less visible, I didn't notice/realize it until a few look throughs.

Goal C: Easily accomplished, well organized "Our Services" page + prices for each categorized service

Goal D: Link hard to see at first, well organized page

Goal E, F & G:

### Q4.

Luke Randy

Unobservant, difficulty reading, parent

Family just moved and son wants to get a haircut, isn't used to/bad with technology

Noticed the booking confirmation notification when scheduling appointment but not reassured that the correct booking was confirmed. (Maybe add extra text saying email was sent with details about appointment or change it from notification to popup window with "Booking Confirmed: Name, Date, Time"?)

## Feedback 3: Smile Dental

### Q1.

Very clear, concise and striking. If the font is the same as mockup as in the final design, very well readable font and text size. Good layout and theme + color pallet fits & emphasizes/coordinates website. I love the footer, it very nicely keeps important info on the screen constantly while being apart of the web design instead of the usual bar I visualize it as most of the time. Maybe crop the image or add a same background color shape element so it fits/flows with the slanted footer better? I very much like the Booking Confirmation and how its layed out/designed. Maybe add the business icon/logo in the empty bottom right corner so it looks even more like an official notice/letter? :D

### Q2.

I'm unsure about how much necessary info could be added in the "Our Services" page, the content areas seem too small for something so important for this type of business. The layout is very clear and well done though some adjustments could be made to sizing(?). Maybe play around with the sizes of the various page elements, especially the Services page since to me right now it seems a bit too small and cluttered. Maybe add in some indication of which part of the website the user is in on the nav bar to make the links easier to differentiate.

### Q3.

Goal A & B: First page/homepage + footer, striking and easy to find and see

Goal C: Feels slightly small and cluttered, maybe adjust layout to have categories and subcategories or elongate page so there's more room for info?

Goal D: Nice layout, include Name, Necessary Info about Specialty and Image (maybe same/similar layout for Services?)

Goal E & F: All general details included, though is there enough info aquired to book a dentist appointment/medical procedure. Missing Service selection though inputting it through the text box is possible and mentioned.

Goal G: Very polite and customer friendly, side steps adding the details of the booking by saying they're in sent email. Nice job! I really like it.

### Q4.

Lulu Rosaria

Anxious/nervous, Introverted, Cautious

She found the business while searching for the web and it was one of the few clinics with good reviews that was nearby. She has an emergency and is very worried and anxious. She had sharp aches in her tooth that have now dulled slightly into a constant ache after some of the tooth had chipped off. She isn't very knowledgeable about the field and not sure what kind of service she needs and doesn't know if the dentist is getting the right info or something irrelevant or misleading to what the actual problem is.

## Feedback 4: Light Switch Creative

### Q1.

I love the design, it's very visually appealing and the web browser-esq appearance of it makes it feel rather intuitive and familiar. I love the visuals, layout, design, storyboard, etc., especially the Time and Date booking page and how the pages flow/transition/link to each other. The icons combined with the minimalistic style convey quite a lot of info while keeping the pages clear, readable, uncluttered and visually appealing.

### Q2.

I'm not sure how intuitive the icon links are, maybe add a hover option/attribute which emphasized the link in some way when hovered over with a mouse? Or add a brief description that cuts off with a "... See More" type of link? Basically increase the intuitiveness a bit more like how it's obvious the "Learn More" on the Landing Page is a button/link. You can also afford to use up more space than you did, either by increasing the size of the elements or adding a bit more details to the content (except Mockup 8, very well done there, love the design and layout).

### Q3.

The majority of the goals are met with the required content organized into sections and well layed out on several webpages with several organized links that neatly redirect the user to the various sections of the webpage with their respective content.

Regarding Goal E: There isn't an option to select a service, I'm assuming that there is one main expert for each service that can be chosen and that is the substitute alongside the optional comments section. Though from what I can tell, only one expert can be selected at a time for a booking which doesn't seem to help should the user want/need a consultation on multiple services offered in a single booking. Possibly meaning multiple bookings would have to be made.

Goal G: A small event notification that pops up when all required info is inputted and the Confirm button is pressed. Doesn't seem to provide much info beyond that (no mention of email sent with details) which may be an issue if a mistake was made during booking or for the above-mentioned scenario.

### Q4.

Raven Ulyssesus

Likes examples/proof of concept, Manager in a Company, Stern

An employee tasked with getting Consultation on/Sourcing out job for Video Production about a product from the company they work at. They are interested in the business Light Switch but want to see their portfolio/examples of how well the business can complete their jobs before deciding whether or not to book a consultation with the company.