**Sophisticated Image**

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Introduction

Welcome to Sophisticated Image introduction! Sophisticated Image is a startup and soon to be profit organization. SI is a personal website, that I designed for my future business. A salon business which promotes beauty products and tips. My website was designed to help individuals access products and services of all types. Such as pedicures and manicures, cuts, colors, and make up are a few examples. SI is open to the public of all race, ages, and gender. Having SI as a website can help clients get in touch with the best stylists in Arkansas. We offer the best nail techs, the best make-up artists, and the best hairdressers there is in the state of Arkansas. For general information check out our website at <https://web-projects.net/wysims/> or email us.

Analysis

SI team understand the wellbeing of our clients and we want to make sure that they are getting the best possible treatment there is. We also understand our competition and the number of scammers that lurk behind unfamiliar places. Our plan is to make sure everyone is aware that their information is safe. Our team will monitor daily security to protect sensitive information such identity theft and hackers. Every four to six weeks system will be updated for better installation. Customers are freely able to access the system anytime and anywhere. Try booking your appointment on your mobile device while waiting at your doctor’s appointment. Users can share web link through email to friends and family members. There are numerous of ways to communicate with us.

The current state of society is that customers are busy, and this makes it hard to handle business. A mother of three may have a full-time job and go home to a busy household. What I wanted to do for users is to make it very easy to pamper themselves with one click away. Currently, we are living in a technology world and our company must make sure we keep up with it. We offer many ways to make a current state useful. For example, college students can schedule same day appointments through social media.

For future state SI plan on updating and staying in the loop and trend. We want to make sure that we stay in the loop of technology and the latest fashion. For future SI will use hashtags as a way of easy access to our site and to any links. All social media platforms will be connected to our site. We won’t miss a beat.

Design and Development

Sophisticated Image was design on a site called WordPress. My logo was personally designed 4 years ago. All photos on the website as of now are photos off the internet. None of the hair models are styled by SI team. Project purposes only. I decided to go with a templet to save time and I’m not as experienced in building a site from scathed as I’d like to be. The only hardware I needed was a laptop, but of course a computer and an iPad would be helpful. Building this system with a cellphone wouldn’t be recommended.

Software

WordPress is a free or monthly fee software that allows users to create an email account, or a website, etc. Phlox was chosen as my templet software to create the foundation and layout for my site. My plugins were add-ons used by Elementor to give the site access a better range of extra designs. I also added WooCommerce to my website as a shopping cart. This software allows the user access to purchase products from the website. As for the security software I chose Jetpack. This software allows Jetpack to scan alert for malicious files. The last software that I used was GitHub. All software is uploaded to GitHub as another way of accessing my site.

Data

While working on my site, I noticed that my site started to upload very slowly. This issue became very frustrating to me, while this maybe upsetting to me; just imagine the customers who browse the site. It took a while to figure out the cause. Updating the site and all the plugins helped resolve that situation. Enabling automatic updates on all my plugins and deleting plugins that aren’t necessarily being use can help the speed of the site to flow constantly.

Project Plan

For the remainder of the semester the plan is the focus on completing my final capstone II paper and make corrections throughout my website. As you can see, I have a planner to keep me on track. So far, everything is going according to plan. The shopping cart was the only thing that held up my progress, but once I figured out how to add a shopping cart to my already exiting site, I was good to go. Below is my Gantt Diagram of my scheduling.

Graphical user interface, text, application, email

Description automatically generated

Graphical user interface, application, table, Excel

Description automatically generated

Design & Development Work Performed

All users can access SI website easily by searching the web. The coding allows the site to be viewed on mobile and on an iPad. Once the users have access to the page, they are freely able to use any tab to navigate to different locations.

Application’s Interface

Graphical user interface

Description automatically generated

Every tab has a linking code that can be linked to a word or a picture. If the user decides to click on a picture the user will be navigated to the blog and staff section where the user will be able to view pictures and read the bio of the team member.Graphical user interface, text, website

Description automatically generated

The user can view our team performance, if the user is pleased with our work the user can contact us to book an appointment. All appointments will be notified to us through email or by phone. Don’t worry about privacy, all contact and important information are secured through protection. Emails are shared among SI email.

Graphical user interface, application, Teams

Description automatically generated

The site gives the user GPS direction to our location. Every part of the site is very easy to use and navigate. The site is so easy to navigate a 1st grader can find herself around the website.

Graphical user interface, map

Description automatically generated

All services are located on the site as well. Users can view the prices of every service. This gives the user an idea on what we can perform and a general idea of the prices. Graphical user interface

Description automatically generated

All shopping items are in the shopping area. Users have the option to pick from as far as wigs, bundles, and hair care products.

A collage of a person

Description automatically generated with medium confidence

Graphical user interface, text

Description automatically generated with medium confidence

All the links and buttons make the website easy to use. The goal was to make the site as fun and simple as possible. Navigating helps the user from getting frustrated. One click will help direct the user to what they are looking for in less than a second.

SI website wasn’t built from scratch, templets were used and some html coding. Some malfunction did take place. As you can see the email part of my coding isn’t working. Which will prevent customers from being able to email us.

Graphical user interface, text, application, email

Description automatically generated

IT Infrastructure

To make all this happen it only took my laptop to create my site. WordPress was the site I chose to create my SI website. For the internet requirement, Mr. Wallace created my username and password to help get me started. The template I chose for my foundation was Phlox Theme Version 2.9.3. Another software I used was Jetpack for my security purposes.Graphical user interface

Description automatically generated with medium confidence

In order to test my site. I went to SI site as a user and briefly browsed around to each page. I tested out both video links, shopping cart and appointment link. That was the only way I was able to test out all areas of the website.

Professional Responsibilities

The only ethical guidelines that I followed wasn’t necessarily guidelines containing to my site. Every guideline and HIPPA has to do with the logo and the license of each worker that will perform work on each customer. For example, Arkansas State Board of Barbering requires that every tech pass the state board and have a license to work in a salon, if not both the salon and the worker will be fined and can be sued. My logo is legal and trademark. I’m able to sale merchandise without being sued. So, I guess you can say I used **Be honest and trustworthy** from the ethic code of conduct. Every user should understand that every staff member as well as IT staff is very well qualified. Code of ethics was very helpful in explaining ethical dos and don’ts and I believe this can definitely help me and my future business in the long run.

Teamwork

Unfortunately, I didn’t have a team to work with. Every aspect of this project was done by me. Any problems I encountered I made sure I emailed my professors for help. Thomas Wallace also was another professor I reached out to, to help set up my WordPress site. Other than that, I did pretty much everything on my own. I put in at least 8 to 10 hours a week if I couldn’t resolve conflicts I either googled or contacted my professors. All deadlines that were put in place were met.

Support and Integration

My site is fully completed, if I were to hand over my site to let say my daughter, she’ll need to have complete access to everything. She’d be given the username, password, and the site URL. WordPress has its own help and tool links. Nothing difficult, just adding photos and updating any information that may need to be updated

Summary / Conclusions / Lessons Learned

This overall experience was exactly what I needed. I was nervous at first because I didn’t know what to expect. I thought to myself there is no way I can build a website, but I did with the help of my instructors. Even though I didn’t create a site from scratch its ok. Either way I’m happy with my work and dedications I put towards my project. I didn’t want to build something I would never use, but a site I could use towards my future, and I succeeded. I plan to continue to work on different projects outside of school. That way I won’t lose what I have learned. The goal is to get better.

Appendices

A total of 250 to 350 hours I believe was dedicated to this project. Majority of those hours went towards the project between the hours of 10pm and 4am.

References

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“GitHub,” <https://github.com/>

“WordPress,” <https://web-projects.net/wysims>

“Google,” makeup photography image

“Google,” nail work photography image

“Google,” hairstyles photography image