

Blended Styles Barbershop Website

Introduction

This website is intended to be the main landing page for all customers of the local Hayward, CA barbershop named “Blended Styles”. The benefits of having a landing page for the barbershop include: (1) attracting a new customer-base via google and yelp, (2) allowing customers an easy method to book appointments, (3) giving clients a place to view pricing and high quality images of the work of the very talented barbers.

Expected List of Features

- Menu (pricing list)
- Haircut Highlights (gallery of the best cuts from the shop)
- Online product shop
- Booking page
- Barbers page (contact / about page for all barbers at the shop - will include hours for each barber and personal contact info for house calls)
- Blog / Article about hair care for african-american men
- Footer for all pages to include location and hours of the shop
- Options to follow the shop on other social sites

Market Survey

- <https://mgxbarbers.com/>
 - Good, local website that accomplishes a lot of the same features, but lacks a lot of good high quality images from the barbershop of the inside and the haircuts
- <https://peoplesbarber.com/>
 - Beautifully designed site with very high quality images. Only issue is the booking is redirected to occur somewhere else. It should be done on the main website.
- <https://www.charlesbladesbarberspa.com/>
 - Nice design, but the video background is a bit much. Booking is also handled off-site which is an issue. Also, the Reviews page here is blank.
- <https://www.slickanddapper.com/>
 - Very responsive site with mediocre design. Single page site and a long cluttered mess. Take notes to not design it like this.
- <https://www.sanfranciscobarber.com/>
 - This site is beautiful and almost identical to what I would like to achieve.

References

- <https://unionclubtacoma.com/>
- <https://www.freecodecamp.org/news/learn-bootstrap-4-in-30-minute-by-building-a-landing-page-website-guide-for-beginners-f64e03833f33/>
- <https://getbootstrap.com/docs/4.5/getting-started/introduction/>