

PROJECT DESCRIPTION: WEBP

INTRODUCTION

For my Project Exam in semester 2 I wish to work with Grace Hanna in Lash and Brow Studio in Port Kembla, Australia. This client is interested in setting up a website for her studio.

Name

Grace Hanna, Lash and Brow Studio

Business/Concept

Lash and Brow Studio specialises in semi permanent eyelash extensions, henna brow tattoo, and permanent (microblading) tattoo using PHI brow method. Basically Hanna is a stylist focusing on lashes and brows. Today it is a one-person business in Australia, but Hanna will be looking to hire more staff in the future.

Profile

Hanna wishes to be portrayed as an eyelash extension/brow tattoo expert, working in an exclusive boutique style studio. Her home studio is located in the beautiful beach side suburb of Port Kembla in New South Wales. The techniques she models ensure a beautiful set of lash extensions with no damage to the natural lashes.

Hanna was recently trained by world renowned and famous lash artist Joy Crossingham (an internationally awarded master lash stylist) from Brisbane Lashes, and she will in the beginning of February be certified in permanent makeup (brow microblading).

Vision

Hanna wants to keep portraying her skills and assure future clients this is the best place in the area for lashes and brows. In addition to this, she will undertake further training and make sure she is indeed one of the best experts in her area.

Target Group

The target group for the studio (and thus the expected visitors on the website) are women aged between 18-50. These women will most likely be quite interested in their personal look and appearance; whether they wish to go to the studio to not having to spend so much time in front of the mirror every morning, or just want some professional styling. Lash and Brow Studio is also the perfect go-to place before an important event, such as a wedding or a graduation.

The Website

The purpose of the website is to let her clients book appointments, buy products (aftercare), get information about her work and the business, and get in contact with Hanna. Photos will be displayed to show off the work – and quality photos of eyelashes and brows should be on the home page to quickly let people see what the business is about.

Hanna is currently gathering the information she wants on her website, but pages of the website would include:

Home/index – With e.g. a slideshow of brows and lashes

About – This page might have information about lashes, brows and Grace Hanna/the business, or it might be split into a few pages depending on how much text and number

of photos she will want to display
Photos – The work
Booking/Contact
Shop - Aftercare products
(Staff)

The features on the website will be photos and videos, ordering options (shop), contact form, booking form, and most likely a social media widget(s).

Hanna doesn't think she would have to update the website very regularly (only after completing further training, hiring additional staff, etc.), but I think a WordPress site would be a good solution for her so it would be easy for her to update. This way it will also be easier for her to add photos more often – although we will also probably add a Twitter/Facebook widget or something which would update as she posts on social media.

Problems to Resolve

I need to design a website that will portray the business the way Hanna wants (coming across as the “best” option in the area, being classy and appealing to women), and it should be easy to navigate. It needs to be responsive, since some of her clients might want to e.g. book an appointment from their phone, etc.

I will have to find the best solutions to display and sell the products, and will need to discuss with Hanna how exactly she wants to do the booking (whether the clients send in a request for any given time, or if they can see when an appointment is available in a calendar or something).

The website should be appealing to the target audience; see below.

Design

Hanna wants a neutral and classy design. Her business doesn't have a design manual, which means we have some freedom when designing this website. However, she does have a logo which would be an important factor to consider. This logo is rather minimalistic and in black only, which allows for more design options in terms of colours on the website: since they won't clash with the one's used in the logo.



The photo to the right is from Hanna's studio, and I believe sampling a few colours from this would be a great way to make the design integrate well with the business as well as speaking to her target audience. It is also neutral yet kind of classy, which is what she wants.

These colours make for an atmospheric and calm look, and this could make her clients think they will have a good experience if they book an appointment. In doing this, the clients will also have an idea of what to expect from the home studio by looking at her website.

Why did I choose this client?

I decided to go with this client because she seems very serious in regards to what she does: it is very obvious that she puts a lot of time and effort into her business and that she is ready to take the next steps to promote it. As she herself put it, she doesn't at the moment have funds for hiring a web designer, and I would love helping someone in that position since I'm not asking to be paid for this job. Hanna has also already purchased a domain name, meaning she does want a serious website up and running.

I think it would be nice to support her with her business.

Date of Completion/Submission

My plan is to finish and submit my project the 24th of February, after having worked on it for five weeks straight, and putting 200 hours in. This is perfect for the business as well, since Hanna will be certified in permanent makeup in the beginning of this month.

CONCLUSION

In spending five weeks on this project, I wish to design a website for Grace Hanna in Lash and Brow Studio, Australia. The design will be neutral and classy, and should speak to women. It will consist of strong imagery, and a responsive design that will make it easy to buy products, book appointments, find information, and get in contact even when on the move.

Day	Date	Time	Hour(s)	Responsible	Activity	Details	Deadline
Monday	23/01/17	09.00-17.00	8	Monika	Research	Watch tutorials on web design	
Tuesday	24/01/17	09.00-17.00	8	Monika	Planning the Site Structure	Talk to client to have the pages ready, and make sure all content is in place. Set up Sitemap	
Wednesday	25/01/17	09.00-17.00	8	Monika	Idea Development	Find inspiration from other websites etc., Sketches	
Thursday	26/01/17	09.00-17.00	8	Monika	Idea Development	Sketches	Finish analogous sketching
Friday	27/01/17	09.00-17.00	8	Monika	Idea Development	Digitize sketches, set up wireframe	
Saturday			-				
Sunday			-				
Monday	30/01/17	09.00-17.00	8	Monika	Wireframe	Continue work on wireframe	
Tuesday	31/01/17	09.00-17.00	8	Monika	Wireframe	Finish wireframe, talk to client	Finish wireframe
Wednesday	01/02/17	09.00-17.00	8	Monika	Research	Watch tutorials related to the elements on the website	
Thursday	02/02/17	09.00-17.00	8	Monika	Research	CSS/JavaScript codes etc. for the different elements (e.g. contact form and shop) that will be used on the website	
Friday	03/02/17	09.00-17.00	8	Monika	Research	Find the best codes for the site	Finish research
Saturday			-				
Sunday			-				

Day	Date	Time	Hour(s)	Responsible	Activity	Details	Deadline
Monday	06/02/17	09.00-17.00	8	Monika	Coding the website	Using DreamWeaver	
Tuesday	07/02/17	09.00-17.00	8	Monika	Coding the website		
Wednesday	08/02/17	09.00-17.00	8	Monika	Coding the website		
Thursday	09/02/17	09.00-17.00	8	Monika	Coding the website		
Friday	10/02/17	09.00-17.00	8	Monika	Coding the website		
Saturday			-				
Sunday			-				
Monday	13/02/17	09.00-17.00	8	Monika	Coding the website		
Tuesday	14/02/17	09.00-17.00	8	Monika	Coding the website	Do the last finishes of the coding, talk to client	Finish coding
Wednesday	15/02/17	09.00-17.00	8	Monika	Check the website online	Make sure the responsive design is working as it should, as well as all other features etc.	
Thursday	16/02/17	09.00-17.00	8	Monika	Check the website online		
Friday	17/02/17	09.00-17.00	8	Monika	Final checks	Check that everything is as it was planned to be, and working	Finish website
Saturday			-				
Sunday			-				
Monday	20/02/17	09.00-17.00	8	Monika	Upload website to host		
Tuesday	21/02/17	09.00-17.00	8	Monika	Hosting service checks, Report	Check that the website is running well. Start writing the report (make notes throughout the whole period)	

Day	Date	Time	Hour(s)	Responsible	Activity	Details	Deadline
Wednesday	22/02/17	09.00-17.00	8	Monika	Report	Write report	
Thursday	23/02/17	09.00-17.00	8	Monika	Report	Finish report	Finish report
Friday	24/02/17	09.00-17.00	8	Monika	Final check, submit assignment	Make sure everything is working as it should, and is ready for submitting	Submit WEBP
Saturday			-				
Sunday			-				

Total number of hours: 200