

# PROJECT EXAM:

# LASH & BROW BY GRACE WEBSITE

## INTRODUCTION

For my Project Exam I have designed a website for Grace Hanna in Lash and Brow by Grace, Australia. This five week period has included project management and development, dealing with a client, developing interactive graphic design, working on a low budget, and conceptual development. Finally it has resulted in a responsive website on which the studio's clients can buy products, book appointments, find information, and get in contact.

### **Interpretation of Task**

I understood this assignment as having to develop a website for a real company approved by the school. The scope of the project was in great deal up to myself and the client's wishes, but I quickly decided I wanted to work with a client wanting a few pages with several features. This would not only give me more to work on for the assignment, but also help me get more personal experience in working on a larger project. This would obviously challenge me in a greater deal than what a website with less content would.

If I were to decide to do other work for this client (logo, style guide etc.) this would not be neither mandatory nor be evaluated, but could of course help improve the design and look of the website in general, as for example a logo will give the site more of an identity.

### **Concept and Target Group**

The concept of the project was to develop the website for a Lash and Brow studio in Australia. This studio specialises in semi permanent eyelash extensions, henna brow tattoo, and permanent tattoo using PHI brow method. The studio's target group are women aged between 18-50, and thus the website would need to be appealing to this group.

Hanna wants to keep portraying her skills and assure future clients this is the best place in the area for lashes and brows. It was thus important to keep the website easy to navigate, informative, visually appealing, and responsive.

### **Message/Achieved Action**

What we wanted to communicate through this website was the studio and its services; Hanna wanting to come across as the best option for lash and brow services in her area.

Website URL - <http://lashandbrow.monikarh.com>

Layout/Design - Hanna was clear on wanting a minimalistic, neutral yet classy look and feel to reflect her business and services. Both the layout and design we have come up with should emphasize this. The header and footer are consistent over all pages (with the exception of a slideshow rather than a featured image on the Home page), and a hamburger menu appears when the website is accessed on a tablet or a mobile phone.

Colours - We have only used black and white, as well as a couple hues of a teal colour. This is a choice made based on the logo and Hanna's preferences, as well as making sure the focus is more on the photos to showcase the studio's work and services.

Typography - We have used the two sans serif web fonts Bulo (headings) and Raleway (body copy). These fonts are both explained more thoroughly under "Design Choices".

Elements/Features - Our plugins and widgets include Facebook and Instagram feeds, slideshows and photo grids, an online shop, a booking form, contact form, and an interactive map.



## RESEARCH AND WORK PROCESS

I have looked at other websites (studio and beauty salon websites in particular) for inspiration for this assignment, as well as using Lynda.com and online forums to aid me. The work process has also included a considerable amount of time communicating with my client to make sure the website would meet her needs and preferences from the very beginning. Some of the process has been *uploaded on my blog*, but will also be explained more thoroughly throughout this report.

### Research and Analysis

**Defining Target Group and Design** - Since a very important part of designing is to communicate a message to a defined target audience, I have had this in mind throughout the whole project. As the target group for the studio are women aged between 18-50, we have tried to develop a website that is classy and appealing to women. Hanna said from the start that she wanted a neutral, classy, and elegant design which will help the website speak to the target group.

The studio's clients are women quite interested in their personal look, and even though not all the services are too pricey, they are likely to have an income and education that allows them to spend some money on their appearance. The studio might be their go-to place to not have to spend so much time in front of the mirror every morning, to get some professional styling, or to get ready for an important event such as a graduation. I got in contact with Hanna through the University of Wollongong, and having been a student there myself, I know the students in Australia make a great deal out of the graduation with a quite formal celebration.

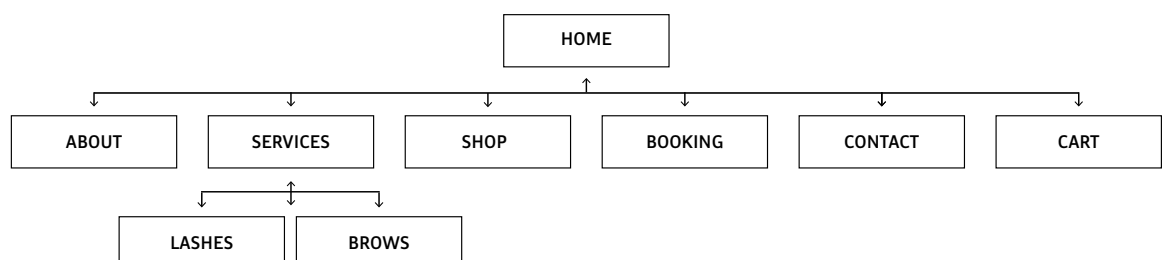
In addition to creating a design that appeals to the target group, we had to remember that the website needs to be responsive since some of her clients might want to e.g. book an appointment from their phone. I also had to find good solutions to display and sell the products.

**Briefing Form** - Before I began working on the project, I asked Hanna to fill out my *briefing form of 10 questions*. In addition to information about the studio and design preferences, some of the information I got from this was that we needed a booking form for appointment bookings, a small shop for a few products, provide information, have a contact form to easily get in touch with the studio, and featuring photos.

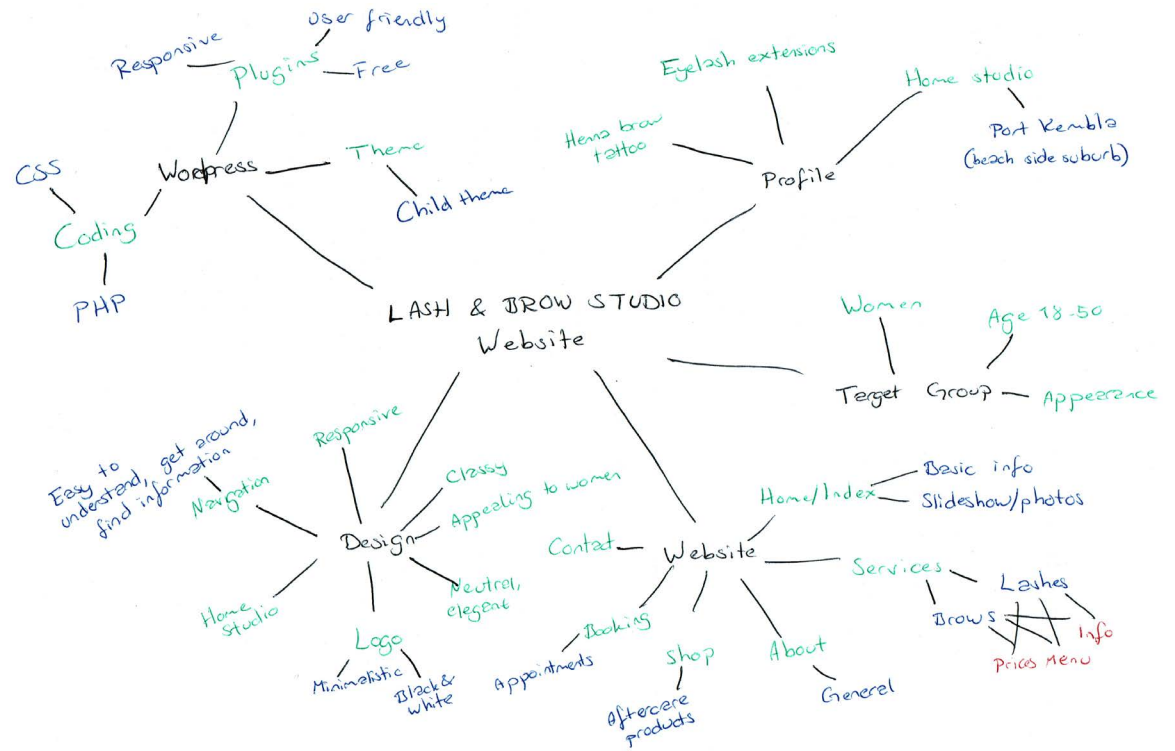
Furthermore Hanna told me she will update the website when she undertakes further training, hires additional staff, needs to add items to the menu, services, and shop, or change photos. Since this might mean a few updates now and then, I decided we would work with a WordPress site. Finally we agreed that the pages we'll need are: Home, About, Services (including drop down menu with Lashes, and Brows), Shop, Booking, and Contact.

**Websites** - In the Briefing form I also asked Hanna if there are any websites that she particularly likes or doesn't like, and she sent me five websites that she is fond of. Based on these websites, I found a few similarities (with a couple exceptions): Header with logo goes on top (site identity) - Navigation menu follows below logo - Content comes as number 3 - Footer at the bottom. Since this seemed like a layout she likes, I decided to work around something like that when I began sketching, but of course trying to display it in ways different from what I saw on her competitors' websites.

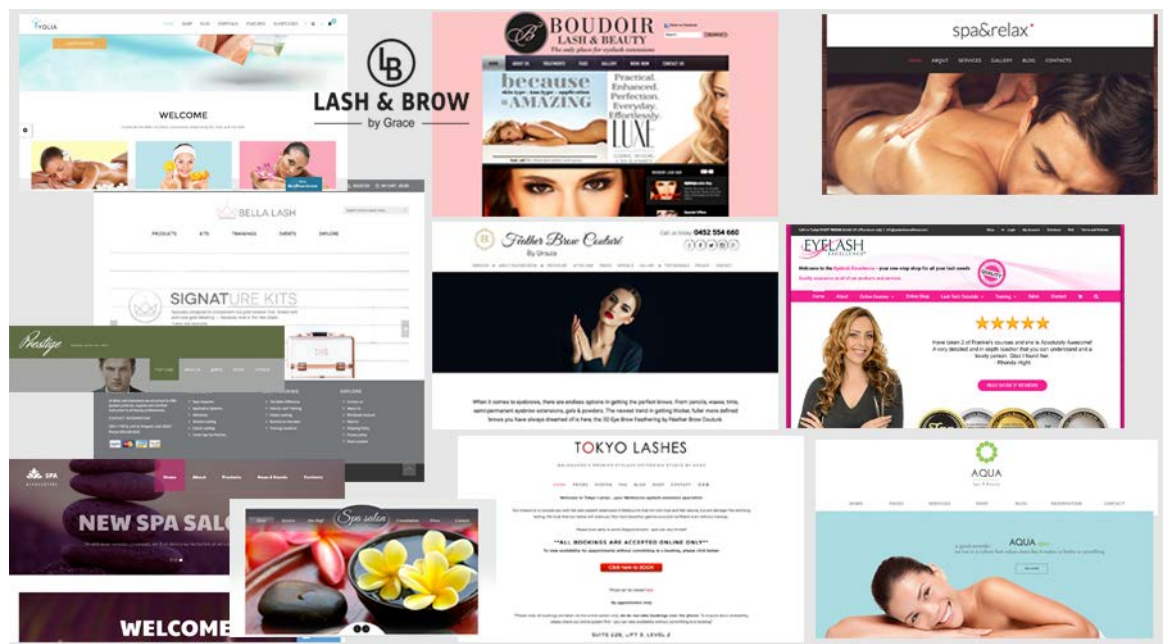
**Sitemap** - In *Graphic Design School* it is explained that with websites, "your first step should be to plan your site out in a sitemap. The main purpose of this is to carefully plan out the site's architecture," and a map like this will thus save you considerable time as it suggests the "website sections, main subsections, and navigation routes between pages" (154). So I set up a simple sitemap to aid me, and to make sure Hanna and I agreed.



Mind Map - My Mind Map is based on the information gathered through the briefing form, sitemap and other communication with my client, and has thoughts regarding the studio's Profile, Target Group, Website, Design, as well as our platform WordPress. This helped me get a fairly good overview of the website's content and look, which again helped me keep the focus on what is important in the project.



Moodboard - For the Moodboard I took screenshots of the five pages Hanna likes, as well as other "competitors". I found many of these websites on *Freshdesignweb* and *Colorlib*. These websites helped me see different ways of setting up a website, as well as getting general inspiration, and seeing what elements make her competitors' websites strong, or that could use with some improvement.



### Coming Up With Ideas

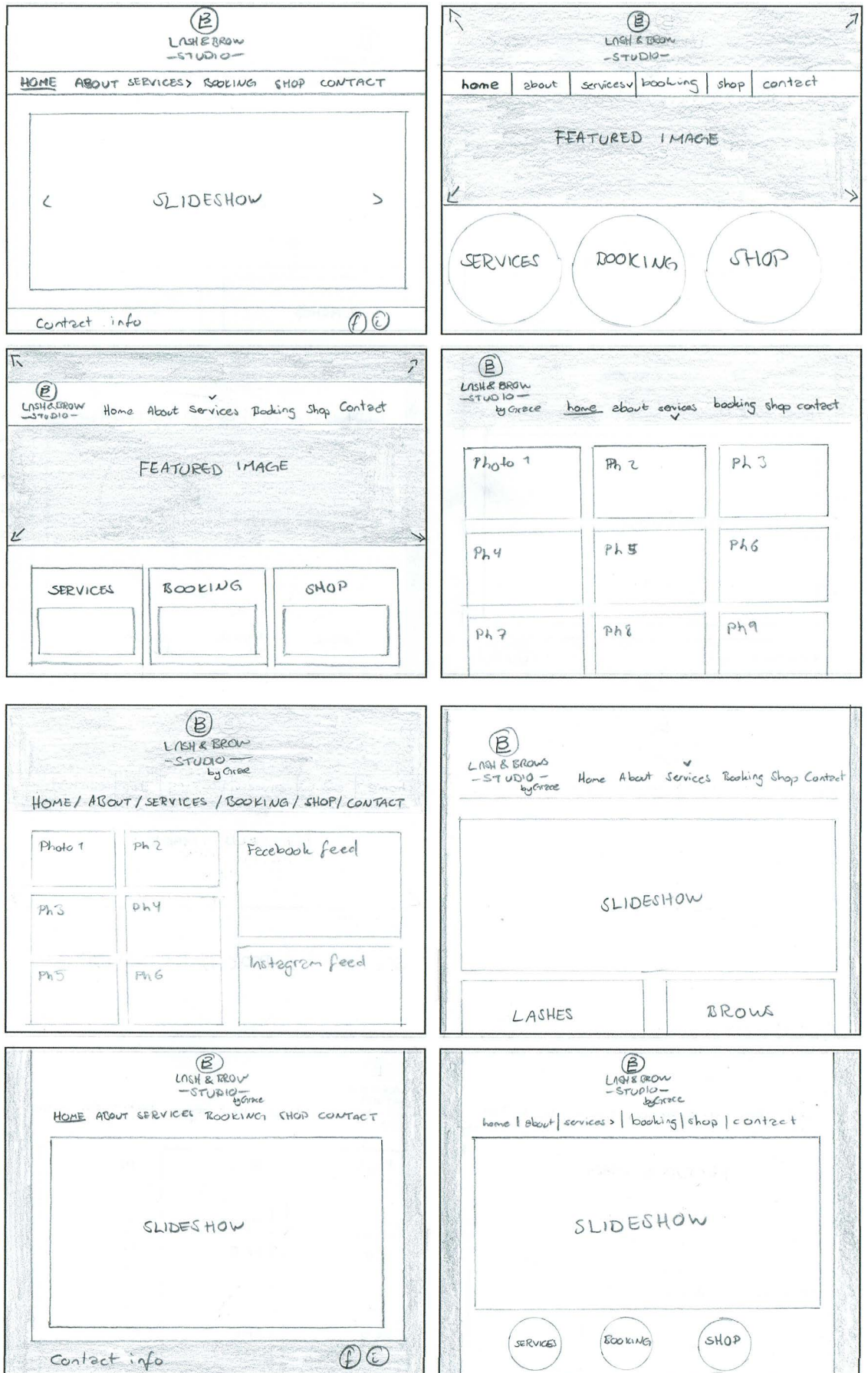
Based on the websites I saw in my research, and my client's wishes, I tried out a few layout ideas.

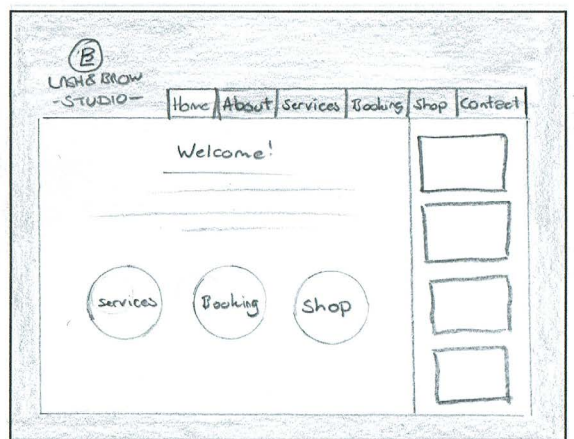
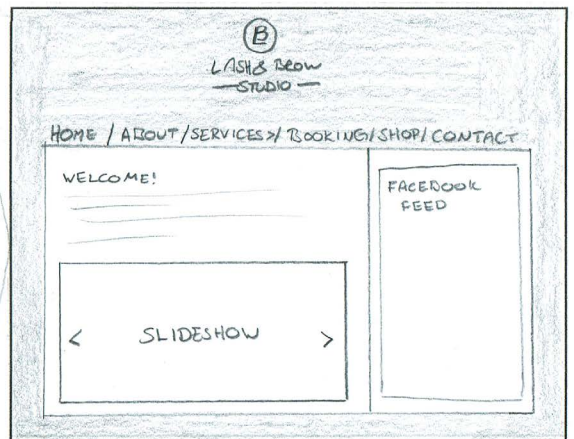
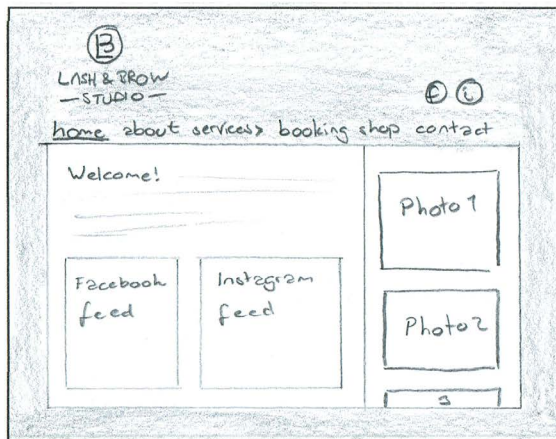
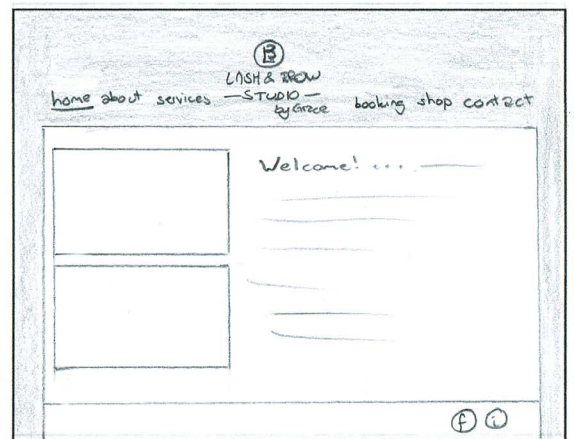
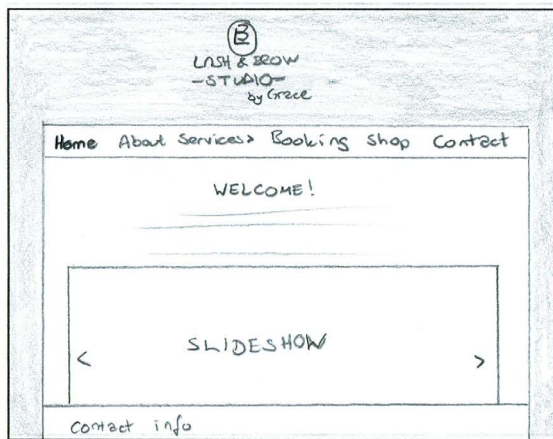
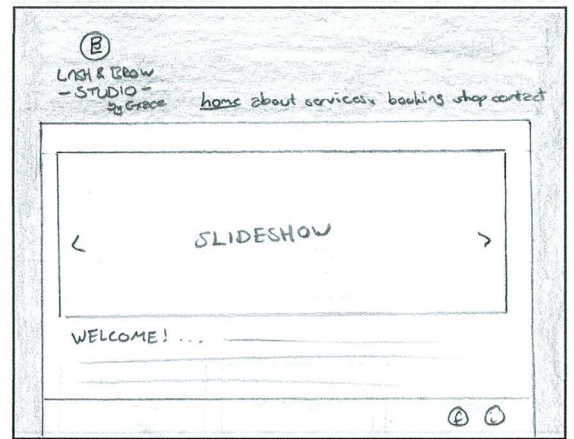
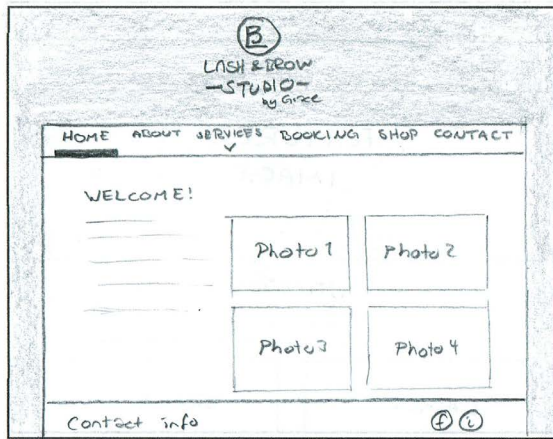
Sketches - With new inspiration in the back of my head and on my screen, I did some lo-tech wireframing. In the first process I tried out some ideas for the layout of a website in general, not worrying too much about what content I had to work with (but of course keeping in mind that this too would need to work well with the layout).





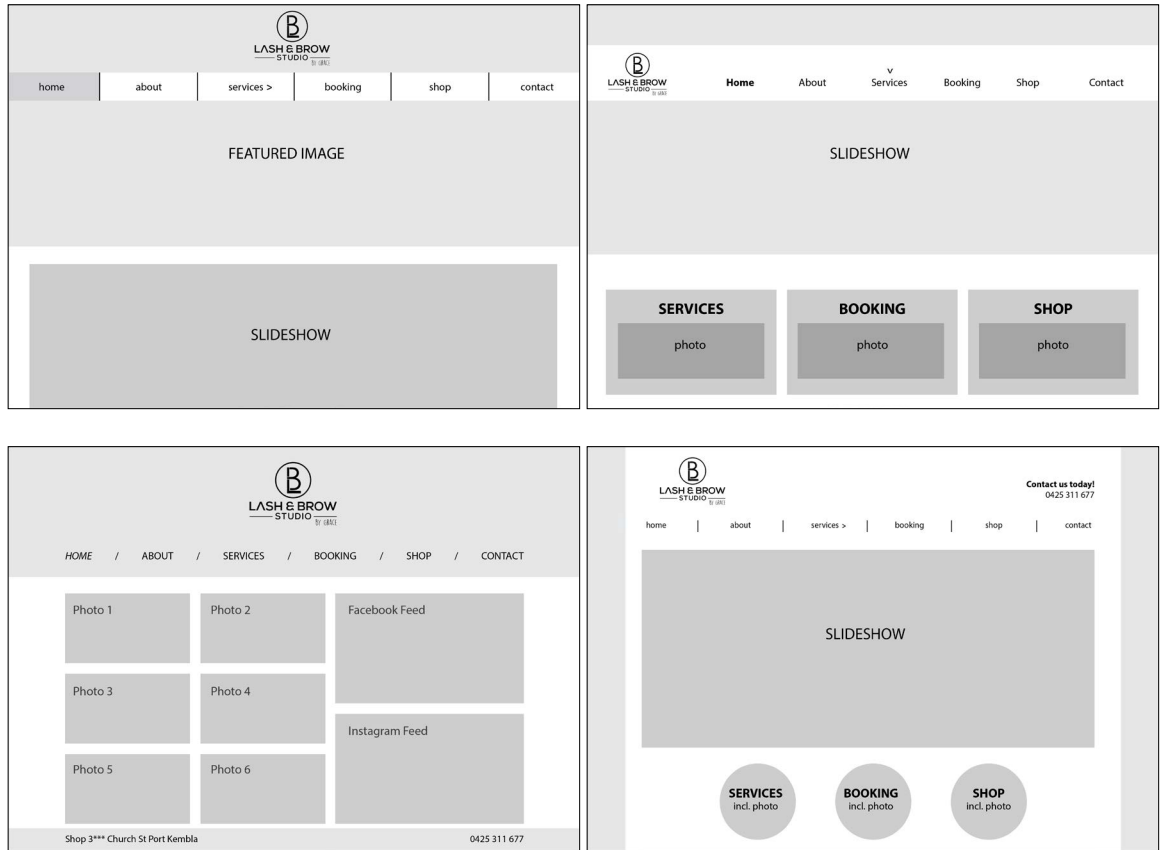
I then turned my focus to the Home page and considered the content more, as I would base the design of the other pages on this anyway. Since the Home page is what the visitors will first see, I think it is extra important that this one looks good, and draws attention quickly. Below are only but a few of my sketches.



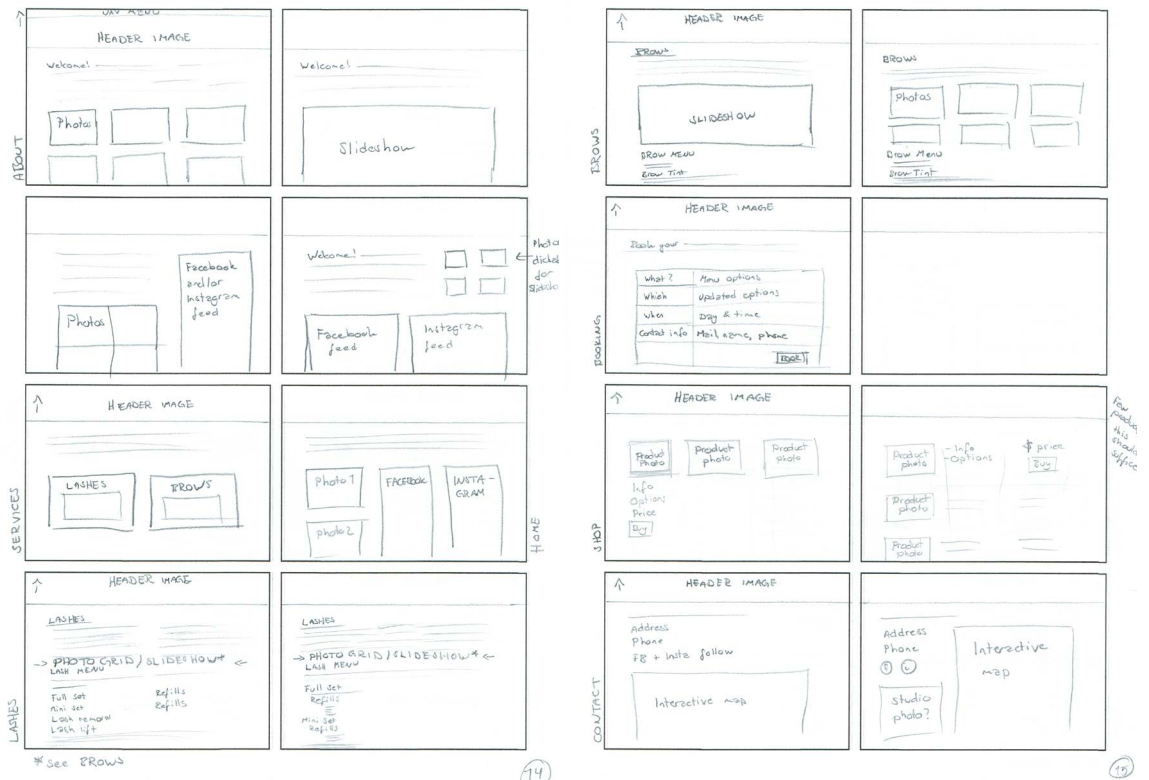


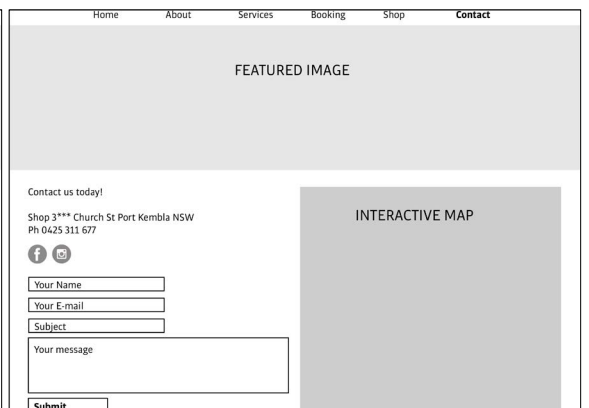
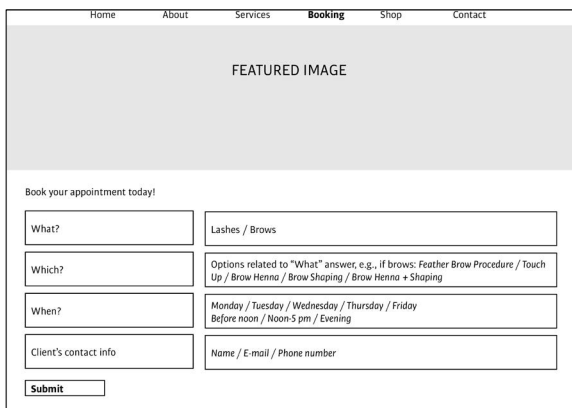
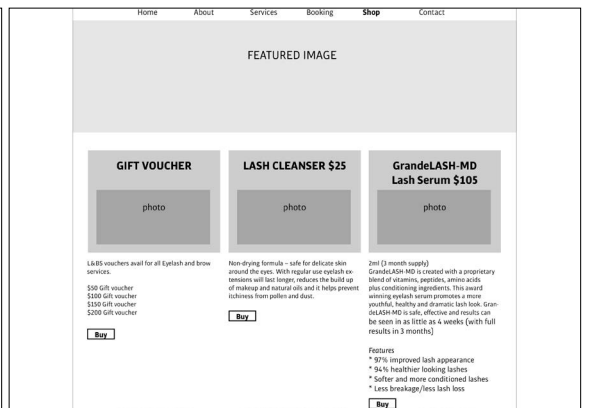
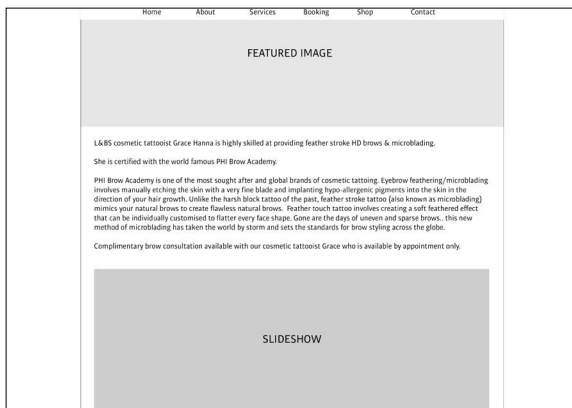
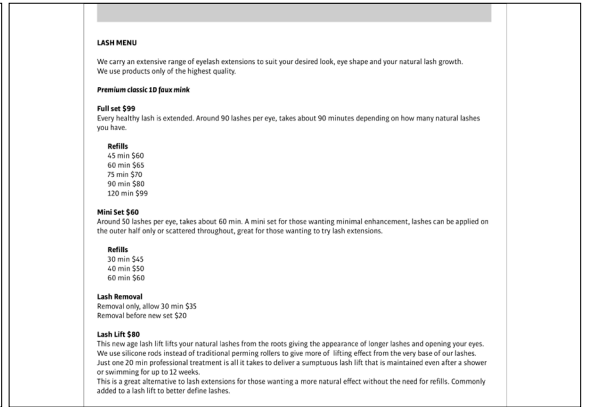
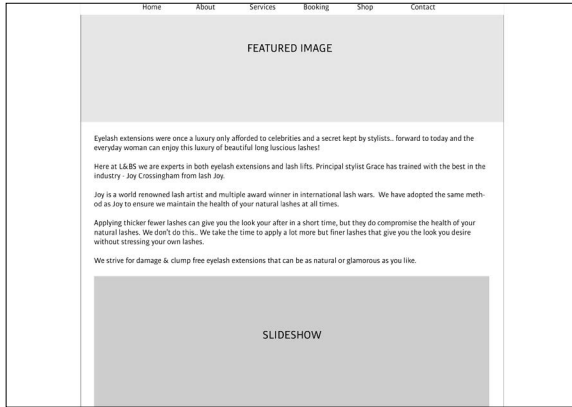
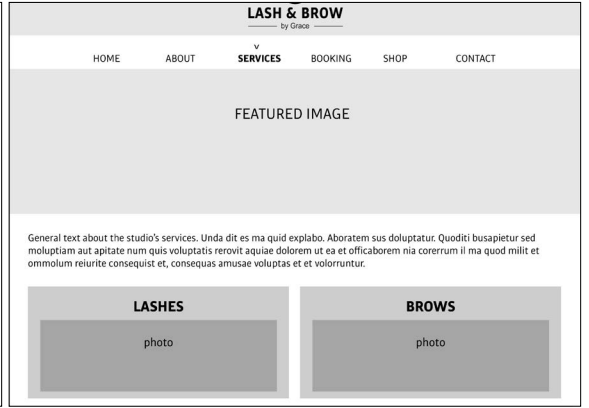
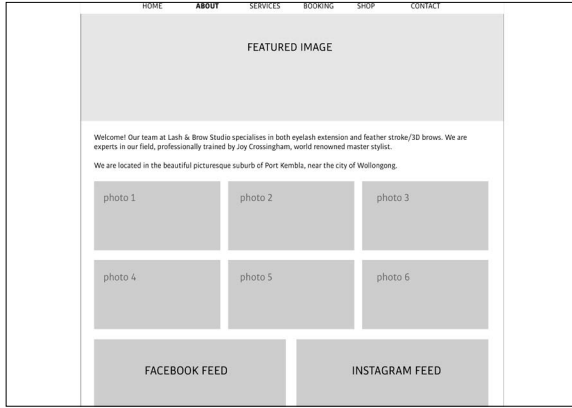


Digital Sketches - Once I had settled down on a few ideas, I designed *the 10 best ideas in InDesign*, and sent these to my client to review and choose.



When we had come up with a decision on this, I went back to doing some lo-tech wireframing for the remaining pages, based on this layout. Then went through the same process in InDesign, making *a selection of a few*, and sending to my client to review.

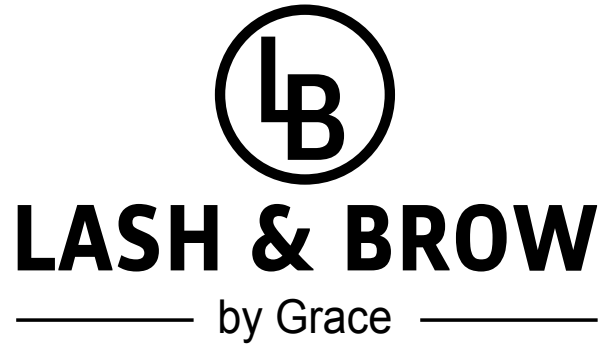




Additional work (Logo, Style Guide and Gift Voucher) - It turned out that the studio's logo was made very simple through Fivver, and as there were several things Hanna would have liked differently, I offered to design a new one. She told me what she liked and didn't like about the old one, and what kind of changes she would like. I tried selling an idea of using a more organic and elegant font and icon to reflect her services, but Hanna wanted to keep using the old, more geometric style. All the ideas and reviews I sent over to Hanna *can be found here*, but following are the original version and the new.

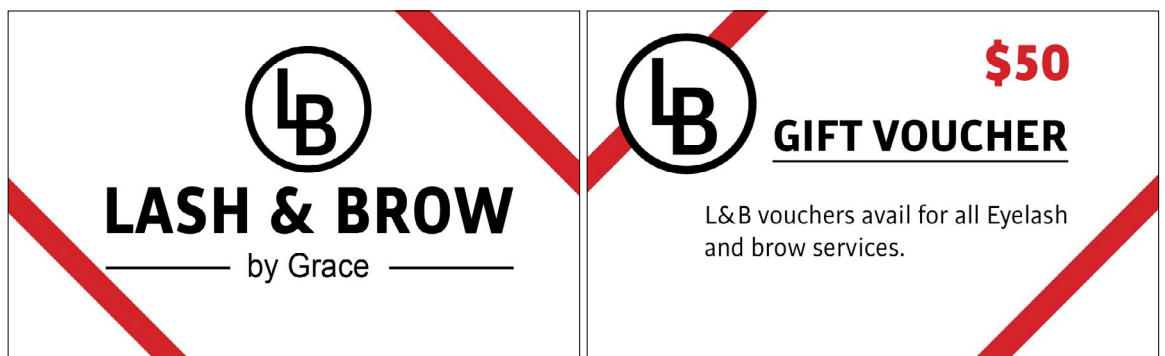






To go with this I also designed a simple *style guide*.

One of the products for the shop is a gift voucher, and Hanna was going to get this made, but did not meet my deadline for the project, so I made a very simple and quick design to put up on the website meanwhile. The number on the card changes, depending on what amount the buyer chooses (50, 100, 150 or 200).



Coding the Website - Since we haven't learnt too much about coding a WordPress site from scratch yet, I built the website using a child theme. This was mostly to make sure the website itself would work well, as this of course is extra important when designing for a real business. I found a theme called *Amadeus* to work with - mostly because this is quite different from how I wanted the end results, and I thus knew I would need to make many changes. Since the project brief stated that "If a student chooses to produce a WordPress site, the design must be original and produced by the student, and clearly deviate from available WordPress themes", I thought this was important.

My amadeus-child folder includes the files for the header, page, index, footer, functions, single-product (shop), as well as a rather long style.css file. I was quite nervous to start working on this since I don't know that much about coding yet, but I have found that it is a lot easier to work with than I first thought. So by experimenting a lot, watching a few videos on YouTube and Lynda.com, and reading on forums I eventually got the layout I needed.

I made myself a document on which I wrote down all the changes I would need to do, and for the website layout in general these consist of:

#### HEADER

- Logo - Move to the top centre of page and change its size
- Navigation Menu - Move further up, remove borders, change font, add drop down menu with icon, current page and hover effects (change of colour and/or font-weight), make the bar a little transparent (using rgb-values to avoid the text to become transparent as well)
- Header Image - Move to top (behind logo and menu), set unique header images, add a slideshow to Home page only
- Remove the scroll arrow

#### CONTENT

- Width to 100% (content box gone)
- Change font and colour
- Change background colour



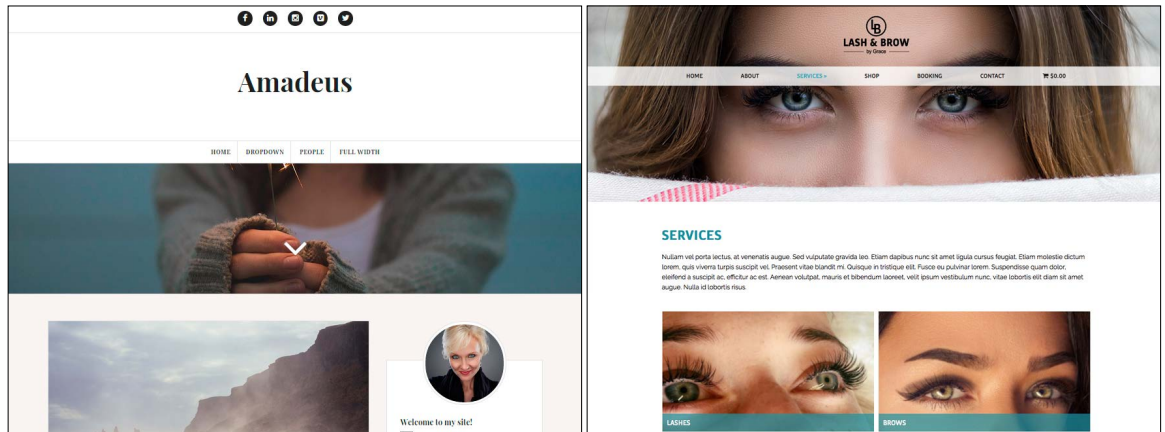
## FOOTER

Remove

This was later added back to finish off the website better, but the scroll arrow was removed, and it was generally made simpler and a bit different from in the Amadeus theme. I did however have to remove this from the single product pages in the shop, as it made the whole product page collapse. I researched this and found that it was a general issue with the shop plugin, and so in my CSS file I had to add:

```
.single-product footer {
  display: none;
}
```

Below are the two themes' screenshots to show the before and after layouts:



Technical Aids - WordPress, my base-theme and its framework have been my largest technical aids throughout this project period. However, like mentioned, the base-theme was just that: a base-theme I have changed considerably.

In addition to this, though, I have used several plugins and widgets to achieve the look of the website. To have a unique header image on the different pages I've used the plugin *WP Display Header* by Konstantin Obenland, while on the Home page I used Matcha Labs' *Meta Slider*. This slider required me to add the code:

```
<?php echo do_shortcode ("[/metaslider id=xxx restrict_to=home/"]; ?>
```

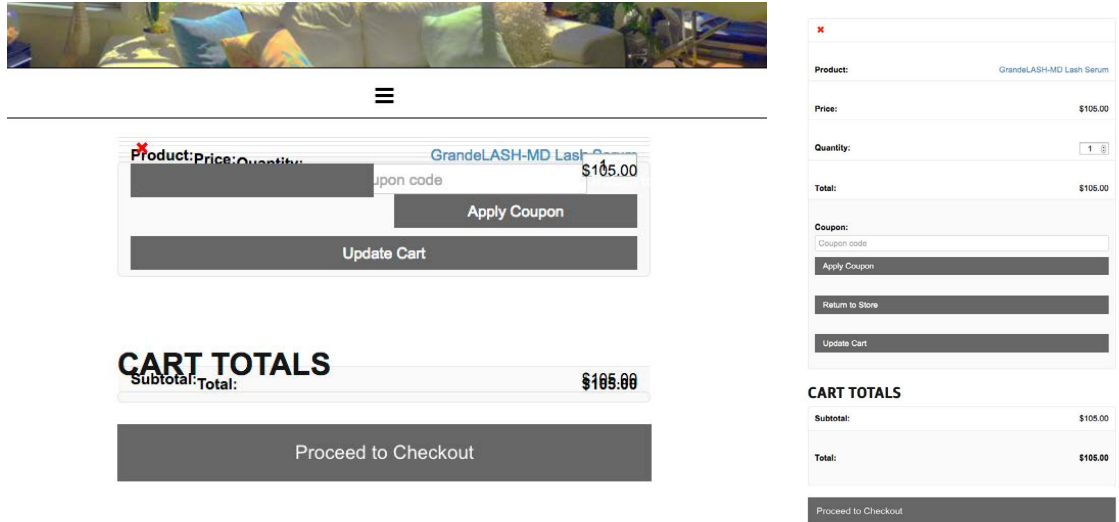
to my header.php file in order to only have it show up on my Home page.

For my quick links I used *Photo Gallery* by Supsysitic, which is also what I used to display the photo grids on some pages. This gallery is responsive, and has a very nice feature as it lets you decide how many columns you want the photos to be in at different screen sizes. My quick links would for example not look good in a three column grid on a mobile screen, and were thus set to a one column grid here. The day before submission, though, I found out that the photos on some of the quick links get really blurry on the site now and then - this is an issue with the plugin, and I will contact their support about this. Through my research on the problem, I see people say this is something that occurs now and then, but I will see if it is something I can fix for my client.

Shaon's *Minimax - Page Layout Builder* is a plugin that lets you have multiple columns in a blog post/page, and is what I used on the About page (social media accounts), and on the Contact page (contact form and interactive map). This plugin is also good as it is responsive and changes to one column at a certain breakpoint. The social media accounts are displayed using Elfsight's *InstaLink Lite*, and SlickRemix's *Feed Them Social*. I had problems finding a good Facebook widget/plugin as most of them were not responsive the way I wanted them, and I thus had to play a little with the one I landed on. So I've just made sure the "header" (which isn't originally there) looks like the one in the Instagram feed, and the colours on the background etc. are set to the custom Facebook colours. cybernetikz' *Easy Social Icons* are what I use to display the Facebook logo on this "header", as well as on the contact page. The nice thing about this plugin is that you add your own icons, and thus make sure they integrate with the website.



WooThemes' *WooCommerce* is our online shop plugin. I've also included James Koster's *WooCommerce Product Archive Costumiser* to display the shop page with three columns rather than the default four column layout, and Jeremiah Prummer & Ewout Fernhout's *WooCommerce Menu Cart* to add the checkout to the menu when a product has been added to the cart, for easy access and checkout. Finally, we use WP Ronin's *WooCommerce - Gift Cards* for just that; the gift cards. *WooCommerce* is easy to use both for the clients and the studio, which of course is important. I had to do some coding on the checkout page in mobile and tablet view for this, though, as it for some reason collapsed and pretty much was impossible to navigate.



*BirchPress Scheduler* provided us with the booking form. This was not the first booking form I tried (I probably tried about 10-15 in the end), but it has a few nice settings as one can add an unlimited number of services, and the client can even choose which provider they want when Hanna hires additional staff. It lets you choose times available based on the length of the selected service and the working hours of the chosen staff member, and it's also very easy to understand on the back-end, with a calendar available for the staff at all times.

I simply embedded an interactive map using Google Maps, and added a style to this so that I could change its size at the breakpoint where it shows up as a single column and not next to the contact form. Takayuki Miyoshi's *Contact Form 7* is a fairly straight forward contact form that I've come to like. However it has a default setting which sets its size to 40, so I needed to do some research to find that I had to add a few numbers to the form so that it would spread all across the page/column.

<code>&lt;label&gt; Name [text* your-name] &lt;/label&gt;</code>	<code>&lt;label&gt; Name [text* your-name size:100] &lt;/label&gt;</code>
<code>&lt;label&gt; Email [email* your-email] &lt;/label&gt;</code>	<code>&lt;label&gt; Email [email* your-email size:100] &lt;/label&gt;</code>
<code>&lt;label&gt; Subject [text your-subject] &lt;/label&gt;</code>	<code>&lt;label&gt; Subject [text your-subject size:100] &lt;/label&gt;</code>
<code>&lt;label&gt; Your Message [textarea your-message] &lt;/label&gt;</code>	<code>&lt;label&gt; Your Message [textarea your-message cols:100] &lt;/label&gt;</code>
<code>[submit "Send"]</code>	<code>[submit "Send"]</code>



Problems to Resolve - We have worked on a low budget to design this website, so I have done my best finding plugins that are free; and all of the above are. Had we had money to spend I don't think it would have taken me as long to find a booking form that met all our needs. I first



found a plugin that seemed perfect and coded this, but then saw that it had a limited amount of services in the free version. Since Hanna has 18 items on her menu and may add more in the future, this plugin then turned out to be useless and I had to start searching for a new one and eventually found BirchPress'. This, though, is probably the largest problem I've come across, and had to work with in regards to the low budget.

## DESIGN CHOICES

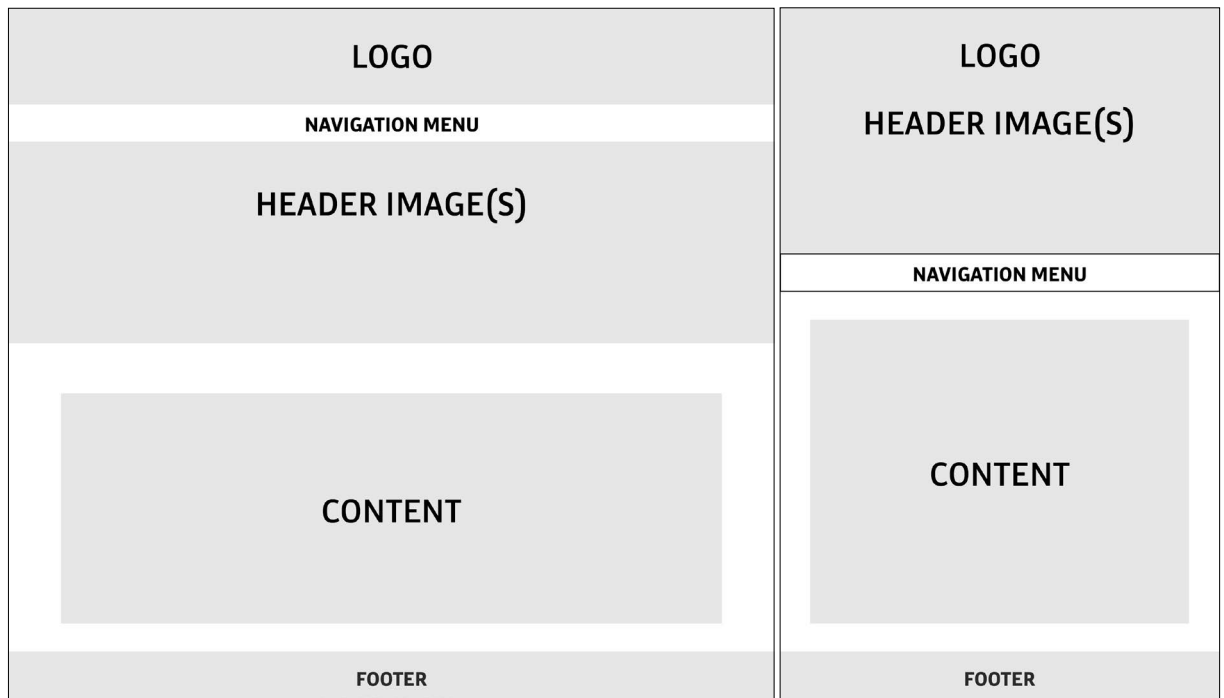
### Style/Genre

Our goal for the Lash & Brow by Grace website was to create a style that would reflect the business and its services. It should come across as modern and healthy, make clients understand that this really is the go-to place for lashes and brows, and also seem serious. The style is classy and elegant, yet neutral at the same time.

### Layout/Design

The website's layout is consistent over all pages, with the logo on top, a horizontal menu below, and a header image under these two elements. Below follows the main content, and a simple footer separating its content from the main content with a border. This makes up for a rather minimalistic look, and ensures that the viewers get what they expect on all pages based on their experience with the first page they see.

The layout changes a little when viewed on a mobile screen or a tablet, as the navigation bar drops from being on top of the header image, to being placed under. Since the header image will already be quite small when viewed on a mobile, having the menu on top of it would only make it confusing and hard to see. The menu also collapses to a hamburger menu for easier navigation. The height of the header images changes from 430px, to 300px (@media: (max-width: 900px)), to 250px (@media: (max-width: 480px)) - at 480px the photo would take up too much space of the screen if it was still set to 430px, and the photos would overflow too much on the sides. Additionally, the logo is moved slightly further up from max-width: 900px to cover less of the header images.



### Typography and Text

Hanna was clear on liking sans serif fonts from the very beginning, and so I thought we should try and use this for the website as well. Not only is this a preference of hers, but sans serif fonts are often argued to be better legible on screen than serif fonts.



The font I used in Lash & Brow by Grace's logo is the web font "Bulo", and is therefore the one I chose to work with for headings and the navigation menu. This way we create a stronger brand identity for her studio. Bulo was designed by Jordi Embodas, and is a rather straightforward sans serif font. The

font is quite rounded, and as *Befonts* argues, "not only the beginning and the end of the strokes are rounded, but also the counters and the intersections of the glyphs." This results in "a smooth effect that brings a warm feeling," and that, I think, is important for her clients to get a positive experience from the site. Bulo, 12 pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !"#%&/()=?

I first used Bulo for headings and Arial for body copy, but was recommended to see if I could use a font to replace Arial. So I found a second webfont; Raleway, which is also a sans-serif typeface. It was initially designed by Matt McInerney, and later expanded to a larger family by Pablo Impallari and Rodrigo Fuenzalida. According to *Google Fonts*, this font is mostly intended for use on headings and other large sizes, but as the body copy in the website isn't that long or heavy with long paragraphs, I think this font works well. Additionally, it comes across as more modern and elegant than the very much used font Arial. Raleway, 10pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !"#%&/()=?

### Photography

From what I have had to choose from, I have tried my best using photos that have quite good quality, and that work together. I have had to work a bit with some of the photos to make them look good as a header on both a computer and a portrait oriented mobile screen, as the photos would get cut on the sides. I also had to make sure none of the important content of the photos on my quick links disappeared behind the text line.

Finally, having the logo on top of the header was a bit difficult as it got a little lost on top of images with busy backgrounds, so I ended up adding a white gradient filter at the top of the photos. This bound the photos better together, and also made the logo more visible.

I've also had to do some Photoshopping on some of her photos, as some for example were taken right after an appointment and the clients were really red, which isn't exactly that appealing. Below is one example of a before and after image.



### Colours

We had some freedom when designing the website since the studio doesn't have a design manual, and we didn't have to worry about colours clashing with her all black logo. Based on the logo though, we have used black and white as our main colours for the website. In addition to this, we use a couple hues of a teal. By not using too many colours, we rather keep the focus on the work and the services.



<b>RGB</b>	
R: 31	<b>CMYK</b>
G: 169	C: 83 %
B: 184	M: 8 %
	Y: 0 %
<b>Web</b>	K: 28 %
#1FA9B8	

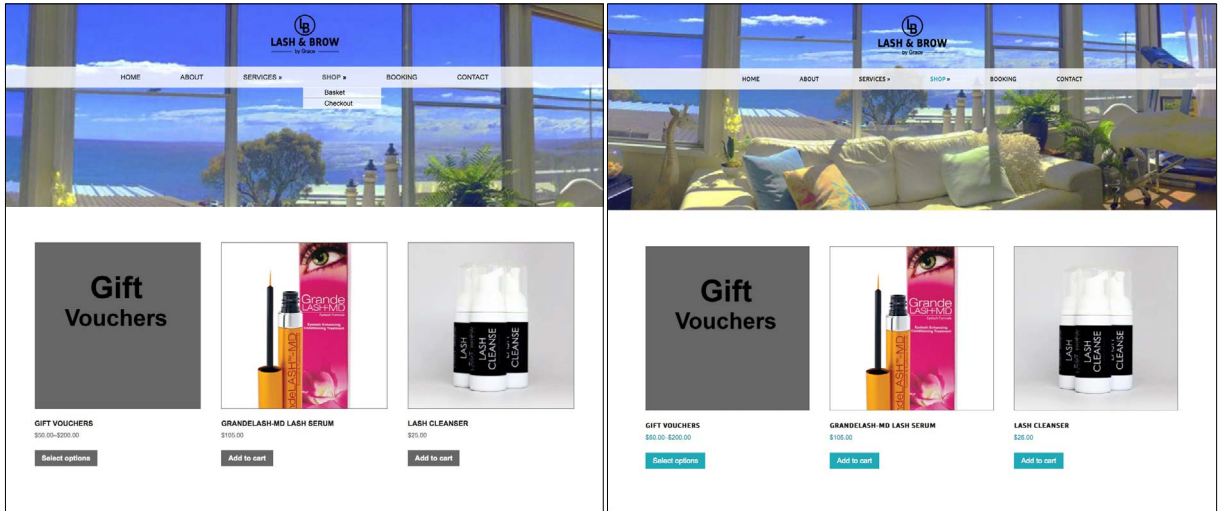
<b>RGB</b>	
R: 20	<b>CMYK</b>
G: 147	C: 88 %
B: 164	M: 10 %
	Y: 0 %
<b>Web</b>	K: 36 %
#e5dfdc	

<b>Paper</b>
<b>Web # ffffff</b>

<b>Black</b>
<b>Web # 000000</b>

When I first started working on the website, I didn't use any colours at all, and where there now is colour, it was at first grey. Changing from the grey to these two hues of teal really lifted the website's look, and all of a sudden it seemed a lot happier and friendlier. We use teal for the current page in the navigation menu, the hamburger menu icon, quick link text frames, headings, single line borders, social media account headers, prices in the shop, time selections in the booking form, and buttons. Then, the darker hue appears when hovering e.g. a button. Since we tend to look for similar colours when looking at something, this slight use of colour helps bind the site together.

Even though it's not an extremely huge difference, it still lifted the page's appearance:

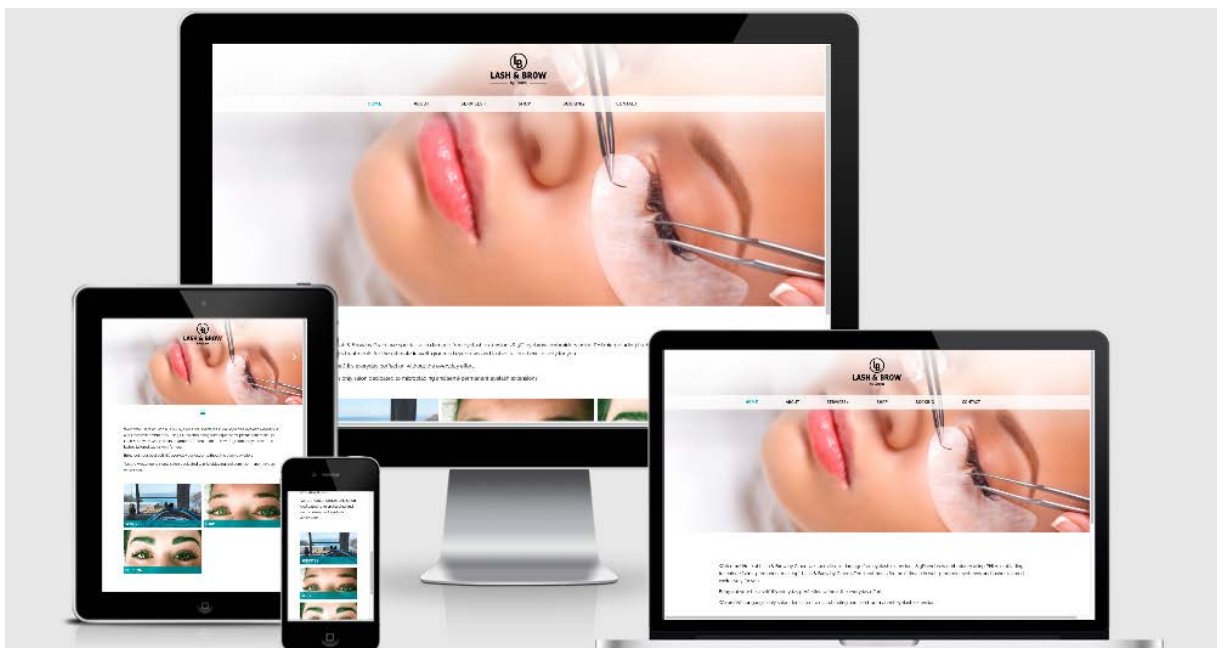


### Elements

There are quite a few elements if we think of plugins and widgets used on this website, but I have analysed the site's speed on both *GTmetrix* and *Pingdom* to make sure these don't slow down the website a lot and thus lead to less viewers. For the photo grids/quick links I also made sure to find a plugin that would work for both of these, as this would allow me to install one less plugin.

Apart from the plugins, though, there aren't that many visual elements, apart from the borders that appear above the footer, and on e.g. the booking form as well as on the navigation menu in mobile view. Wherever there is a button (submit, booking, add to cart, checkout etc.) these buttons are all styled the same to make a kind of visual identity for these. That way, when the viewers see them, they will know that clicking this button will lead to an action.

Having the slideshow on the Home page allows us to have less content when first entering the site, but still shows many photos to make sure the viewers immediately understand the site's purpose.





## SELF EVALUATION

### Reflection Around Finished Product

I consider myself very happy with the finished website, as it in many ways is almost exactly how I pictured in when creating the final wireframe. The biggest difference from this is the footer that was later added, and this choice only improved the site's appearance.

If I were to change something, it would probably be the header photos, as some of these aren't in as great quality as I had wished and hoped for. Had I still been in Australia myself I would have offered to take new ones for Hanna, but I'm hoping she will quickly get some better photos for the future. I personally would have liked to display more text on the About page and the Services page, but I asked for this several times without luck.

The designing and coding however, I would say I'm happy with.

### Development and Process

My process has been long, a little challenging, and also quite fun. I definitely think it has provided me "with practical skills and knowledge in tools used for working with graphic design focusing on screen-based media," as our assignment brief said.

It has been exciting to see the site grow, and to see how small changes actually make the biggest difference. I have also tried challenging myself by trying to do things that needed some serious thinking and researching (e.g. placing the navigation menu on top of the header, and using the slideshow on the home page only), and am glad to see this has worked out well.

Through this project exam I have learnt better how to work with a client, achieved more skills in project management and teamwork, developed interactive solutions for screen-based media, and learnt more about blog tools. Most of all though, I have improved my web design skills in using CSS in particular. I believe this project has taught me much about WordPress, and I personally think my child theme is very different from my parent theme, and is thus rather original work made by me.

## SOURCES AND REFERENCES

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*Web Design Process 1: Planning, Week 18, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA105/week18/>

*Web Design Process 2: Designing for Web (Part 1), Week 19, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA105/week19/>

*Web Design Process 2: Designing for Web (Part 2), Week 20, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA105/week20/>

*Web Design Process 3: Development (Part 1), Week 23, Noroff*  
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*CMS and WordPress Part 1, Week 30, Noroff*  
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