

Dianna's Hair Salon Website

Final Summary

Richard Fugiel | HCI 594 | 3.15.2012

EXECUTIVE SUMMARY

Dianna's Hair Salon (<http://www.diannashairsalon.com/>) is a locally owned hair salon in a small suburb of Chicago which has been open for 20+ years. Recently, *Dianna's Hair Salon* has received a new owner who desires to bring the company up-to-date. Hampered with an out-of-date website and lack of branding *Dianna's Hair Salon* hopes to change the trend and evolve into something new. With a new identity *Dianna's Hair Salon* hopes to usher in a new era which will help them stay running another 20 strong.

PROJECT STATUS

The final prototype is complete (Appendix C) with help from the feedback from the second (Appendix A) and third (Appendix B) prototypes. Implementation of the actual website can begin with the use of the final prototype as the target goal.

Project Timeline

Project Proposal: 1/16/2012 – COMPLETED
User Survey Completion Date: 1/22/2012 - COMPLETED
User Data Analyzed Completion: 1/25/ 2012 - COMPLETED
Milestone 1: 1st Prototype: 2/5/2012 – COMPLETED
Initial User Testing Completed: 2/12/2012 -COMPLETED
Milestone 2: 2nd Prototype: 2/19/2012 – COMPLETED
Peer Review of Prototype: 2/25/2012 - COMPLETED
Completion of Final Report: 3/1/2012 - COMPLETED
Completion of Presentation: 3/8/2012 – COMPLETED

OVERVIEW

Goals

- Minimalist Design
- Color scheme of 3-4 colors
- 5-6 main categories / pages
- No Flash (HTML 5.0 / CSS 3.0 approved)
- *Dianna's* brand must be evident

User research conducted 1/18/2011 – 1/25/2011

Prior to creating the website a user analysis was conducted to determine the viability and success of a *Dianna's Hair Salon* website. Not only were the clients asked about if they would use the site, but if so, what would they most like to see featured on the site. The overwhelming majority (89.66%, N = 29) stated they would be open to seeing a *Dianna's Hair Salon* website. Of those that responded only 65.52% (N = 29) did not know the salon currently had a website. Majority of the 20.69% (N = 29) which knew about the current website and also have used it in the past echoed the same issues which included:

- Color scheme too erratic – background: dark grey, headers: teal, text color: white
- Font was difficult to read
- Website doesn't look professional
- Website doesn't feel like a hair salon website

If a new site was implemented the clients were asked which features they would prefer to see included. The survey also revealed the top scoring features (1 least – 10 most) were:

- Price – 9.48
- Hours – 8.79
- Contact Information – 8.72
- Products – 6.72
- Travel Information – 5.31
- Scheduling – 5.28

Even though scheduling was rated highly by clients they also rated “Having an Account” the lowest priority at 1.90 (N = 29). Without the want to have an account a scheduling feature would be difficult to maintain and is currently not featured on the initial prototype. The remaining desired features were incorporated into the prototype in some way.

User testing conducted 2/12/2012 – 2/19/2012

Following the completion of the second prototype, a user test was conducted to test for basic usability and functionality issues. The prototype was then amended to address any issues users were experience throughout the testing. Users were asked to perform perceived common tasks as well as comment on issues they feel were present in the current design.

OVERALL

As a whole users were satisfied the viability of a *Dianna's Hair Salon* website. The simplicity of the site was a large plus and users didn't experience much difficulty navigating the site.

PARTICIPANTS

Ten participants ranged from 20-50, female, with mixed internet experience and were not required of being a current customer of *Dianna's Hair Salon*.

METHOD

The participants were required to perform the following 5 tasks:

- Task 1: Locate and find the cost of a Women's hair cut.
- Task 2: Locate and find which jobs *Dianna's Hair Salon* are currently available.
- Task 3: Locate and identify which brands *Dianna's Hair Salon* provides are for hair care.
- Task 4: Locate and identify shop hours and contact information.
- Task 5: Locate information about Stylist D.

While performing these tasks users are asked to talk aloud about the decisions they were making. Through this method we are able to not only track the actions being made but also the reasoning behind the actions.

RESULTS

Each user was able to complete each task (50 of 50, 100%, $m = 5$, $SD = 0$). Users experienced no issues while navigating the site locating everything fairly quickly.

Table 1: Tasks by Time Completed in Seconds

	Task 1	Task 2	Task 3	Task 4	Task 5
M	25.70	50.70	39.80	17.80	28.80
SD	17.07	26.49	11.53	7.69	11.90

Each task was completed fairly quickly with the overall test time taking less than 5 minutes. Task 2, Locate and find which jobs *Dianna's Hair Salon* are currently available, took the longest for users to complete ($m = 50.70$, $SD = 26.49$) and was the only tasks users displayed struggles.

During Task 2, users initially looked in the main navigation (Home, Services, Products, About) for a link to "Jobs", "Careers" or something similar. After users were unable to locate a jobs link they looked else before eventually locating the link in the footer. Even though Task 2 took the longest, the task was also perceived to take the longest due to the link location since job opportunities are not a main function of the site. While moving the link to the navigation would help locate the link easier the "Jobs" link currently is placed in a common location for situational links. Additionally, the link is always present on the screen since the site is designed to be non-scrolling thus allowing the footer to always be visible.

Final Prototype Revision 3/01/2012 – 3/08/2012

The final design is an incorporation of user feedback from the previous prototypes as well as tradition design methods used for increased usability and functionality.

GLOBAL

The physical design of the pages was fairly easy since a simple website was the key component for *Dianna's Hair Salon*. Addressing the actual feel of the site was the most difficult aspect of the design; the use of an image as the background helped correct that issue but not without challenges. Using an image as the background is a delicate process since the wrong picture can over-encumber the page or cause readability issues. To prevent overwhelming the user the images focus on a specific action or item (The cutting of hair or salon chair.) To improve readability, an opaque content area was used where the image is still viable but making the text is also readable.

HOME

Dianna's Hair Salon wants to their contact information presented upfront while also being able to present other information like important dates, job openings, etc. The red links add additional color to the site as well differentiate them from the rest of the text, to indicate they serve a functionality purpose.

SERVICES

The services provided by *Dianna's Hair Salon* are arranged by category. Under each category each item is ordered by how frequent each service is requested. Services which are unique to *Dianna's Hair Salon* or uncommon include a brief description explaining the process or what is included.

PRODUCTS

Even though *Dianna's Hair Salon* does not want to be selling products online it does not mean they want to avoid providing which products they carry. Listing the brands not only informs the user which brands carried but also the brands specialized in by the salon. Accompany each brand logo is a quick description of the brand for additional information.

ABOUT

In addition to providing background information about *Dianna's Hair Salon* the About page also includes information about scheduling and cancelling appoints. Information about the stylists/technicians included: name, work hours, specializations and a general bio.

JOBS

To assure potential hires know what to expect from any job offered by *Dianna's Hair Salon*, the duties and requirements of each job are listed. Those whom are interested are given directions on how to apply for a job.

NAVIGATION

Many questions were asked about the inclusion of a sub-headers with-in the navigation. After much deliberation and testing, "Brands We Love" replaced "What We Sell." The new sub-header does not lead the user to believe the website sells products online instead conveys which products *Dianna's Hair Salon* supports and specializes in.

NEXT STEPS

LOGO

Along with the old website *Dianna's Hair Salon* also has an old logo which could use a revision. A revised logo can help *Dianna's* with building a brand and keeping their long standing salon relevant.

IMAGES

Currently, one image fits as usable for the background. Over time, more pictures would be added which would echo the purpose of the website as well as showcase *Dianna's*. Each page would feature a different image which would ideally bring a little bit more color to the site.

STYLISTS/TECHNICIANS

As more employees are added the About page will need to be adjusted to include the rest of the staff.

APPENDIX A: SECOND PROTOTYPE

INDEX

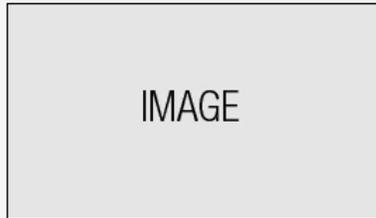


HOME
NO PLACE LIKE IT

SERVICES
WHAT WE PROVIDE

PRODUCTS
WHO WE SELL

ABOUT
WHO WE ARE



OUR PAST

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[READ MORE](#)



COME VISIT

MONDAY 9am - 5pm
TUESDAY 9am - 5pm
WEDNESDAY 9am - 5pm
THURSDAY 9am - 5pm
FRIDAY 9am - 5pm
SATURDAY - 10am - 2pm
SUNDAY - CLOSED



HEADER

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[READ MORE](#)



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SERVICES



HOME
NO PLACE LIKE IT

SERVICES
WHAT WE PROVIDE

PRODUCTS
WHO WE SELL

ABOUT
WHO WE ARE

HAIR

CUTS

MEN \$10
WOMEN \$12
CHILDREN \$12

SYLING

ITEM E \$10
ITEM F \$12
ITEM G \$12
ITEM H \$10

COLOR

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ITEM H \$10

HIGHLIGHTS

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PEDICURE

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ITEM F \$12
ITEM G \$12
ITEM H \$10

EXTRA

TANNING

ITEM A \$10
ITEM B \$12
ITEM C \$12
ITEM D \$10

WAXING

ITEM A \$10
ITEM B \$12
ITEM C \$12
ITEM D \$10

PRODUCTS

LOGO

f t

HOME

NO PLACE LIKE IT

SERVICES

WHAT WE PROVIDE

PRODUCTS

WHO WE SELL

ABOUT

WHO WE ARE

HAIR

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BRAND LOGO

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ABOUT



HOME

NO PLACE LIKE IT

SERVICES

WHAT WE PROVIDE

PRODUCTS

WHO WE SELL

ABOUT

WHO WE ARE

OUR STORY

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JOBS

LOGO



HOME
NO PLACE LIKE IT

SERVICES
WHAT WE PROVIDE

PRODUCTS
WHO WE SELL

ABOUT
WHO WE ARE

ONE OF US

BLURB ABOUT HOW WORKING AT THE SALON

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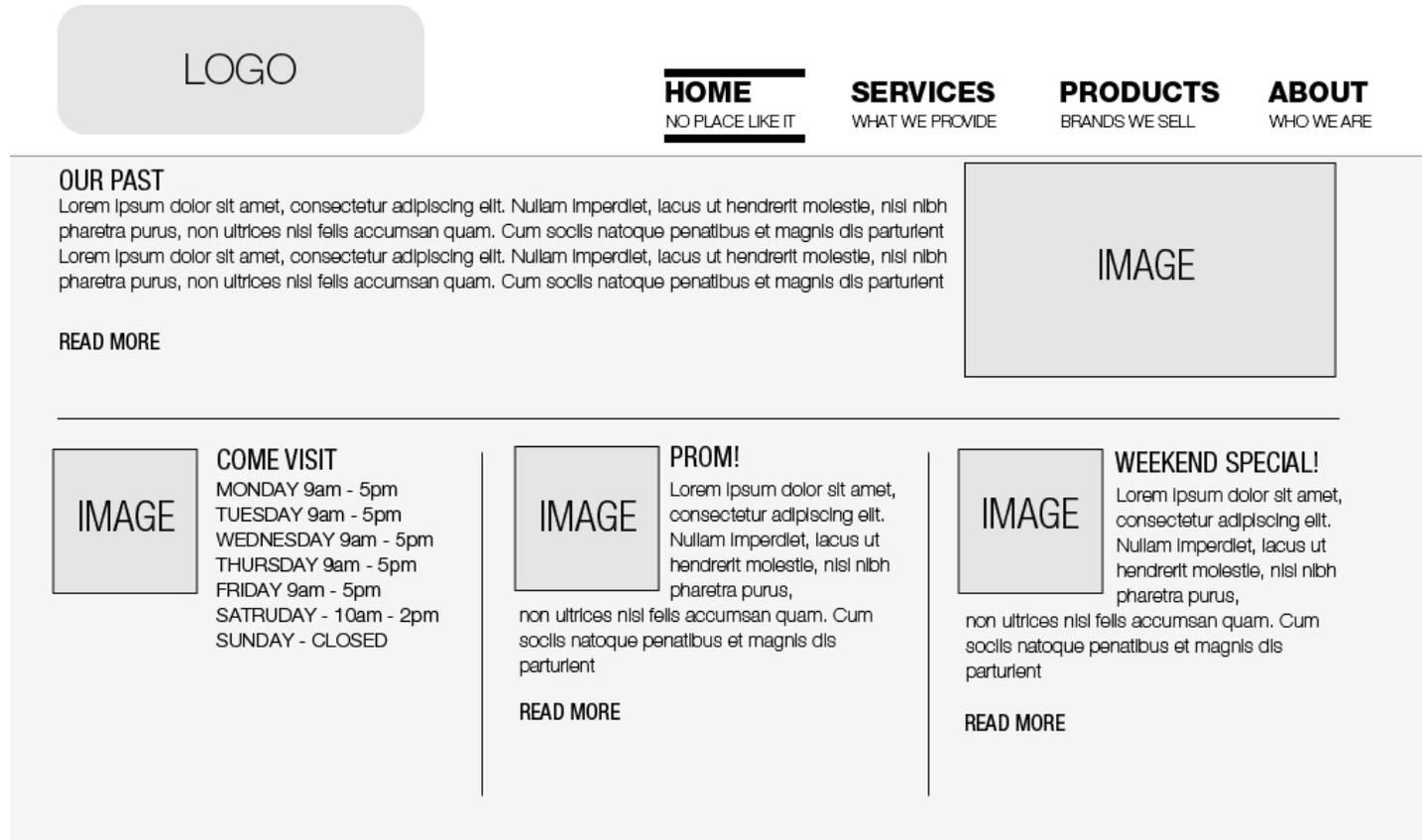
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APPENDIX B: FIXES IN SECOND PROTOTYPE

INDEX



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SERVICES

LOGO

HOME
NO PLACE LIKE IT

SERVICES
WHAT WE PROVIDE

PRODUCTS
BRANDS WE SELL

ABOUT
WHO WE ARE

HAIR

CUTS

MEN \$10
WOMEN \$12
CHILDREN \$12

SYLING

ITEM E \$10
ITEM F \$12
ITEM G \$12
ITEM H \$10

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PEDICURE

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ITEM F \$12
ITEM G \$12
ITEM H \$10

EXTRA

TANNING

ITEM A \$10
ITEM B \$12
ITEM C \$12
ITEM D \$10

WAXING

ITEM A \$10
ITEM B \$12
ITEM C \$12
ITEM D \$10



342.123.2345 email@email.com 123 ROLLINS ROAD CITY, ST 67584

PRODUCTS

LOGO

HOME
NO PLACE LIKE IT

SERVICES
WHAT WE PROVIDE

PRODUCTS
BRANDS WE SELL

ABOUT
WHO WE ARE

HAIR

BRAND NAME A

BRAND LOGO

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ABOUT

LOGO

HOME

NO PLACE LIKE IT

SERVICES

WHAT WE PROVIDE

PRODUCTS

BRANDS WE SELL

ABOUT

WHO WE ARE

OUR STORY

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JOBS

LOGO

HOME

NO PLACE LIKE IT

SERVICES

WHAT WE PROVIDE

PRODUCTS

BRANDS WE SELL

ABOUT

WHO WE ARE

ONE OF US

BLURB ABOUT HOW WORKING AT THE SALON

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APPENDIX C: FINAL PROTOTYPE

INDEX

Dianna's
HAIR, TAN, & NAIL SALON

[HOME](#) [SERVICES](#) [PRODUCTS](#) [ABOUT](#)
WHAT WE DO BRANDS WE LOVE WHO WE ARE

PROM SEASON!
With only a few weeks left for prom, check out these trending styles. Assure your style for the big night, book your appointment today!

COME VISIT...

MONDAY	CLOSED	234 ROLLINS RD ROUND LAKE ILLINOIS 60073
TUESDAY	9am - 5pm	
WEDNESDAY	9am - 5pm	
THURSDAY	9am - 5pm	
FRIDAY	9am - 2pm	
SATURDAY	10am - 2pm	
SUNDAY	CLOSED	

...OR SAY HELLO
847.546.9928
SCHEDULE AN APPOINTMENT TODAY!

JOB OPENINGS
DIANNA'S currently has two job openings. Do you think you have what it takes?
[CHECK IT OUT](#)

THE EXPERIENCE
DIANNA'S has been proudly serving the Round Lake, Grayslake, and Gurnee areas for 20+ plus years. Under new management, DIANNA'S looks to provide you with more years of friendly service and quality products. From Prom to Weddings we can provide all of your beauty needs.
[FIND OUT MORE](#)

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SERVICES



[HOME](#)
[SERVICES](#)
[PRODUCTS](#)
[ABOUT](#)

HAIR

CUTS

- ADULT \$24
- CHILDREN 12 & UNDER \$17
- CLIPPER CUT (NO SCISSORS) \$15
- CUT & BLOW DRY \$30
- CUT & STYLE \$35
- BANG TRIM \$6
- STYLE \$22
- UPDO \$50 & UP

COLOR

- TOUCH-UP BASE COLOR \$48
- ADDITIONAL APPLICATIONS \$15
- HIGHLIGHTS OR LOWLIGHTS (CAP) \$70
- HIGHLIGHTS OR LOWLIGHTS (FOIL) \$90 & UP
- PARTIAL (WITH OTHER COLOR SERVICE) \$5 PER FOIL
- PARTIAL (WITHOUT OTHER COLOR SERVICE) \$8 PER FOIL

CHEMICAL SERVICES

- PERMS \$75
- SPECIALTY WRAP \$90 & UP
- STRAIGHTENING \$75 & UP
- CHI STRAIGHTENING \$300

The Chi treatment permanently straightens hair and infuses moisture, shine and strength. The hair undergoes a complete straightening with a Chi ceramic flat iron as well as a thorough blow dry with a Chi Ionic hair dryer after silk and chemical products have been added.

- KERATIN SMOOTHING TREATMENT \$135 & UP

Infuses Keratin deep into the hair cuticle, eliminating up to ninety-five percent of frizz and curl and leaving the hair smooth, shiny and lustrous.

NAILS

MANICURE

- MANICURE \$20
- FRENCH MANICURE \$22

SPA MANICURE \$27

Start with gentle, cleansing and revitalizing soak. Cuticles are gently removed and moisturized. Hands and forearms are then massaged with an exfoliating and penetrating moisturizing serum. After cleansing, a facial quality moisturizer is applied to defend against the visible signs of aging and restore elasticity to the skin. Nails are then cleaned, finished and polished.

MINI MANICURE (FILE & POLISH) \$12

SHELLAC MANICURE \$35

Shellac Nails last up to 14 days without losing shine or shimmer. They are hard and do not scratch or smudge. When it comes time to take them off the nail, it is as easy as 1, 2, 3 and it does not damage the nail itself.

PEDICURE

- PEDICURE \$40
- SPA PEDICURE \$50

Start with gentle, cleansing and revitalizing soak. Cuticles are gently removed and moisturized. Feet and calves are then massaged with an exfoliating and penetrating moisturizing serum. After cleansing, a facial quality moisturizer is applied to defend against the visible signs of aging and restore elasticity to the skin. Nails are then cleaned, finished and polished.

MINI PEDICURE (FILE & POLISH) \$15 & UP

TANNING

- 7 TANS \$30
- 30 DAY UNLIMITED \$40

SPA

- FACIAL 1/2 HOUR \$25
- FACIAL 1 HOUR \$45
- FACIAL WAXING \$14 PER AREA
- SHATSU CHAIR MASSAGE \$20



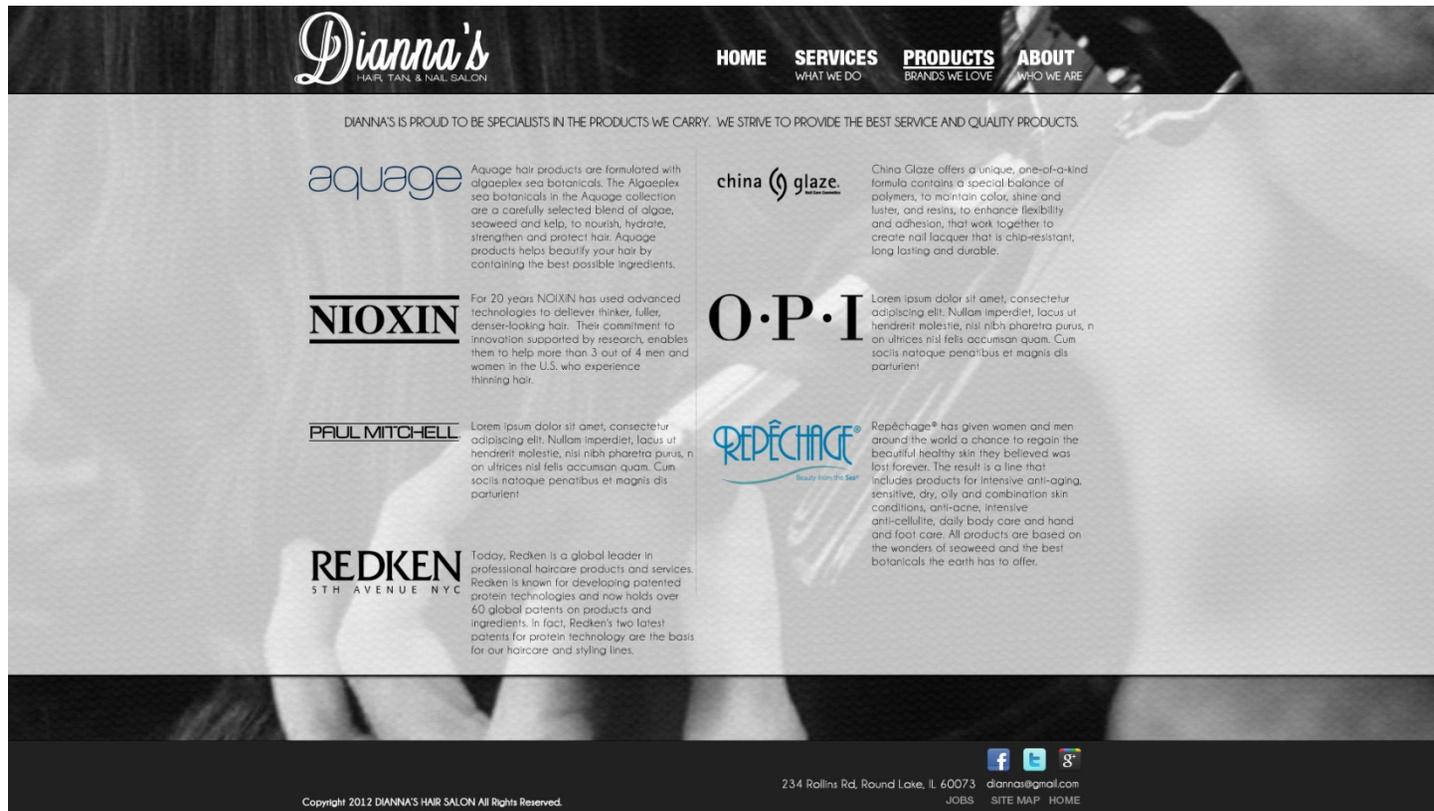
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[HOME](#)

PRODUCTS



Dianna's
HAIR, TAN, & NAIL SALON

HOME **SERVICES** **PRODUCTS** **ABOUT**
WHAT WE DO BRANDS WE LOVE WHO WE ARE

DIANNA'S IS PROUD TO BE SPECIALISTS IN THE PRODUCTS WE CARRY. WE STRIVE TO PROVIDE THE BEST SERVICE AND QUALITY PRODUCTS.

aquage Aquage hair products are formulated with algaeplex sea botanicals. The Algaeplex sea botanicals in the Aquage collection are a carefully selected blend of algae, seaweed and kelp, to nourish, hydrate, strengthen and protect hair. Aquage products help beautify your hair by containing the best possible ingredients.

NIOXIN For 20 years NIOXIN has used advanced technologies to deliver thicker, fuller, denser-looking hair. Their commitment to innovation supported by research, enables them to help more than 3 out of 4 men and women in the U.S. who experience thinning hair.

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REDKEN Today, Redken is a global leader in professional haircare products and services. Redken is known for developing patented protein technologies and now holds over 60 global patents on products and ingredients. In fact, Redken's two latest patents for protein technology are the basis for our haircare and styling lines.

china glaze. China Glaze offers a unique, one-of-a-kind formula containing a special balance of polymers, to maintain color, shine and luster, and resins, to enhance flexibility and adhesion, that work together to create nail lacquer that is chip-resistant, long lasting and durable.

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REPÊCHAGE Repêchage® has given women and men around the world a chance to regain the beautiful healthy skin they believed was lost forever. The result is a line that includes products for intensive anti-aging, sensitive, dry, oily and combination skin conditions, anti-acne, intensive anti-cellulite, daily body care and hand and foot care. All products are based on the wonders of seaweed and the best botanicals the earth has to offer.

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ABOUT



[HOME](#)
[SERVICES
WHAT WE DO](#)
[PRODUCTS
BRANDS WE LOVE](#)
[ABOUT
WHO WE ARE](#)

EST. 1984

COMMITMENT TO SERVICE
Our salon is dedicated to service and value. All of our licensed specialists sincerely enjoy what we do and it is reflected in the loyalty of our clients. We promise individual attention and great value for all of our customers.

APPOINTMENTS
Please arrive 10 minutes prior to your appointment. We schedule appointments according to our specialists' availability and specialty. If you are running late, please let us know and we will do our best to accommodate you. Arriving late will likely limit the time allocated for your service. It will lessen the effectiveness and most importantly your pleasure and enjoyment. As a courtesy to all clients our treatments are completed as scheduled. Cancellations of all spa services require a 24-hour notice. Thank you for your consideration and understanding. Gratuities are not included in the price of services and are greatly appreciated. Suggestions are always welcome.

	<p>DANIELLE (OWNER) UP DO, HIGHLIGHTING</p> <p>HOURS Tu-Sun 9am - 5pm</p>	<p>Passionate about detail and design, Shelley shines while working her magic to create the perfect cut, color and texture that fits you and your lifestyle. Inviting change has compelled Shelley to be a part of the beauty industry for 27 years. She has enjoyed working at Dianna's for 16 years because of its fun and family friendly atmosphere.</p>
	<p>SHELLY (NAILS TECH) MANICURE, PEDICURE</p> <p>HOURS Tu 2pm - 5pm, Th 9am - 11am, Sa 10am - 1pm</p>	<p>Passionate about detail and design, Shelley shines while working her magic to create the perfect cut, color and texture that fits you and your lifestyle. Inviting change has compelled Shelley to be a part of the beauty industry for 27 years. She has enjoyed working at Dianna's for 16 years because of its fun and family friendly atmosphere.</p>
	<p>CINDY (STYLIST) DYING, STRAIGHTENING</p> <p>HOURS W-Sa 9am - 5pm</p>	<p>Passionate about detail and design, Shelley shines while working her magic to create the perfect cut, color and texture that fits you and your lifestyle. Inviting change has compelled Shelley to be a part of the beauty industry for 27 years. She has enjoyed working at Dianna's for 16 years because of its fun and family friendly atmosphere.</p>
	<p>NANCY (STYLIST) UP DO, HIGHLIGHTING</p> <p>HOURS Tu-W 10am - 12pm, F-Su 9am - 11am</p>	<p>Passionate about detail and design, Shelley shines while working her magic to create the perfect cut, color and texture that fits you and your lifestyle. Inviting change has compelled Shelley to be a part of the beauty industry for 27 years. She has enjoyed working at Dianna's for 16 years because of its fun and family friendly atmosphere.</p>

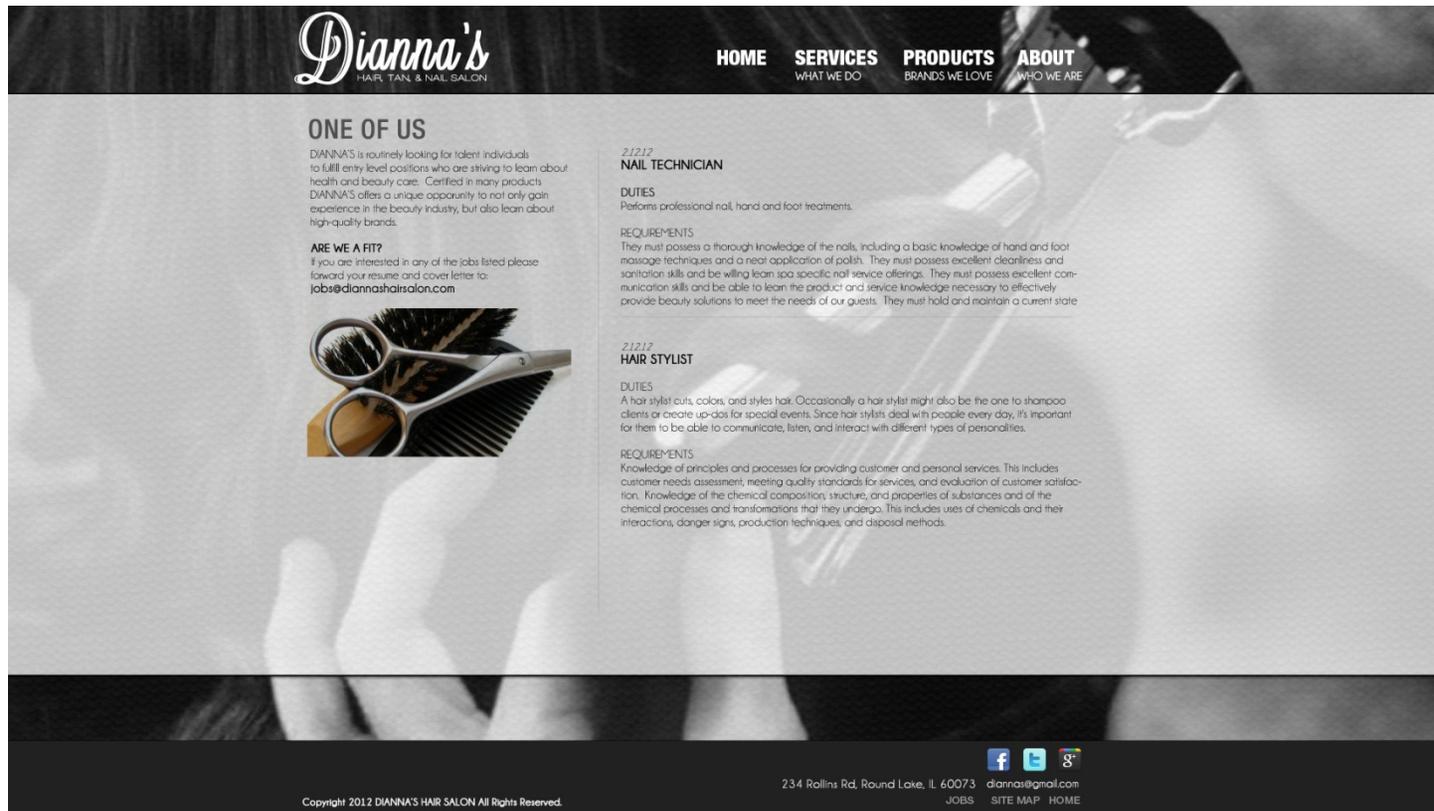
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HOME **SERVICES** **PRODUCTS** **ABOUT**
WHAT WE DO BRANDS WE LOVE WHO WE ARE

ONE OF US

DIANNA'S is routinely looking for talent individuals to fulfill entry level positions who are striving to learn about health and beauty care. Certified in many products DIANNA'S offers a unique opportunity to not only gain experience in the beauty industry, but also learn about high-quality brands.

ARE WE A FIT?
If you are interested in any of the jobs listed please forward your resume and cover letter to: jobs@diannahairsalon.com



21212 NAIL TECHNICIAN

DUTIES
Performs professional nail, hand and foot treatments.

REQUIREMENTS
They must possess a thorough knowledge of the nails, including a basic knowledge of hand and foot massage techniques and a near application of polish. They must possess excellent cleanliness and sanitation skills and be willing learn spa specific nail service offerings. They must possess excellent communication skills and be able to learn the product and service knowledge necessary to effectively provide beauty solutions to meet the needs of our guests. They must hold and maintain a current state

21217 HAIR STYLIST

DUTIES
A hair stylist cuts, colors, and styles hair. Occasionally a hair stylist might also be the one to shampoo clients or create up-dos for special events. Since hair stylists deal with people every day, it's important for them to be able to communicate, listen, and interact with different types of personalities.

REQUIREMENTS
Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction. Knowledge of the chemical composition, structure, and properties of substances and of the chemical processes and transformations that they undergo. This includes uses of chemicals and their interactions, danger signs, production techniques, and disposal methods.

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