Nailed It
Project Proposal Document

Caitlyn Johnson

Project Overview

Introduction

We have been tasked with building a full stack website using both front and back end development to meet the needs of a client.

My client will be Nailed It a new start up company that wants to connect people with nail salons. Their new website will need to have two modes of interaction one for the user to be able to find, search and save salons from a variety of search options such as - location, rating, designs and cost. It wall also need to have a mode for businesses where they can upload information about their business, show off designs and provide contact details to new clients.

The idea then is to create a site that will allow customers to easily search and find salons that meet their needs and bring in new customers for the salons without alienating old customers.

Goals

Project Goals
- Have minimalistic layout
- Allow users to search through at least four categories (location, price, style and ratings)
- Allow users to leave ratings
- Allow users to save their favorite salons
- Connect salons with new clients
- Allow Salons to upload information about themselves
- Have 2 forms of interaction (user and business)
- Include a way for users and businesses to communicate with each other

User Goals
Customers
- Be able to navigate the site easily
- Be able to search through salons
- Find a salon the meets their needs
- Be able to rate and review salons
- Be able to contact the business
-
Businesses
- Able to upload information about their business
- Navigate the sight easily
- Get in contact with clients
- Upload designs and regularly update their information

User Groups

Teen girls - getting their nails done for the first time for their school ball, very exciting for them and the want them to be special

Young adults - looking to get their nails done for special occasions, party's and personal pleasure.

Mums/mature age women- with more grown children they like to get their nails done to 'treat themselves" or if they have an upcoming function. Also more financially stable and as such can go more regularly.

Business professionals - working in an environment where having a neat and tidy appearance is important they may seek manicures/pedicures to keep their hands looking neat and tidy.

Elderly women - with more time on their hands it can be seen as a fun leisurely activity either done individually or in a group outing, or a bonding experience with a grandchild or other family member.

Name: Holly

Age: 20

Location: Bentley

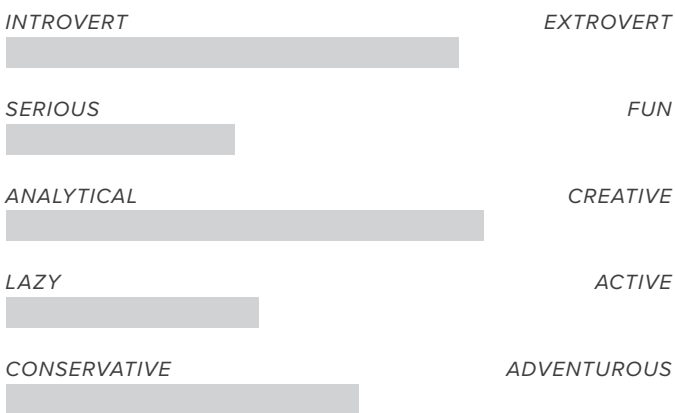**Education:** Engineering Major

Job: Domino's Driver

Income: $260/per week
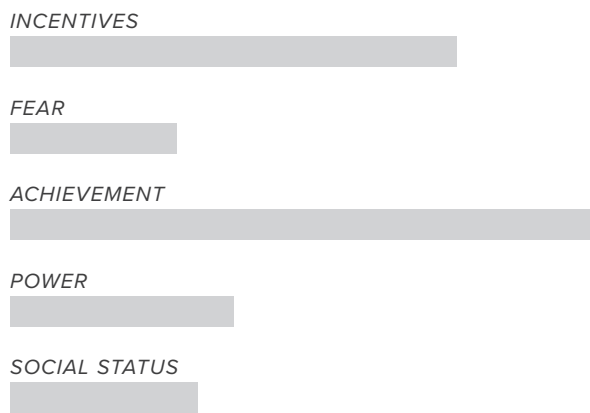
Family: Boyfriend

Archetype: The Every Man

Bio: Holly is a young Uni Student, she works a part time job and is always short on time, she loves getting her nails done as its her time to relax

Personality

INTROVERT — EXTROVERT

SERIOUS — FUN

ANALYTICAL — CREATIVE

LAZY — ACTIVE

CONSERVATIVE — ADVENTUROUS

Motivations

INCENTIVES

FEAR

ACHIEVEMENT

POWER

SOCIAL STATUS

Hobbies and Interests

Hobbies — Piano, reading, knitting, Sims

Interests — Music, astrology, superheros

Sports — Netball

Books — The Devil Wears Prada

Movies — Avengers

TV — Lucifer

Heroes — Mum, Mark McGowan

Likes

Bold Colours

Sparkly nails

Long nails

Repetition

Familiarity

Dislikes

Long wait times

Fake nails

Long travel

Crowded Salons

Awkward Silences

Needs & Requirements

Low Cost

Student Discounts

Short Drive

Conveniently located

Large Colour range

Scenario

Holly and her family have just moved house which means she needs to find a new nail salon. As a second year engineering major Holly is always short on time and getting her nails done once a month is her way of treating herself. She also doesn't have a lot of time to search though all the nail salons in her area to find the one thats best for her as her nails and hands are important to her she doesn't want to rock in just anywhere. She also needs a place that isn't to far from either home, uni or work so she can get them done on her way to or from one of the three places as its where she spends most of her time.

Getting her nails done can also be somewhat pricey so shed really like a place that offers student discounts to has some form or rewards program, and if that had a large colour range that would be great as well. But with all these requirements finding a place is going to be hard and she knows it'll take her a while to find one she wants to return to.
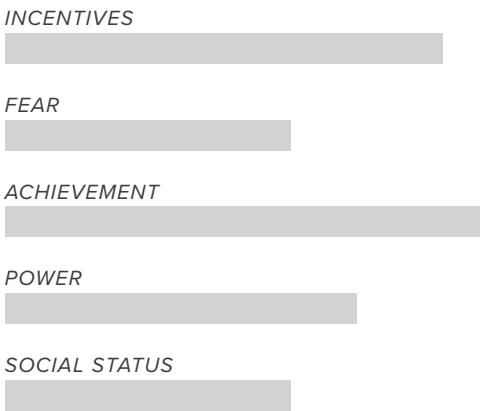
Name: Alice
Age: 17
Location: Kalamunda
Education: High school
Job: Student
Income: Money from Parents
Family: Single
Archetype: The Jester
Bio:
Alice is a young hard working student who lives at home. Shes super excited because the school ball is coming up, shes been looking forward to it all year!

Personality

INTROVERT	EXTROVERT
SERIOUS	FUN
ANALYTICAL	CREATIVE
LAZY	ACTIVE
CONSERVATIVE	ADVENTUROUS

Motivations

INCENTIVES

FEAR

ACHIEVEMENT

POWER

SOCIAL STATUS

Hobbies and Interests

Hobbies	Cooking, drawing, sewing
Interests	Fashion, travel
Sports	Gymnastics
Books	Eat, Prey, Love
Movies	Devil wears Prada
TV	Jane the Virgin
Heroes	Mum, Kris Jenner, Lady Gaga

Likes

Range of options

Shiny things

Diamonds

Fancy designs

Pastel Colours

Dislikes

Disorganised looking salons

Messy tables

Long travel

Bright colours

Going alone

Needs & Requirements

Close to home (cant drive)

Nail art options

Designers that can match her dress

Good extensions

Large range of designs

Scenario

With her school ball coming up everything needs to be perfect, shes already found the perfect dress and the perfect shoes, now she needs the perfect nails. Her dress is blue and silver so she wants silver nails to match, she also has quite short nails because of gymnastics so shes going to need nail extension to make her nails really stand out.

Her grandma has offered to take her and pay for them so cost isn't a concern to her. She also doesn't just want to paint them silver and be done with it because she knows lots of other girls will be doing that and as its her one chance to wear them to school without getting in trouble she wants to go all out. To do this she needs to find a nail place that has great nail art, however shes having trouble finding a place. She doesn't want to inconvenience her grandma by going far away and she knows the places will be busy before the ball.

There are lots of places that have good nail art but its hard to tell if they'll be able to recreate the designs found Online and she doesn't know who to commit to.

Name: Bernie

Age: 72

Location: Cockburn

Education: Bachelor of business

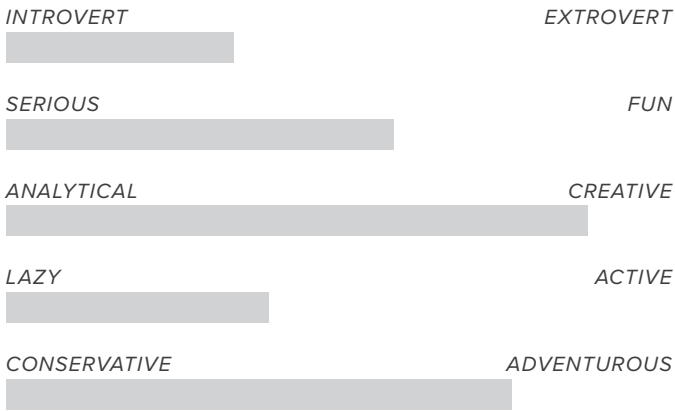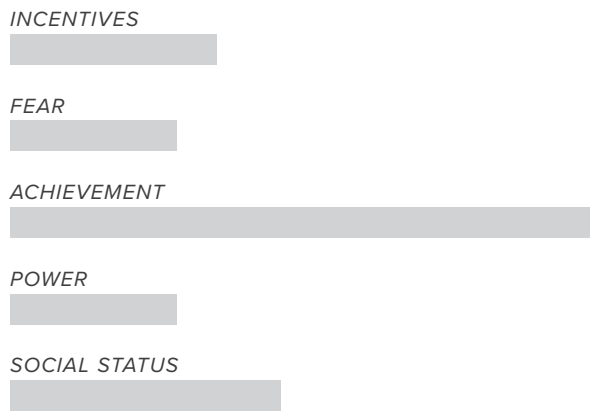**Job:** Retired

Income:

Family: Married

Archetype: The Carer

Bio: Bernie is a retired banker. Now that shes retired she loves spending time with her husband, grandkids and working in her garden

Personality

INTROVERT	*EXTROVERT*
SERIOUS	*FUN*
ANALYTICAL	*CREATIVE*
LAZY	*ACTIVE*
CONSERVATIVE	*ADVENTUROUS*

Motivations

INCENTIVES

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ACHIEVEMENT

POWER

SOCIAL STATUS

Hobbies and Interests

Hobbies — Gardening, Bridge, Cooking

Interests — Her grandkids

Sports — Regular Gym visits

Books — To Kill A Mocking Bird

Movies — Anything with Hugh Grant

TV — Downtown Abby

Heroes — Maggie Smith. The Queen

Likes

French Tips

Simple colours

Neat and tidy designs

Short nails (cant do anything if their to long)

Talking

Dislikes

Extensions

Outrageous colours

Nail Art

Them blue light machines

Uncomfy chairs

Needs & Requirements

Comfy Chairs

Near somewhere that will occupy her husband

Friendly and chatty staff

Not to crowded

Somewhat close to home

Scenario

Bernie has just retired after over 50 years in the work force. Shes really looking forward to relaxing and spending time with her grandchildren. Shes also joined a few new social clubs and activities like her gym and bridge club. She may be retired but shes always on the go.

She spends much of her time looking after her garden and her two youngest grandkids. Recently she has started to get her nails done with her oldest granddaughter, Bernie enjoys this time together however they don't get to go very often. Bernie likes the place they go to however it can be hard without her granddaughter, she doesn't mind that its further away from home, she quite enjoys the drive, however it doesn't really have anything around that can occupy hr husband and they are always out of the colours that she wants. She wants to suggest finding a new place but doesn't want to make her granddaughter do all the work to find a place, lord knows she works to much.

She wants to be able to find a place on her own to show her granddaughter but shes not all that good with technology and trying to compare all these places is getting difficult, she may have to throw in the towel and ask for help soon
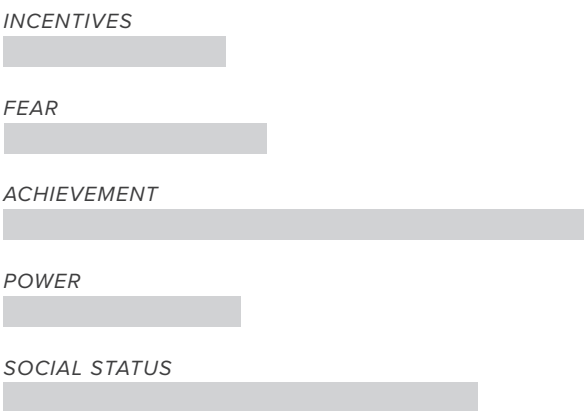
Name: Isaac

Age: 33

Location: Subiaco

Education: Accounting Major

Job: Accountant

Income: $1,400

Family: Engaged

Archetype: The Every Man

Bio: Isaac is an account, hes opening his own accounting firm and is very nervous, and he wants to look his best for his new clients

Personality

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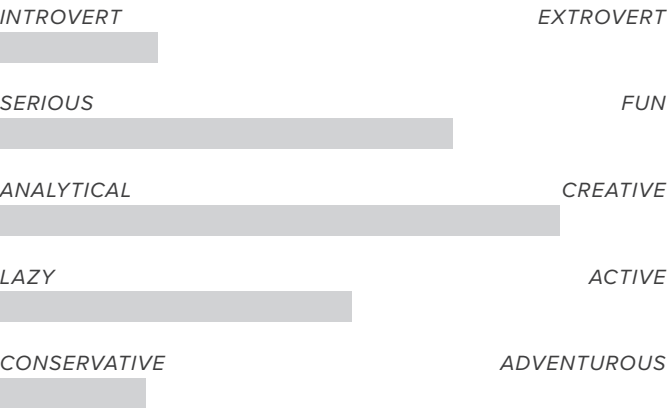
Hobbies and Interests

Hobbies   Football, video games

Interests   Cars, sports, whiskey

Sports   Football, Tennis

Books   Eat, Prey, Love

Movies   The Accountant

TV   Top Gear

Heroes   Will Smith, The Rock

Likes

Efficiency

Simplicity

Quite

Quick

Easy

Dislikes

Bright Colours

Sparky Things

Long Waits

Loud noises

Over crowded spaces

Needs & Requirements

Close to home

Not over crowded

Reasonably priced

Neat layout

Doesn't have to wait long

Scenario

Isaac is starting his own accounting firm. hes been dreaming of this for a long time and his finally ready. The only problem is hes been so stressed hes started biting and chewing his nails and now they look terrible. His fiance suggest he go get a manicure which he obviously brushed off, however his hands do look terrible and appearance really is everything in the fast paced world of accounting.

After much deliberation he has decided to take the plunge and boldly go to a nail salon. He is quite nervous and feels a little out of sorts however by the time his nails are done he does actually feel better, and while it took him a while he did eventually relax into it.

While he doesn't plan to make this into a regular thing he decides it may be worth returning in future, he will need to go somewhere else tho if he plans to make this a regular thing, this salon is way to close to the bar where all his work buddy's go drinking after work. If he wants to keep doing this he defiantly needs a new place, which may be a challenge since he has no idea what to look for in a good nail salon, hes sure if he looks tho ugh enough reviews hell find something.

Information Architecture

Site Map

LANDING PAGE

LOG IN
- Email Text Field
- Password Text Field
- Forgot Password
- Log In Button
- Create Account Button
- 2 Log in types

SIGN UP
- Name (First and last)
- Email
- Password
- Confirm Password
- Sign Up Button
- 2 sign in types

PROFILE

HOME

BUSINESS
- Business Logo
- Contact Details
- Rating
- Designs
- Account Details
- Upload work
- Edit Details

PERSONAL
- Profile Details
- Profile Pic
- Favorites
- Add or remove Favorites
- Edit Details

FAVORITES

EDIT

EDIT

SEARCH FOR

Filter By
- Patterns
- Colours
- Lengths
- Styles
- Location
- Art
- Price

SALON
- Salons profiles
- Add Salon to Profile
- Leave a Review
- Rate
- Add to Favorites
- Contact business

NAILS
- Images
- Like
- Add to Favorites

FAVORITES

Legend
- Admin Only
- Page
- Page Content
- Text Fields

Ideation Sketches

Landing Page

NAILED IT

Username

Password

No account? Sign Up

Sign In

Sign Up Page

Sign Up

Business

Business Name

Password

Confirm Password

Sign Up

Personal

User Name

Password

Confirm Password

Sign Up

Home Page

🔍 ⬭   Home Nails Salons Profile

Nailed It

← Slide Show of featured designs →

Search - Nails Page

Nails   Home Nails Salons Profile

Refine By

OOhh Sparkly

Artist ♡   Artist ♡   Artist ♡   Artist ♡

Diamonds!

Ideation Sketches

Search - Salons Page

Salons

Home   Nails Salons Profile

Refine By

Extension Specialists

Artist ♡   Artist ♡   Artist ♡   Artist ♡

School Ball Specials

Salon Profile Page

Home   Nails Salons Profile

Company Name

Bio

Contact Details

User Profile Page

Home   Nails Salons Profile

Email

Location

Sign Out

Preferences

Favourites

Visual Design Language

Research Examples - Uber
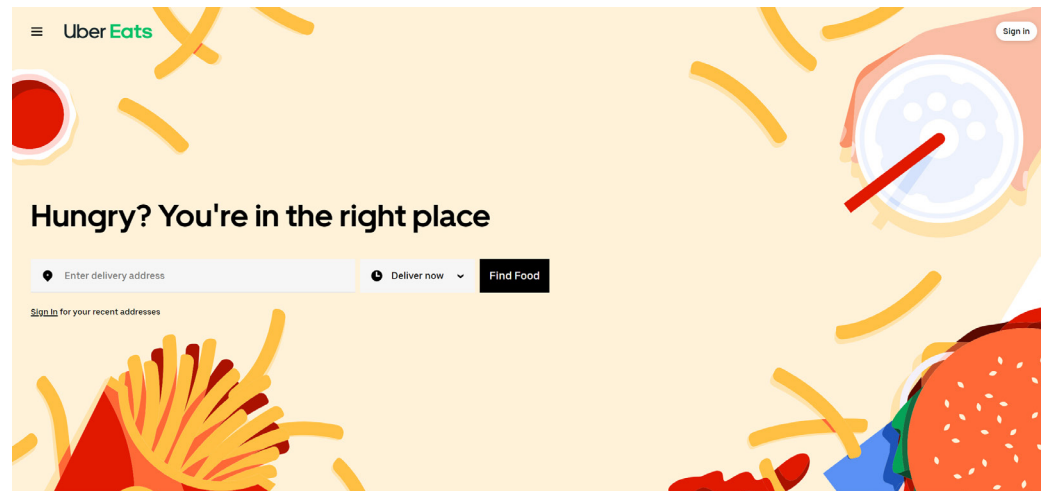
Home Page
- Promotes search feature (sight made only for searching)
- Use of space, line and contrast to create focal point around search bar
- Flat vector images that speak to sights purpose
- Logo well designed and placed in corner
- Fun quirky design gets users attention
- Good colour scheme
- Punchy Relevant caption text
- Good Hierarchy in designs
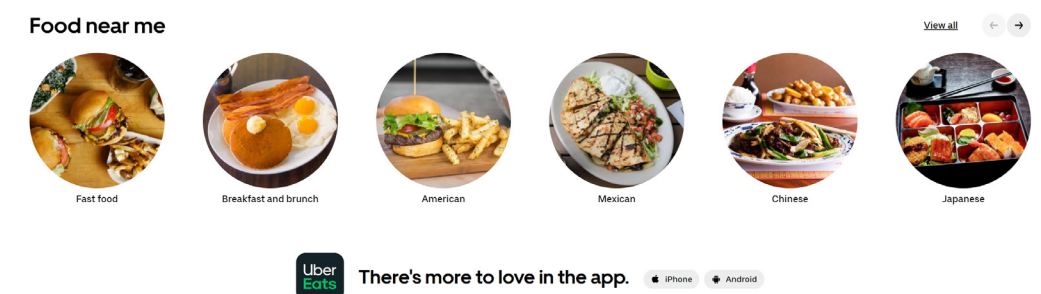
- **Sections**
- Use of round circles with images in them popular design trend
- Brakes everything into nice groups
- Images clear and support text well
- Not to large, good relationship between text and image
- Plain background doest take away from busy photos
- categories easy to understand
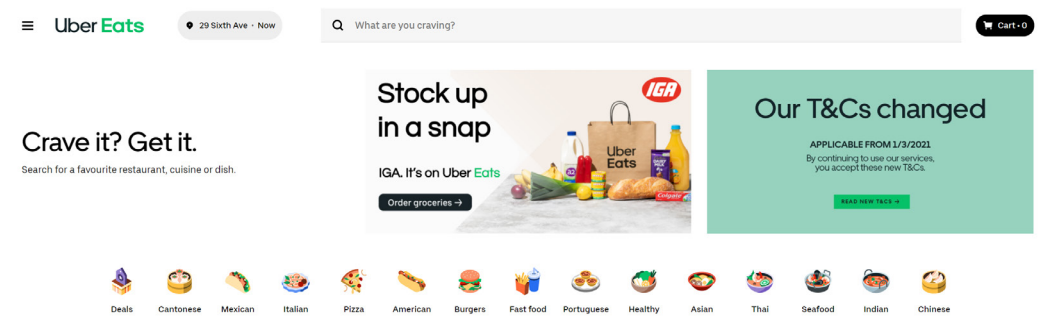
Search - With Address
- Adding address changes format
- Icons to help pick what you want
- Cute, easy to understand, and emphasized with colour
- Offers search function for more specific requests
- Minimalist design, uncluttered
- Minimal colours
- Punchy caption
- Adds/notifications aren't to distracting
- Combines photographic and drawn elements
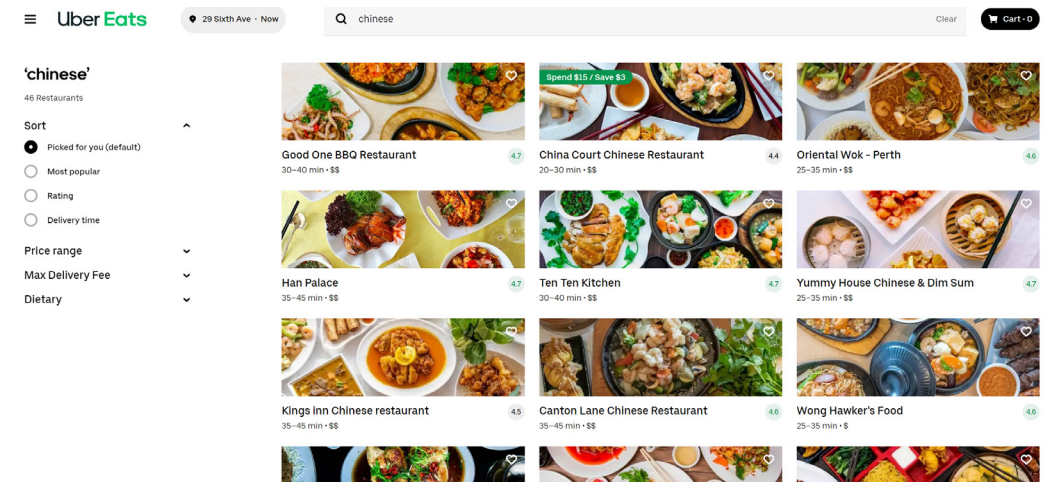
Search - Results
- Grid Structure, easy to view results
- Offers additional information - name, rating distance in time
- Appealing photos of restaurants, all taken from same angle creates unity and harmony in design
- Side menu to refine results
- Tells user what they are getting results for
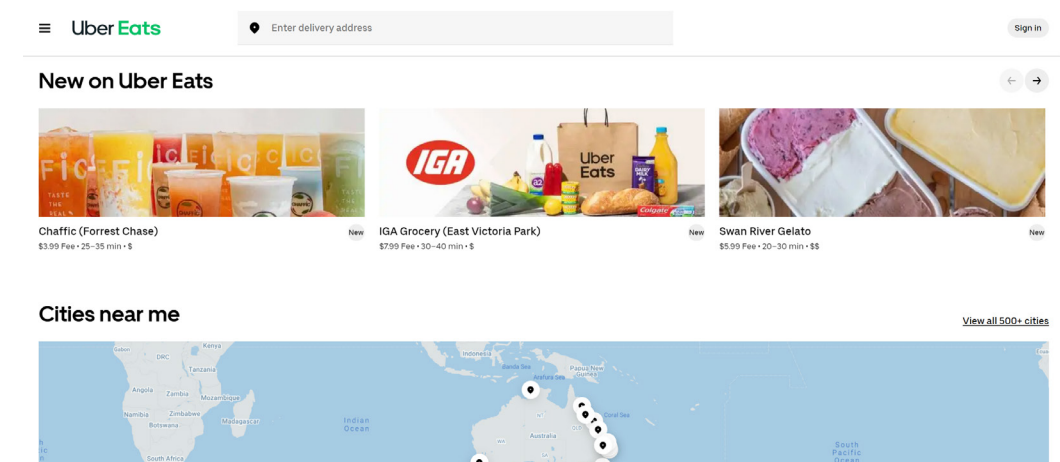
New and additional features
- Offers services users may enjoy
- Keeps users up to date
- Same grid structure
- Offers relevant additional information
- Text and images have strong relationship
- High legibility

Research Examples - Angelic Nails & Beauty
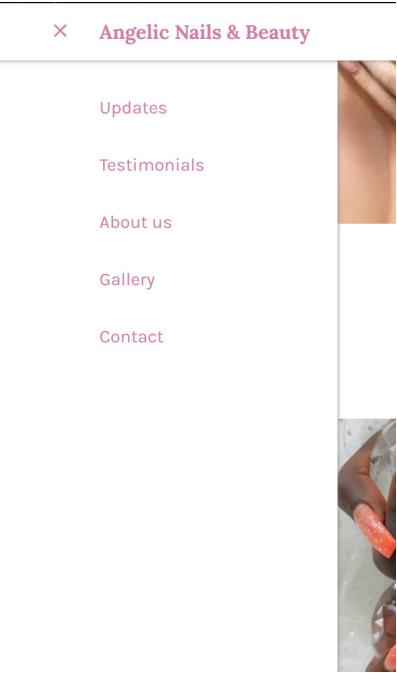
Menu
- Very feminine
- Lots of white space
- Minimalist design
- Neat grid structure
- Contrast creates emphasis and legibility
- Relevant Headings
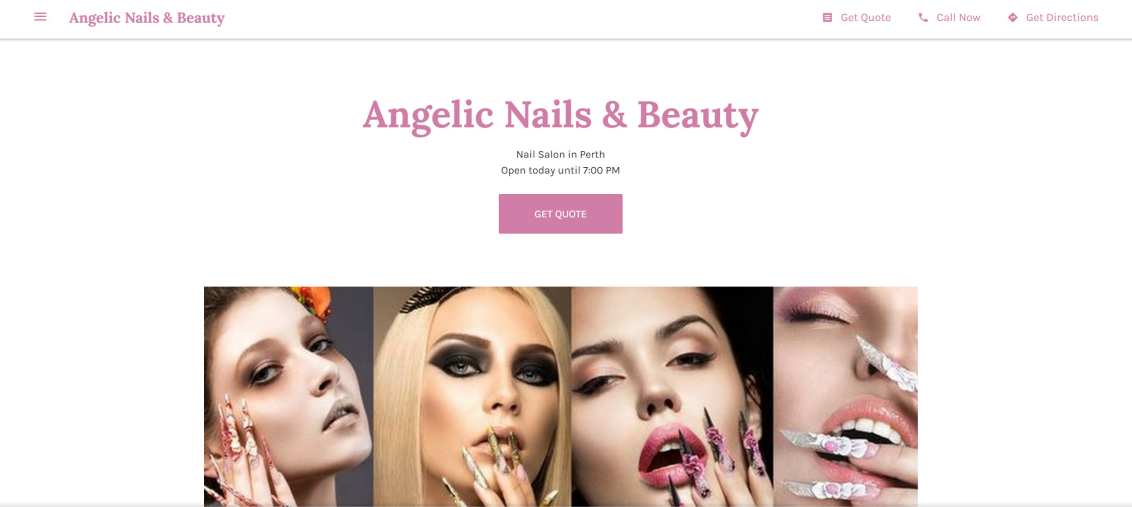
Home
- Large hero image
- Images all draw focus to nail designs/art
- Very sensual
- Minimalist design
- Only includes one contrasting colour (pink)
- Very feminine
- Lots of white space

Reviews
- Minimalist design
- Lots of white space
- Grid like structure
- Minimal use of colour
- Dated reviews
- Offers ability to see more (keeps design uncluttered)

Updates/gallery
- Grid Structure for images, neat clean and efficient
- Lots of white space, Very minimalistic
- All images united by diamond - better show of nails, create unity and sets salons tone
- Very Plain colour
- Offers relevant information of design
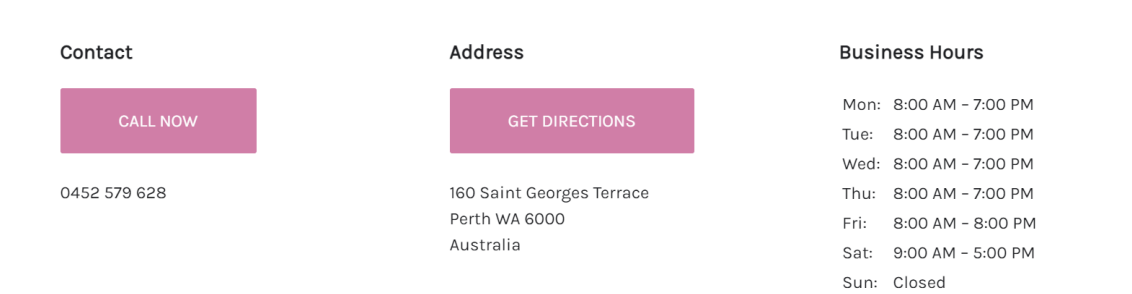
Extras
- Information caparisoned into sections and grid
- Buttons bright ping, uses contrast to emphasise them
- Bold heading for emphasis
- High legibility
- All information highly relevant

Mood-board 1
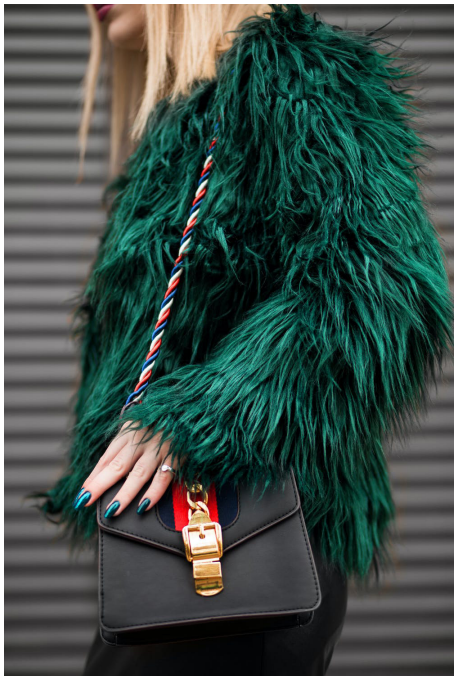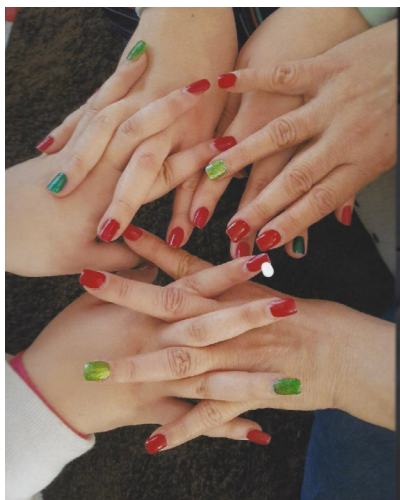
Mood-board 2
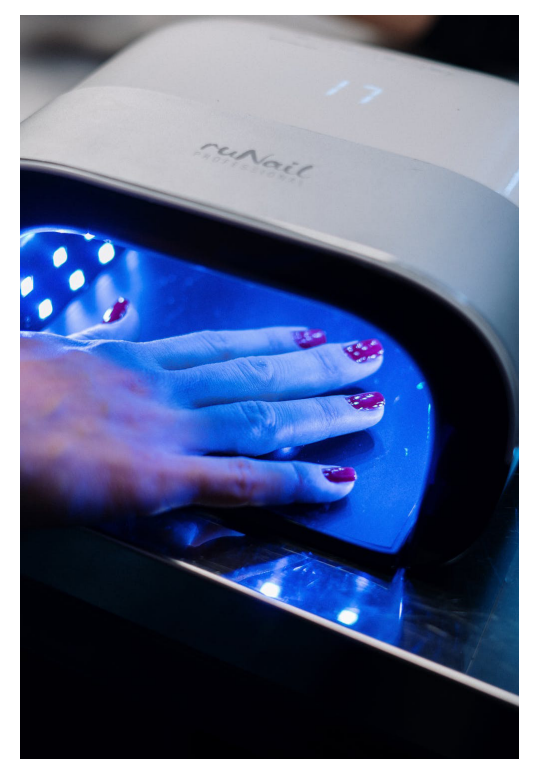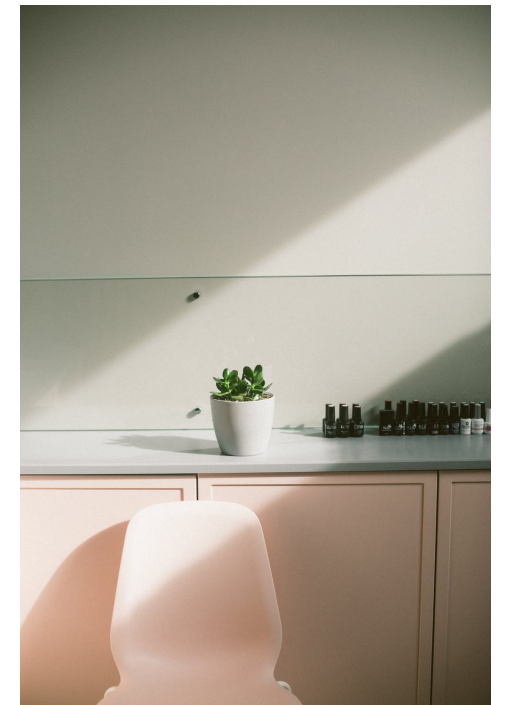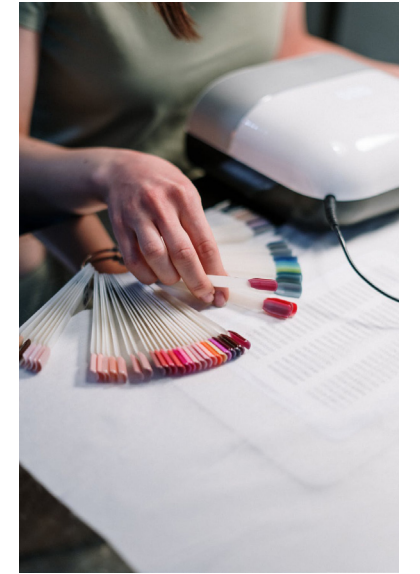
Colour Experiments
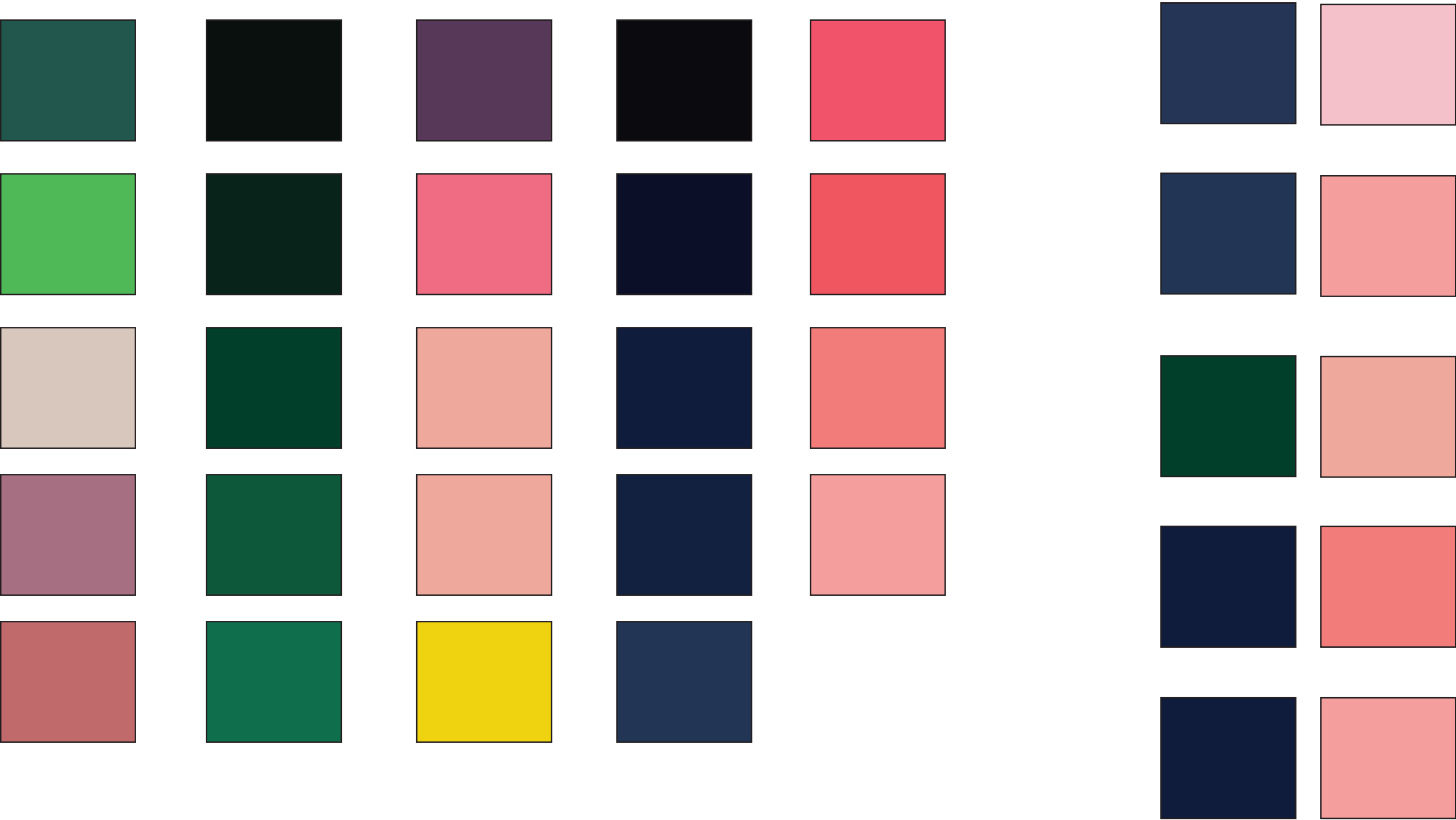
Type Experiments

Nailed It

Nailed It

Nailed It

Nailed It

Nailed It

Nailed It

Nailed It

Nailed It

Nailed It
Sub Headings and Supportive Text

Nailed It

Nailed It
Sub Headings and Supportive Text

UI Design Experiments

Mockups

Nailed It

Email Address

Password

No Account? Sign Up

Sign In

- **Loading Page**
- **Simple sign in fields - username (email) and password**
- **Sign in button**
- **Minimalist design for elegance and to keep with modern web trends**
- **Cursive primary font again for elegance and tone setting**
- **Simple contrasting colour scheme**
- **Sign up Option available as well**

Sign Up

Business

Business Name

Email Address

Password

Confirm Password

Location

Sign Up

Personal

First Name | Last Name

Email Address

Password

Confirm Password

Location

Sign Up

- **Sign Up Page**
- **Two sign up options clearly labeled**
- **High legibility**
- **Minimalist colour scheme and layout**
- **All mandatory sign up fields**
- **Clearly marked sign up button**

Nailed It

🔍 Search

Designs   Salons

- Home Page
- Designed to be used as a search function
- Big search bar in the middle
- Tags under search bar to search for either salons or nail designs
- Profile icon clear and accessible in the top right corner
- Image to support theme and elevate appearance

Nailed It
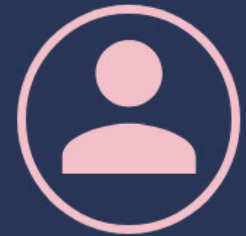
Search

NAILS

Colour ⌃
- ◯ Red
- ◯ Orange
- ◯ Yellow
- ◯ Green
- ⦿ Blue
- ◯ Pink
- ◯ Purple

Texture ⌄

Length ⌄

Price ⌄

Artists Name

Artists Name

Artists Name

Artists Name

Artists Name

Artists Name
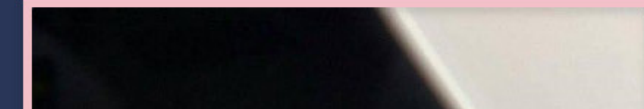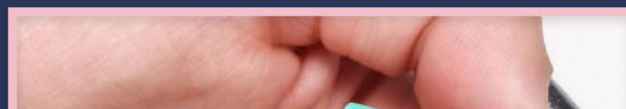
- Search Results - Nail
- After choosing the nails tag loads results of nails
- Can search for specific nail designs or just browse nails
- Filter options on the left side to refine search, can expand to see more options
- Heart option to add to favorites easily and clearly
- Account details of the person/salon responsible for the work so you can easily get it done

Nailed It
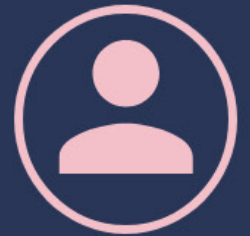
SALONS

Price ⌃
- ◯ Under 40
- ◯ $50 - $60
- ⦿ $60 - $70
- ◯ $70 - $80
- ◯ $100 +

Hours ⌄

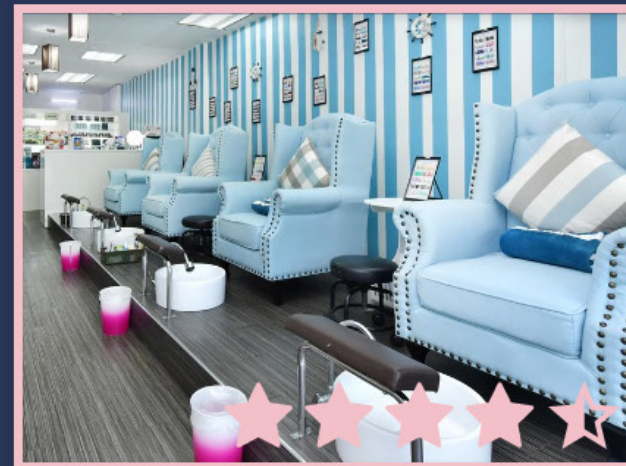### Location ⌄

Ratings ⌄

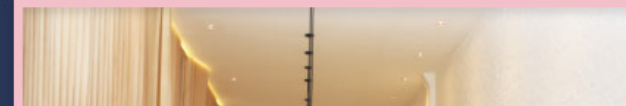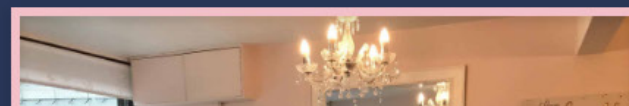Salon Name ♡

Salon Name ♡

Salon Name ♡

Salon Name ♡

Salon Name ♡

Salon Name ♡

- Search results salon
- Primary search based n location (given when creating account)
- Filter options to find a good salon
- Options are expandable to see options
- Heart to favorite a salon to come back to later
- Salons rating to help make decision
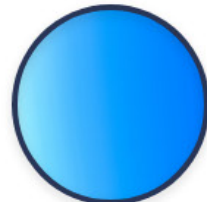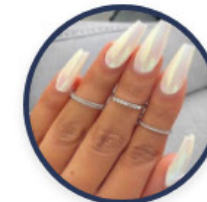- Easily see the salons page by clicking on the image or name

Nailed It

Search

Preferences

Blue

Purple

Sparkle

Coffin

Square

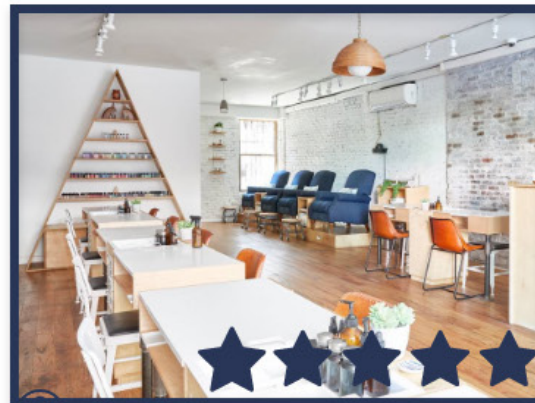## Favourites

Salon Name ★★★★★

Salon Name ★★★★★

Salon Name ★★★★★

Caitlyn Johnson

Kensington
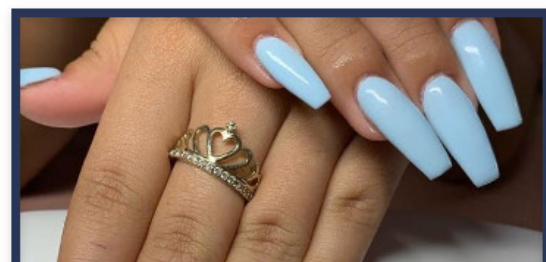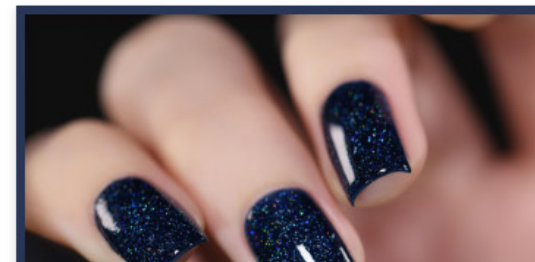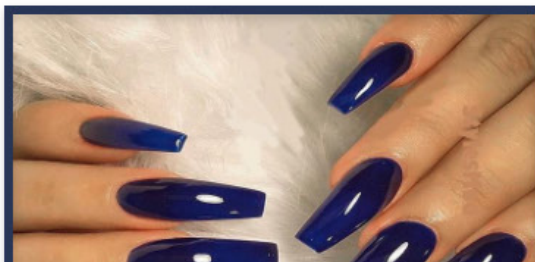
Log Out

- Profile Page
- Contains personal information
- Profile picture
- Clearly lists saved salons and designs to see later
- Easily unfavorite by clicking the heard again and having it removed
- Set preferences to make search more specific/relevant can add or delete preferences at any time
- Preferences supported by images to make them more legible and stylistic

Nailed It

Company Name

★★★★★

Bio: This is a bio it tells us about the company and what they specialise in.

Contact Details:
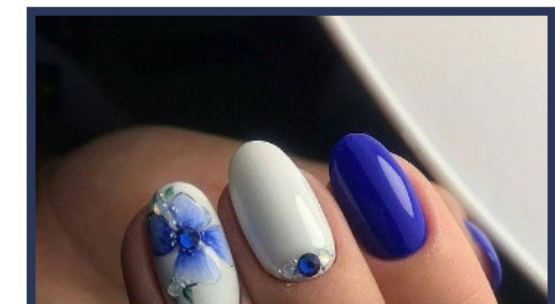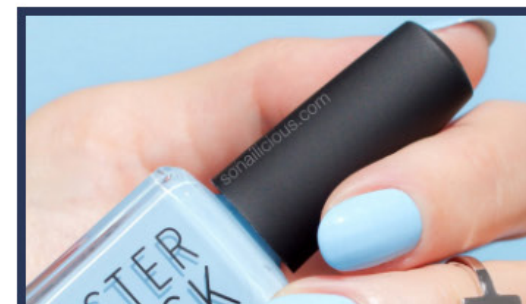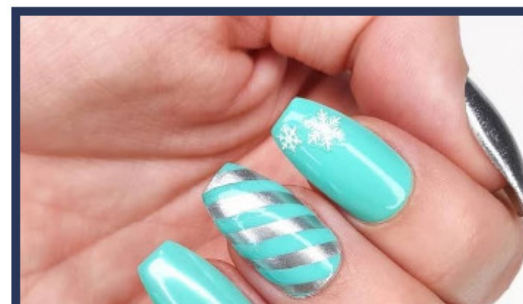
Phone: xxx xxx xxx
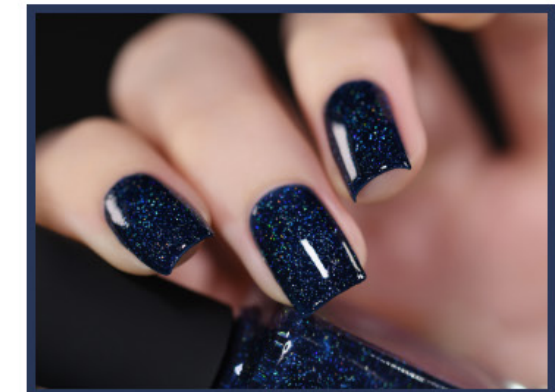Hours: 9am - 5pm
Website: xxxxxxxx.com

- Salons Page
- Keeps salons detail for clients to easily access (contact information, Address,website e.c.t)
- Social media links
- See all work uploaded by the salon
- Bio to inform user about the salon
- See salon rating

Technical Specifications

Front End

Technology Used

Shoelace
UI component library that uses native web components to build interfaces fast with reusable components
Sass
A CSS extension library that allows you to add features and extensions to CSS
Full page js
A responsive full page web layout with multiple customizable features and configurations
Parcel
A beginner level web bundler

File and Folder Structure

HTML

- index.html
- Will contain the structure of the single page layout

CSS

- style.css
- Will contain the style sheet data that will be read by the browser
- style.scss
- Include Sassy CSS data that will be compiled and stored in the style.css

JS

- index.js
- Store and run core page functions and routs
- app.js
- Handel pages core functions such as loading page, adding routs and refreshing the nav
- search.js
- Handle function of search, making post request and displaying search results
- users.js
- Handle user functionality such as displaying, editing, creating (for business) and deleting users
- reviews.js
- Handle ability to review salons, including creating, updating and deleting a review
-

IMAGES

- All images being used in website, including icons, logos, nails and salons

Back End

Technologies

- JavaScript - Language used in the server
- NodeJS - Back-end Version of JS
- MongoDB - Document based database used to store data
- PostMan - Used to make requests to backend data

API Routs

Log In
Using a .Post() request and response to check a users password against whats stored in the data base allowing them to log in

Crate an Account
Using a .Post() request and response to create a new object and sent back confirmation that request was successful (new account made)

Update An account
Using a .Put() to allow users to update their information, sending a request to update a selected property and a response telling if it was successfully updated

Search for designs/salons with filters
Using a .Post() request to allow user to filter their search by given categories, send a request to return results matching the specified filters and responding with the appropriate specifications met

Save favorite salons/designs
Using a .Post() request to let users save posts to their account and view later, sending a request to save the information to their account and sending a response to confirm its been saved

Leave a review
Using a .Post() request to leave a review on the salon/design they like. Using a request to create a review document and send back a response when the review has been posted

Database Structure

CRETE ACCOUNT
    FirstName: xxxxxxxxxx
    LastName: xxxxxxxxxx
    Email: xxxxxxxx@xxxx
    Password: xxxxxxxxxxx
    Gender: xxxxxxxxxxxxx
    Account Type: xxxxxxxx

LOG IN
    Email Address: xxxxxxxxxx@xxx
    Password: xxxxxxxxxxxx

UPDATE ACCOUNT
Updates information e.g
    Email: xxxxxxxxxxz
User infromantion
    FirstName: xxxxxxxxxx
    LastName: xxxxxxxxxx
    Email: xxxxxxxx@xxxx
    Password: xxxxxxxxxxx
    Gender: xxxxxxxxxxxxx
    Account Type: xxxxxxxx

SEARCH FOR DESIGNS/SALONS
Request - local area
    Returns (1)
    Name: xxxxxxxxxxx
    Location: xxxxxxxxx
    Reviews: xxxxxxxxx

SAVE DESIGNS/SALONS
Request design
    ID: xxxxxxxxxxxx
Add to user profile
    ID: xxxxxxxxxxxx
    Location: xxxxxx
    Image: xxxxxxxx

LEAVE A REVIEW
    Description: xxxxxxxx xxx x xxxxx xxxx x, xxxxx!
    Salon: ID xxxxxxxxx

References - All Images from
"Pexels". 2015. PEXELS. https://www.pexels.com/.