

Final Design for Le's Salon

Cecilia Chen



Agenda

01

Brand Discovery

02

Wireframe

03

Desktop Templates

04

Mobile/ responsive Templates

Brand Discovery

Le's Salon and Beauty is a Chinese based salon located in Downtown Boston. We strive for affordable value in beauty services.

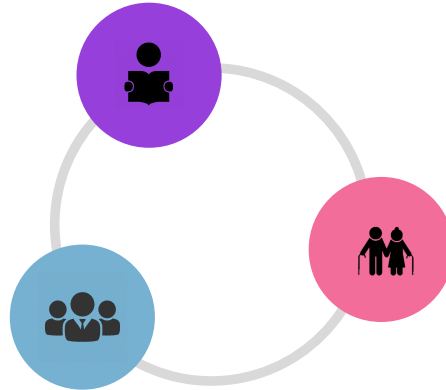
- Target audience

Students

Boston is full of students. Students are paying for high tuition and rent. Our price will be very attractive to them. They will recommend more students for us. We also provide students discount.

Workforce

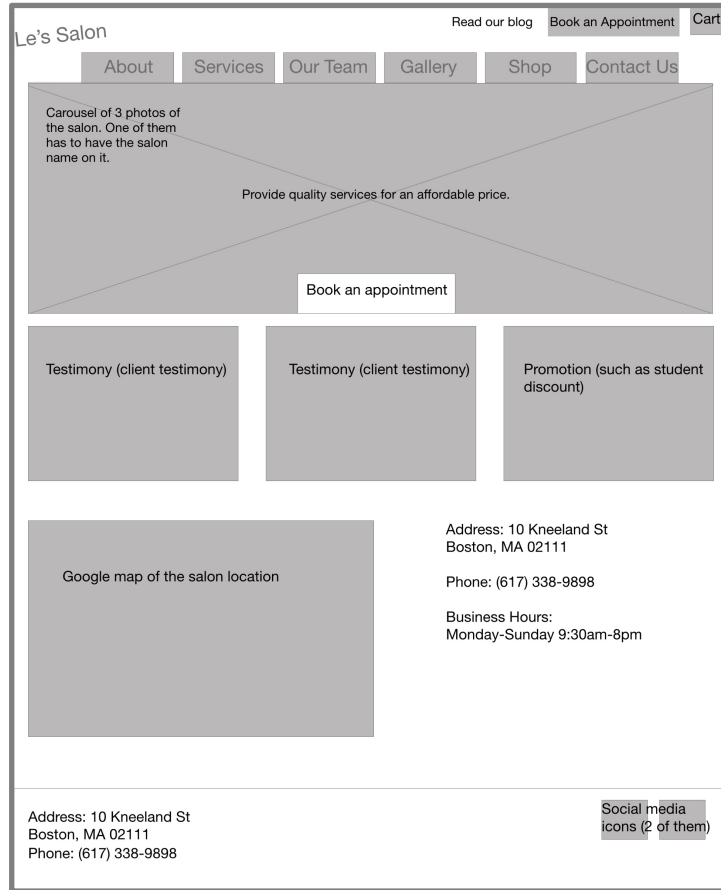
We are located in Downtown, Boston which is fairly close to the financial district so tons of workforce. They might not have high budget to get beauty service when they are trying to save money for family or a house.



Elderly

Because they are older, does not mean that they no longer need beauty services. However, the site will not have much of their funnel, due to the fact that there are less elderly using internet.

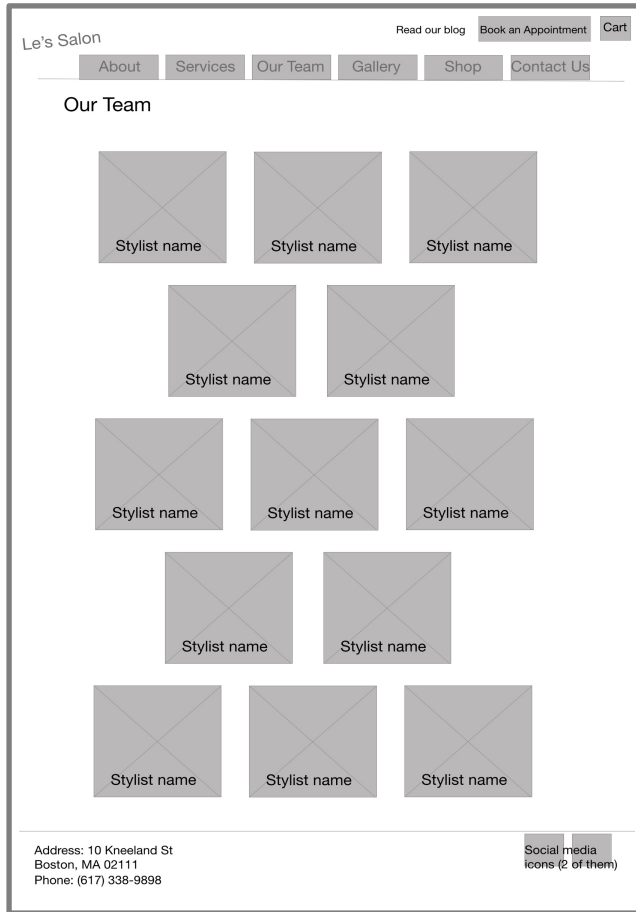
Wireframe (Homepage)



Note:

This is the first homepage wireframe I design. I wanted to have a carousel of 3 images while it rotates. It should lead to different pages, while the first one will lead to appointment page, the other will go to shop page and services. The bottom I had 2 testimonies and a promotion post. Lastly, I have the google map and the address. While the footer only have very simple information of the address and the social media icon. (facebook and Instagram) However, you will see some changes in the final design.

Wireframe (Our team page)



Note:

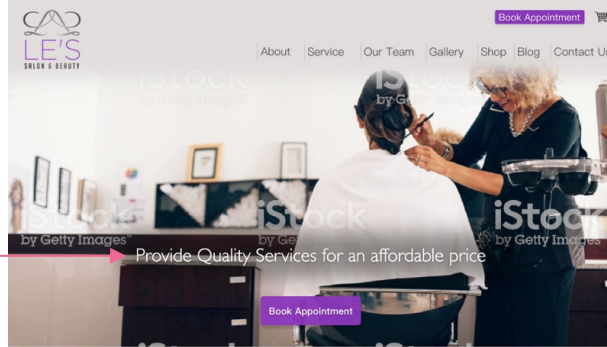
I chose to show this wireframe because I thought this page was a little different than others. I wanted to lay out the page in an interesting way but still have the space used properly without wasting it. Therefore, I went with the square and lay it out like this. If the salon must change the number of the people that's working, there. Instead of using all the stylist, they can have images in the square and make it look like they did that on purpose.



Desktop Templates

Homepage

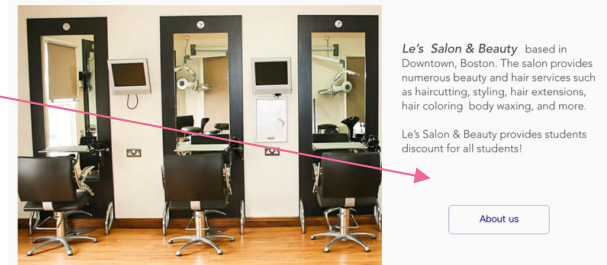
- Slogan of the salon, I made it with a black cloud back-ground for better visibility.



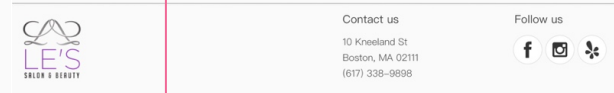
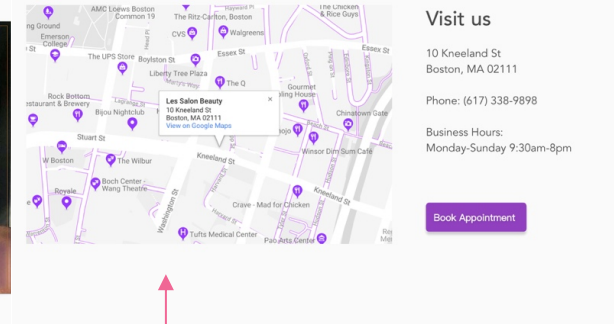
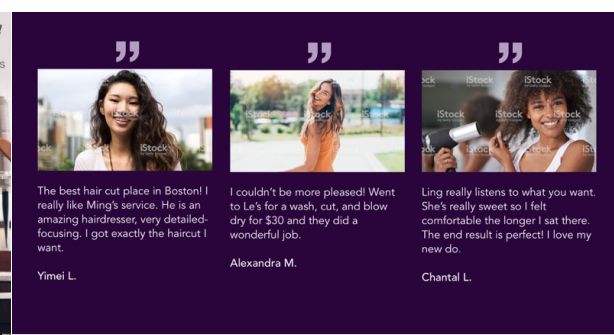
- These are the users funnels, for them to click on to the shopping page or the services page



- Extra info for the students! (main target audience)



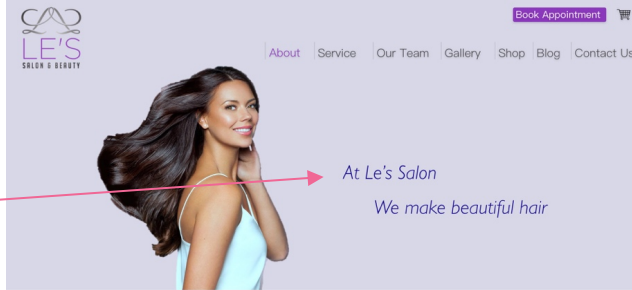
- Another action that can get users off the homepage



- Clicking on to the map will bring them to google map. I thought it would be easier to do it this way so that users can find directions from where ever they are

About Page

- Another slogan to relate the users to our salon. Since going to the salon is to get better appearances.



- Treat our customers with care. Treat them as if they are the one and only. Also the images shows that.

About us

Le's Salon & Beauty based in Downtown, Boston was formed in 2004 by Juju Le. The salon provides numerous beauty and hair services such as haircutting, styling, hair extensions, hair coloring, body waxing, and more. We have a great team of stylists that will go beyond to take care of your hair. Your hair is our duty!

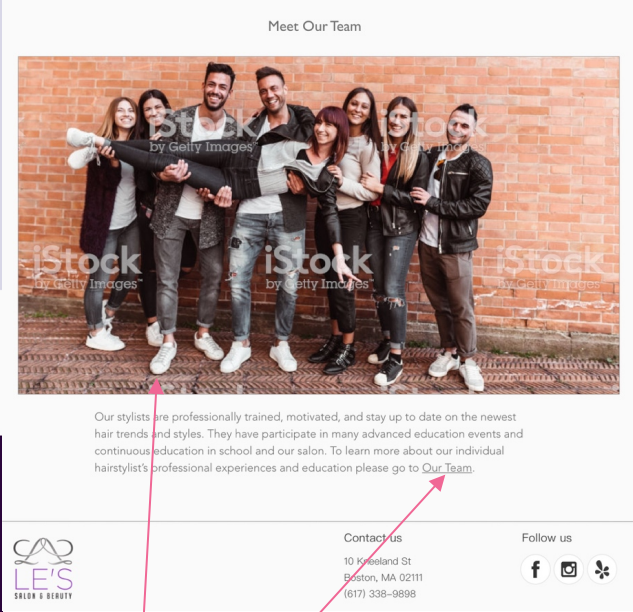


Our mission

Our primary mission is to provide the highest level of customer service to each client, thereby establishing a long-lasting relationship of trust and commitment. Our expertise and professionalism allows us to provide clients with the utmost beauty experience!

Why Choose us

Le's salon is dedicated to providing a pleasurable experience. We offer a variety of natural hair care services whether it is customized hair color, deep moisturizing treatments, or an updated hair cut our experienced and friendly staff deliver results at an affordable cost.



Our stylists are professionally trained, motivated, and stay up to date on the newest hair trends and styles. They have participated in many advanced education events and continuous education in school and our salon. To learn more about our individual hairstylist's professional experiences and education please go to [Our Team](#).

- Happy team and this also leads to "our team" page

Services Page

- Another slogan to let our customers know that we listen to them, and won't just cut hair for us, but it is for them.

- Simple lay out of the prices and services to browse easily.

LE'S SALON & BEAUTY

Book Appointment

About | **Service** | Our Team | Gallery | Shop | Blog | Contact Us

Services

Allow us to create an experience customized only for you.

Hair Cut		Color		Perm	
Shampoo & Styling	\$20 & up	Oil Treatment	\$40 & up	Regular perm	\$80 & up
Hair Cut and Styling	\$30 & up	Permanent Coloring	\$80 & up	Japanese Perm	\$100 & up
Hair Cut only	\$25	Base Color & Highlight	\$120 & up	Pottery Perm	\$200 & up
Updo/Wedding	\$50 & up	Highlight only	\$80 & up	Anion Hair	\$250 & up
		Balayage	\$150 & up	Brazilian Blowout	\$200 & up
		Ombre	\$120 & up	Keratin Treatment	\$250 & up
		Roots only	\$40 & up	Cold perm	\$70 & up

Book Appointment

LE'S SALON & BEAUTY

Contact us
10 Kneeland St
Boston, MA 02111
(617) 338-9898

Follow us

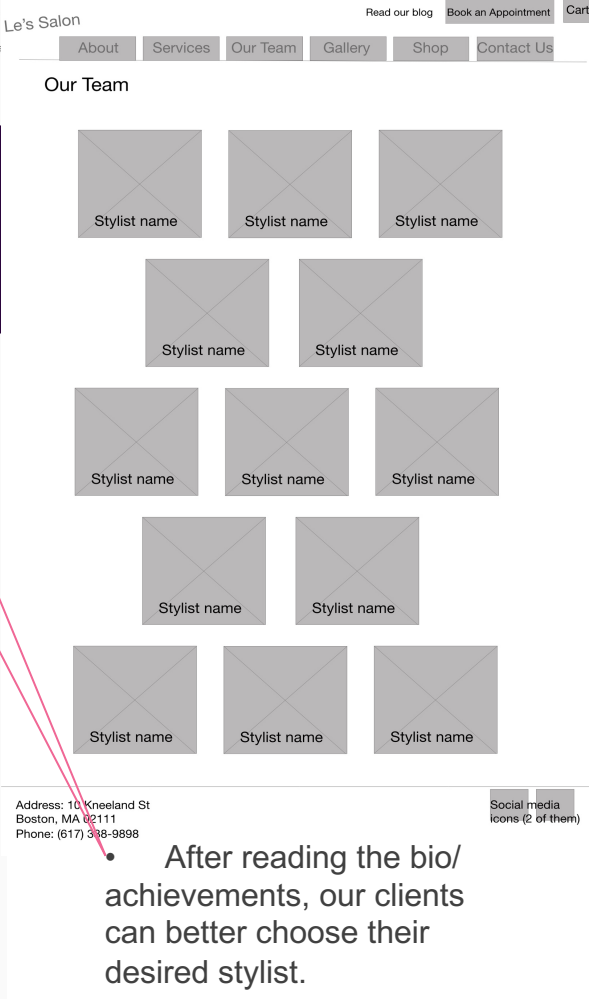
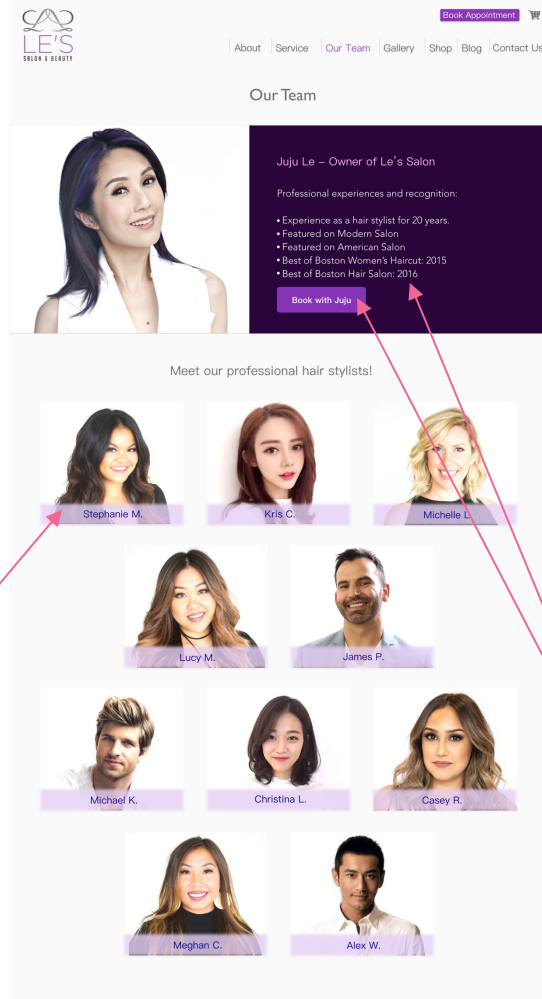
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- Each page will have this hover state, when the users are at that page. It will show them by having different color.

Our Team Page

Like I said in the previous slide, I wanted to make the team page interesting. I kept the style of the square boxes and the way it is layout. However, I added the top image which is the owner. Her bio and information will be there on top, while the other stylists will be at the bottoms and the users will have to click on them to have a similar pop up text box that looks like the owners.

- The name box will be come bigger and the text will bold when users mouseover.



- After reading the bio/ achievements, our clients can better choose their desired stylist.

Gallery Page

This page gets to show all of their work. I believe people relate better when they can see the works that is done by the stylists. These photos can be like a proof of what the salon can achieved.

- These very thin spaces are consistent to my design element My design is all very thin line but I didn't want to make it box like so instead of thin lines. I used the thin spacing.



Shop Page

- Having main photo here will bring people's interest to purchase item listed here.

- Quick look so users do not have to wait for the page to load. It will just be a pop up box.

LE'S SALON & BEAUTY

Book Appointment

About | Service | Our Team | Gallery | Shop | Blog | Contact Us

OLAPLEX

Shampoo & Conditioner

Add to cart

Quick Look

KÉRASTASE
Resistance Length Strengthening Shampoo
\$33.00

MOROCCANOIL
Hydrating Shampoo
\$23.00

ALTERNA HAIRCARE
CAVIAR Anti-Aging® Multiplying Volume Shampoo
\$34.00

OLAPLEX
No. 4 Bond Maintenance™ Shampoo
\$28.00

Ouai
Scalp & Body Scrub
\$38.00

KÉRASTASE
Resistance Conditioner for Damaged Hair
\$34.00

Load more

Serum & Mask

KIEHL'S SINCE 1851
Olive Fruit Oil Deeply Reporative Hair Pack
\$25.00

MOROCCANOIL
Intense Hydrating Mask
\$5.00

OLAPLEX
No.3 Hair Perfector
\$28.00

ALTERNA HAIRCARE
CAVIAR Anti-Aging® Leave-In Conditioning Milk
\$32.00

MOROCCANOIL
MoroccanOil Treatment
\$34.00

Gift Cards

Enter the amount between \$10-\$200

Quantity 1

\$ _____

Add to cart

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Our Blog



Share

17 Things Your Hairstylist Wants You To Know

"Be honest with us and yourself." 1. Have a handle on your –change threshold– before asking for a huge service. If you know deep down that you're going to hate taking off length, you may want to rethink that long bob...

[Read more](#)



Share

10 tips on men's hair styling tips!

I get requested this on a regular basis: How to I get good, wholesome hair in order that it might develop sooner and longer? In in the present day's video I offer you 10 ideas for wholesome, shiny, silky easy hair! These wholesome...

[Read more](#)



Share

What to look for in a hair stylist

Before choosing the perfect salon and the stylist you trust. Here are some of the things to look for? Let us tell you some of the questions to ask your stylist before getting anything done! 1. show photos of the style that you...

[Read more](#)



Share

How to make beautiful curls

Always use a heat protectant spray when you curl hair. Working with heat protection is vital to the health of your hair. Heat doesn't just dry hair out, it can destroy the integrity of the inner structure of the hair, and even decrease the...

[Read more](#)



Share

When to Color Your Hair at Home

When to Color Your Hair at Home And When to Leave it to the Professionals. Home hair coloring can be a scary thing, but it's not always bad or dangerous, as long as you go into the experience with a little knowledge...

[Read more](#)

Popular Post

17 Things Your Hairstylist Wants You To Know

How To Curl Your Hair - 6 Different Ways To Do It

21 Extremely Useful Curling Iron Tricks Everyone Should Know

Lazy girls hairstyles

24 Super-Simple Ways to Make Doing Your Hair Incredibly Easy



Share

Extensions and Hair Styling

Love fashion? Enjoy meeting people? Always changing hairstyles? Or being asked to style your friends' hair? protecting and nourishing hair using colors and styles for different face shapes and skin tones washing, drying, and ...

[Read more](#)

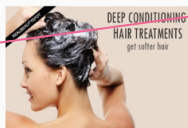


Share

3 Easy Steps to a Perfect Home Blow-Dry

Get out the door on time: How to dry straight or curly hair faster—and better. The right dryer: Look for at least 1,800 watts and multiple heat and air settings, says New York City stylist Sarah Potempa. Medium heat is best for...

[Read more](#)



Share

Amazing DIY deep conditioning hair treatment

Here are some of the natural ways to create your own deep conditioners. 1. DIY egg conditioner, the followings are the ingredients: egg yolk- 1 egg, olive oils-2 spoons, mayonnaise- 2 spoons. Methods: take a bowl...

[Read more](#)



Share

Have you been washing your hair wrong?

Washing your hair too frequently can cause more harm than good according to Lynne Goldberg, Director of the Boston Medical Center Hair Clinic. Constant washing causes your sebaceous glands to produce more fat. As a result...

[Read more](#)



Share

10 Tips for fast hair growth

Do you want to grow longer hair in a short period of time? Here are some of the remedy that will assist with your hair growth! 1: avoid heat. 2: deep condition once a week. 3: Eat healthy. 4: Take hair vitamin. 5: drink lots of water...

[Read more](#)

[Load more](#)

• Only set popular post, since I think, some may find it more interesting to see what everyone else is interested in.

• Set 10 of the posts Since there aren't many. I added load more so users do not have to wait for it to load.

Contact Page

- Since all the info should be on the site already, so I put the career in contact page. By putting these text here.



[Book Appointment](#)

[About](#) | [Service](#) | [Our Team](#) | [Gallery](#) | [Shop](#) | [Blog](#) | [Contact Us](#)

Contact Us

Name Phone number

Email

Looking for a career with Le's?

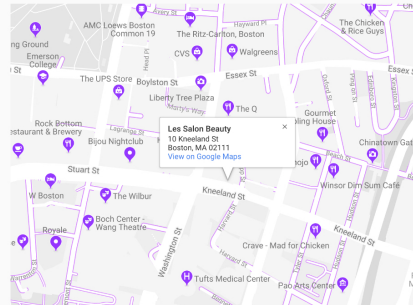


Visit Our Salon

10 Kneeland St
Boston, MA 02111

Phone: (617) 338-9898

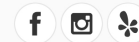
Business Hours:
Monday-Sunday 9:30am-8pm



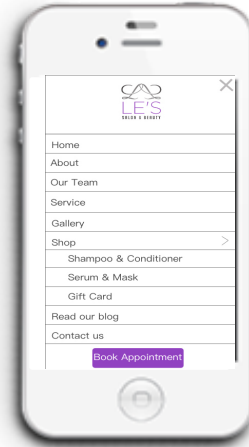
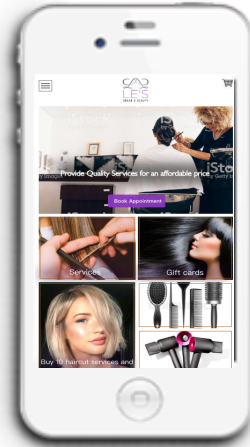
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Mobile/ Responsive Templates



Homepage

LE'S
SALON & BEAUTY

Provide Quality Services for an affordable price

Book Appointment

Services

Gift cards

Buy 10 haircut services and receive 1 free haircut

Our Salon

Le's Salon & Beauty based in Downtown, Boston. The salon provides numerous beauty and hair services such as haircutting, styling, hair extensions, hair coloring, body waxing, and more. Le's Salon & Beauty provides students discount for all students!

About us

“
The best hair cut place in Boston! I really like Ming's service. He is an amazing hairdresser, very detailed-focusing. I got exactly the haircut I want.
Yimei L.

Visit us

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Phone: (617) 338-9898
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Contact Us


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- Homepage does not have much different. Except change the testimonies to a carousel.

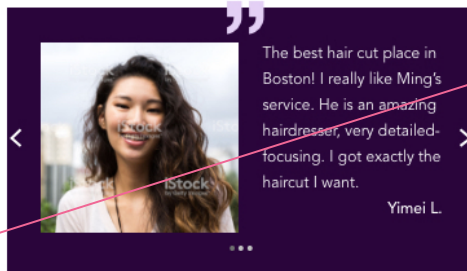
Home Nav


Home
About
Our Team
Service
Gallery
Shop
Shampoo & Conditioner
Serum & Mask
Gift Card
Read our blog
Contact us
Book Appointment



Le's Salon & Beauty based in Downtown, Boston. The salon provides numerous beauty and hair services such as haircutting, styling, hair extensions, hair coloring body waxing, and more. Le's Salon & Beauty provides students discount for all students!

[About us](#)



Visit us



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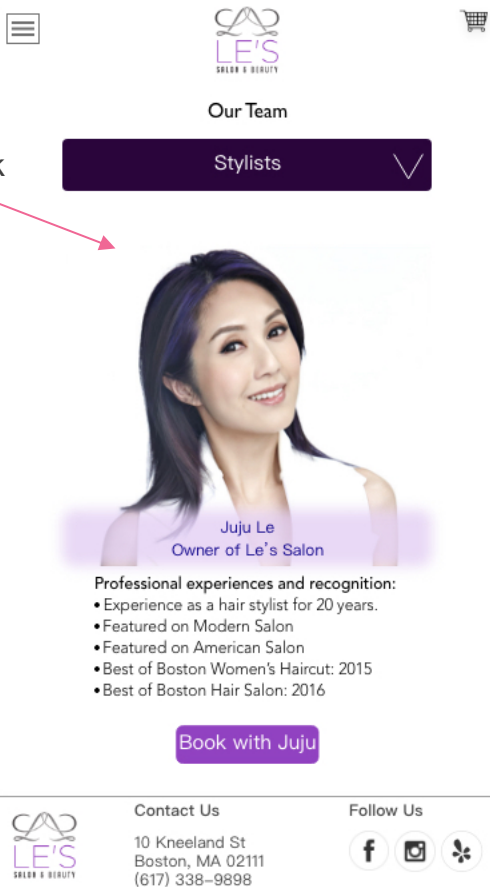
Follow Us



- Made the “shop” into expended menu. Once you click “Shop” or the arrow. It will expend to the 3 categories. It is to make it easier for users to go directly to what they look for. Since I believe people do not browse much on mobile.


Our Team Page

This is the page when users click on to "our team"



Our Team

Stylists



Juju Le
Owner of Le's Salon

Professional experiences and recognition:

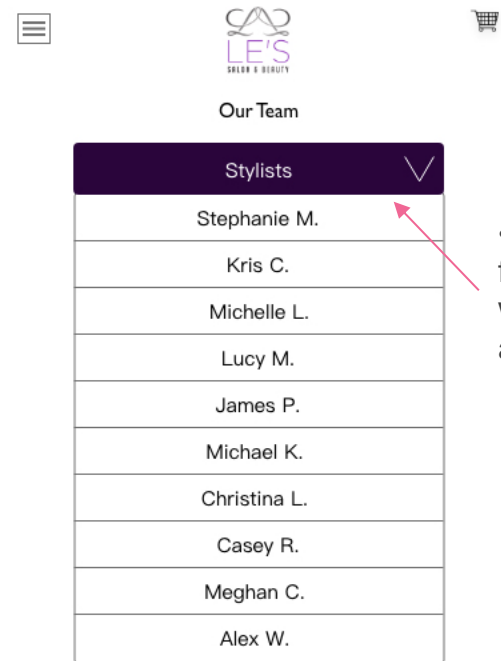

- Experience as a hair stylist for 20 years.
- Featured on Modern Salon
- Featured on American Salon
- Best of Boston Women's Haircut: 2015
- Best of Boston Hair Salon: 2016

Book with Juju

Contact Us

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Our Team

Stylists


Stephanie M.
Kris C.
Michelle L.
Lucy M.
James P.
Michael K.
Christina L.
Casey R.
Meghan C.
Alex W.

If users want to look for other stylists. They will have to click the arrow.

Contact Us

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Services Page

Services

Allow us to create an experience customized only for you.

Hair Cut

Shampoo & Styling	\$20 & up
Hair Cut and Styling	\$30 & up
Hair Cut only	\$25
Updo/Wedding	\$50 & up

Color

Oil Treatment	\$40 & up
Permanent Coloring	\$80 & up
Base & Highlight color	\$120 & up
Highlight only	\$80 & up
Balayage	\$150 & up
Ombre	\$120 & up
Roots only	\$40 & up

Perm

Regular perm	\$80 & up
Japanese Perm	\$100 & up
Pottery Perm	\$200 & up
Anion Hair	\$250 & up
Brazilian Blowout	\$200 & up
Keratin Treatment	\$250 & up
Cold Perm	\$70 & up

[Book Appointment](#)

I thought this page is so simple, yet it gives all the info that some one need.

Then call of action. Right after checking the prices and services. Then users can go straight to appointment page

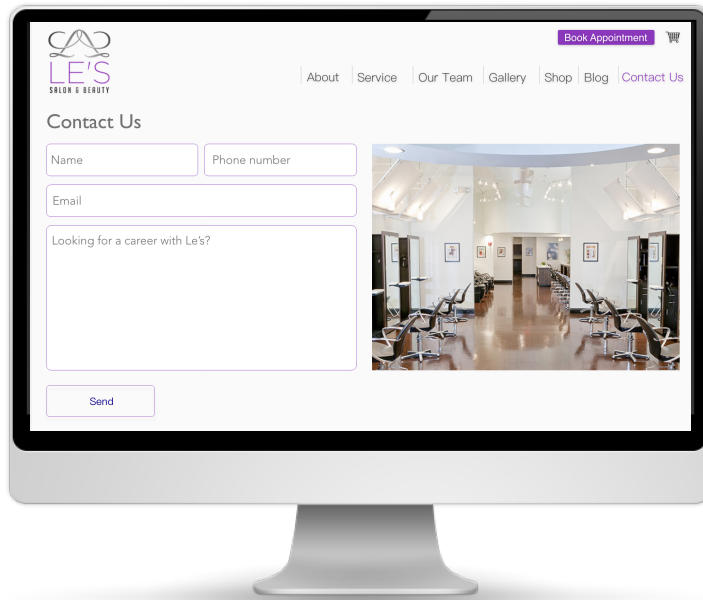


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Thank you