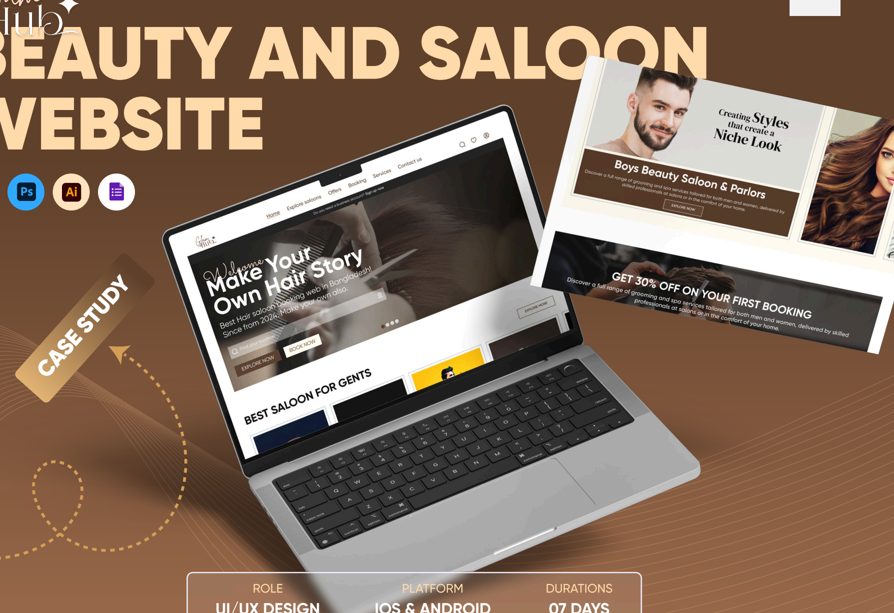
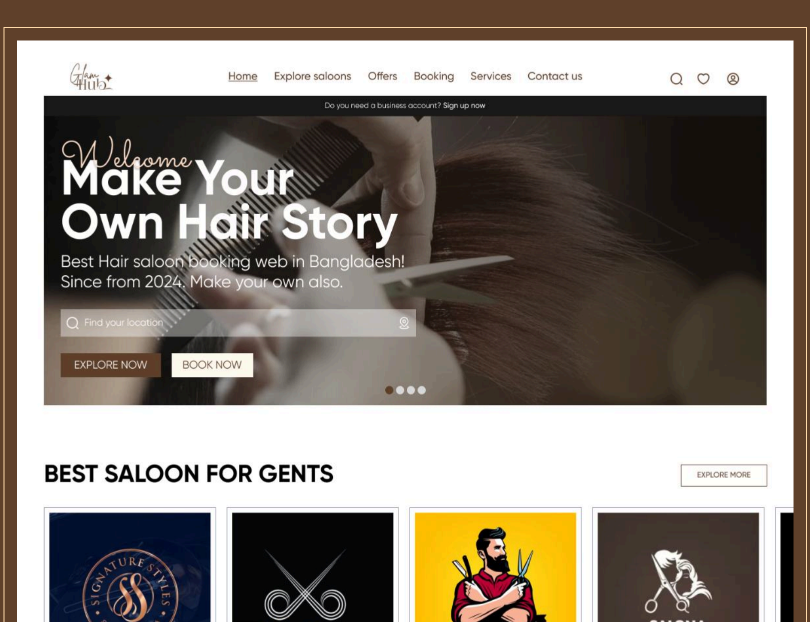
BEAUTY AND SALOON WEBSITE



ROLE	PLATFORM	DURATIONS
UI/UX DESIGN	IOS & ANDROID	07 DAYS

PROJECT OVERVIEW

In Bangladesh, booking beauty services at parlors is a challenging task for many customers. Despite existing solutions like social media and phone-based appointments, the process often involves long waiting times, unreliable communication, and a lack of transparency in pricing and service offerings. To address these issues, Glam Hub, a centralized platform, was developed to simplify the booking process and create a seamless experience for both customers and parlors.



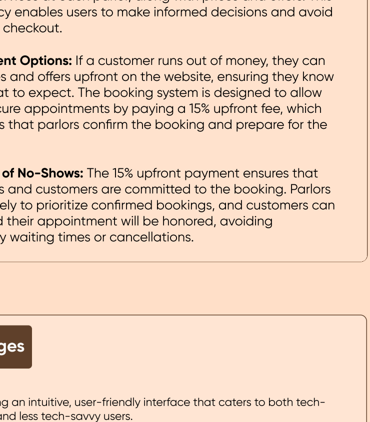
DESIGN PROCESS

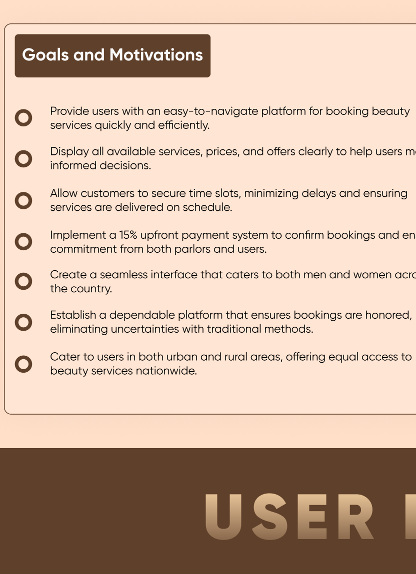
- **Discover**
  - User Interviews
  - User Research
- **Define**
  - User Perosna
- **Ideate**
  - Sitemap
- **Design**
  - Style Guide
  - High Fidelity Wireframe
- **Deliver**
  - User Interface design
  - Adaptive design

PROBLEM & SOLUTION

Problem

- **Long Waiting Times:** Despite having appointments, customers often find themselves waiting for hours before receiving services, especially when they are in a rush.
- **Unreliable Communication:** Many customers book appointments via Facebook or phone calls, but parlors frequently fail to respond or confirm bookings. This leads to confusion and wasted time.
- **Lack of Service Transparency:** Customers are unable to see the full range of services offered by parlors, making it hard to choose and book the right service, especially if they are uncertain about pricing or availability.
- **No Guarantee of Service Availability:** Even after making a booking, customers often face the uncertainty that the service they wanted might not be available, resulting in frustration upon arrival.





Solution

- **Reliable and Timely Bookings:** By booking through Glam Hub, customers are guaranteed that their appointment will be honored at the selected time and date. This eliminates the long waiting times often experienced at physical parlors.
- **Clear Service Listings:** Customers can easily browse and view all available services at each parlor, along with prices and offers. This transparency enables users to make informed decisions and avoid surprises at checkout.
- **Easy Payment Options:** If a customer runs out of money, they can check prices and offers upfront on the website, ensuring they know exactly what to expect. The booking system is designed to allow users to secure appointments by paying a 15% upfront fee, which also ensures that parlors confirm the booking and prepare for the service.
- **Elimination of No-Shows:** The 15% upfront payment ensures that both parlors and customers are committed to the booking. Parlors are more likely to prioritize confirmed bookings, and customers can rest assured their appointment will be honored, avoiding unnecessary waiting times or cancellations.

Goals and Motivations

- Provide users with an easy-to-navigate platform for booking beauty services quickly and efficiently.
- Display all available services, prices, and offers clearly to help users make informed decisions.
- Allow customers to secure time slots, minimizing delays and ensuring services are delivered on schedule.
- Implement a 15% upfront payment system to confirm bookings and ensure commitment from both parlors and users.
- Create a seamless interface that caters to both men and women across the country.
- Establish a dependable platform that ensures bookings are honored, eliminating uncertainties with traditional methods.
- Cater to users in both urban and rural areas, offering equal access to beauty services nationwide.

Challenges

- Creating an intuitive, user-friendly interface that caters to both tech-savvy and less tech-savvy users.
- Ensuring the website works seamlessly across all devices, including desktops, tablets, and smartphones.
- Balancing aesthetics and functionality to make the website attractive while maintaining fast loading times.
- Building robust search and filter options to help users find parlors, services, or offers quickly.
- Incorporating a secure, reliable payment gateway for upfront booking fees while maintaining ease of use.
- Designing a system that currently allows users to book only one service at a time may frustrate users seeking multiple services, requiring future scalability for multi-service bookings.
- Ensuring the platform is accessible and culturally relevant for users across Bangladesh.

USER PERSONA

AFIYA ZARIN
JOB
MARKETING EXICUTIVE

More Information

Age: 26 Education: Bachelor of Business Administration
Status: Single Location: Dhaka, Bangladesh

Background

Mrs. Ayra works long hours in a high-stress corporate job. She loves pampering herself with beauty treatments to unwind and stay presentable for work. With a busy schedule, she struggles to find time to visit salons without prior planning.

Goals

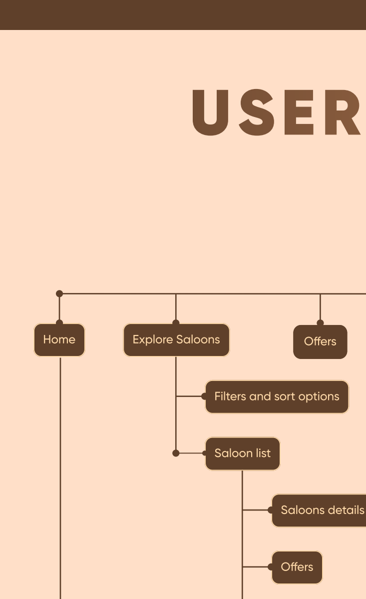
- Book salon services in advance at a convenient time.
- Discover offers on her favorite treatments.
- Schedule home services for quick, hassle-free pampering sessions.

Fraustration

- Lack of information about salon services and offers in one place.
- Difficulty booking last-minute appointments.

Preferred Features:

- Easy booking system with real-time availability.
- Detailed service descriptions and pricing.
- Notifications for new offers and discounts.



TANZIL TAHSEEN
JOB
DIRECTOR

More Information

Age: 28 Education: Bachelor of Business Administration
Status: Married Location: chittagong, Bangladesh

Background

Tanzil is a dynamic young professional who has climbed the corporate ladder quickly due to his innovative thinking and strong leadership skills. As the director of a manufacturing company, he manages operations, oversees strategic decisions, and maintains client relationships. His role requires him to stay polished and professional in appearance, often attending meetings, networking events, and industry conferences.

Goals

- Maintain a sharp, well-groomed appearance to exude confidence and professionalism.
- Save time on grooming by accessing reliable, efficient beauty services.
- Discover premium grooming services tailored to executives like him.

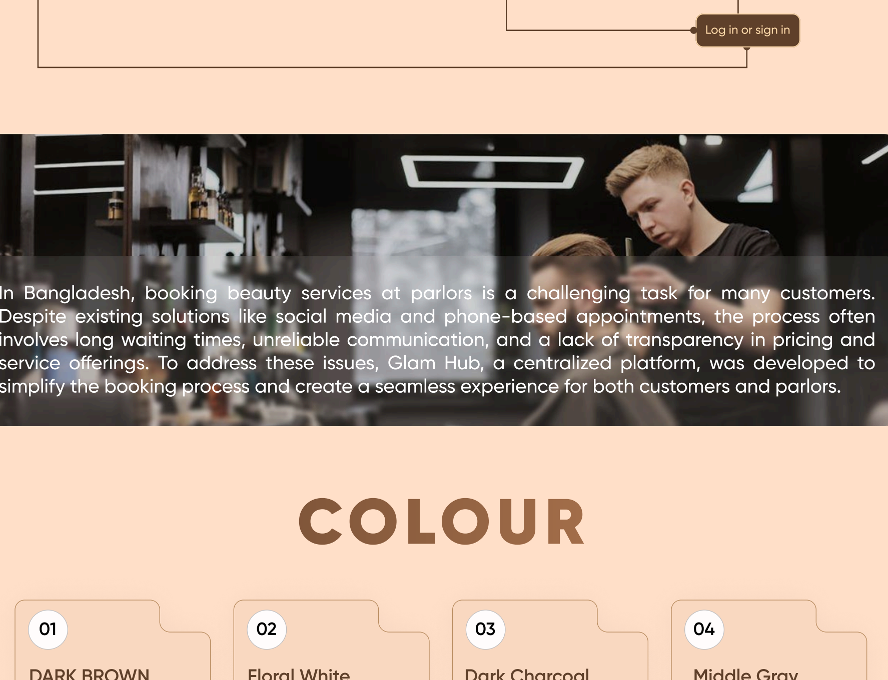
Fraustration

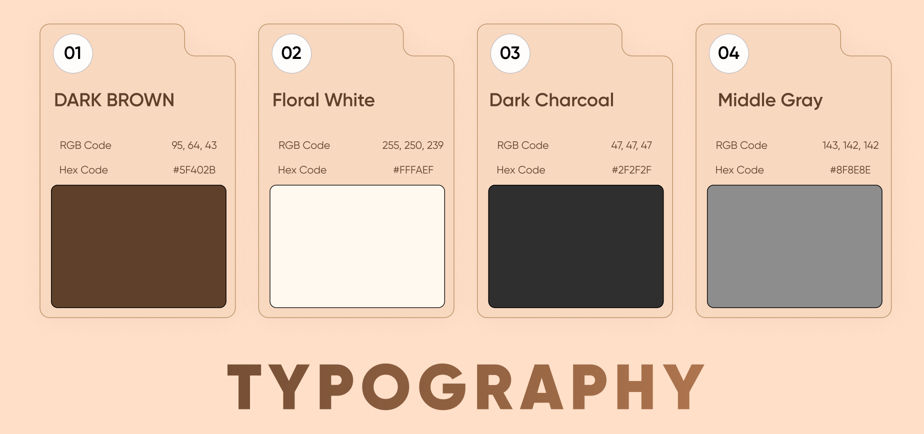
- Difficulty in finding time to visit salons due to a packed schedule.
- Inconsistent quality of grooming services at new places.
- Lack of luxury grooming options that cater specifically to men.

Preferred Features:

- Access to high-end grooming parlours with top-tier services.
- Availability of home grooming services for convenience.
- A feature to book appointments in advance and avoid waiting.
- Transparent reviews and ratings to ensure quality.

USERS SITEMAP





COLOUR

	01 DARK BROWN	02 Floral White	03 Dark Charcoal	04 Middle Gray
RGB Code	95, 64, 43	255, 250, 239	47, 47, 47	143, 142, 142
Hex Code	#5F402B	#FFFAEF	#2F2F2F	#8F8E8E

TYPOGRAPHY

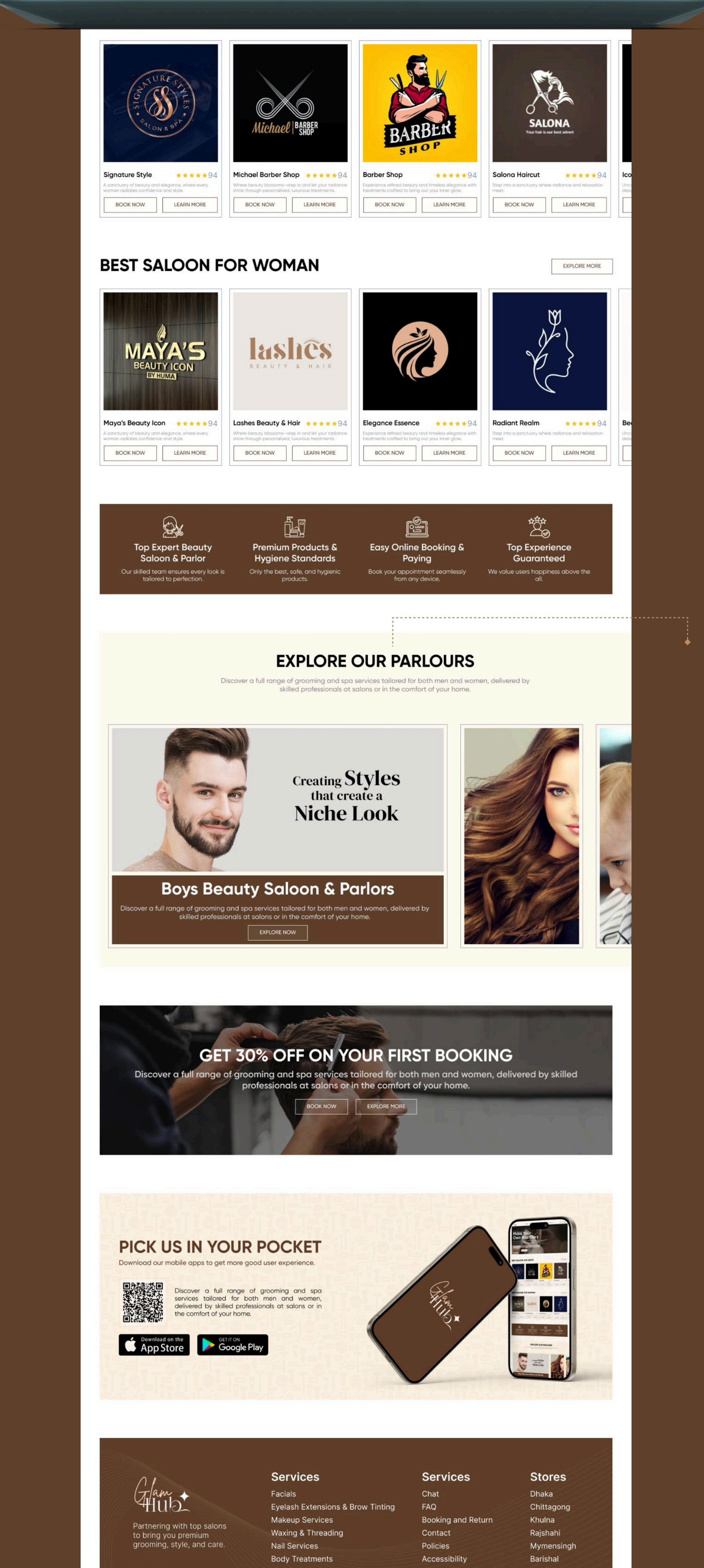
GILROY

Regular · Medium · Semi-bold · Bold

GRID STYLE

Count : 12 | Margin : 50 | Gutter : 20

HOME PAGE DESIGN



FULL WEBSITE DESIGN