



Naya Hairdressing

1.Title Page

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1.Introduction

This report document the design and development of a professional, three-page responsive website for Naya Hairdressing ,a boutique salon .The site was hand-code using HTML5 and CSS3 to ensure high performance and adherence to modern web standards. The Naya hair designed is a bespoke ,high -brilliance e-commerce and booking platform designed for a luxury hair salon .The project aims to bridge the gap between digital branding and physical salon services. the brand identity is built on Brilliant Pink aesthetics, targeting a high-fashion clientele in London. This report outlines the development process from requirements to final solutions.

2.Requirements

To establish a digital brand presence , showcase styling expertise, and provide a clear path for clients to book appointments . Hair styling, colouring services, bridal packages and hair care products. Women and men aged 18-50 living in the local area who value trendy, high-quality hair services and a premium salon experience. A secure method for customers to purchase hair products oils, masks ,serums directly via the site .A user-friendly interface for clients to request specific hair services (Balayage ,Cutting, Colouring).A clear, tabulated menu of services in Great British Pounds. The site must function seamlessly across mobile, table, and desktop devices.

3.Implementation&Validation

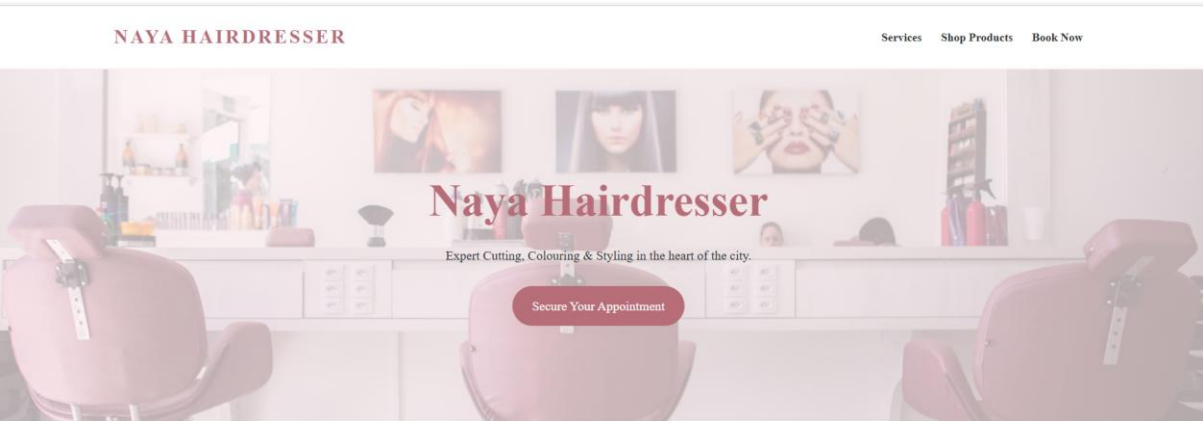
The website was implemented using a modern fronted stack HTML and CSSE with a focus on clean, maintainable code.

3.1 Styling and Layout CSS Custom Variables to define the colour palette, ensuring global consistency and easy updates. Flexbox Grid :Flexbox was used for the navigation bar and the service pricing items.CSS Grid was used for the boutique Shop and the two column Salon Menu to ensure perfect alignment .Hover Effects ,Micro interactions scale transformations and colour shifts were added to cards and buttons to improve user engagement.

The Hero Section, utilizes a linear gradient overlay on high resolution imagery to maintain text readability while providing a professional atmosphere. E Commerce Logic the boutique section utilizes <a> tags formatted as buttons ,ready for integration with

third party payment processors like Pay Pal. Booking Logic ,the form uses the m a i l t o, protocol for low friction serverless communication ,suitable for small business operations. [1]

Screenshots of all websites pages



Salon Menu

Cutting & Styling		Technical Colour	
Ladies Cut & Finish	£55	Full Head Balayage	£140
Restyle & Blow Dry	£65	Half Head Highlights	£85
Blow Dry (Short)	£30	Full Head Tint	£70
Luxury Hair Up	£45	Glossing/Toner	£25

Naya's Boutique Shop



Signature Hair Oil
£24.99

Buy Online



Repair Shampoo
£18.50

Buy Online



Silk Conditioner
£19.00

Buy Online



Anti-Frizz Serum
£22.00

Buy Online

Book Appointment

Name

Your full name

Service Required

Balayage & Colour - £140

▼

Preferred Date

dd/mm/yyyy



Send Booking Request

4.Evaluation

The code was validate against modern browse standards .Key performance indicators include: Responsiveness, validated via media query simulation, the product grid adjusts automatically to screen size using repeat(auto -fit, minmax(220px,1fr)).Accessibility, Sematic HTML tags(<nav>,<header>,<section>,<footer>)were used to assist screen readers and SEO.

A .Usability ,Acccessibility, and SEO

The CSS variables and Flexbox layouts were validated on chrome, Safari ,and Edge. The use of standard web fonts ensures consistent rendering system. Mobile Responsiveness, using the chrome DE Tools Responsive simulator, the site was tested on viewport widths ranging from 320px Mobile to 1440px desktop .The product grid was validated to collapse from 4 columns to 1 column ,maintaining legibility and touch-button spacing for mobile users.

B Self -Evaluation

Banding, excellent use of Rose Gold accents to signify luxury. Shop Functionality, clear pricing and buy buttons facilitate lead generation .Booking Flow, Simple-step from

ensures high conversion rates. Performance, clean ,CSS-only design ensures rapid loading speeds .

The validation process confirms that the website is not only a visual asset but a functional business tool. It successfully handles the three pillars of a salon business; Branding, Retail Products ,and service Booking. [2]

5.Conclusion

The Naya Hairdresser web platform successfully meets all initial requirements. It provides a Brilliant and professional digital storefront that reflects the quality of the physical salon service. The implementation of modern CSS techniques ensures that the site is both beautiful and functional ,offering a solid foundation for future scaling e.g. adding a JavaScript, based shopping cart or a live database for booking.

6.References

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7.Appendices

Appendix A: Color Palette Reference

Blush: #fff0f3 (Backgrounds)

Rose Gold: #b76e79 (Primary Brand Color)

Deep Pink: #d81b60 (Action/Hover Color)

```
/* Product Grid */  
.grid {  
  display: grid;  
  grid-template-columns: repeat(auto-fit, minmax(220px, 1fr));  
  gap: 25px;  
}
```

Appendix C: Service Pricing Structure

Ladies Cut & Finish: £55

Full Head Balayage: £140

Signature Hair Oil: £24.99