# AN MODERN AND TRENDY AESTHETIC SALON BUSINESS MODEL TOOL - STYLE N' SMILES

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## Abstract

In today's fast-paced world, people are always looking for ways to save time and optimize their daily routines. One area where this is particularly true is in personal grooming. Style N' Smiles is a proposed system for a salon business that aims to create an online presence and promote their services to a wider audience. The website's objective is to showcase the salon's services, highlight their expertise, promote special offers, provide contact information, and offer online booking for customers. The design emphasizes a modern and trendy aesthetic, with an intuitive and easy-to-use interface that is accessible on both desktop and mobile devices. The website includes high-quality images and videos to showcase the salon's services and the expertise of their staff. The online booking system is integrated into the website to allow customers to easily book appointments at their convenience. The website also features a blog section that provides beauty tips and trends to engage customers and build a community around the brand. To ensure the proposed success this paper also provides a comparative study on existing user experience, services offered, social media integration, and search engine optimization. Overall, the Style N' Smiles is designed to help the salon attract and retain customers by providing a convenient and engaging online experience.

**Key Words -** Website, Salon, Style, Interactive, ReactJS

## 1. Introduction

In today's fast-paced world, people are always looking for ways to save time and optimize their daily routines. One area where this is particularly true is in personal grooming. From haircuts to skincare, many people are turning to grooming applications to help them manage their beauty routines. This trend is not limited to women; men are also increasingly interested in grooming applications that help them look and feel their best.

According to the Euromonitor International Personal Appearance Survey 2014, 35% of men spend between 16-30 minutes daily on grooming[1].The report stated that men's skincare products were becoming increasingly popular due to the growing awareness of personal grooming, changing lifestyle habits, and the perception that well-groomed men are more successful and attractive. The report showed that the top skincare products used by men were facial cleansers, moisturizers, and anti-aging products. These products were typically used by men who were concerned about their appearance and wanted to maintain healthy and youthful-looking skin.

Salons are an important part of the personal grooming industry. Salons offer services that are difficult to replicate at home, such as professional haircuts, colour treatments, and other specialized treatments. Salons also provide a more personalized experience that many people find enjoyable and relaxing. In fact, many people view salon visits as a form of self-care, helping them to de-stress and feel refreshed.

Another important aspect of salons is the expertise of the professionals who work there. Salon professionals are trained to provide personalized recommendations for their clients, taking into account individual needs and preferences. They are also able to stay up-to-date with the latest trends and techniques, providing clients with cutting-edge services and advice[2].

In today's digital era, having a website is no longer an option but a necessity for businesses of all types, including salons. According to a study conducted by Google, over 80% of consumers use search engines to find local businesses, with 50% of mobile users visiting a business within 24 hours of conducting a local search[3], [4]. This indicates the importance of having an online presence, including a website, for a salon to reach potential clients and increase revenue. A well-designed and optimized salon website can provide several benefits for the business, including enhancing brand visibility, establishing credibility, and improving client engagement.

Additionally, a website can be used to showcase the salon's services, team, and expertise. A study by Yelp found that over 60% of consumers make purchasing decisions based on online reviews, which emphasizes the importance of providing social proof through testimonials and reviews on the website. A website can also provide an avenue for the salon to share beauty tips, trends, and recommendations with clients,

improving client engagement, and loyalty. However, having a website is not enough. The website must be designed to be user-friendly, responsive, and visually appealing to provide an exceptional user experience. A study by Adobe found that 38% of website visitors will leave if they find the website unattractive, indicating the importance of a visually appealing design.

Overall, a well-designed and optimized salon website is crucial for business growth in today's digital age. The website can enhance the salon's online presence, establish credibility, and provide an effective way to engage clients, leading to an increase in revenue and market share. Therefore, to remain competitive in the market, we propose in this paper, Styles N' Smiles a robust online presence through a professional, user-friendly, and engaging website. By doing so, the salon can increase its reach, enhance its credibility, and attract a larger pool of clients.

## 2. Background Studies

There are many salon applications and websites available, each with its unique features and offerings. Here are a few top companies whose services are available in India. There are many salon applications and websites available, each with its unique features and offerings. Here are a few top companies whose services are available in India. Nykaa uses various technologies to enhance its online shopping and customer experience, chatbots for customer support, augmented reality for virtual makeup try-ons, and AI-powered voice assistants[5]. The advantage includes Wide Range of Products, Fast Delivery and Online Appointment Booking. But this system never address is limited with International Brands, Shipping Fees and Return Policy management[6].

Purplle uses technology such as machine learning algorithms and AI-powered product recommendations to personalize the shopping experience, and offers a virtual try-on feature for makeup products on their app[2]. It's highlight features are Wide range of Products, Online Appointment Booking, User Review and Free Shipping. However, the challenges include Shipping Time, Product Availability, Customer Service, and Limited Return Policy. UrbanClap is another exiting application which uses various technologies such as data analytics, and cloud computing to provide an online platform for connecting customers with service providers for various services, including beauty and grooming services[7]. In this it's good with Convenient and easy-to-use, provides Wide Range of Services, provide online Booking and offers a referral Program with drawbacks in service Quality is not good, Charge a service fee on booking and Limited Availability.

## 3. Proposed System Design

The target beneficiaries for Styles N' Smiles are primarily individuals who are looking for hair or beauty services. This can include both men and women of all ages who are interested in haircuts, styling, coloring, and other hair treatments, as well as beauty services like facials, waxing, and nail treatments. Additionally, people who are interested in bridal or special occasion hair and makeup services may also benefit from visiting our Styles N' Smiles website. In general, the target beneficiaries of Styles N' Smiles website are individuals who are looking for a professional and reliable salon to provide them with high-quality hair and beauty services.

The objectives for Styles N' Smiles include focus on improving online presence, client engagement, credibility, user experience, and revenue. The proposed system was developed and addresses the below given property.

Increase online visibility: The website should be optimized for search engines to increase visibility and attract potential clients.

Improve client engagement: The website should provide information on the salon's services, team, and expertise. It should also provide beauty tips, trends, and product recommendations to improve client engagement and loyalty.
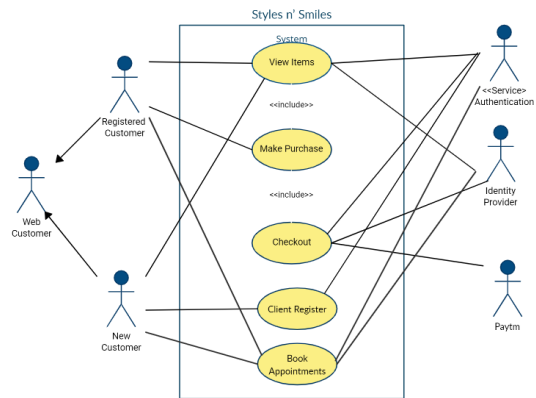


Fig. 1 Use Case Diagram

Provide a convenient booking system: The website should offer an online booking system that allows clients to book appointments at their convenience, leading to an increase in customer satisfaction and loyalty.

Establish credibility: The website should include testimonials and reviews from satisfied clients to establish the salon's credibility and encourage potential clients to choose Styles N' Smiles over competitors.

Enhance user experience: The website should be designed to be user-friendly, visually appealing, and responsive to provide an exceptional user experience and increase the time spent on the website.

Increase revenue: The website should help increase revenue by

attracting potential clients, encouraging repeat visits, and promoting the salon's products and services. The figures 1-3 gives the system design of Styles N' Smiles.
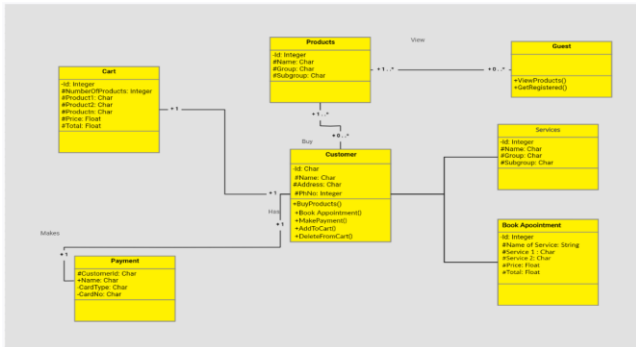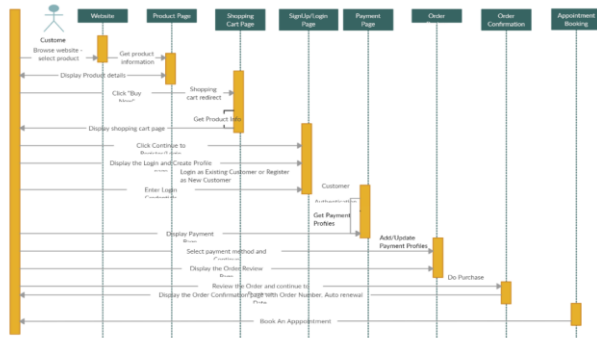


Fig. 2 Class Diagram



Fig. 3 Sequence Diagram

The sequence of interactions on our website begins with the customer's initial engagement, where they navigate to the product pages to explore the offerings as shown in Fig. 3. Once on the product page, customers have the option to add items to their shopping cart. At this juncture, we perform a check to determine whether the user is logged into their account. For new users, a registration process is initiated, ensuring they create an account before proceeding. Subsequently, they can log in using their newly registered credentials. For existing users, a straightforward login process is available. Once authenticated, customers can seamlessly continue adding desired products to their shopping cart. When ready, the purchasing choice is presented. Upon selecting to buy, the user is guided through the shopping cart to the payment gateway. Here, the order is placed, and a confirmation message promptly relays information about the successful order placement. Additionally, even if a customer is not logged in, the website offers the functionality to schedule an appointment. This comprehensive flow ensures a user-friendly and efficient experience, from product exploration to order completion or appointment booking.

The scope for Styles N' Smiles includes the following:

Website Design: Creating an attractive and user-friendly website design that reflects the salon's brand and appeals to its target audience.

Content Creation: Developing high-quality content for the website, including service descriptions, pricing, staff bios, and product information.

Booking System: Implementing a booking system that allows customers to schedule appointments online and receive confirmation emails.

Payment Integration: Integrating payment processing to enable online payment for salon services and products.

Photo and Video Gallery: Creating a photo and video gallery that showcases the salon's services, facilities, and products.

Search Engine Optimization (SEO): Optimizing the website's content and structure to improve its visibility in search engine results.

Social Media Integration: Integrating social media links and widgets to allow customers to share the salon's content and connect with the salon on social media platforms.

Mobile Responsiveness: Ensuring that the website is mobile-responsive, meaning it can be easily accessed and navigated on mobile devices.

Website Maintenance: Providing ongoing website maintenance, including updates to content, security patches, and technical support.

Analytics and Reporting: Implementing web analytics to track website traffic and user behavior, and providing regular reports to the salon to help them make informed business decisions.

## 4. System Implementation

The following are methods to develop a salon website.

Define website requirements: The first step is to define the website's requirements based on the business objectives and target audience. This involves identifying the website's purpose, key features, design, and content.

Research and analyse competition: Analyse competitors' websites to identify the strengths and weaknesses of their online presence, including design, content, and user experience. This analysis will help identify areas where Styles N' Smiles can differentiate itself and provide a better user experience.

Develop website structure: Develop a website structure that organizes the content logically and makes it easy for users to navigate. This involves creating a sitemap and wireframes that define the website's layout and functionality.

Design and develop the website: Develop the website's design and functionality using a user-centric approach, with a focus on providing an exceptional user experience. This includes creating a visually appealing design that reflects the salon's brand, optimizing the website for mobile devices, and incorporating an online booking system.

Create website content: Develop high-quality content that communicates the salon's services, team, and expertise. This involves writing copy that is clear, concise, and engaging, including testimonials and reviews from satisfied clients.

Test and launch the website: Test the website's functionality and user experience to identify and fix any issues. Launch the website once it has been thoroughly tested and optimized for search engines.

Monitor and maintain the website: Monitor the website's performance using web analytics tools, such as Google Analytics, to identify areas for improvement. Regularly update the website's content and functionality to keep it fresh and engaging for clients.

Overall, the methodology for developing Styles N' Smiles salon website should focus on providing an exceptional user experience, optimizing the website for search engines, and regularly updating the content and functionality to reflect the salon's brand and expertise. The following are system requirements for Styles N' Smiles:

### 4.1 Hardware Requirements:
- A desktop, laptop.
- At least 8 GB RAM and 512 GB Storage
- Internet connection (either wired or wireless)

### 4.2 Software Requirements:
- Node.js: This is a JavaScript runtime built on Chrome's V8 JavaScript engine. It is required to run the React project and its dependencies.
- Package Manager: NPM or Yarn are commonly used package managers for managing dependencies in React projects. We are using NPM for our project.
- Code Editor: A code editor is required to write and edit code for the React project. Some popular code editors for React development include Visual Studio Code, Atom, and Sublime Text.
- Git: Git is a version control system that allows you to track changes to your codebase and collaborate with other developers.
- Command Line Interface (CLI): A command line interface is required to run scripts and manage the React project from the terminal.
- React Developer Tools: A browser extension that allows developers to inspect and debug React component hierarchies and their current state.
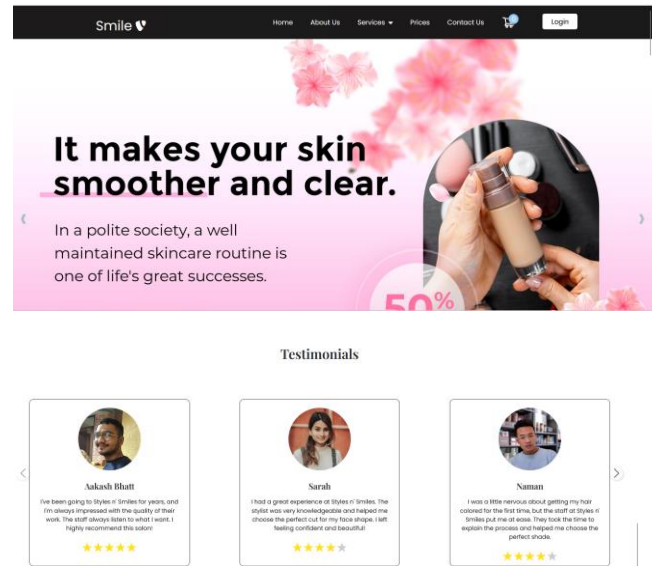


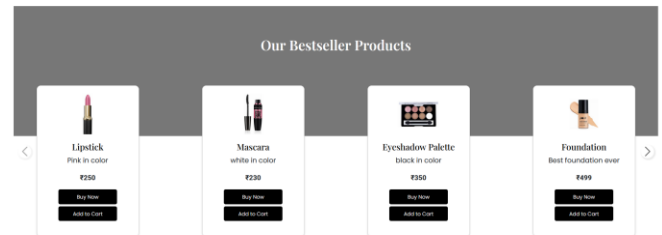Fig. 4 Homepage Slider and Navigation Bar



Fig. 5 Bestseller Product Slider

In this proposed system Styles n' Smiles, we believe that everyone deserves to look and feel their best. Our team of experienced stylists and beauty experts are dedicated to providing top-quality services and treatments to help you achieve your desired look. Whether you're looking for a fresh new haircut, a relaxing facial, or a bold new hair color, we have the expertise and the latest tools and techniques to bring your vision to life. We are committed to creating a warm and welcoming atmosphere where our clients can relax and enjoy a pampering experience. Our salon is equipped with modern facilities and we use only the best products to ensure that you leave feeling rejuvenated and confident.

Styles n' Smiles understand that each client is unique and we take the time to listen to your needs and preferences to create a personalized service that meets your expectations. We strive to exceed your expectations with every visit and look forward to welcoming you to our salon. The below given figures 3-6 shows how attractive the proposed system is.

Fig. 6 Appointment Booking Form

## 5.    Conclusion

The online booking system is integrated into the website to allow customers to easily book appointments at their convenience. The website also features a blog section that provides beauty tips and trends to engage customers and build a community around the brand. Style N' Smiles proposed system is designed to help the salon attract and retain customers by providing a convenient and engaging online experience. The design emphasizes a modern and trendy aesthetic, with an intuitive and easy-to-use interface that is accessible on both desktop and mobile devices. The website includes high-quality images and videos to showcase the salon's services and the expertise of their staff.

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