

## Nailing Online Presence: Crafting a User-Centric Website for a Nail Store

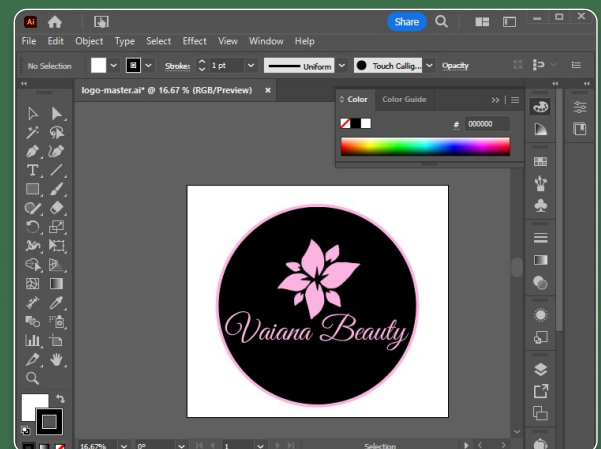
*This service project involved seeking out potential clients to whom I could provide value and offer my services as a local business owner here in Utah County. My work included redesigning a Nail Business's logo, as well as creating and implementing a hero image and website where my client could display her work and offer products for sale.*

### Client Engagement and Logo Redesign

First, I needed to find a client within Utah to offer my services. After some time, I was able to contact a business called "Vaiana Beauty," which sells hand-crafted beauty nail kits and is local to Utah County. We agreed that the work I would do for this business would include redesigning the business logo. Additionally, I designed a hero image and developed a website for the business.

### Technical Hurdles and Design Iterations

The second hurdle was creating the actual business logo. Prior to this service project, I had been learning the entire Adobe suite, gaining proficiency in Adobe Illustrator and Photoshop. It made sense to begin my work in Illustrator and then refine it in Photoshop. Working in Illustrator & Photoshop was crucial because I wanted to ensure the handover of actual .psd and/or .ai files, as well as the image files themselves. To provide more context, this project was my first business opportunity to work with a real client. So, my first technical hurdle came when I asked the business owner, "What sort of ideas or styles do you have for your business logo?" The client responded, "I don't know," which threw a bit of a curveball as I was expecting more guidance. However, after multiple iterations and back-and-forth with the client, we were able to settle on a logo that matched the business's overall theme while still maintaining a professional appearance.



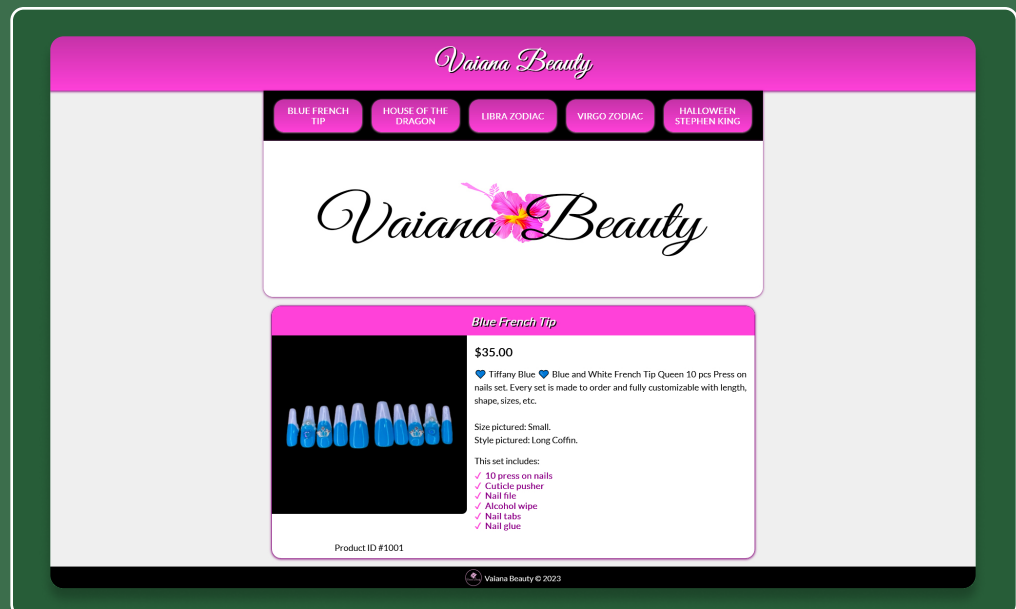
## Website Development and Showcase

After completing the logo, I wanted to utilize my developer skills, so I decided to create a website along with a hero image. I also wanted to include the business's products on the website to showcase how much better a custom website would look compared to just using Etsy, the platform the client was currently using. The site I designed and developed consisted of HTML, CSS, JavaScript, and some JSON data containing product information. Technically, the website I built was not linked to a purchasing back-end to make actual purchases, but its main purpose was to demonstrate what the business could look and feel like, potentially leading to further collaboration in the future.

```
export const nails = [
  {
    "title": "Blue French Tip",
    "price": "$35.00",
    "id": "Product ID #1001",
    "description": "♥ Tiffany Blue ♥ Blue and White French Tip Queen 10 pcs Press on nails set. Every set is made to order and fully customizable with length, shape, sizes, etc. Size pictured: Small. Style pictured: Long Coffin.",
    "image": "blue-french.jpg",
    "features": {
      "tag": "This set includes:",
      "items": [
        "10 press on nails",
        "Cuticle pusher",
        "Nail file",
        "Alcohol wipe",
        "Nail tabs",
        "Nail glue"
      ]
    }
  }
],
```

## Client Satisfaction and Beyond

After providing the newly designed logo and assets to the client, I also showcased the website I designed and built, as well as the hero image. The client was ecstatic and really liked the newly designed logo, and she thought the website looked amazing as well.



## Reflections and Conclusion

In conclusion, the communication aspect of providing a service for a business/client is crucial. Initially, the client had no idea what sort of design direction she wanted to go in. Therefore, I had to view her products, company name, and gauge the industry she was in to create multiple iterations of different designs while ensuring the design maintained a professional appearance. I also learned that quality and attention to detail are essential, not only from a marketing standpoint but also for professionalism. Offering my client the option to design and develop a custom website, as well as creating a hero image, exceeded her expectations, as it was not part of our initial agreement. This demonstrated how I went above and beyond, which will hopefully lead to more opportunities for future collaboration and contribute to the business's marketing efforts.

