Landing page for manicure studio "AnnaSnail Studio"

UI/UX Designer | Educational Project | Conceptual (Non-commercial) | 2025

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#UI/UX Design #Website Design #Figma #CaseStudy

Project Overview

About the project:

A conceptual landing page for a manicure studio, designed to showcase services, build brand presence, and attract new clients.

Goal:

To present services clearly, establish trust, and simplify the appointment booking process.

Type:

Educational non-commercial UI/UX concept.

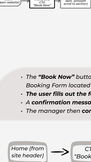
Market Trends & Competitor Research

To define relevant trends and effective UX solutions, I explored multiple Ukrainian and Latvian manicure studio websites. The research focused on service presentation, portfolio structure, and online booking experience.

	NAILS STUDIO by Nail Artists	FYNO	DIVI STUDIO
Design	✓ *Modern, visually pleasing, good contrast* ✗ *Sometimes insufficient contrast for small text*	✓ *Modern, clean design focused on photo content* ✗ *Homepage feels cluttered.*	✓ *Minimalistic, user-friendly interface.* ✗ *Outdated fonts and button styling.*
Portfolio	✓ *Includes photos of works* ✗ *Small portfolio*	✓ *High-quality large photos, divided into categories.*	✓ *Gallery of works is available.* ✗ *Low photo quality and no clear structure.*
Online Booking	✓ *Booking button is available* ✗ *Not always visible in user's viewport*	✓ *Integrated booking form with master and service selection.* ✗ *Multi-step process, takes time to complete.*	✓ *Booking form available immediately.* ✗ *No confirmation notification offer*
About the Nail Technicians	✓ *Photos of masters in portfolio* ✗ *No detailed info about the manicurists*	✓ *All manicurists are introduced with photos and short bios.* ✗ *Text is too generic, lacks personal touch.*	✓ *Manicurist section available.* ✗ *Very brief info, no certificates or awards shown.*
Reviews	✓ *Reviews are present* ✗ *Not prominent, no dedicated section*	✓ *Reviews integrated from social media.*	✓ *Reviews available.* ✗ *Look like plain text blocks, no visuals or ratings.*

UX Research & Structure

User Personas



Olena Shevchenko
Age: 25
Content Manager, Sharptstyle

Interests: *cosmetology, fashion, travelling, instagram, coffee with friends.*

Goals:
- *Always have well-groomed hands*
- *Find a reliable manicurist nearby*
- *Find inspiration for new nail designs*
- *A reliable nail technician nearby*

Pain Points:
- *Limited and suitable time*
- *Inconvenient booking process*
- *No up-to-date portfolio*
- *Complicated or unclear website*

Svitlana Horban
Age: 38
Saleswoman, Sharptstyl

Interests: *family, home comfort, discounts, simple everyday tasks*

Goals:
- *Keep nails neat for work*
- *Affordable services with quality*
- *Book appointments without calls*
- *Find a nail salon near home*

Pain Points:
- *No clear pricing online*
- *Salon hard to reach during work*
- *Few budget-friendly options*
- *No loyalty programs or discounts*

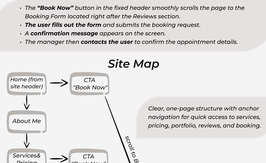
Kateryna Bondar
Age: 21
Student, Sharptstyki District

Interests: *social media trends, bright nail designs, online shopping, TikTok*

Goals:
- *Trendy and creative nail designs*
- *Easy mobile booking*
- *Find seasonal discounts and promotions*

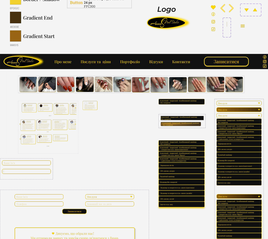
Pain Points:
- *Not enough trendy ideas in portfolio*
- *Booking only via phone calls*
- *No flexible appointment scheduling*
- *Limited online presence of salons.*

User Flow



- *The **"Book Now"** button in the fixed header smoothly scrolls the page to the Booking Form located right after the Reviews section.*
- ***The user fills out the form** and submits the booking request.*
- *A **confirmation message** appears on the screen.*
- *The manager then **contacts the user** to confirm the appointment details.*

Site Map



Clear, one-page structure with anchor navigation for quick access to services, pricing, portfolio, reviews, and booking.

Wireframes

Visual Concept

Color&Typography

Background	Playfair Display Medium 40px
Primary Text	Playfair Display Medium 30 px
Button Text	Montserrat Semibold 16 px
Body Text	Montserrat Regular 16 px
Border / Shadow	Playfair Display Semibold 20 px
Gradient End	
Gradient Start	

Button

Icons

Logo

Final Design

Summary & Results

A clean, elegant landing page designed to showcase services and simplify online bookings for a manicure studio. Focused on intuitive navigation, seamless booking, and a modern, bold visual identity. The result is a polished and user-friendly experience that effortlessly connects clients with beauty services.

Thank you for watching.

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