Turlock Dry Cleaners

Demil Yonenpour, Gerrime Dioso, Sohail Nawabi
California State University-Stanislaus, Turlock, CA
{dyonenpour, gdioso, snawabi2}@csustan.edu

Abstract—**For this project, we used WordPress and multiple different plugins such as Elementor to develop the Turlock Dry Cleaners website. Developing web pages by using WordPress is fun, and there are many plugins available for creating various kinds of websites. We created different pages for this business such as Home, Gallery, etc, based on customer expectations. At the end of development, we made the website public by using Bluehost.**

I. MOTIVATION

Turlock Dry cleaners opened in 1996, and it has provided services for more than 20 years. This business has been owned by Edvin Farhad since June 2019, and he has made lots of changes to the business. He added pickup and delivery, wedding dress preservation, etc. He has started using technology which makes providing services much easier and faster. Customers will receive the text message automatically when their clothes are ready to pick up. Since these services are new in this business and many people do not know about the new services he has added, he decided to have a website where customers can go over and receive some information about the business.

II. RELATED WORK

During the process of designing and creating the Turlock Dry Cleaners website, we examined various other dry cleaner websites for inspiration and examples of what is effective and what is not.

A. SudShare

The first of which we analyzed was the SudShare [1] website. Its homepage is clean, organized, and intuitive to navigate and the excellent utilization of fonts and visuals aid in emphasizing important information. Furthermore, the quantity of text on the homepage is not excessive and the information is clear, concise, and to the point. Not only is the website well-designed, but it is also visually appealing and does well in drawing attention. However, since SudShare is a long-scrolling website, the one flaw it has is the lack of either a back-to-top button that takes the user back to the top of the page where the menu is or a sticky menu that scrolls along with the screen.

B. TaskRabbit

Next up, we examined the TaskRabbit [2] website. At the top of the laundry page, there is a background image that takes up the full width of the screen accompanied with a heading and a description below it. This is known as a hero section that provides a brief overview of what the business has to offer, and we applied this same concept to the homepage of the Turlock Dry Cleaners website. We also took inspiration from the format of having each section contain an image at one side with a description at the opposite side and then having the positions alternate in each coming section.

C. Paul's Dry Cleaners & Laundry

After reviewing two well-designed dry cleaner websites, we proceeded to take a look at other dry cleaner websites for examples of what does not work adequately. The first of which we examined is the Paul's Dry Cleaners & Laundry [3] website. At the very top of this website's homepage is a background image that is slightly pixelated and on larger screens, it repeats itself which does not look visually appealing. Moreover, the homepage is cluttered with too much text and their services page lacks images to help in illustrating their services in a way that draws interest.

D. Oakmore Dry Cleaners

Lastly, we analyzed the Oakmore Dry Cleaners [4] website. Overall, its layout is messy and unorganized and the colors do not complement each other that well with blue as the primary color and orange and gray as the secondary colors. Additionally, the background of the website is too distracting and takes attention away from the relevant information. Readability is also an issue because of how small the font is, thus, making it difficult to read the text. Furthermore, the social media icons located in the footer are excessively small making them difficult to notice in the first place.

III. METHODS

To build the Turlock Dry Cleaners website, we used WordPress. As shown in Figure 1, we organized and structured the website into five pages. At the topmost level of the hierarchy is the homepage which contains a brief overview of the business and services, links to the Clean

Clouds application that allows the user to check the pricing and schedule the pickup and delivery time, information concerning gift certificates and how to become a member, contact information, location of the business, working hours, a calendar displaying the current date, and links to social media. Below the homepage in the hierarchy are the about, services, gallery, and contact pages. The about page contains further details about the business, the services page contains information about all the services provided, the gallery page contains images of clothing before and after cleaning, and the contact page contains a contact form, the contact information, the business hours, and the location.

A. Theme
The theme we utilized for the Turlock Dry Cleaners website is the Astra theme. This particular theme is very lightweight and fully customizable which makes it the most suitable for our use.

B. Plugins
The WordPress plugins that we have utilized in building the website include the Elementor, All-in-One Migration, Contact Form 7, My Calendar, and Smart Slider 3 plugins. Elementor, which is essentially a drag-and-drop editor that provides the capability to preview the website as edits are being made, is the primary tool we utilized for building the website. Next, we used the All-in-One Migration plugin to migrate the website from WordPress to a website hosting provider known as Bluehost. This plugin can also be used to create backups of the website. Moving forward, Contact Form 7 accommodates the use of contact forms which we implemented in the contact page so that users can contact the owner of the website and provide feedback. Then to display a calendar that shows the current date, we made use of the My Calendar plugin. Lastly, in order to create a slideshow of images in the gallery page, we used the Smart Slider 3 plugin.

IV. RESULTS
When the customers are on the landing page, they will see on the left side the Turlock Dry Cleaners logo, navigation menu, and social media. The navigation menu page consists of Home, About, Services, Gallery, and Contact. These are the pages that our client Mr. Farhad wanted, and we added Gallery pages with Mr. Farhad's approval.

A. Home
On the Home page, the customers will see some information about the company services written in text on top of the picture. The picture is of the Turlock Dry Cleaners interior. As the customers scroll down, they will see services offered
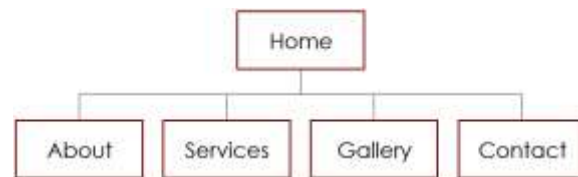

Fig.1. Turlock Dry Cleaners website architecture

by the company. To see the details about the services, they can click on the picture. If customers want to see all the services the company offers, they can click on the button that states "More services." Below the services, include a title "Great News" that states if the customers download the Clean Clouds app, they can schedule a pickup and delivery along with seeing prices for the services offered. Continuing, the customers will see a picture of the company van along with a detail that states they pick up and deliver for free up to 30 miles. Under delivery services, there is a gift certificate for customers who will receive either $25 or $50 once a month if their name gets drawn. Below the gift certificate, we mentioned if the customer becomes a member, they will receive 10% on their first purchase. Under the membership, it is also mentioned that customers will receive a text message when their clothes are ready to be picked up. Below the text message, we have the business hours along with a calendar. Underneath the business hours, there is the company contact information, social media, and navigation bar. On the footer, we have the company name and Demil's name. Last but not least, there is an up arrow on all of the pages that will scroll the page all the way up to the top when clicked on.

B. About
The About page has an image of the exterior of Turlock Dry Cleaners at the top page. Underneath it, there is some detail about the company such as how long they have been in the business, what their focus is, and some services that they provide.

C. Services
On the service page, we included all the services that the Turlock Dry Cleaners are offering such as wash and fold, alteration, dry cleaning, wedding dress cleaning and preservation, and rug cleaning. Therefore, we have a simple title for each service and underneath it some detail about the service offered. Next to each service, we have included some pictures to make the page look organized and not boring.

D. Gallery

On the gallery page, we have included pictures of clothes before and after cleaning. We made the picture a bit bigger so customers could tell the difference between them. On the bottom of the page, we have included slider images. The images could slide to the next image on its own after four to five seconds or customers could click on the left or right arrow to see the next or previous images.

E. Contact

The contact page is a way for customers to get hold of Mr. Farhad if the customers have any questions, suggestions, or issues. On the contact page, there is a form that the customer fills out such as their name, email, subject, and their message. Next to the form, there is some information about the Turlock Dry Cleaners business hours and a navigation bar to see the address.

V. CONCLUSION

As Mr. Farhad had requested, we have done everything that could have been done to make our client happy. After seeing the website, Mr. Farhad was happy and thanked all of us for our challenging work. There were some suggestions about including the Turlock Dry Cleaners pictures instead of Google images. Also, the top arrow that automatically scrolls up to the top page, seems to be not visible enough; therefore, that will be made larger and some different type of color around the borders to make it pop out.

REFERENCES

[1] https://sudshare.com
[2] https://www.taskrabbit.com
[3] https://www.paulsdrycleaners.com
[4] https://www.oakmorecleaners.com