

CASE STUDY · WEB PLATFORM · BOTSWANA

# Momo's Hairdo

A braiding salon's whole menu, photographed, priced and bookable on WhatsApp - with a magazine, a book and a style catalogue behind it.

BRAND SYSTEM

COPYWRITING

USER EXPERIENCE

WEB APPLICATIONS

EDITORIAL PUBLISHING

SOCIAL MEDIA

PLATFORM ENGINEERING

CABANGA PLATFORMS · CABANGA.CO.BW



# A salon that lived on a price board and a phone number

Momo braids in Botswana. Her menu was a hand-written board – cornrows, carrot braids, singles, locs, retouches and kids styles – and her bookings came in by phone and WhatsApp on +267 72 280 180.

The brief was to turn that board into a platform: every style photographed, named and priced, every client able to choose, combine and send a complete order without a single call, and the whole thing carrying Momo's own idea of beauty – natural, unpainted, the hair as the finishing touch.

Cabanga Platforms built it end to end, from the brand system to the code protection pass, and wrapped it in publishing that gives a client a reason to come back between appointments.

01

## Brand system

A design system taken from Momo's own logo – navy, gold and cream, Gelasio and Manrope, a plaited rule and a drawn salon world.

03

## User experience design

Fifty-nine pages built around one path: choose a style, add it to your bookings, order on WhatsApp.

05

## Editorial publishing

A twelve-story magazine, an eight-chapter book and a three-page style catalogue, online and as print-ready PDFs.

07

## Platform engineering

Search and AI-answer readiness, structured data, a service worker and the Lock City code protection pass.

02

## Copywriting

Every line of web copy, the About story, thirty-six style descriptions and the microcopy that walks a client to WhatsApp.

04

## Web applications

A booking bag, a WhatsApp ordering engine, a style finder, live filters and an installable app that works offline.

06

## Social media strategy

Launch adverts in English and Setswana and a branded share card for every one of the fifty-six shareable pages.

# Built from her own mark

The system starts where Momo's logo starts: navy, gold and cream, and a Georgia-style serif. Gelasio carries that serif onto the web; Manrope gives the body copy clean, generous reading. A plaited rule – two braided gold strands – runs under the header and every section heading.



## Colour

|                         |                             |                        |                              |
|-------------------------|-----------------------------|------------------------|------------------------------|
| <b>Navy</b><br>#18334B  | <b>Deep navy</b><br>#244962 | <b>Gold</b><br>#C59A54 | <b>Light gold</b><br>#D4B272 |
| <b>Cream</b><br>#F8F3E9 | <b>Sand</b><br>#F4EAD8      | <b>Skin</b><br>#B96F50 | <b>Ink</b><br>#13283B        |

## Type

# Braids made to turn heads.

*Beautiful hair, your way.*

Gelasio 700 and 600 italic for display. Manrope 400 to 700 for body, labels and buttons. Self-hosted, swapped in without layout shift.

## Buttons in four ranks

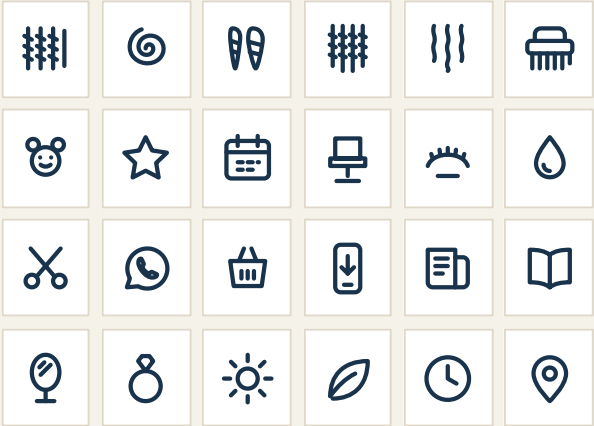
Primary · Add to my bookings

Secondary · Order on WhatsApp

Ghost · Read the story

Install · Install Momo's Hairdo App

## A bespoke icon set



Forty-three icons drawn on one 24-pixel grid for this platform – families, occasions, the four style lines, channels and actions.

# A salon, drawn as scenes

Thirteen scenes, each drawn in a light and a dark version, give every page its own picture of what happens there - braiding at the chair, the wash basin, a little girl on a booster cushion, the shopfront, the moment at the mirror.

One figure system draws every person, so the set reads as one hand. The palette never leaves the logo. Scenes sit beside the copy in their own column and never on a row of style listings.

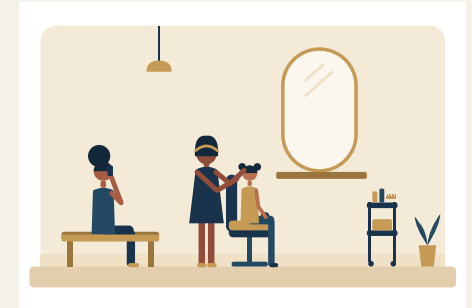
Where the argument is the hair itself, photography leads: thirty-six style portraits generated to one art direction and cropped for the catalogue.



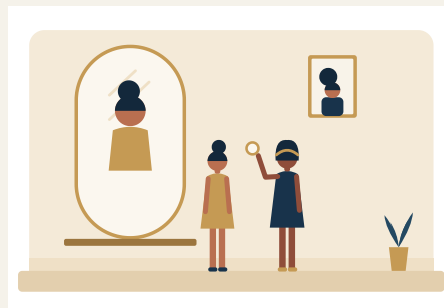
Momo standing behind a client in the salon chair, braiding her hair, with the mirror, a hood dryer and the trolley of combs around them.



A client reclining at the wash basin while Momo washes her hair, shelves of products behind them.



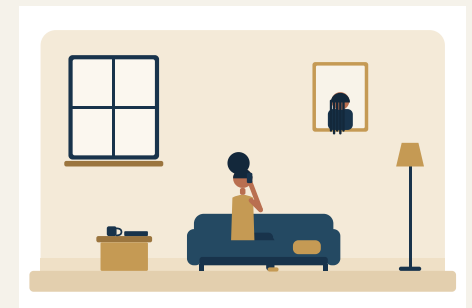
Momo braiding a little girl's hair on a booster cushion in the salon chair while her mother waits on the bench.



A client standing at the salon mirror seeing her finished high bun for the first time while Momo holds up a hand mirror behind her.



The front of Momo's salon with its striped awning, sign and open door, a mother and daughter arriving.



A woman at home on her sofa, phone to her ear, booking her next hairdo by the window with a cup of tea beside her.

# Words that sound like the salon

The copy was written to one register: warm, plain and confident, the way a good stylist talks across the chair. Headlines carry the promise, short paragraphs carry the facts, and every button says exactly what happens next.

POSITIONING

## Beauty that doesn't need covering up.

The About story, written from Momo's natural, makeup-free look - her own face as the brand promise.

THE ABOUT STORY - EXCERPT

That's why every style that leaves Momo's chair is clean, neat and finished with care. Her partings are crisp and her lines sit flat. Her edges are left soft and healthy rather than pulled tight.

*At Momo's Hairdo, the hair is the finishing touch. You are the beauty.*

MICROCOPY THAT CONVERTS

| Moment          | Words on the button         |
|-----------------|-----------------------------|
| Choosing        | Add to my bookings          |
| Undecided       | Find my style               |
| Ready           | Order my hairdo on WhatsApp |
| Unpriced design | Price on WhatsApp           |
| Keeping it      | Install Momo's Hairdo App   |

ONE OF THIRTY-SIX STYLE ENTRIES

## Knotless Braids

*Long, light braids with flat roots and no knot at the base.*

|              |                                                                   |
|--------------|-------------------------------------------------------------------|
| Best for     | Long holidays, busy months and anyone with a tender scalp.        |
| Lasts        | Usually six to eight weeks                                        |
| In the chair | Usually five to eight hours                                       |
| Hairline     | The gentlest singles at the root - no knot pressing on the scalp. |

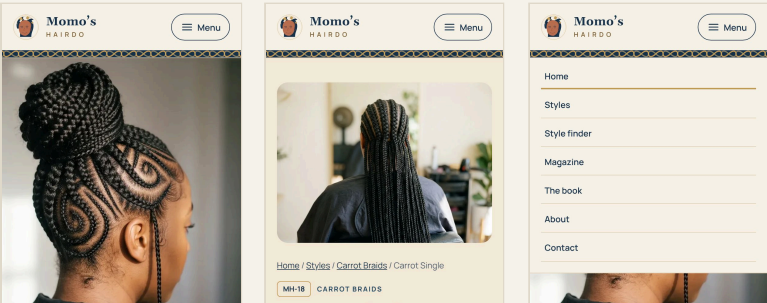
Four lines on every style - best for, how long it lasts, time in the chair and how kind it is to the hairline - answer the questions a woman weighs before she books, so the time in the chair goes on the braiding.

# One path, fifty-nine pages

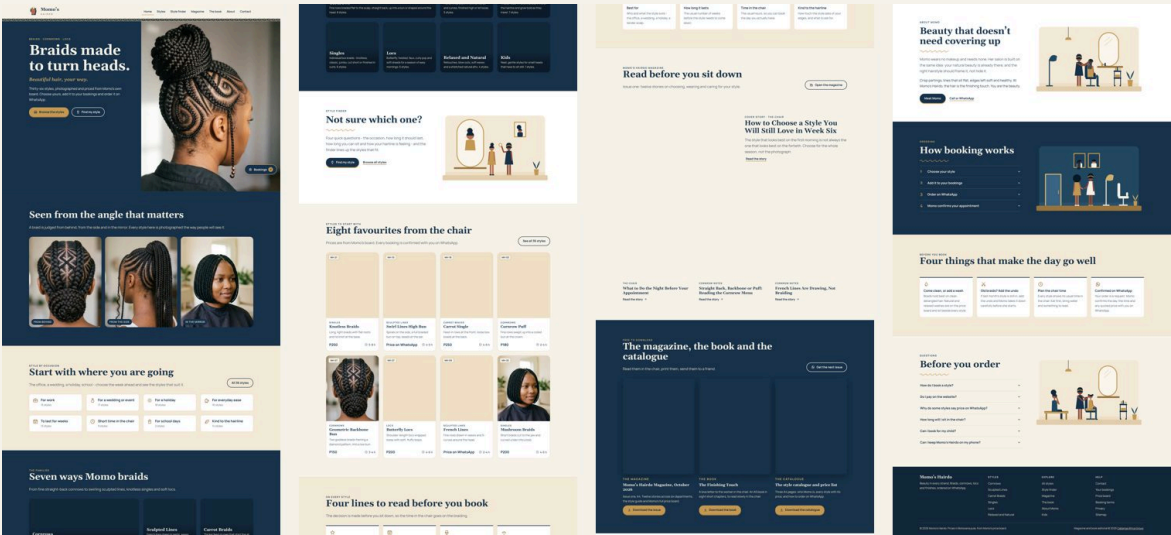
The homepage moves a visitor from the look to the decision: the hero, the styles seen from behind, the side and the mirror, style by occasion, seven families, the finder, eight favourites, the four lines, the magazine, the downloads, Momo's story, how booking works and the questions clients ask.

| Area                                                   | Pages |
|--------------------------------------------------------|-------|
| Home, styles catalogue, style finder, bookings         | 4     |
| Style pages – photo, price, four lines, add-ons, table | 36    |
| Magazine and its stories                               | 13    |
| Book, About, Contact, Terms, Privacy, 404              | 6     |

Every accordion starts closed, every two-column section aligns at the top, art always sits right of the copy, and every page has its own hero and install button.



Home, a style page and the menu at phone width.



The full homepage, top to bottom, at desktop width.

### Styles in this booking



MH-21 - SINGLES

**Knotless Braids**

P250

• Wash - natural hair - P60

Remove



MH-10 - SCULPTED LINES

**Swirl Lines High Bun**

Price on WhatsApp

Remove

Price so far

P310

Price to confirm on WhatsApp: Swirl Lines High Bun.



Prices come from Momo's board. Your message is a request - Momo confirms the appointment and any quoted price on WhatsApp. Nothing is paid here.

### Your details

Add your name and the day you would like

Your name

Neo

Preferred date

10/30/2026

Preferred time

Morning

Notes for Momo

Tender at the temples, please braid the front loose.

☐ I accept the [booking terms](#).

 Order my hairdo on WhatsApp

 Bookings 2

The booking bag: styles, add-ons, a running total in pula, quoted styles flagged, and the booking details form inside an accordion.

# From the catalogue to her phone

The booking bag works like a shopping cart without a payment gateway. A floating button keeps count on every page; styles and their add-ons - a wash, an undo - collect in one place.

One tap composes a complete WhatsApp message to Momo with every style, reference, add-on, the total so far, the styles still to be quoted, the client's name, day, time and notes. She answers with an appointment. Nothing is paid on the site.

Hello Momo, I would like to order my hairdo.

1. Knotless Braids (MH-21) - P250

+ Wash - natural hair P60

2. Swirl Lines High Bun (MH-10) - Price on WhatsApp

Price so far: P310

Price to confirm: Swirl Lines High Bun

Name: Neo

Preferred date: 2026-10-30

Preferred time: Morning

Notes: Tender at the temples, please braid the front loose.

I accept the booking terms.

The exact message the engine composes, captured from the live build.

# Instruments, not brochure pages

The style finder asks four questions - where you are going, how long it should last, how long you can sit, and whether your hairline is tender - and ranks the styles that fit. It runs on the phone; nothing is sent anywhere.

The catalogue filters live by family and occasion, straight from links across the site. Style data travels as one encoded payload that feeds the bag, the finder and the filters together.

The whole platform installs as an app with Momo's mark, opens offline from its own cache, and hides the install button the moment it is installed.

1. Where are you going?

☐ For work

☒ For a wedding or event

☐ For a holiday

☐ For everyday ease

☐ For school days

2. How long should it last?

☐ A week or two

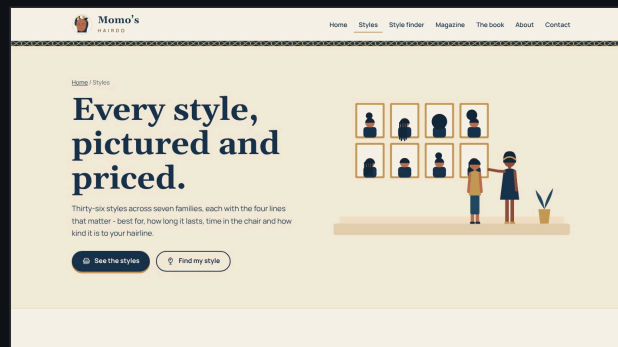
☐ About a month

☒ Six weeks or more

3. How long can you sit?

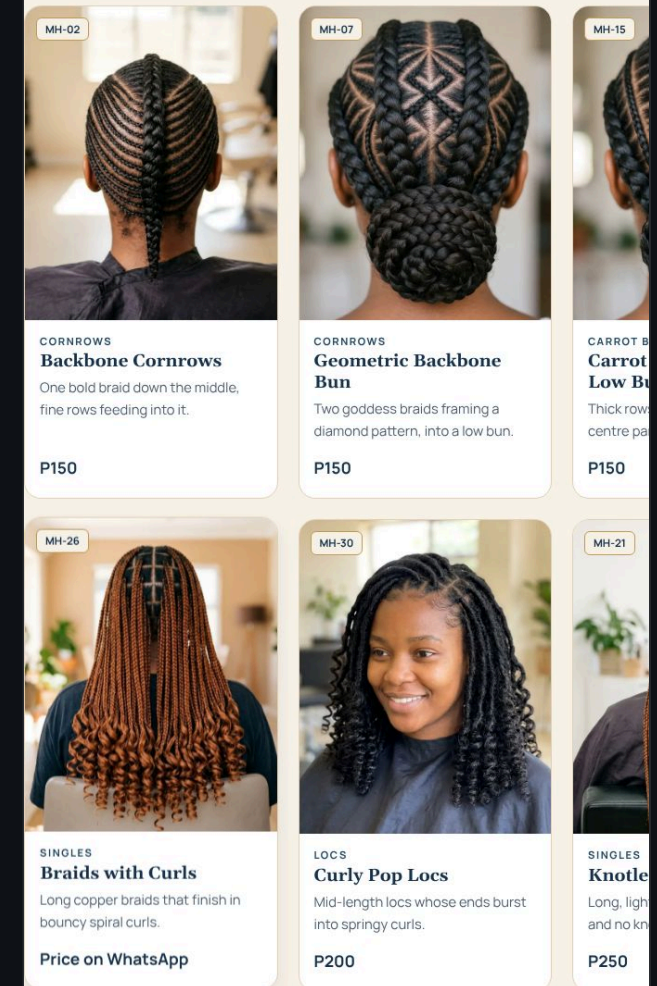
☐ Up to three hours

The four questions.



The catalogue with family and occasion filters.

## Styles that fit



The shortlist the finder returns.

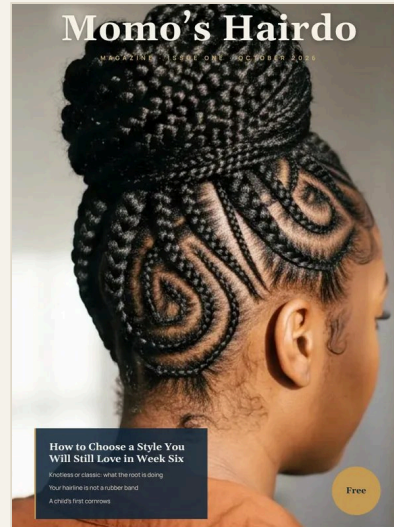
# A reason to come back between appointments

**Momo's Hairdo Magazine**, issue one: twelve stories in six departments – The Chair, Cornrow Notes, Singles, Loc Life, Edges and Scalp, Small Heads – each with a short summary, a styles table and links back to the catalogue. Online and as a sixteen-page A4 issue.

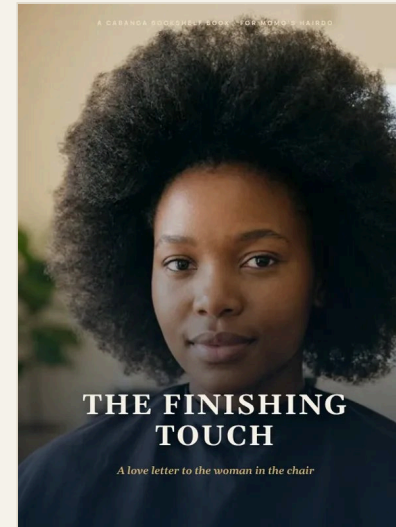
**The Finishing Touch**, a love letter to the woman in the chair: an eight-chapter A5 book published by Cabanga Bookshelf, written from the same idea as the About story.

**The style catalogue**: three A4 pages with every style, its reference and its price, ready to print for the salon counter or send on WhatsApp.

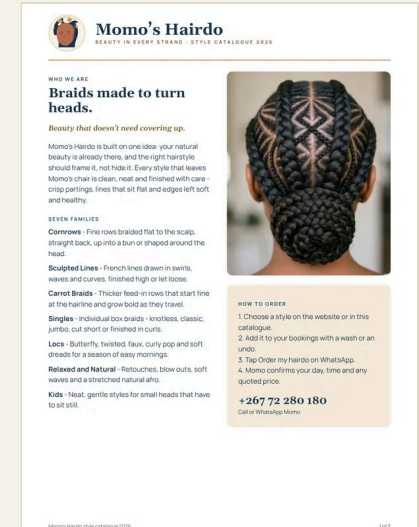
Editorial by Cabanga Africa Group.



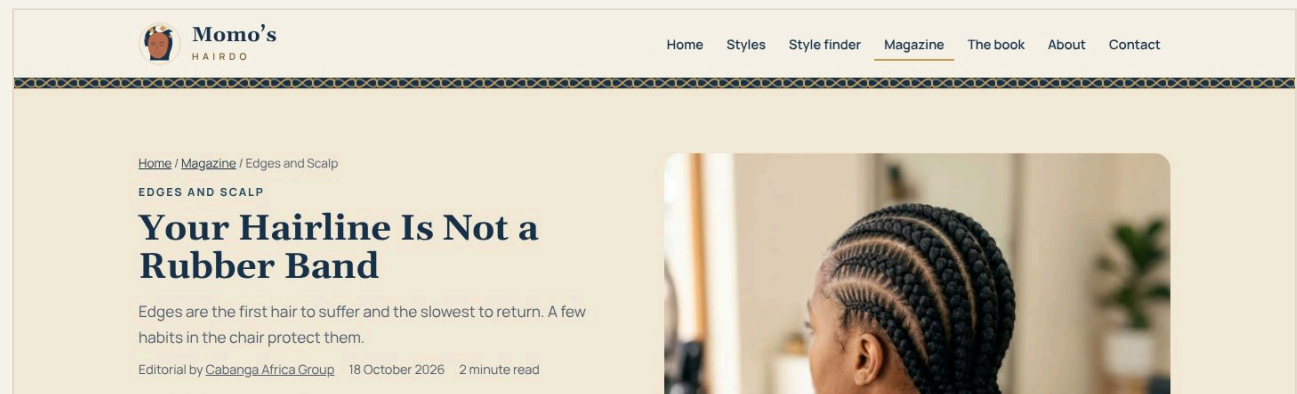
Magazine · A4 · 16 pages



Book · A5 · 12 pages



Catalogue · A4 · 3 pages

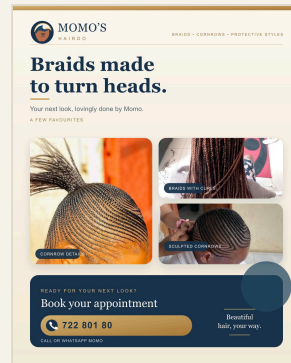


A magazine story on the site – its own hero, byline and reading time.

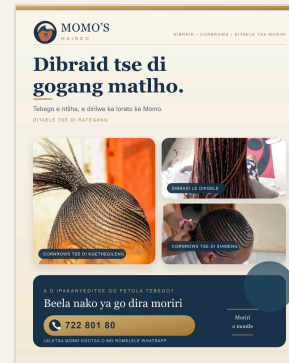
# Shared well, everywhere it lands

The launch adverts speak to two audiences in their own language – English and Setswana – on one layout: three favourite styles, the headline, and a single call to action with the booking number.

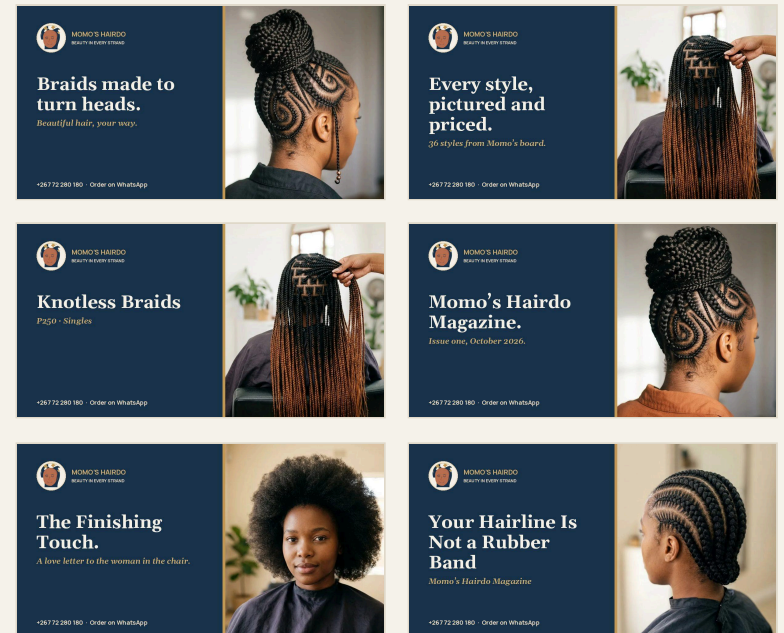
Behind them sits a share-card system. Every page that can be shared carries its own branded card: the photograph, the style name and its price, or the story title – fifty-six cards in all, so a style sent on WhatsApp or Facebook arrives looking like Momo's, not like a bare link.



Launch advert · English



Launch advert · Setswana



Six of the fifty-six share cards – home, catalogue, a style, the magazine, the book and a story.

# Built to be found, kept and protected

Every page carries structured data for a hair salon, its services and prices, breadcrumbs, the magazine’s articles and the book, plus a sitemap, an AI-crawler allowlist and an llms.txt map, so search engines and answer engines can name Momo’s Hairdo when someone asks for braids in Botswana.

Clean addresses with no .html, document-relative paths that open from a laptop as well as a server, a service worker that serves the site offline, and the Lock City pass: hardened hosting, an encoded data payload, a content guard, scrambled class names and minified code – with the locked build proven to look and behave as the source did.

| Checked before delivery                  | Result              |
|------------------------------------------|---------------------|
| Every page at 360, 768 and 1440 pixels   | No overflow         |
| Links, images and paths                  | All resolve         |
| Booking, WhatsApp order, finder, filters | Working end to end  |
| Colour contrast on every token pair      | All above 4.5 to 1  |
| Served, installed and offline            | Zero console errors |

59  
pages

36  
styles

13  
drawn scenes, two variants

43  
bespoke icons

12  
magazine stories

56  
share cards

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