Dear Ms Thompson,

After several weeks, we have finally completed our work on the new website for your hairdressing business "Enchanted Locks". Below we will establish our development process, from our initial low-fidelity wireframe all the way to the finalized pages of the website. We ultimately hope you are happy with the results of our work.

We began by designing a low-fidelity prototype. Based on what you asked in the brief provided to us, we designed a "main" page which featured a navigation bar at the top of the page alongside three prominent reviews of the salon. Moving forward we then designed an "about" page which featured information on the styling and treatment options that could be availed of in the salon alongside info about the salons staff members. Finally we designed a "contact" page wherein clients would be able to book an appointment at the salon as well as access the various social media accounts of your business.

Based on our initial designs for the low-fidelity prototype, we then moved onto programming the actual website. While our initial concepts were ambitious, we were ultimately able to create a website that lives up to the ideas presented in the prototype. The "Main" page features a custom-designed logo for your salon displayed prominently alongside three glowing reviews, the top-most portion of the page features an intuitive navigation bar, allowing visitors to easily browse the various pages of the website . The "about us" page features a unique FAQ that answers questions that potential customers might have alongside information about the various treatments and styles that can be ordered at the salon, as well as the ability to sign up for the Enchanted Locks newsletter by submitting an email address at the bottom of the page . And finally, the "contact" page features a book now button that allows you to book an appointment as well as information on the location of the salon alongside several glowing reviews by customers. Per your request, the entirety of the site has been given a colorful palette to match the "bold styles" and "positive vibes" of your salon. We've used combinations of pink and purple to give the site a unique, bubbly aesthetic.

We hope you are happy with the results of our work and would encourage you to write back if you have any suggestions on how to improve your new website.

Wishing you all the best in your future endeavors,
Skiff Team