

Strategy plane

What's culturally appropriate?

Users are going to be mostly women between 15-65 years old who are consumers of beauty products and services. The clients are looking to improve their image.

What content type would be relevant?

Font size ought to be normal and easy to read. Navigation needs to be obvious and simple.

Why is this so special?

For clients to be able to contact the team and even hire them to provide the services they are qualified for. I would also like to enquire as to whether an online shop section would be beneficial as they could sell merchandise and memorabilia, as well as keep clients updated on any upcoming events.

Why would a user want this?

There are many clients of the salon and also of the team members from past working places. They love to watch their work, view pictures, read stories to find out more about them. This site will give them the gateway to connect with other clients of the salon through the social links.

What makes a good salon experience?

- Watching the videos
- Seeing photos of products and services provided.
- Getting closer to them-feeling they are getting special treatment

What does the user expect?

- What is this?

Salon logo and team picture needs to be prominent.

- Is this what I expected to see?
Logo, classy color scheme (nudes, beiges) ought to visually portray this and help make it look credible and trustworthy.
- Does it offer what I want?
Videos, pictures and ways to connect with the team.
- Is it valuable enough to stay?
Content (especially video) will compel them to stay.
- What actions can I take now?

Join the newsletter subscribers (can be achieved with pop-up form)

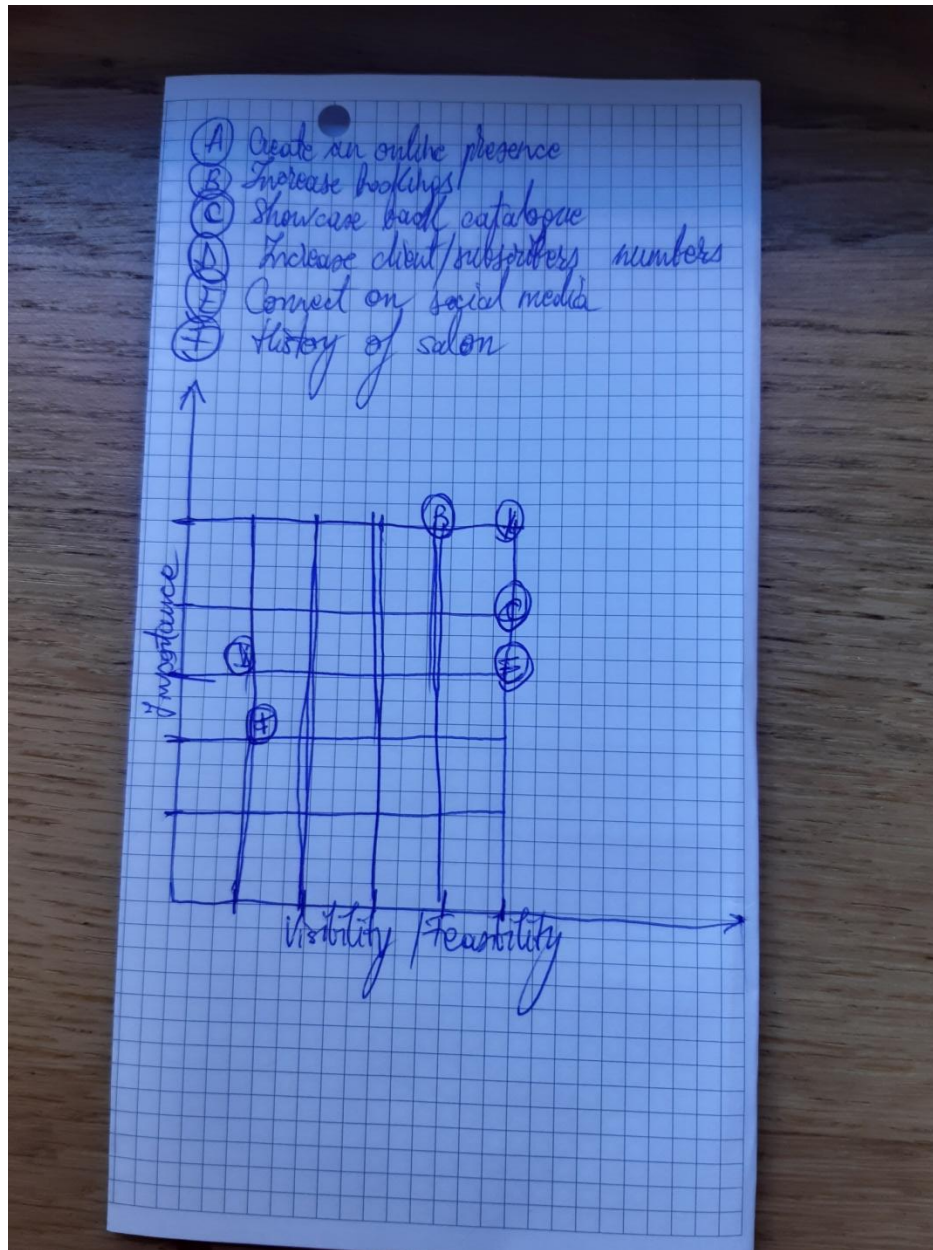
Hire team members (on the Book us page)

Connect with the team members on social media

- How do I contact someone

By joining the subscribers page, hiring them for some services or/and connecting on social media.

Opportunity/Problem	Importance	Viability/feasibility
Create an online presence	5	5
Increase bookings	5	4
Showcase existing services and new products	4	5
Increase new client numbers	3	1
Connect on social media	3	5
History of salon for new clients	2	1
Total	22	16



For the above table I will concentrate on A, B, C, E which are:

- Create an online presence
- Increase bookings
- Showcase new products, services
- Connect on social media