

Scope plane

What they say they need

- A website, an online presence for the salon's activities and increase brand awareness
- Clients and potential clients can watch videos and pictures of products and services provided as they become available.
- To make public the availability of the team to provide services
- To showcase on their website photos of the team members, video clips and audio clips
- To add links to the products providers, as well as to their Facebook, Twitter and Youtube pages which are currently being created
- To get positive/relevant feedback from clients

What they actually need

- A mobile-first responsive website
- A page with a video player demonstrating services
- A 'Book us' page
- A gallery page to showcase their services provided
- Links to the salon's social media platforms

What they don't know they need

- A page with the possibility to merchandise products

