

ConrnerstoreCutz One Pager

Short Elevator Pitch: A web experience showcasing the quality of services I provided for male grooming while providing a platform for partnership small businesses in an organized fashion.

Long Elevator Pitch: CornerstoreCutz.com will be a website that is essentially showcasing my talents as a barber and the quality of cuts that I provide for my clientele. Pictures will likely be showcased through slideshows and videos. I will also like to have a place where people are able to leave their own personal opinions about my services in a review box. I would like there to be a feature that allows clients and future clientele to see my up and coming schedule and schedule appointments with me. There will also be a price list available for clients to see how much I charge. I will also like my project to provide a platform for my partnership businesses to advertise goods and services and possible sales to these businesses. This will provide exposure and revenue for both parties. Of course the three avenues will be separated by different pages for users to navigate through.

Personas:

- Males of all ages. focused on young men and older men between the ages of 15-40.
- Men that care about their personal appearance.
- Men with sons
- Men with fathers
- Women with sons, boyfriends, fathers, or male friends

Comps:

- Faheem Hands of Precision- <http://faheemshandsofprecision.com/>
- Barberstar by Marcus Harvey- <http://www.thebarberstar.com/>
- JC the Barber- <http://jcthabarber.com/>
- MSU freshcuts - <http://msufreshcuts.com/>
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