

Client Information:

The Chop Shop is a high-end, unique hair salon in Akron, Ohio. Our stylists bring their clients the freshest styles, and our location is a high-end, but friendly and fun atmosphere that keeps clients coming back again and again. Visit The Ohio Chop Shop today for all of your hair, skin and nail needs!

- Fresh
- Trendy
- Trusted
- High-End
- Fashionable
- Comprehensive
- Fun
- Luxurious

Client Goals

- Increase traffic to our location, especially new customers
- Encourage clients to book appointments online
- Encourage clients to purchase product in addition to our hair, skin and nail services
- Build a relationship between our business and stylists and our clients

Website Content

- About us
- Hair, Skin and Nail services (including prices and service descriptions)
- Meet our staff
- Available products
- Find and Contact (Location, Contact, Social Media Accounts)
- Schedule an appointment

Templates needed for pages

Competitor Analysis

Common Navigation

Content Tone and Voice

Design Aesthetic

Layout

Summary of Competitor Website Research