

### ***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 and appointment

### ***Common Navigation***

- Home
- Services
  - Hair cuts
  - Hair color
  - Specialty Hair
  - Nail Care
  - Make up
  - Skin Care
  - Body Care
  - Waxing
  - Massage
  - Tanning
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- Stylists
  - Personal bios and pictures of the current staff working at the salon
- Employment
  - How to become a stylist or employee of the salon
- Contact us
  - Phone number
  - Address
  - Email
  - Social media
  - Directions
- Blog
- Gift Certificates
- Online booking
- Products
- Policies
- Bridal

### ***Design Aesthetic***

- Photo Heavy
- Visually pleasing
- Black and white
- Bright colors
- Legible type
- Feminine design

### ***Summary of Competitor Website Research***

Competitors of The Ohio Chop Shop range from corporate to locally owned salons. Each website in its own has its own unique style, but all five guide the user to important information about themselves. The information is organized into subgroups that fit together for fast user readability. For navigation, every site has tabs that direct you to: about us, services (including details and pricing), stylists, contact information, online appointment scheduling, employment and products. The usage of photography is commonly seen in the website design and layout. Depending on the personality of the salon, the sites stick to either neutral colors or bright pops of color. There is a variety of layout design throughout each page, but all are organized and consistent with the rest of the site. It will be crucial in the development for The Ohio Chop Shop to include all of the information and context that our competitors are providing for their viewers.