***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***