The Local Barber Shop

Website brief

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**About the client**

The Local Barber Shop is a Men’s Barber shop located Gloucester Street, Nelson. Their focus is on delivering outstanding quality haircuts.

As per the current “About us” page.

“The Local Barber Shop Nelson was founded by Vivienne McNabb (Viv) in 2015. Originally from Christchurch Viv has worked locally and internationally honing her skills . She is an expert in traditional and urban styles.

Viv’s experience also includes 10 years in the hair replacement industry.

The Local Barbershop Nelson is a professional barbershop offering men and boys great service in a relaxed environment. It aims to provide outstanding service while keeping the price moderate.”

**Goals and objectives**

The goal of the project is to produce a clean and professional website for the business that has a UX that is the same across every page. The Objectives for the project include:

- Static Pages that replace the current pages

- A common theme across all pages, with common header and footer

- Seamless Navigation through all website pages

**What long-term business goals are you trying to achieve with this website?**

The website is primarily being used to advertise the business currently. The owner would like to sell hair styling products additionally along side advertising her services.

A long term business goal of the website is to engage the viewers in such a way they will want to try the experience of having their hair cut at The Local Barbershop.

**What problem should this website solve?**

Advertise the business, act as a business card.

**Do you currently have a website?**

The current website is <https://www.localbarber.nz/>. While is has been fit for purpose there are some issues that I see as potential flaws:

* Inconsistency of styles across pages, including background images and menu positioning as well as thematic choices.
* Not mobile/adaptive friendly
* Navigation dead ends. Clicking on the “products” link takes a user to <https://www.localbarber.nz/products/> that displays images of logos without any associated product to be purchased nor any way of navigating to said product. To purchase a user needs to go to their cart (in the nav bar) then click return to shop (<https://www.localbarber.nz/shop/>). There is no other way to naturally navigate to /shop.

**Target Market**

* Men
* 25-50 years old
* Have facial hair/beards/moustache
* Residing in Nelson, New Zealand

**Competition**

Stormys Man Cave Barbershop

The Barbers On Nile Street

The Cutting Bar

**Website benchmarks**

<https://www.gq.com> – Clean and professional men’s fashion and hair magazine.

<https://www.fashionbeans.com/> - Layout and Design

**Should we add SEO implementation?**

SEO implementation will be considered a stretch goal beyond MVP for this project. It may be considered for future development if the Client and Developer make arrangements for such work

**Will there be any integration with 3rd party systems?**

There is already integration with a payment system that the new website would integrate or redevelop to work without WordPress. It is likely that the current integration with PayPal is done through WordPress.

Additionally, there is a google maps plugin but it doesn’t seem to be functional at this stage.

**Do you need hosting for this website?**

Without further consultation with the client, some assumptions must be made for specific details. Doing a whois domain name lookup on <https://www.localbarber.nz/> results in seeing that the domain is registered by 1stdomains.net.nz. An assumption can be made that the client is also hosting the website through this service. Current hosting through this service costs $99/year

**Will the new website have any type of contact form?**

While the current website has a contact form, it will not be considered for the MVP of the redesign, however it will be a stretch goal so that the client can have as close the website that they currently have with improvements.

**Is there a possibility for user to login on a site?**

There is a possibility for users to log in to the site. Vivienne has discussed with me about the possibility for customers to store their loyalty cards via a online portal. Also, the website wants to sell hair styling products via a store. For the redesign, both will be considered stretch goals.

**Does the website need to collect any information from users?**

The website does not need to collect information from the users however it will need to in the future, with reference to the stretch goals.

**Who is responsible for adding content on the new website?**

As it stands, the website is static and there is no new content. Vivienne does post content to the business Facebook account. I propose that she also create an Instagram account and profile some of her haircuts in a portfolio. These photos could be used on the website in many areas such as a gallery, image carousel, or act as new content on the site.

**Do you have an idea on how you would like for the website to develop in the next 5 years?**

Vivienne would like to have a customer discount system where by after x number of haircuts you receive a discount on product or service. She is currently using physical business cards to meet this business need currently.

**Do you have a structure of content you would like to present on website?**

The current website lists a few products, a list of services and associated prices. This will be ported to the new website.

**Can you describe the preferred sitemap of website?**

The home page will be the landing page for the website. It will display information about where the barber shop is located and show a selection of product for sale.

The about page will have information about the business.

The services page will list all available services and the associated costs.

The products page will list the products that can be purchased through the website.

**Do you have defined brand guidelines we would need to follow?**

Without further guidance from the business regarding this, an assumption has been made that there are no specific guidelines to follow for brands or products.

**Do you have your own gallery of photographs that need to be used for the site or should we use stock photos?**

After being in contact with Vivienne, she has granted me permission to use her current logos and images in the redesign of her website.

**Do you have a planned deadline for the launch of this project?**

This project aims to deliver MVP which will be Home page, about page, services page and product page (without integrated api’s) by 13 November 2019

**Do you have a dedicated budget for this project?**

For the MVP deliverable in this project, as it is a school project there will be no charge to the client. If the client wishes to make changes or modify the website in any way, this may be discussed later.