The Local Barber Shop

Website brief

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

(what goals you want to achieve with this project, what objectives need to be fulfilled)

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 elements and positions

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

(what is the specific long-term goal this project will help you with)

What problem should this website solve?

(what business challenges would this project solve)

Advertise the business, act as a business card.

How do you resolve the mentioned problem now?

(how are you currently handling the mentioned problem)

Do you currently have a website?

(provide a link to your current website and tell us what you like and dislike about it)

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 group

(describe your target groups - B2B or B2C)

Competition

(write down your three major competitors)

Stormys Man Cave Barbershop

The Barbers On Nile Street

Website benchmarks

(list examples of websites you like - in terms of design, transitions, overall look & feel)

Your unique sales proposition

(what makes you different from your competition)

How would you like to position on the market?

(how would you like to be perceived by your target)

Which markets are you interested in?

(define markets your business is focused on)

-Nelson

-Men

- 25+ business professionals

Does the website need to support multiple languages?

(which languages need to be supported)

Do we have to add Google Analytics implementation?

(setting up basic GA visitor tracking)

Should we add SEO implementation?

(this step is meant to increase the usability of your website and to improve the navigation structure, as well as to optimize content for your targeted keywords)

Will there be any integration with 3rd party systems?

(for example payment or booking systems)

Do you need hosting for this website?

(we can also offer hosting services)

Will the new website have any type of contact form?

(what information will users have to submit)

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

(adding a registration feature for user on the website)

Does the website need to collect any information from users?

(in terms of a contact form, careers page etc.)

Who is responsible for adding content on the new website?

(who will be adding the content on the new website - production company or the client)

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

(example - you don’t have a blog at this moment, but you are thinking about adding a blog section in the future)

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

(number of products, services, info about the company, etc.)

Can you describe the preferred sitemap of website?

(number of pages on the new website and short descriptions of what needs to be on each mentioned page - including the information)

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

(in terms of colors, logo, typography, illustrations, communication)

Who is responsible for creating the content for the website?

(who will deliver the content (text) for the website - client or the production company)

Will there be more text or visual elements on website?

(would you prefer for your website to have more visual or textual elements)

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

(do you have your own photos of services and products for website or should we include photos from stock photography sites)

Have you been thinking about adding illustrations to the website?

(in the terms of icons etc.)

Have you been thinking about adding illustrated animations?

(this section refers to animated icons / illustrations)

Will there be any need for video production for the website?

(for example videos that would explain your services and products)

Is there a plan to add special features to the website?

(for example registration, user profiles, online payment, booking system etc.)

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

(date / month when you would like to be live with the project)

Do you have a dedicated budget for this project?

(this information is very important, as it is much better to know the available budget so that we can propose the solution which would fit within it)