

BRIEF

WEB DESIGN PROJECT

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CLIENT

RUSBY VANITY STUDIO

Nail & Brow Bar - Kildare Town

INTRODUCTION

Rusby Vanity Studio is new luxury nail & brow bar coming to the Kildare town area. The store owner, Rusby is building a brand which is focus on offering both her service and expertise. She would like have a website to promote her new store.

GOALS

Rusby hasn't got a logo or a website yet. The goal is to help her define and create a compelling brand that reflects her store. Also, to create a beautiful modern website that engage her clients / audience and leave a lasting impression. Finally, helping her business to grow leads and sales by improving the visibility of her website online.

TARGET AUDIENCE

- ☐ Kildare Village Retail Sales
- ☐ House wives

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- ☐ College students
- ☐ Teenagers
- ☐ Bloggers
- ☐ News Media
- ☐ Potential Clients

OBJECTIVES

An eye catching landing page which is briefly introducing her new studio to the target audience.

A page for displaying the details about the studio.

A page for displaying her service and expertise.

A page for displaying the current special offers to promote the business.

A page for making an appointment or contact the studio.

SITE ARCHITECTURE

Home

About

Service

Offers

Contact

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SITE FUNCTIONALITY REQUIREMENTS

- Responsive web design. Automatically resize, hide, shrink, or enlarge, a website, to make it look good on all devices
- Plenty images to present the services and promotion that the store offers.
- A carousel testimonial slider helps to build trust in potential, but hesitant customers
- A contact form for making appointment
- Social media icon / links

VISUALS

Logo:

A logo would be incorporated with the website.

Color Scheme:

White, blue and purple modern gradient design

Typography:

Typography is specified