

Pink Queen

Design document

By Zahari Georgiev and Obaid Ghafoori

Target audience: Individuals

- What is the age range of your target audience? – 18 - 40 years old
- Will your site appeal to more women or men? – It will appeal mostly to women
- Which country do your visitors live in? – International users
- Do they live in urban or rural areas? – Both
- What is the average income of visitors? – Medium
- What level of education do they have? – Any
- What is their marital or family status? Any
- What is their occupation? – Any
- How often do they use the web? – Often
- What kind of device do they use to access the web? – Mostly personal computers

Example users:

Name:	Kelly	Anne	Vanessa	Jenn	Andrea	Dimana
Gender:	F	F	F	F	F	F
Age:	24	19	22	30	38	19
Location:	Chicago	Rotterdam	Amsterdam	Texas	Eindhoven	London
Occupation:	Secretary	Student	Student	Model	Actress	Lawyer
Income:	18k	7k	7k	25k	40k	100k
Web use:	3-4 days/week	Daily	Daily	Daily	2-3 days/week	1-2 days/week

Key motivations:

- Are they looking for general entertainment or do they need to achieve a specific goal? – they are using the website to keep up with the latest products of our brand or make an appointment for a service
- Is the goal a personal or a professional one? – It varies. If a company wants to organize an event they would use the website for a professional purpose whereas an average person can just browse and look at the latest products.
- Do they see spending time on this activity as essential or luxury? – The website use is mostly considered essential by most of its' users.

Specific goals:

- Do they want general information/research (such as background on a topic/company) or are they after something specific? – The users are looking for a specific product/service.
- Are they already familiar with the service or product that you offer or do they need to be introduced to it? – The users are familiar with the brand and the services it provides but in most cases they need to be introduced to the latest product.
- Are they looking for time sensitive information, such as the latest news or updates on a particular topic? – No
- Do they want to discover information about a specific product or service to help them decide whether to buy it or not? – Yes
- Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? – Yes, they can visit one of our locations

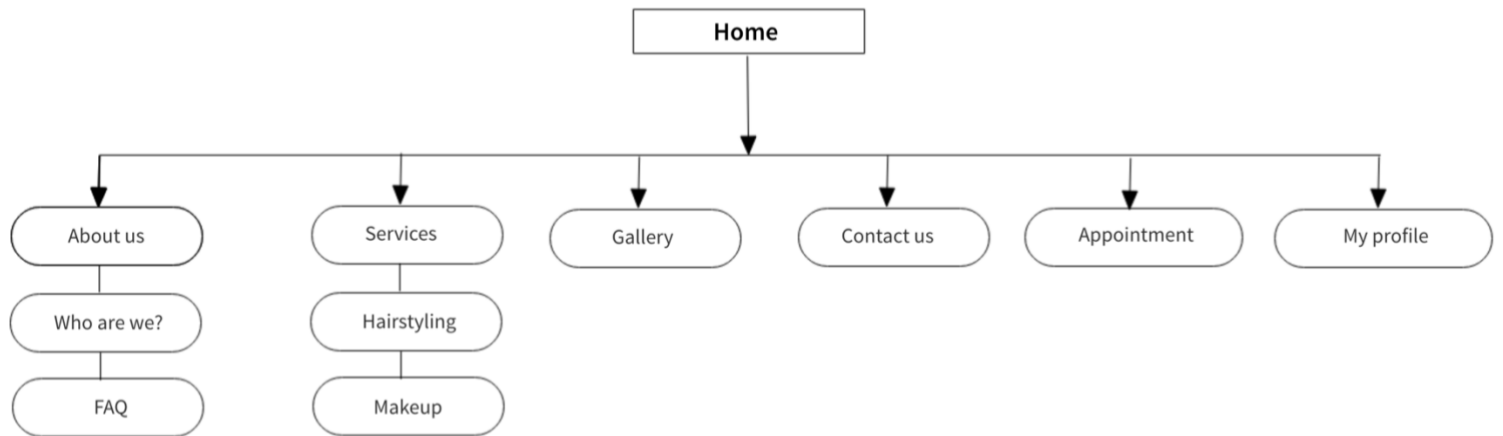
Key Information:

- Will visitors be familiar with your subject area / brand or do you need to introduce yourself? – The users will already be familiar with the brand.
- What are the most important features of what you are offering? – An easy to use contact form for any questions/inquiries and a page for making an appointment for a specific service

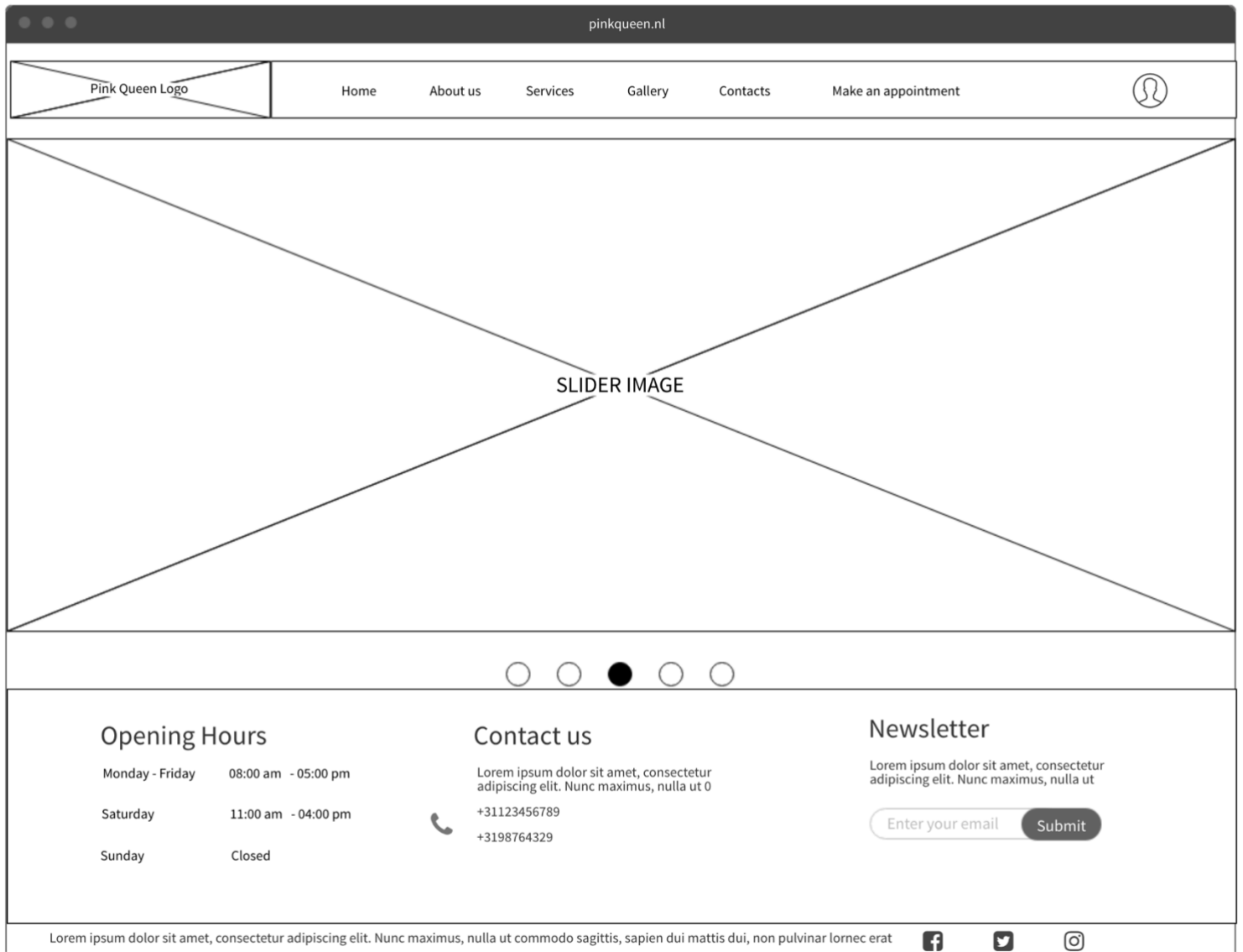
Information:

- How often is the subject updated – On a monthly basis.
- What percentage of your visitors would return for regular updates on the subject, compared with those who will just need the information once? – Around 65% of our customers usually check out the website every week to see if there is a new product available.

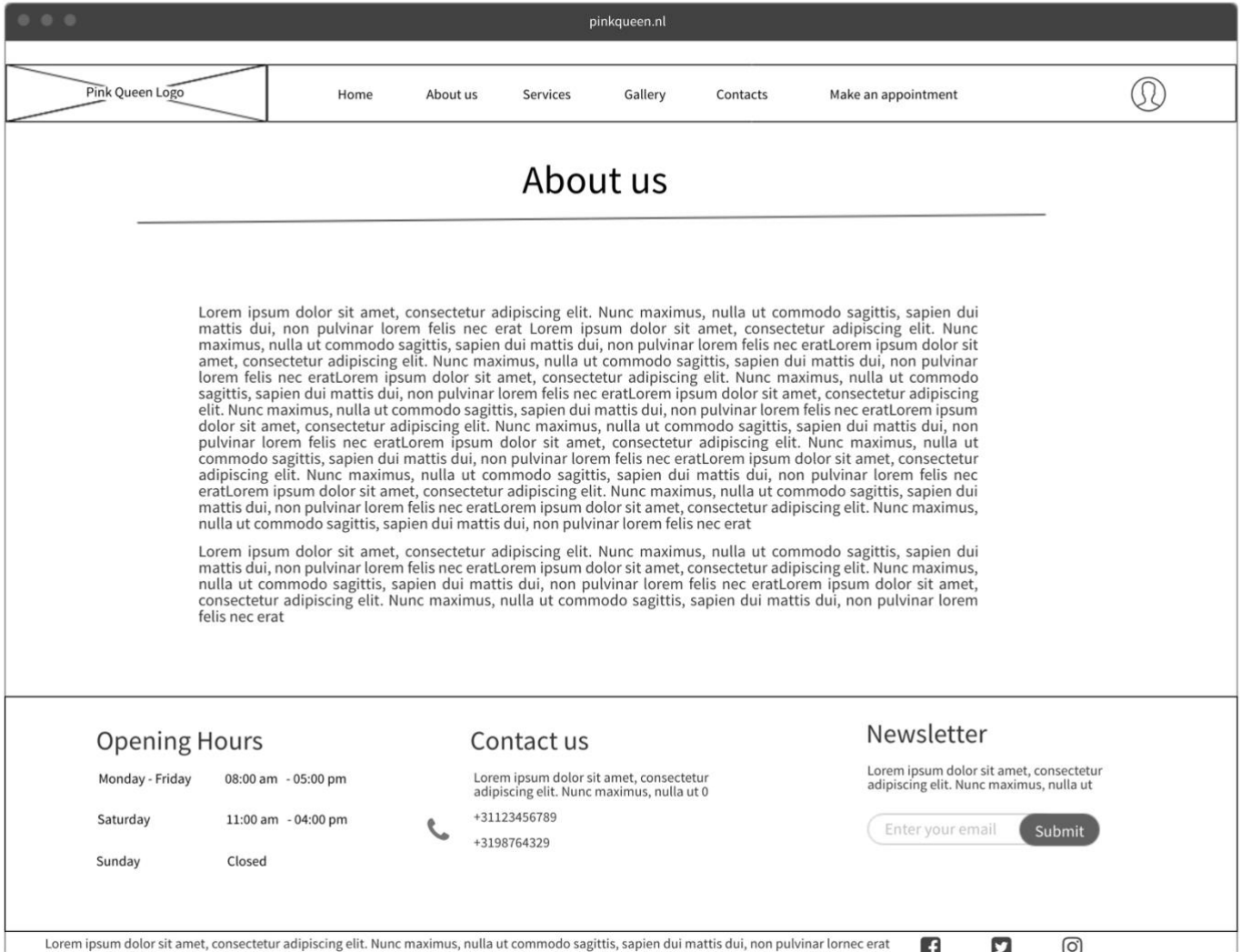
Site Map



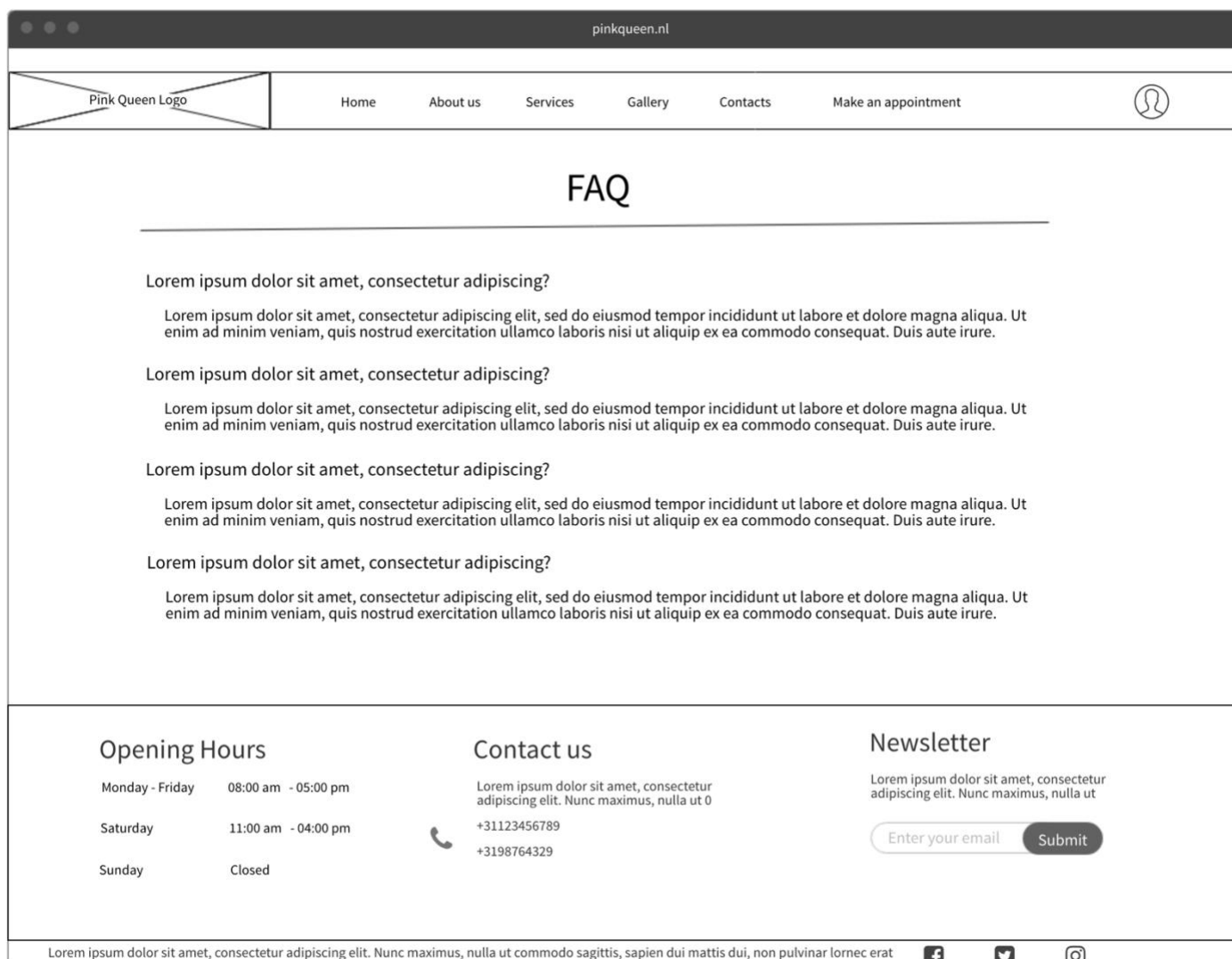
Home page



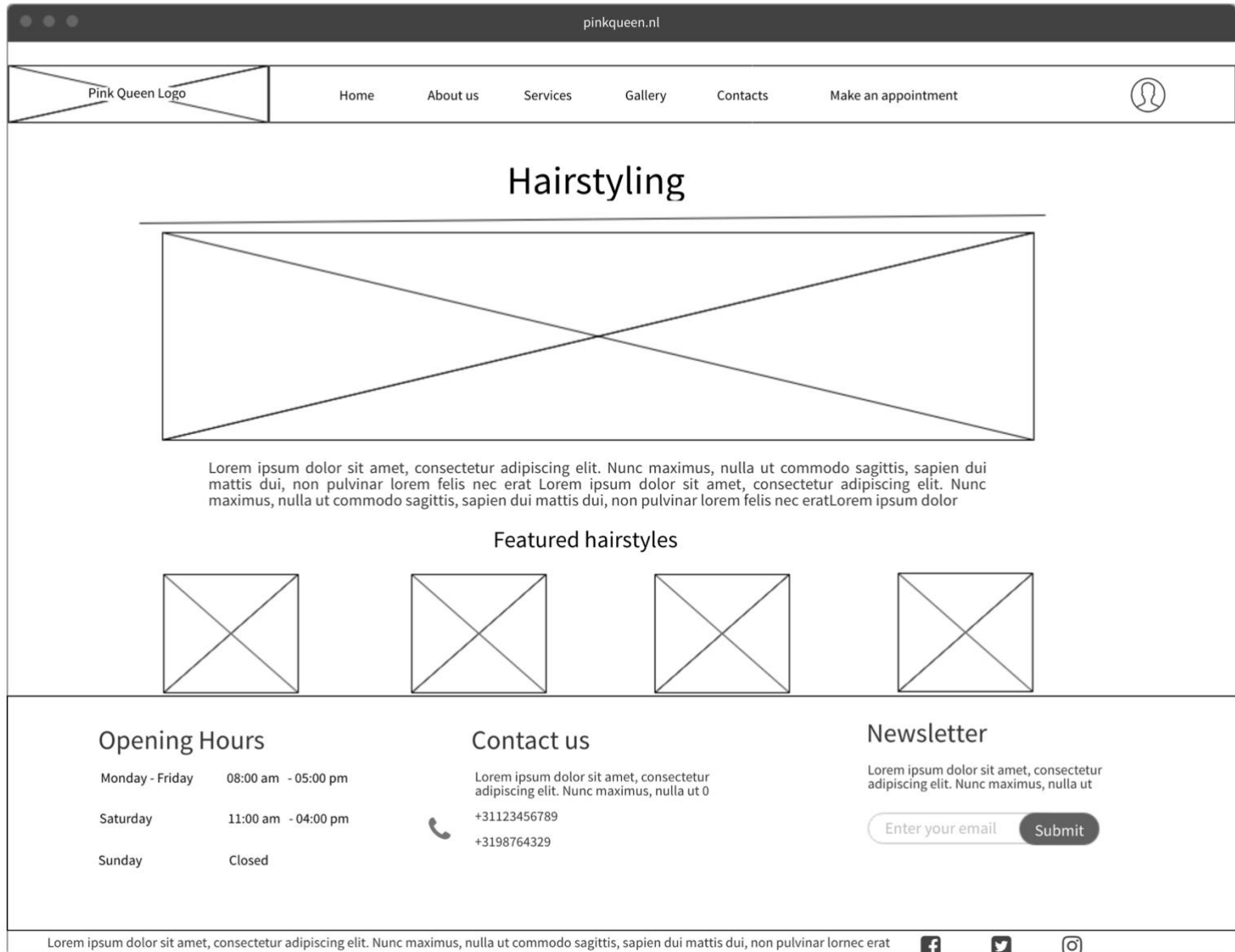
About us



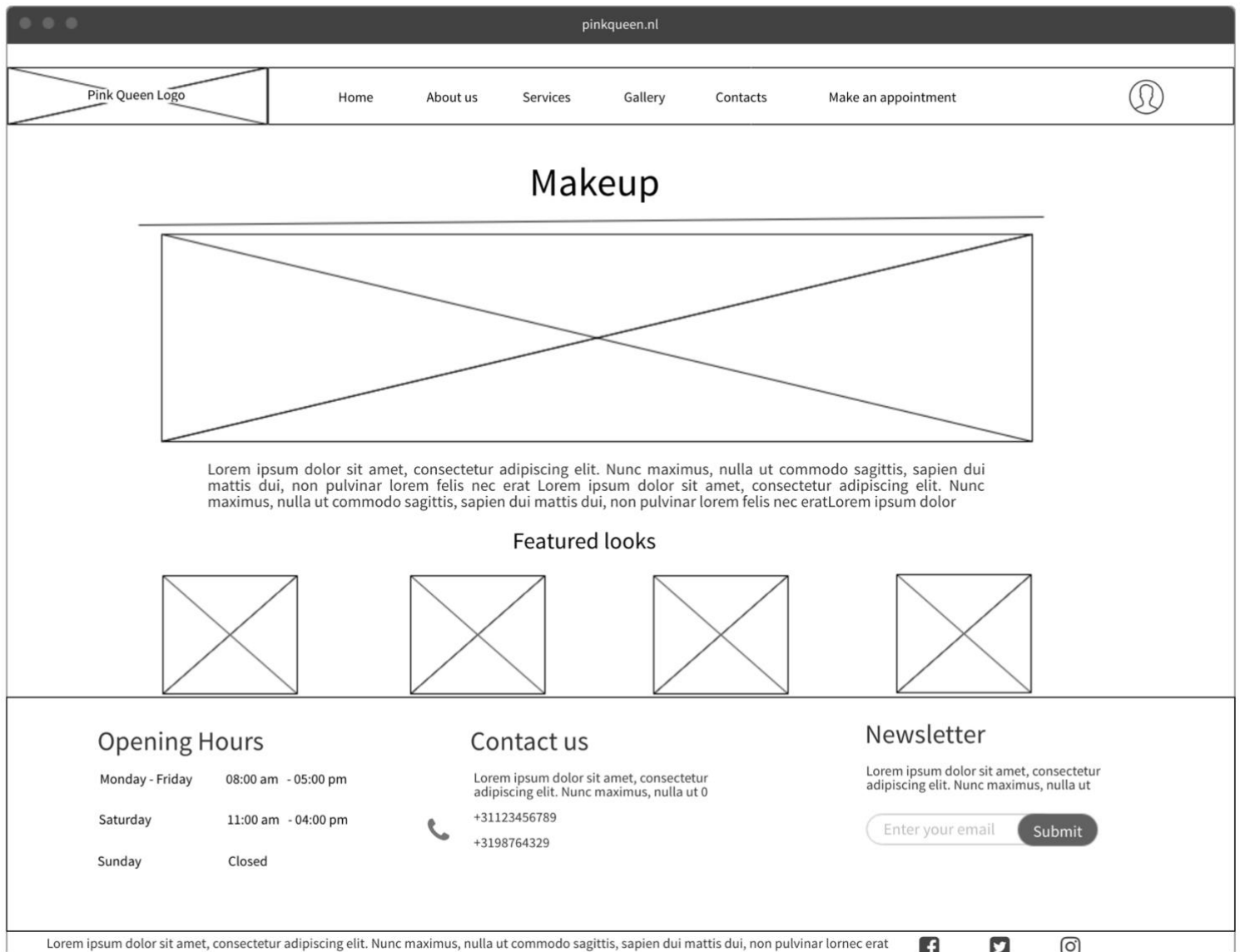
Frequently asked questions



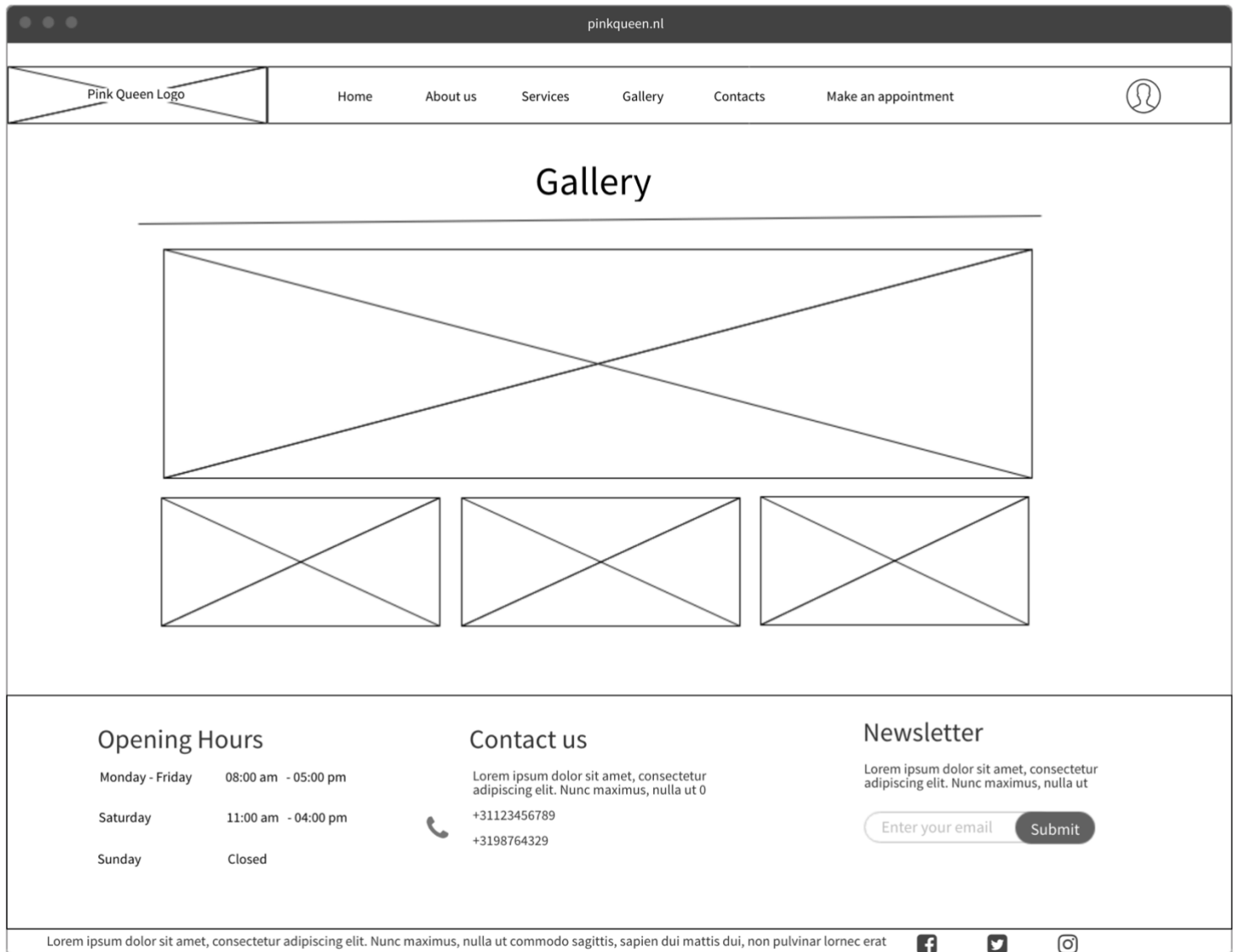
Hairstyling



Makeup



Gallery



Contact us

pinkqueen.nl

Pink Queen Logo

Home

About us

Services

Gallery

Contacts

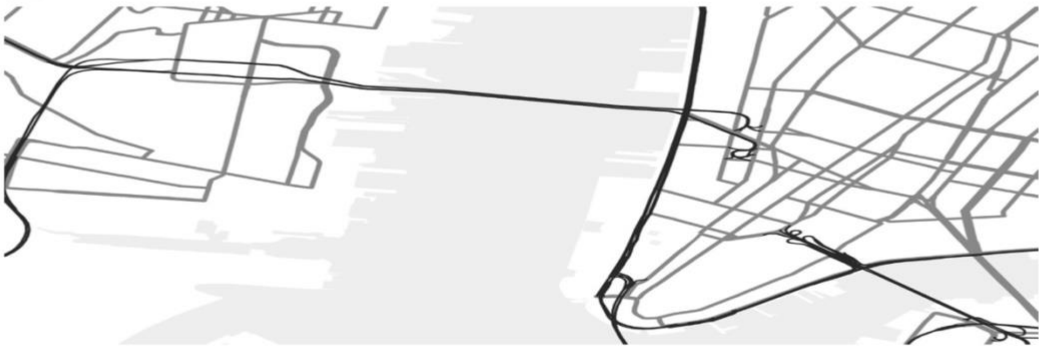
Make an appointment

Contact us

Lorem ipsum street

+31-lorem-ipsum

lorem@ipsum.donx



Opening Hours

Monday - Friday	08:00 am - 05:00 pm
Saturday	11:00 am - 04:00 pm
Sunday	Closed

Contact us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut 0

+31123456789
+3198764329

Newsletter

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut

Enter your email

Submit

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Make an appointment

pinkqueen.nl

Pink Queen Logo

HomeAbout usServicesGalleryContactsMake an appointment

Make an appointment

Pick a date

Select a date

Pick a time

Select a time

Comments

Book

Opening Hours

Monday - Friday

08:00 am - 05:00 pm

Saturday

11:00 am - 04:00 pm

Sunday

Closed

Contact us

Phone

Phone

Phone

Phone

Newsletter

Phone

Phone

Phone

Phone

Phone

Phone

Phone

Sign in/Sign up

pinkqueen.nl

Pink Queen Logo

HomeAbout usServicesGalleryContactsMake an appointment

Sign up

please fill the followings..!

first name

last name

email

password

confirm password

☒ i accept term & conditions

Sign up

Sign in

user name

password

☒ remember me

[forget your password?](#)

Sign in

[Don't have account? Sign up](#)

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+3198764329

Newsletter

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Submit


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My account

pinkqueen.nl

Pink Queen Logo

HomeAbout usServicesGalleryContactsMake an appointment



Personal information

Personal information

My appointments

First name

Last name

Email

Password

Save

Opening Hours

Monday - Friday

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Saturday

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Sunday

Closed

Contact us

Phone icon

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+3198764329

Newsletter

Placeholder text

Enter your email

Submit

Placeholder text

Facebook icon

Twitter icon

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My appointments

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My appointments

Personal information

My appointments

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Newsletter

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Enter your emailSubmit

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