

Strategy plane

- Why would a user want this website?

Users will want to use this website to:

- find a makeup artist in Dublin;
- see a gallery page before deciding to contact the artist;
- contact the artist about availability and prices;
- follow the artist on social-media.

- What do we want to achieve?

- create an online presence;
- increase the number of clients;
- get potential clients to connect on social media.

- Who is my target audience?

Site's target audience is represented by women between 18 and 30 years old who are looking to get a special makeup for a range of events (parties, birthdays, weddings and anniversaries).

- What makes a good experience for consumers?

- seeing pictures with related work;
- short video presenting attention to detail;
- easily finding the essential info: address, contact;
- getting regular tips on how to do a professional makeup yourself plus occasional discounts.

	Opportunity	Importance	Viability/Feasibility
A	Create online presence	5	5
B	Increase clients	5	4
C	Showcase work	4	4
D	Get more followers	3	2
E	Showing qualifications	2	1
TOTAL		19	16