Website Proposal

thenailsuite.com

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Description

I will be designing and developing a website for a small business, The Nail Suite. The Nail Suite is a 'by appointment only' nail salon. The website will only the salon's clients to book appointments online or join the waitlist. The website will help establish the salon's brand and feature recent work by the artist. The website will also contain certification and awards received by the artist.

Pages and Features

Pages that will be included in the website:
1. Landing page/ About
2. Featured/New Work
3. Book an Appointment
4. Contact

Features that will address the needs of the site:
- A landing page that establishes the brand and style of The Nail Suite
- A page that showcases the work of the artist,
- A page where clients can book and appointment or add to the waitlist

Finally, include a list of all the benefits this site will give:
- Gain exposure (for client)
- Ease of access to booking appointment work (for user)
- Easy way to get in touch with artist (for user)

Deliverables & Proposed Schedule

Deliverable	Time Frame
Proposal	October 8
Persona	1-2 hours
Competitor Analysis	2-4 hours
Written Content	2-4 hours
Wireframes	4-6 hours
Style Guide	2-4 hours
Design Prototype	3-5 hours
Implementation and deployment	November 5
Usability Testing/Feedback	November 12
Final Website	November 19