1. **What is the subject/ topic?**

This website is based on beauty parlor which is offering good prices for the services they provide to their customers and also giving some knowledge about their salon.

**2. Define the purpose: 5W+H**

* ***Who:*** This is mainly useful for the adult age females to enhance their beauty.
* ***What:*** This salon is providing some excellent products and services.
* ***Why:*** Females can access this website to compare the prices and products as well with other salons.
* ***Where:*** This can be useful when it comes to the beauty of females and to take care of the prices to get what they want…
* ***When:*** It can be used anywhere in the world it’s access free to all the users.
* ***How:*** The users can run this website with access on internet connection as well as on their Desktop, Laptop and free to use on mobiles also.

1. **List your goals of the website (*Minimum 2*)**

* To achieve the attention from the ladies who are keen keep their beauty up-to-dated with good products in reasonable prices.
* To spread the knowledge of various products and some expert advices.

1. **Define your target audience (Gender + age and/or location and/or special interest)**

This website targets the middle and adult age females anywhere in the world and also who have interest in using quality products for their beauty.

1. **Who are the competitor? (*Minimum* *3*) List the URL**

I visited some websites for research there I found <http://www.ascsalon.com/the-asc-team/> http://www.organicbeautyparlour.com/ these two website which are good in terms of providing knowledge about their services and products.

* ***What do they do well?***

They did well on their website designs especially the organic beauty parlor had used very good images to justify the idea of fashion.

* ***What do they do poorly?***

In my opinion no doubt they were created by the experts but one think that bothers me that their color scheme was like more static like they have used very less colors instead they stand on only two colors that were black& White.

1. **What are the technical requirement?**

Usually the users need to connect with their internet and moreover to access this website they need some source like, computers, laptops and Automobiles. It’s easy to use anywhere, anytime.