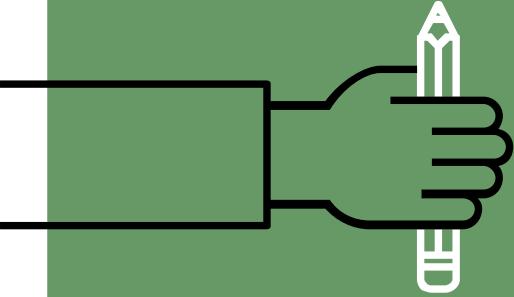
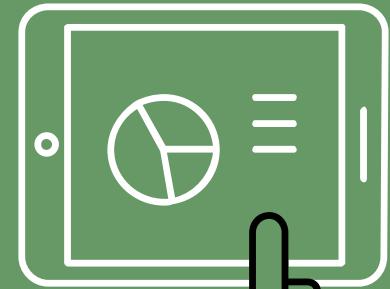
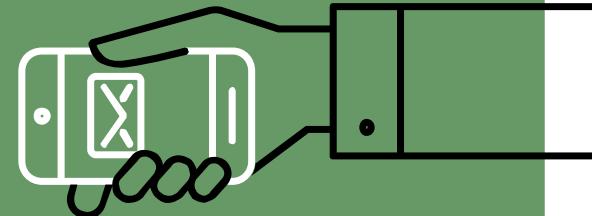
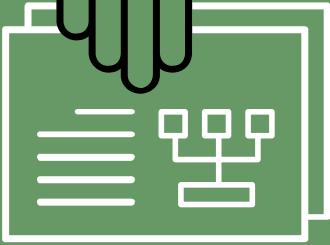


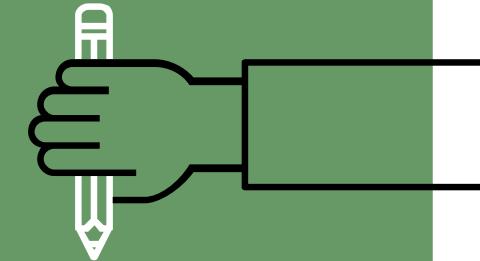
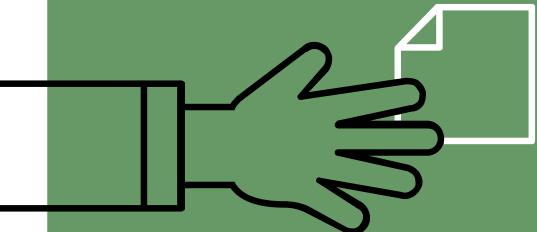
L.C. Spa



Competitors

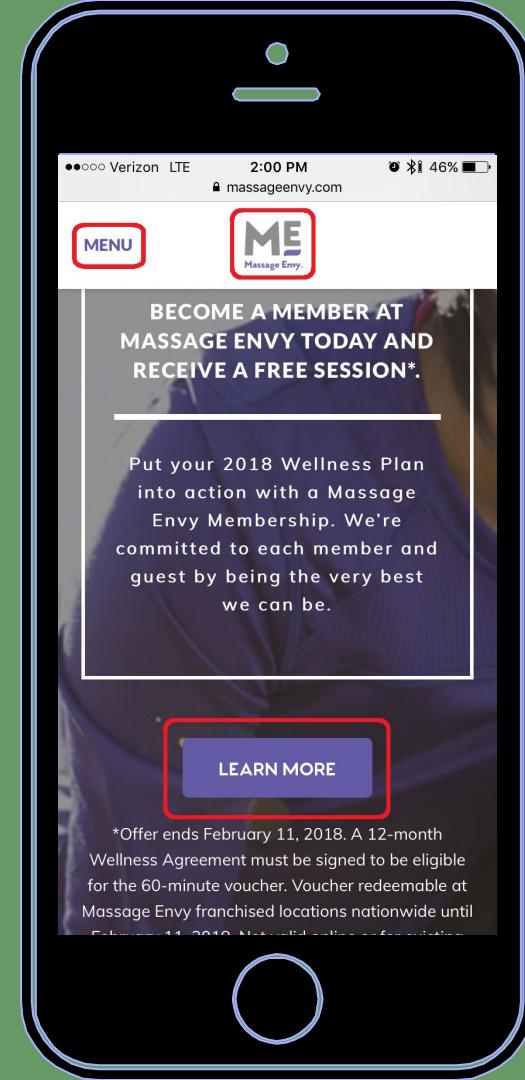


Branding



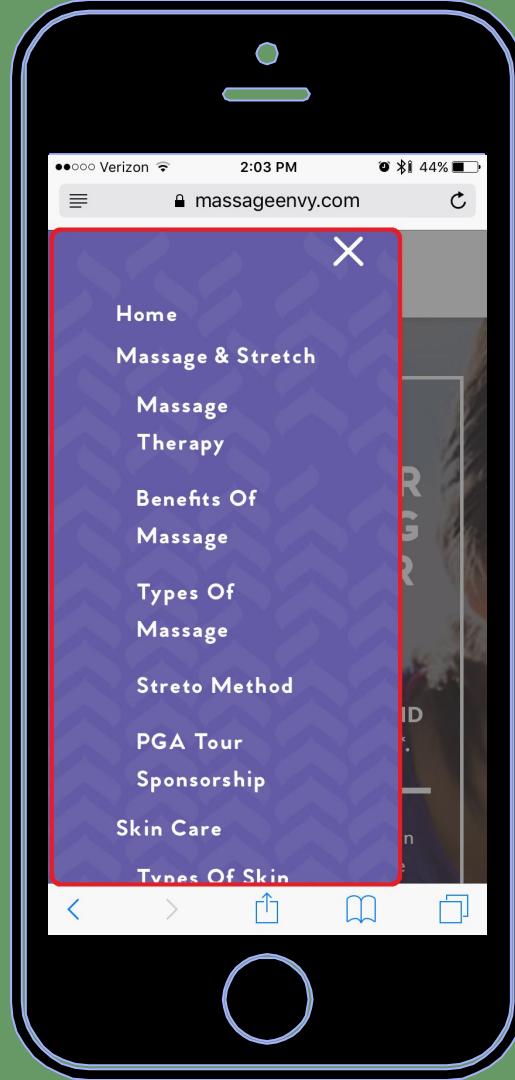
Massage Envy: Color (1/3)

The primary color feels serene and relaxing, and it is consistent throughout the site. Even the background banner depicts a user wearing the same purple.



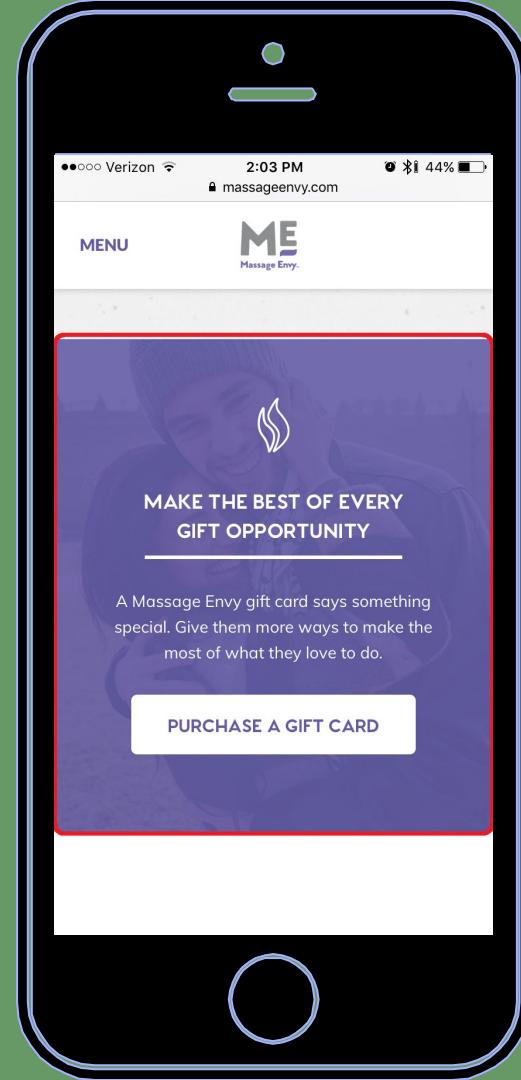
Massage Envy: Color (2/3)

The navigation menu is also that same purple color. The consistency reminds the user that they are on the same site, despite the menu blocking the logo.



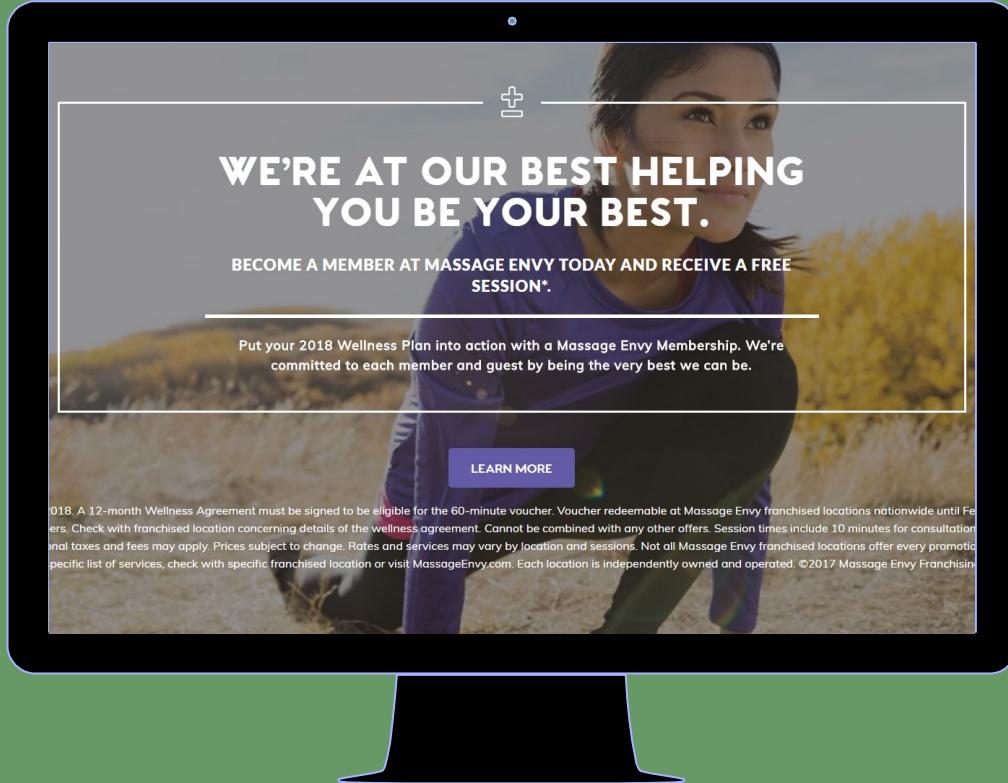
Massage Envy: Color (3/3)

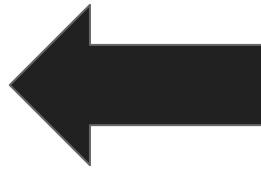
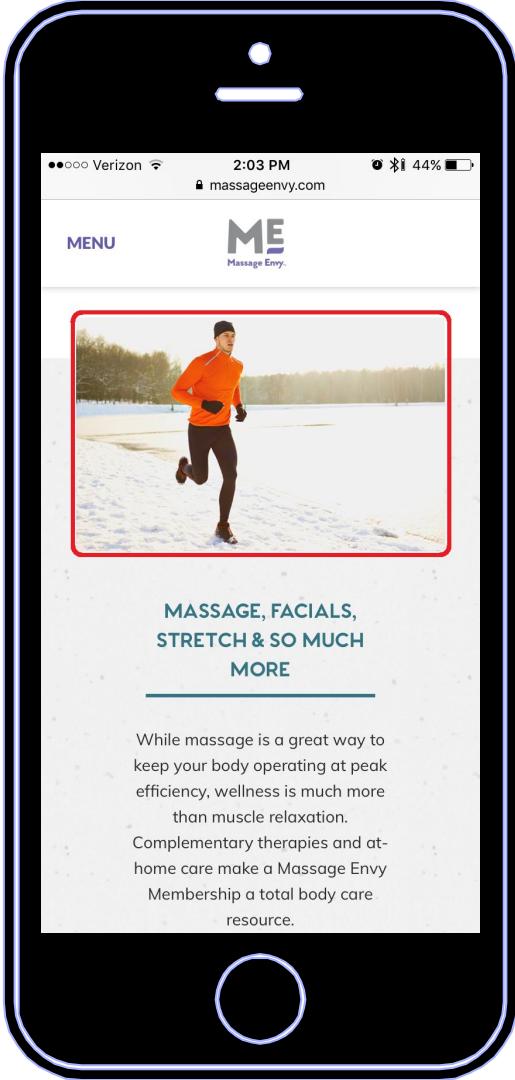
Further down on the homepage, the color is used as a filter for an image. Although it is used differently, it is still consistent with the brand.



Massage Envy: Imagery (1/2)

The pictures on the homepage all depict people doing physical activities, such as running.

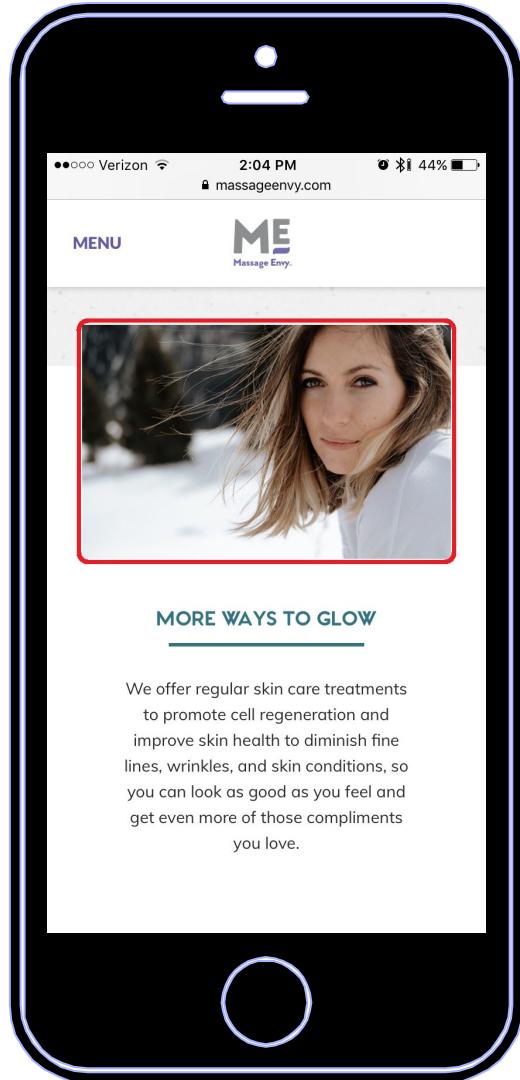
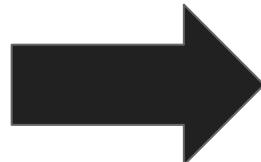




A man running in
the snow

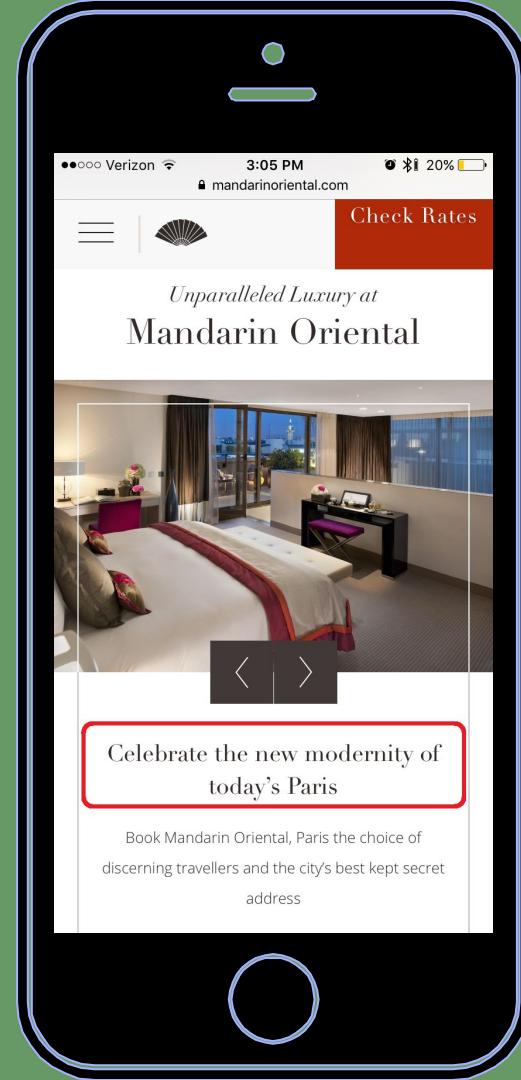
Massage Envy: Imagery (2/2)

A woman also in
captured in the
snow



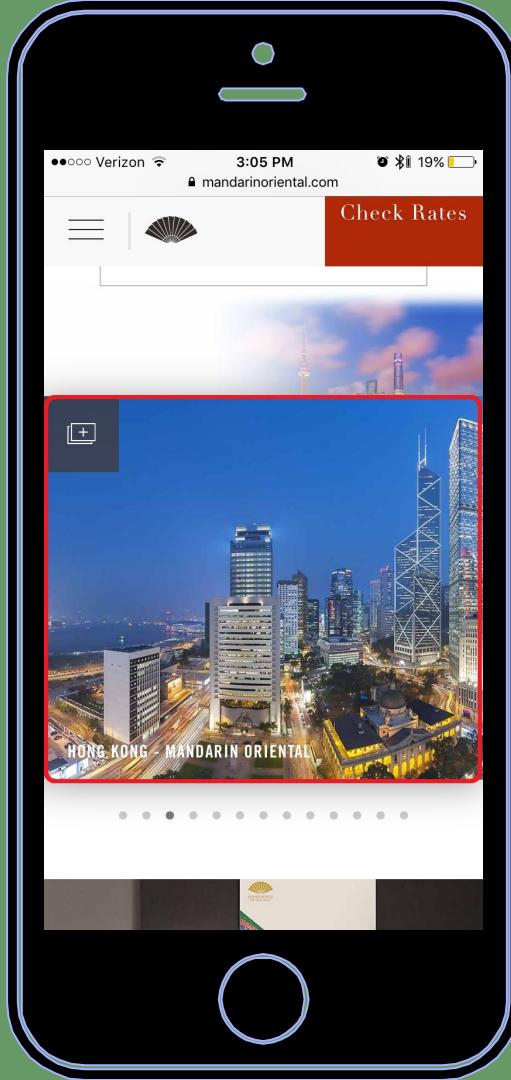
Mandarin Oriental: International Appeal (1/2)

The site must reach a broad audience, considering it is international. It boasts the fanciest cities and cultures through imagery and vocabulary.



Mandarin Oriental: International Appeal (2/2)

This slideshow solely consists of images of different Mandarin Orientals from around the world.

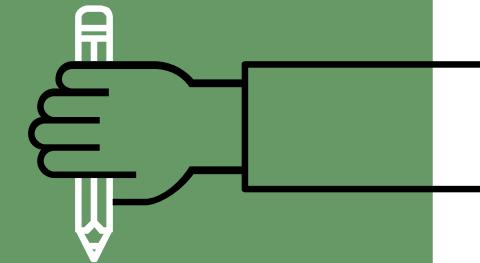
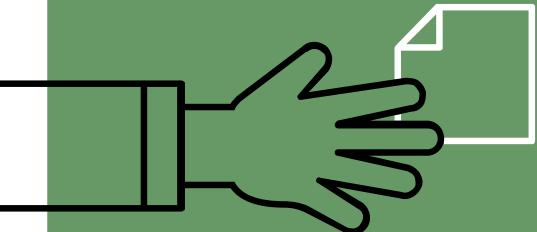


Branding Ideas

- ▶ Keep a consistent and meaningful color palette.
- ▶ Use imagery with purpose; to portray a specific idea.
- ▶ Do not go overboard with trying to keep it consistent; clarity trumps consistency.

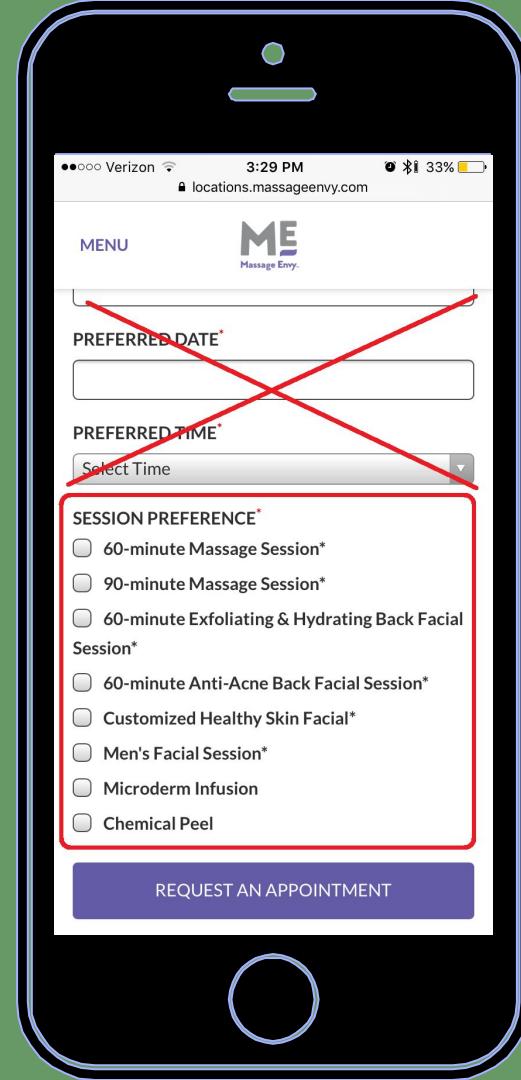


Functionality



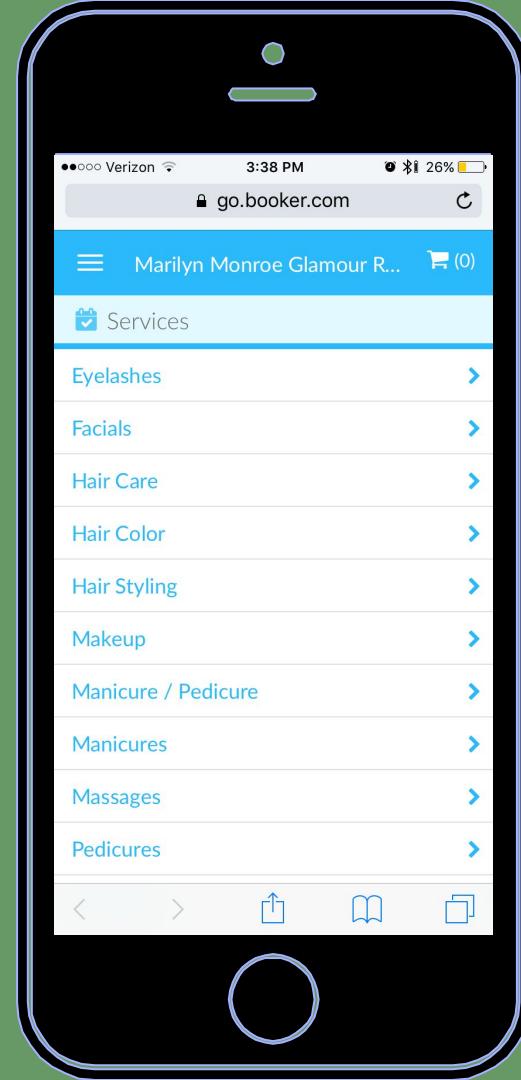
Massage Envy: Booking

Once a location has been found, the user can easily access the booking form. Within, the user can choose the service of their liking. That is fine, but there are other issues here. The user has no way of knowing what each service entails. Also, this is just a request form, thus the preferred date and time are subject to their schedule. This would be better if the user had access to the schedule.



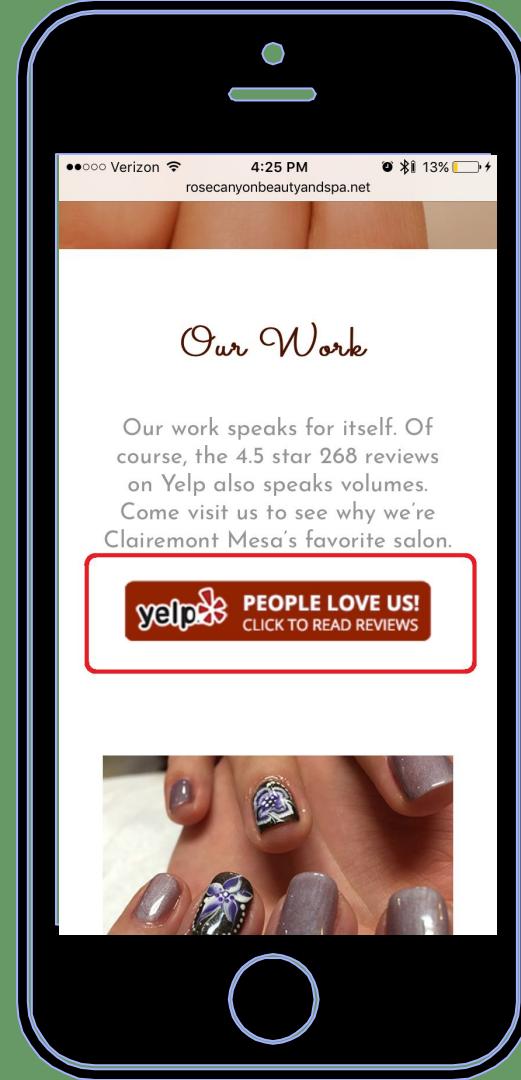
Marilyn Monroe Spas: Booking

This spa uses a third-party booking service. It is organized well enough for users to easily find what they are looking for.



Rose Canyon: Yelp Button

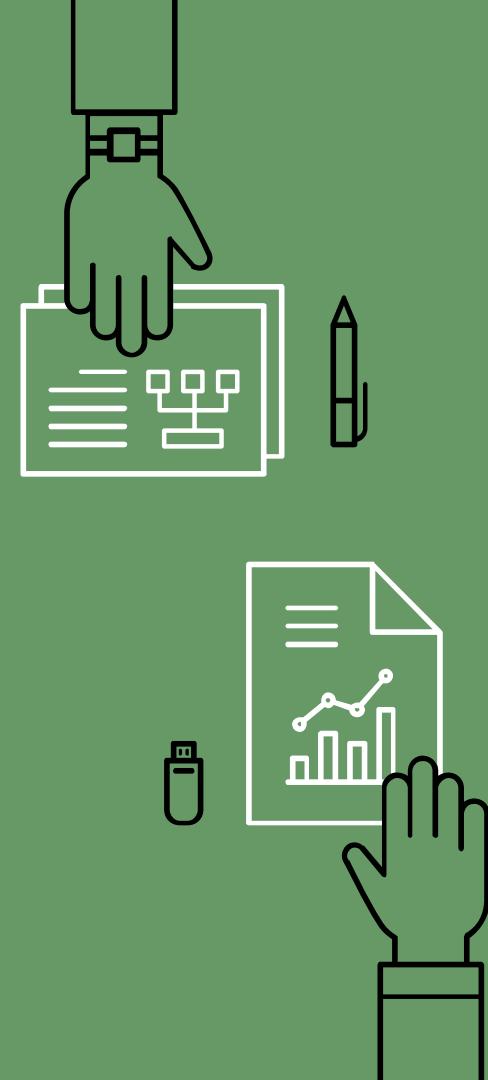
This website is mostly static, filled with information, but one unique thing it offers is the ability to access Yelp Reviews at the click of a button.



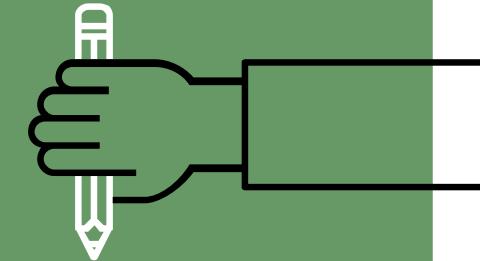
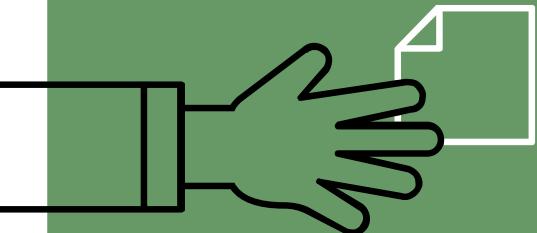
Functionality	Massage Envy	Mandarin Oriental Spa	Rose Canyon Beauty and Spa	Marilyn Monroe Spas
Booking	📌	📌	📌	📌
Find a Location	📌	📌		
Search				📌
See Reviews			📌	
View Social Media	📌	📌	📌	📌
Downloadable Brochure		📌		
Online Purchases	📌	📌	📌	📌
Contact Form			📌	
Filter Services		📌		

Functionality Ideas

- ▶ Allow users to search and filter through services.
- ▶ Give users easy access to social medias and contact information.
- ▶ Allow users to access booking forms easily, by strategically placing "Book Now" buttons next to services.
- ▶ Allow users to view masseuse availability.



Content



General Content	Massage Envy	Mandarin Oriental Spa	Rose Canyon Beauty and Spa	Marilyn Monroe Spas
About Us (Purpose, Vision, Values)	📌	📌	📌	📌
Youtube, Twitter, Facebook, Instagram	📌	📌	📌	📌
Location, Hours, Number, and Directions	📌	📌	📌	
Membership Benefits	📌	📌	📌	📌
Bios of the Team (CEO/Senior Managers)	📌			📌
Careers / Job Openings	📌			
Newsroom		📌		📌
Spa Brochure (Pdf document)		📌		
Member's Opinions	📌			

Service Content	Massage Envy	Mandarin Oriental Spa	Rose Canyon Beauty and Spa	Marilyn Monroe Spas
Price of the service	📌	📌	📌	📌
Types of Skin Care/ Facial Services	📌	📌	📌	📌
Machine and Procedure used in services		📌		
Products Used	📌	📌	📌	📌
Estheticians Comments	📌		**	
Benefits and Reasons to get facials	📌	📌	**	📌
Types of Massage	📌	📌	**	📌
Benefits of Massage	📌		**	📌
Types of Waxing Treatment			📌	📌
Types of Nail Treatment			📌	📌
Descriptions of each services (detailness varies)	📌	📌		

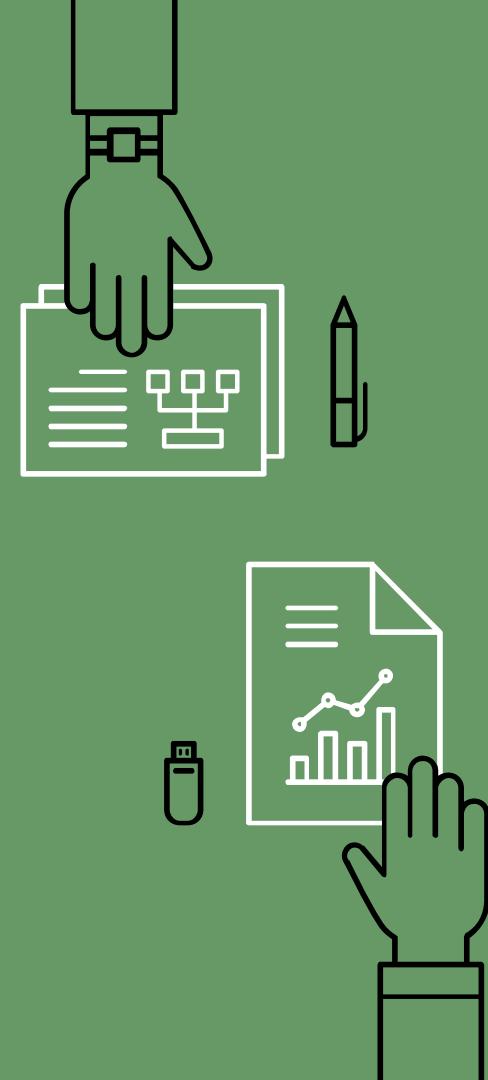
** Services not provided at the Spa.

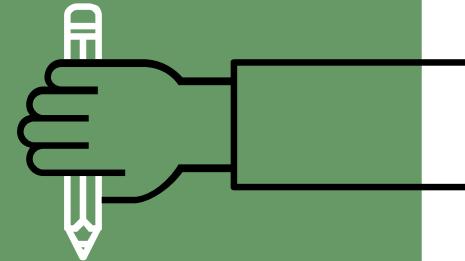
Miscellaneous Content	Massage Envy	Mandarin Oriental Spa	Rose Canyon Beauty and Spa	Marilyn Monroe Spas
Picture of clients (healthy, calm or happy)	📌	📌	📌	📌
Picture of the spa environment	📌	📌		📌
Customer Reviews with ratings				📌
Therapists Stories	📌			
Sponsorship Story	📌			
Tips (including facial information and mobility/flexibility informations)	📌			📌 (in a blog formatt)
Gift Card Purchasing	📌			📌
Parties and Event Information	**	**	**	📌
Picture of the finished products (typically face and nails)			📌	

** Services not provided at the Spa.

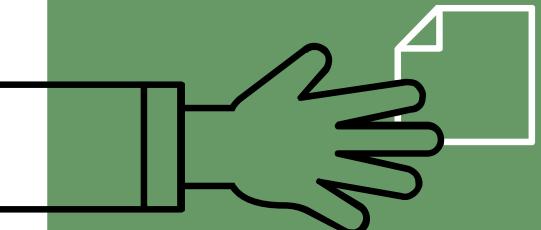
Content Ideas

- ▶ Provide detailed descriptions of each of the services.
- ▶ Have customers reviews of their experience.
- ▶ Include sections that establishes LC Spa's authenticity with pictures of the environment and pseudo-clients.



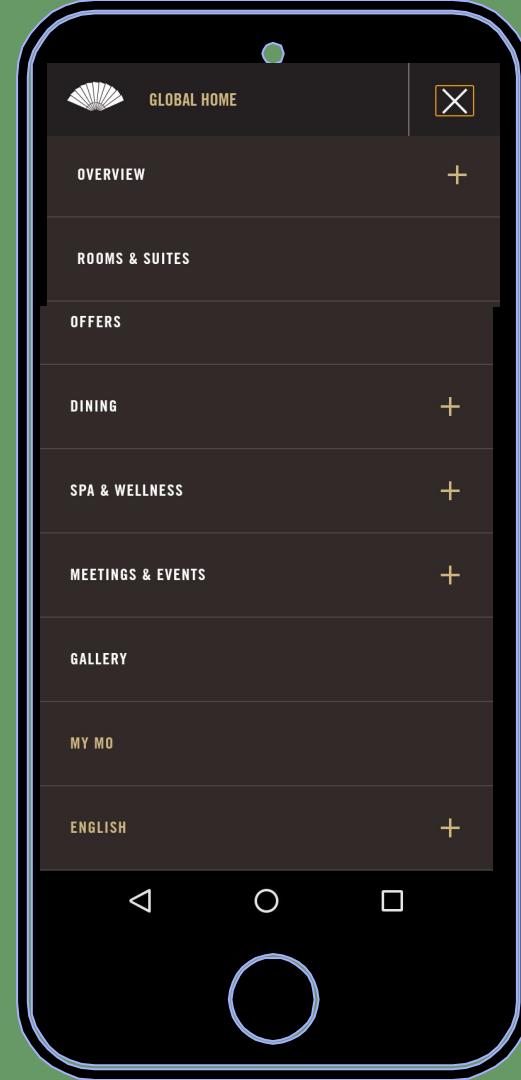


Site Architecture



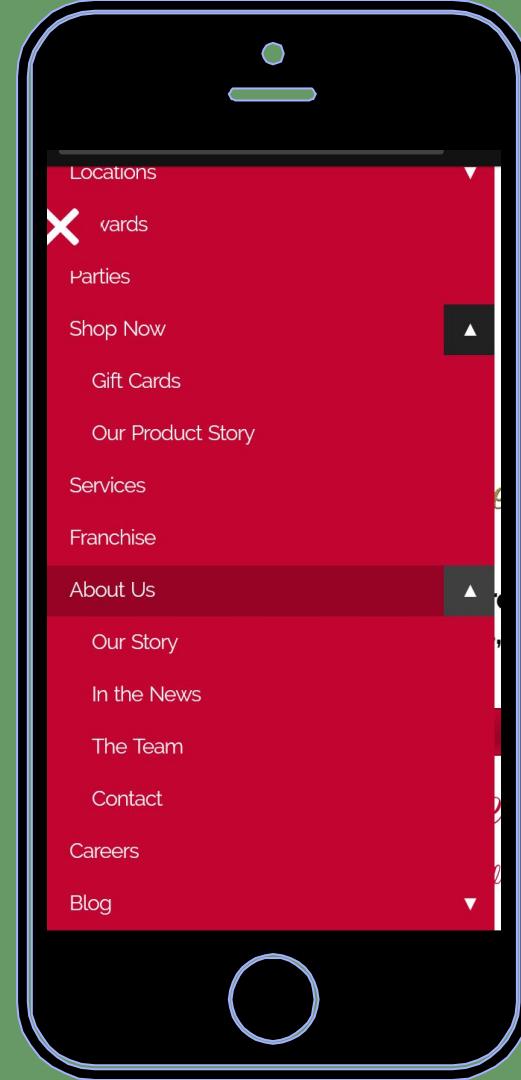
Mandarin Oriental

- ▷ Includes all options in clear and distinct categories
- ▷ Not necessarily ordered in the way that most important things are on top
- ▷ Can expand categories, such as spa and wellness, dining, etc. doesn't overload you with information



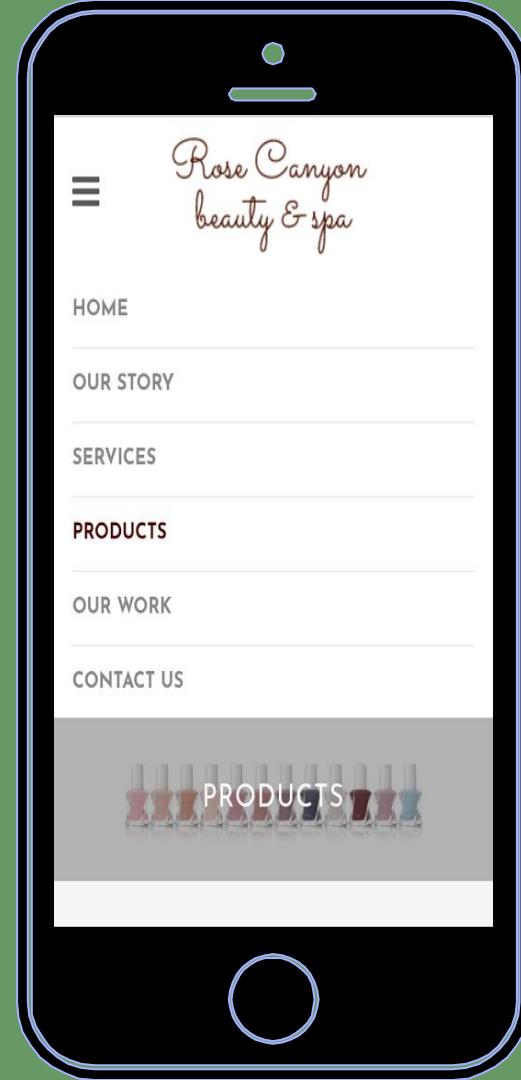
Marilyn Monroe

- ▷ Menu items can be confusing,, our product story and our story are not clearly distinct
- ▷ The drop down bars allow users to click on the specific piece of information they want without presenting too much information at once



Rose Canyon

- ▷ Page you're on is highlighted
- ▷ Each category is the full category, no subcategories
- ▷ Clear, distinct categories.
Language that is easily understood



Massage Envy

- ▷ Lists all of the categories and subcategories at once
- ▷ Can expand/compress items in menu, but no indication of this such as plus sign
- ▷ Some subcategories unclear, such as massage therapy and types

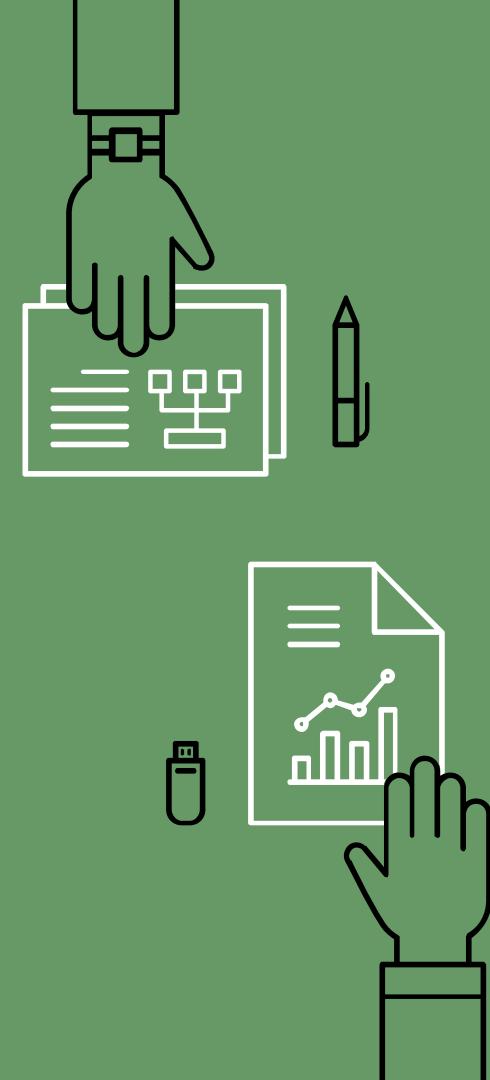


Label (½)	Massage Envy	Mandarin Oriental Spa	Rose Canyon Beauty and Spa	Marilyn Monroe Spas
Home				
Massage and Stretch				
Skin care				
Gift Cards				
Locations				
Careers				
Membership				
Request an appointment				
Rewards				
Parties/events				
Shop Now				
Contact Us				

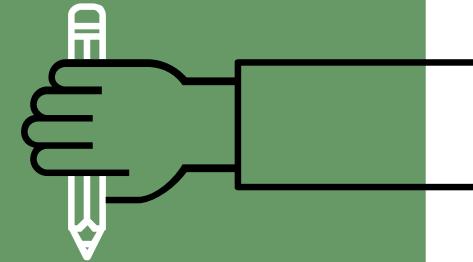
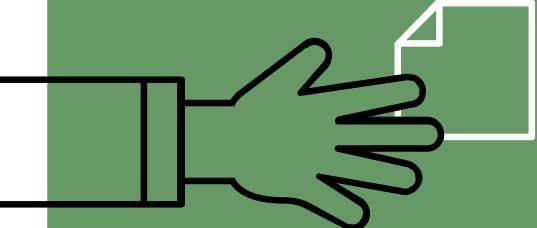
Label (2/2)	Massage Envy	Mandarin Oriental Spa	Rose Canyon Beauty and Spa	Marilyn Monroe Spas
Services				
Franchise				
About us				
Blog				
Our Story				
Products				
Our Work/Gallery				
Overview				
Rooms and Suites				
Dining				
Offers				
Spa and Wellness				

Site Architecture Ideas

- ▶ Use language that is clear for people to understand for menu items
- ▶ Use subcategories when necessary (Under facials, different types of facials)

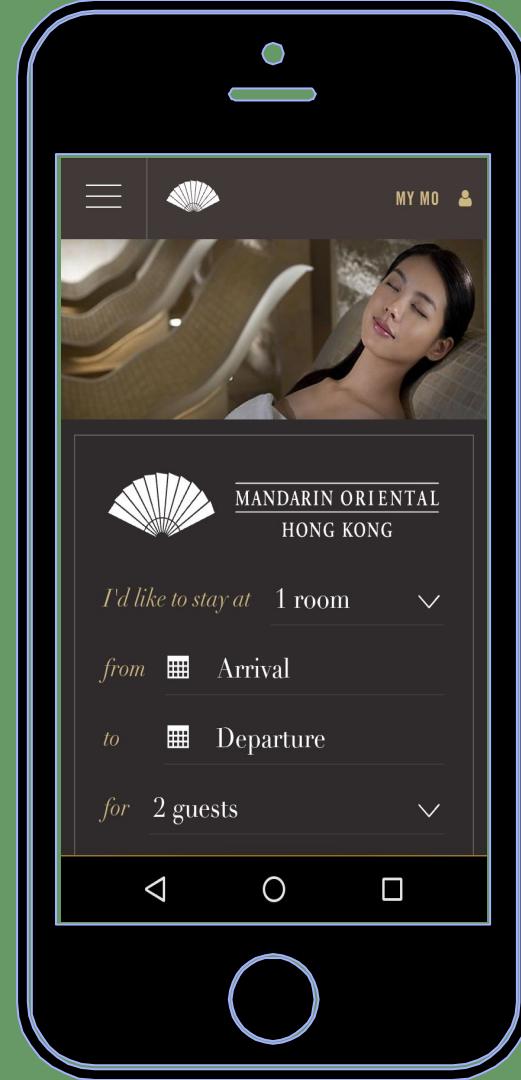


Navigation



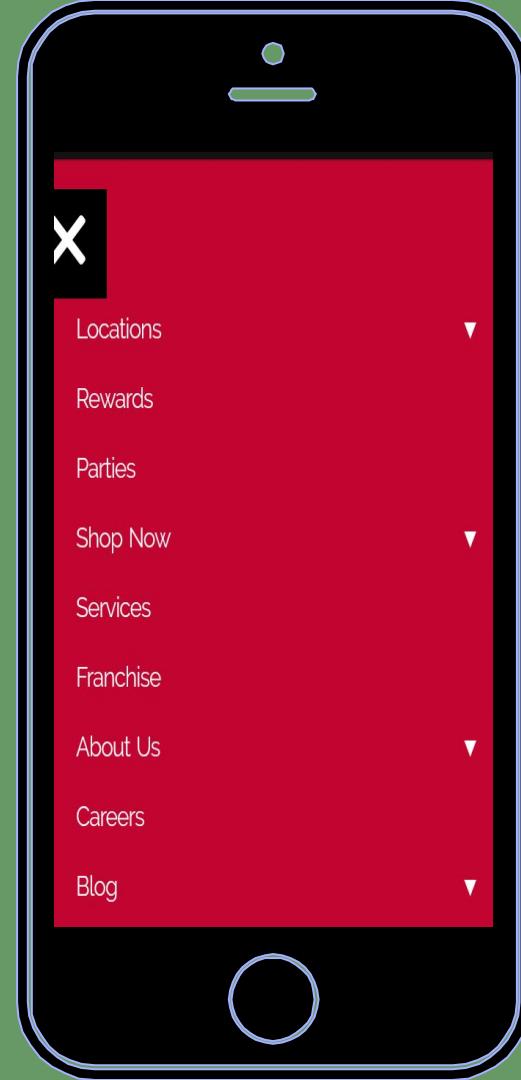
Mandarin Oriental

- ▷ This booking screen shows up at the top of every page, good for booking but it makes it difficult to easily see the information that a user is looking for



Marilyn Monroe

- ▷ No home page for navigation
- ▷ Franchise takes you to a different link, no indication of this
- ▷ Navigation is inconsistent amongst different pages
- ▷ Use of drop-down for certain nav items

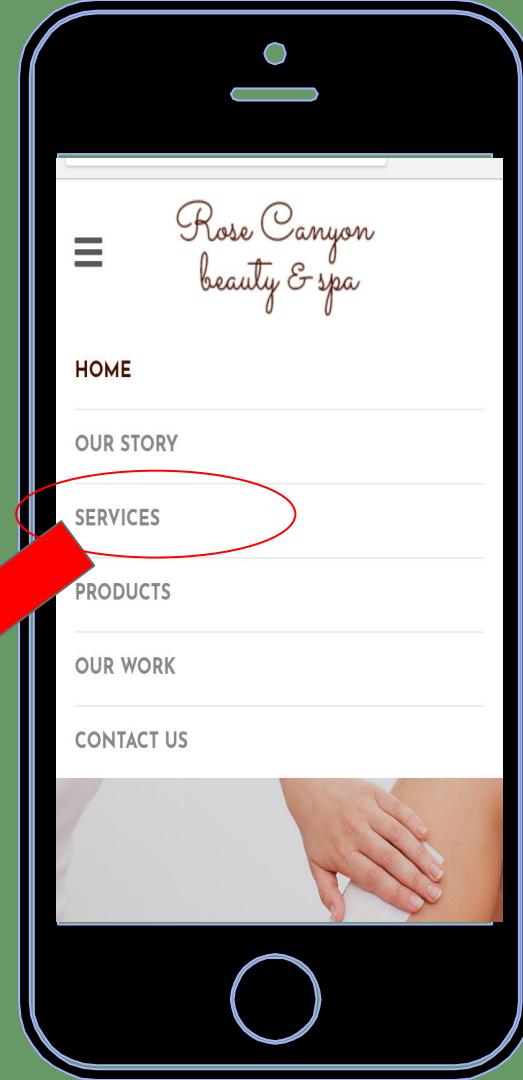


Rose Canyon (1/2)

- ▷ Current page is highlighted
- ▷ Clear categories of information, each label is understandable can understand the difference between services and products
- ▷ Each link takes you to the expected place with a clear title on each page that matches the nav menu, consistent



Nail Treatment



Rose Canyon (2/2)

- ▷ Each service such as nail, lash, etc. has a clear label with the different options available underneath



Massage Envy (1/2)

- ▷ Need to scroll a lot to read all the items on the nav menu



Massage Envy (2/2)

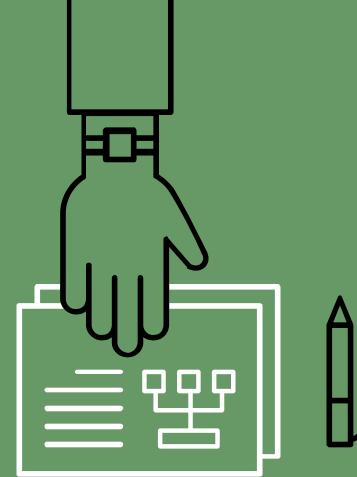
[MASSAGE & STRETCH](#)[SKIN CARE](#)[GIFT CARDS](#)[LOCATIONS](#)[CAREERS](#)[MEMBERSHIP](#)[REQUEST APPOINTMENT](#)[MASSAGE THERAPIST](#)[ESTHETICIAN](#)[SALES & SERVICE](#)[MANAGEMENT](#)[CORPORATE](#)[STUDENTS & SCHOOLS](#)[STRETCH SERVICE PROVIDER](#)

37

- ▷ While on careers, subcategories for each type of career appears while keeping global navigation
- ▷ Underline under careers indicates what page you are on

Navigation Ideas

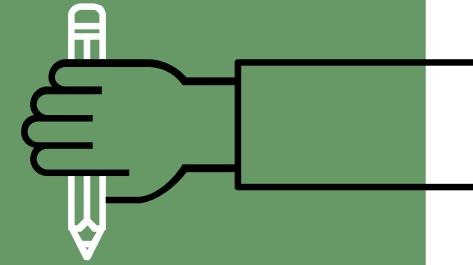
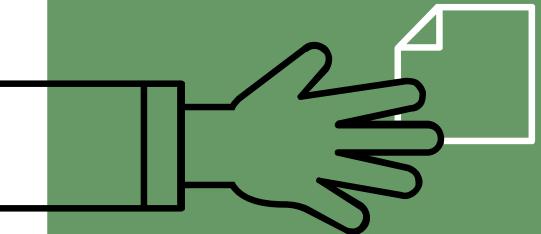
- ▶ Have a title page on each page that corresponds to the navigation menu item
- ▶ Be able to go to every page when necessary



38

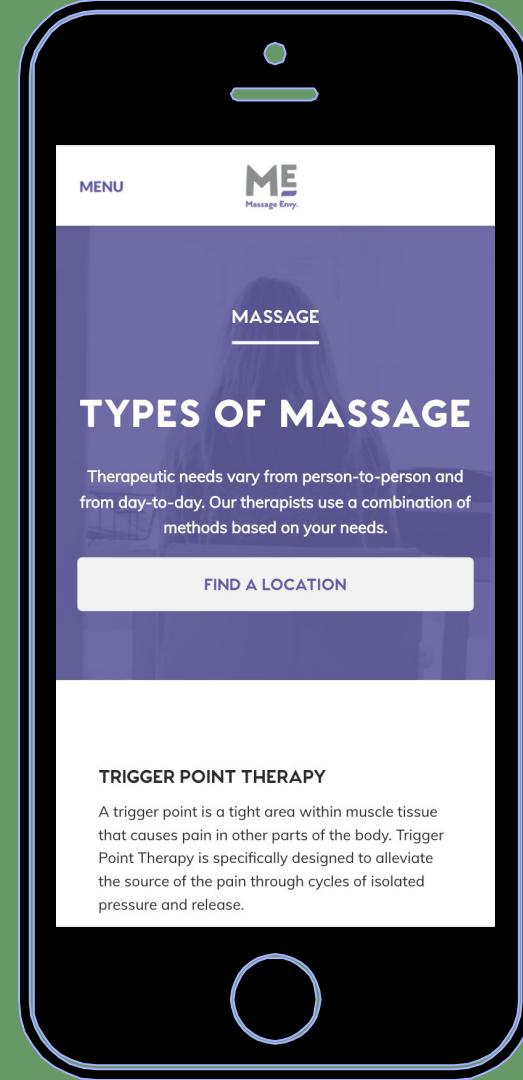


Design



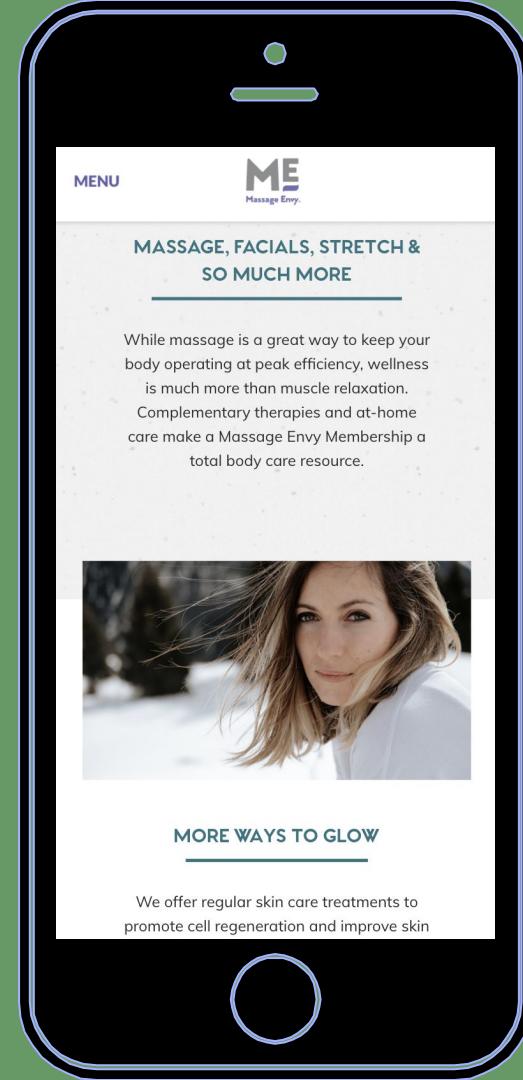
Massage Envy: Consistency in color and font (1/2)

The usage of color and font is consistent with the logo color, making the website look more professional and not distracting.



Massage Envy: Responsive navigation (1/2)

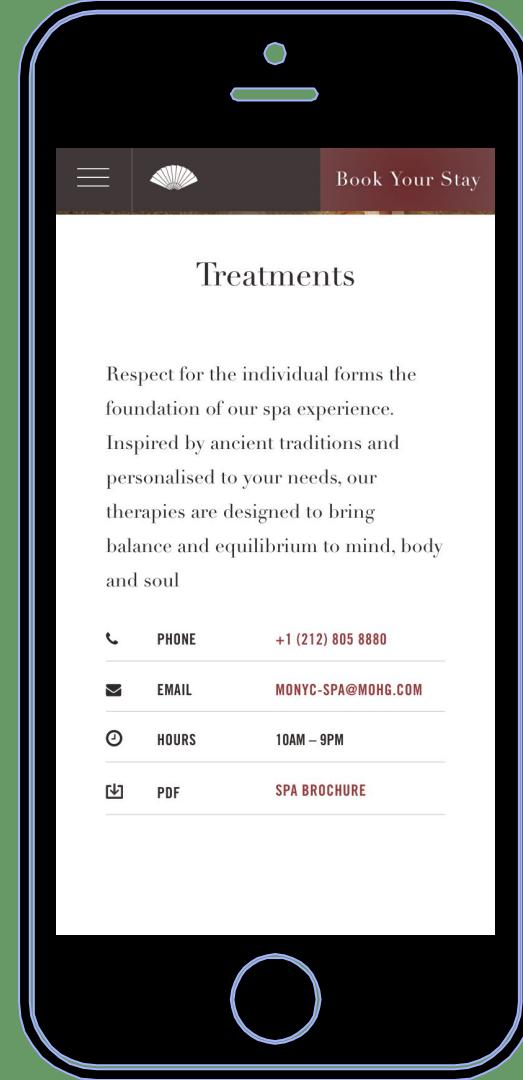
The navigation at the top of each pages is responsive for different size of the device. For example, in a mobile size interface, the navigation transforms into a button that can be expanded for more functionality.



Mandarin Oriental: Minimalistic

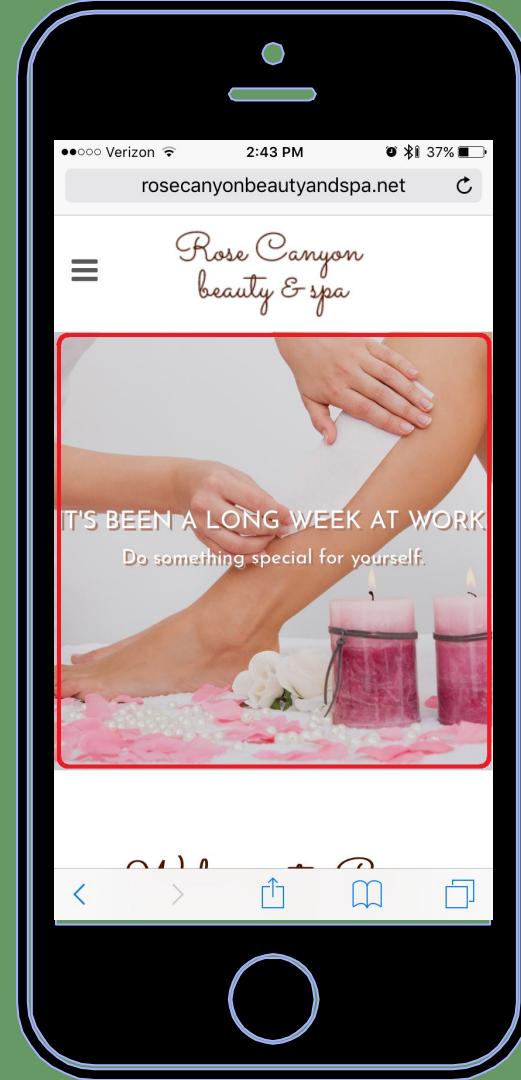
Instead of using a lot of color and pictures, the website keeps the design simple and information essential to its users.

Easy to obtain information from this page.



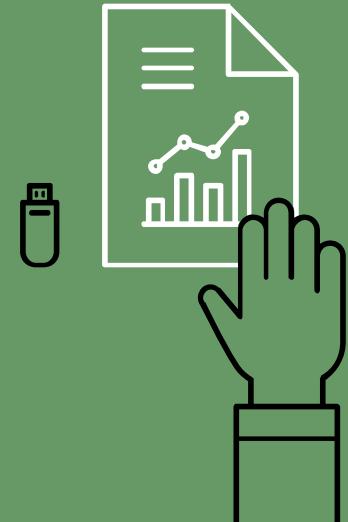
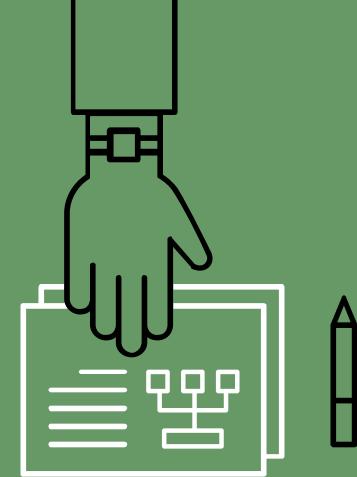
Rose Canyon: Relaxing Image (1/2)

Using imagery to show the type of service and atmosphere their customers will experience at their spa. Promoting the idea of relaxation.

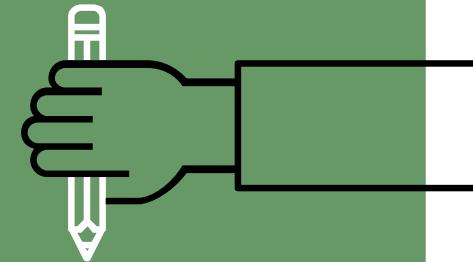
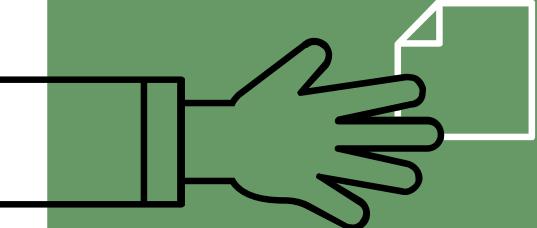


Design Ideas

- ▶ Clean and responsive layout
- ▶ Consistency in font and color
- ▶ Draw customers attention through the homepage with essential information and thoughtful imagery.



Good Ideas!



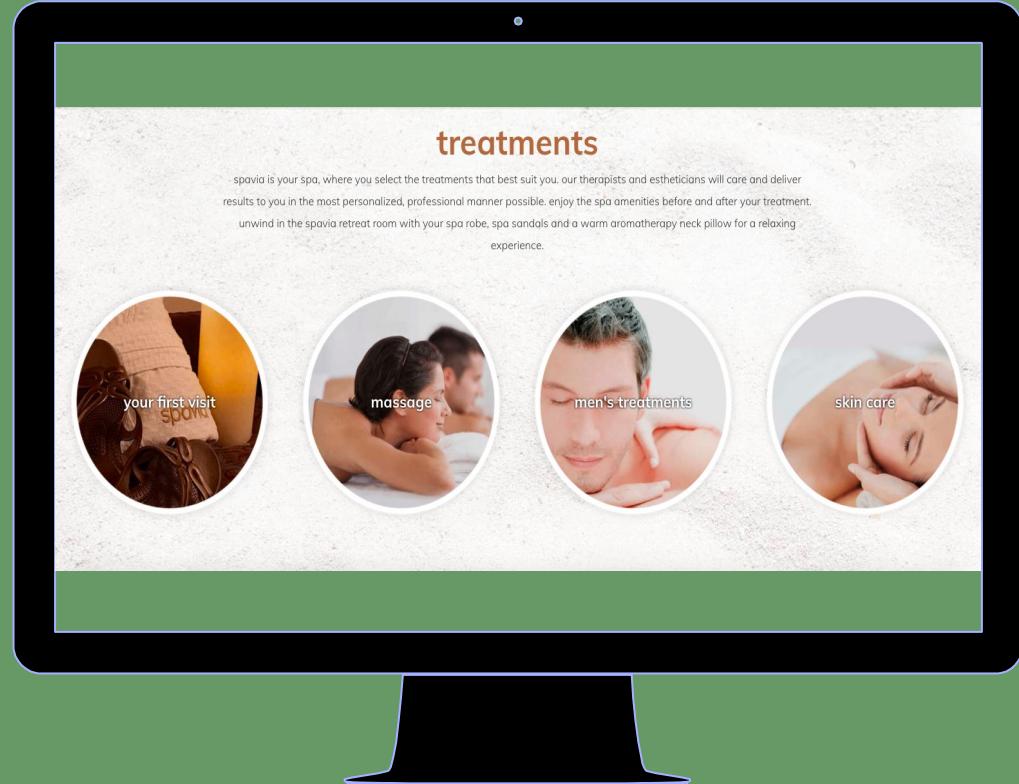
Lanbelle: Design and Layout (1/1)

The use of aesthetic photos in eye catching heros contribute to overall clean and natural feel. The neat page layout and use of sliders helps them cater to specific skin types.



Spavia: Galleries (1/1)

The galleries organize the display of information into distinct categories making it easy for the customer to make decision.



Four Seasons Beverly Wilshire: Galleries (1/1)

Caters to men by having a specific page dedicated to men and their potential needs. This could possibly contribute to the approximately 30% of men who are now spa goers.

The screenshot displays the website for the Four Seasons Beverly Wilshire hotel. At the top, there is a navigation bar with links for "Find a Hotel or Resort", "Meetings & Events", "Weddings", "Experience Four Seasons", "Gift Cards", a user profile icon, and "English". Below the navigation is a secondary menu with options like "ACCOMMODATIONS", "PHOTOS & VIDEOS", "EXPERIENCES", "DINING", "SPA", "DESTINATION", "OFFERS", and a "CHECK RATES & AVAILABILITY" button.

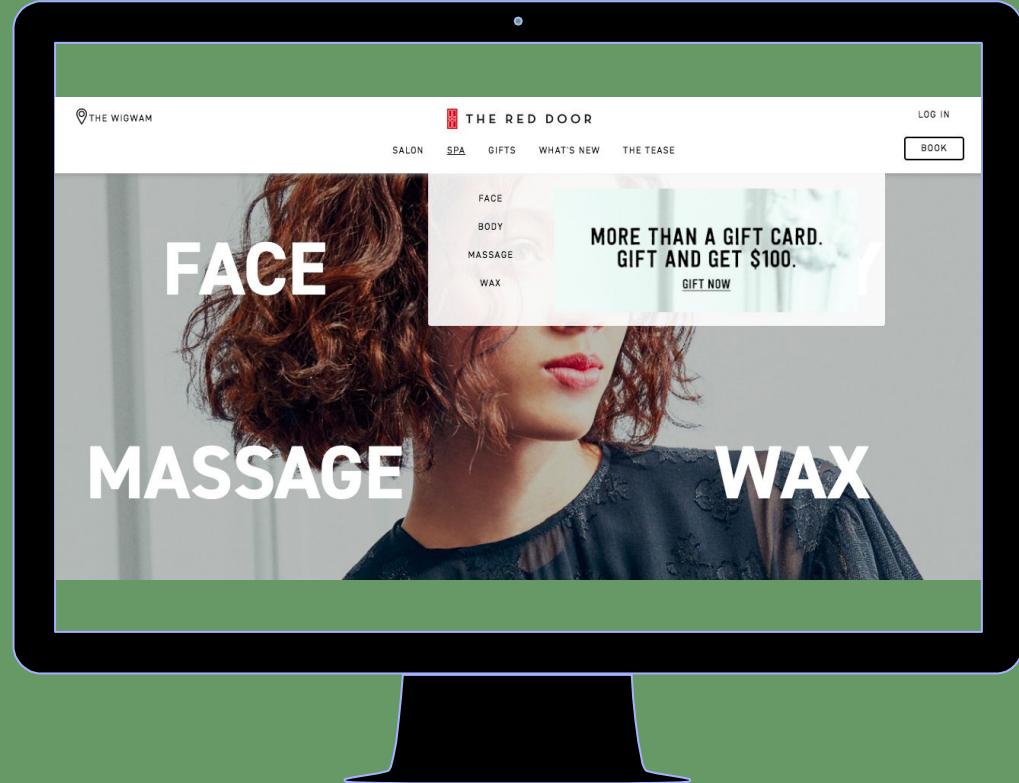
The main content area is titled "TREATMENTS FOR MEN" under the "SPA" heading. On the left, a sidebar lists various treatment categories: "Massages", "Body Treatments", "Facial Treatments", "Treatments for Men" (which is highlighted with a teal arrow), "Kids' Treatments", "Treatment packages", "The Nail Bar", "Extra Touches", "Salon Services", "Five-Star Signature Treatments", "Request spa services", and "Festive Gifts".

The central part of the page features a large photograph of a man's face being treated with a green facial mask. Below the photo, there is a section titled "GENTLEMEN'S MANICURE OR PEDICURE" with a price range of "USD 55 - 95" and a "REQUEST NOW" button.

On the far right edge of the slide, the number "48" is visible, indicating the slide number.

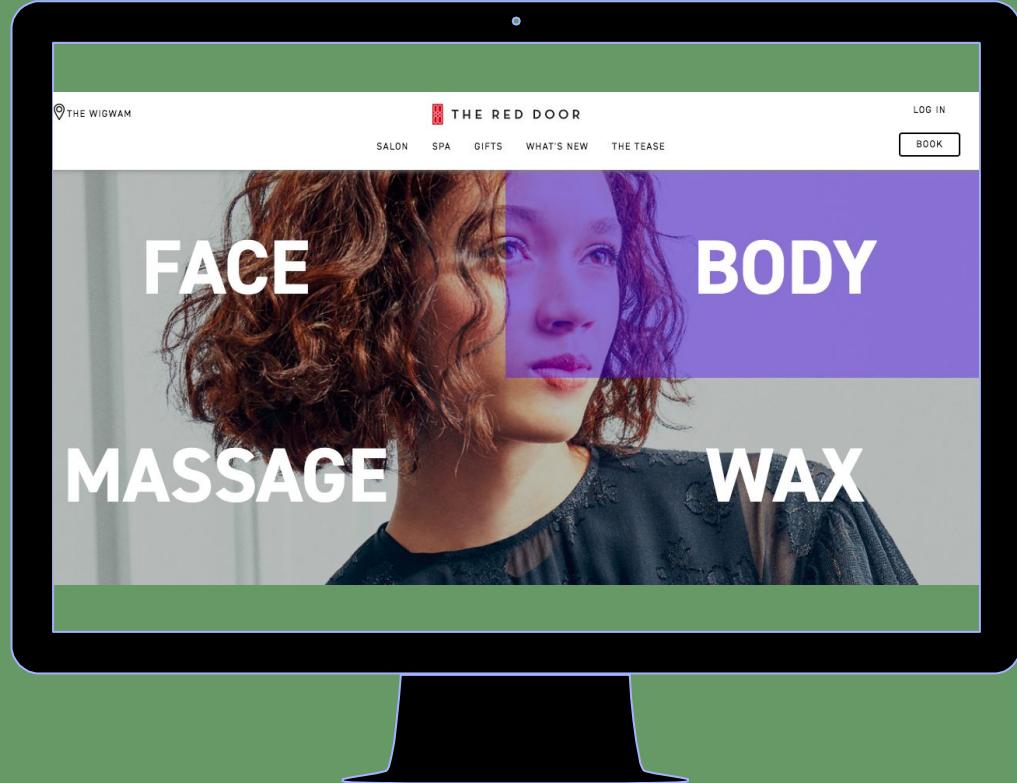
The Red Door: Navigational Design (1/3)

Organizes information into four easy to recognize categories, Face, Body, Massage, and Wax, with more specific and detailed sub-categories in the page.



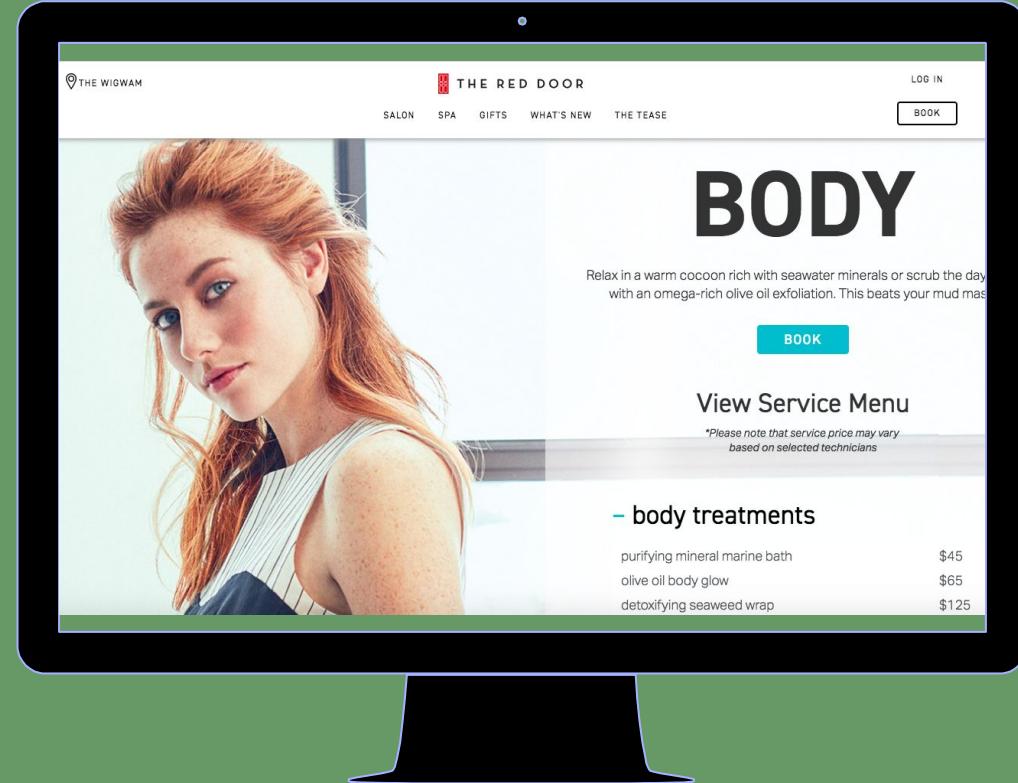
The Red Door: Navigational Design (2/3)

Organizes information into four easy to recognize categories, Face, Body, Massage, and Wax, with more specific and detailed sub-categories in the page.



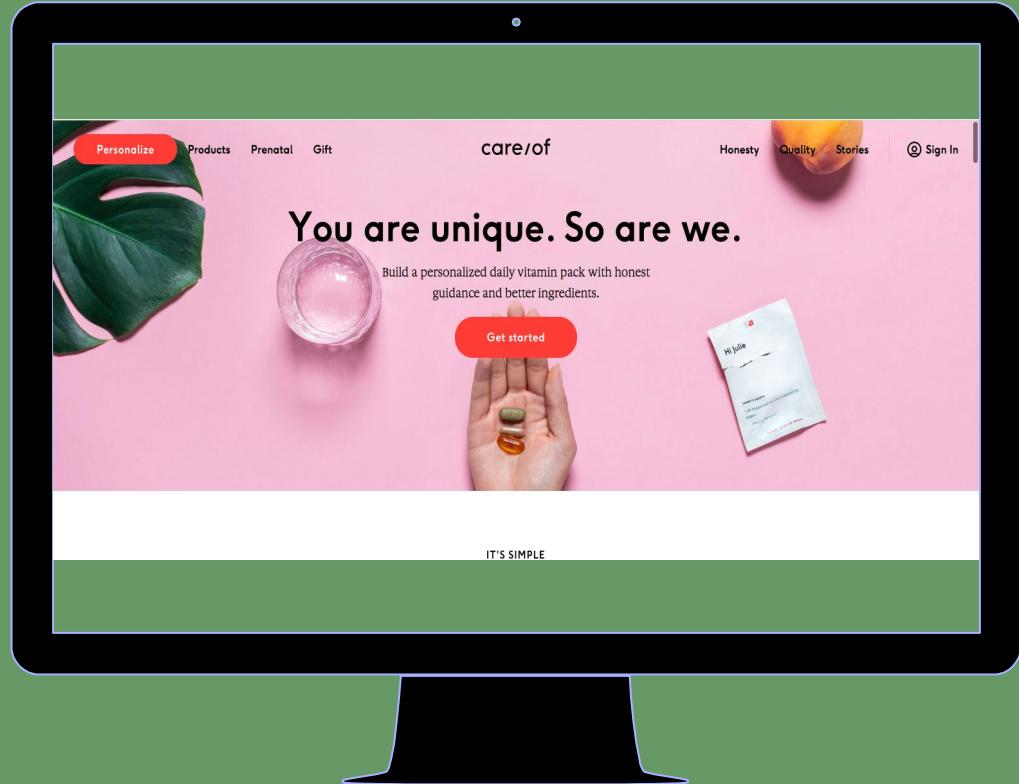
The Red Door: Navigational Design (3/3)

Organizes information into four easy to recognize categories, Face, Body, Massage, and Wax, with more specific and detailed sub-categories in the page.



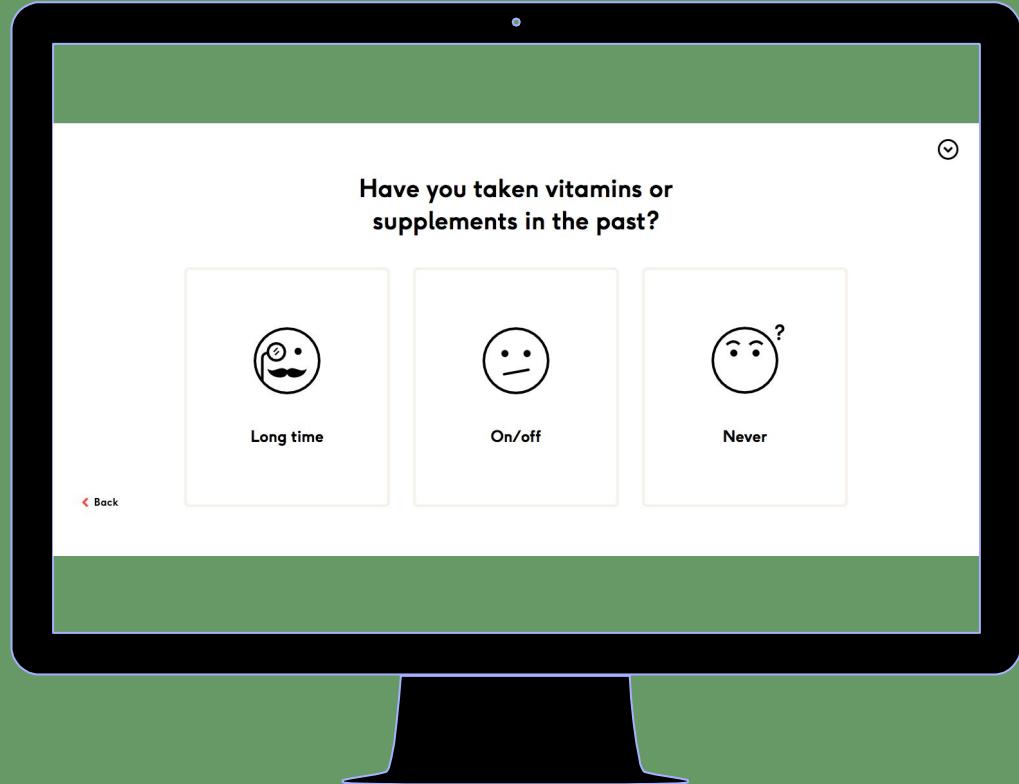
Care/Of: Design (1/4)

A customizable website that finds the exact vitamins you would need based on your individual preferences and survey answers.



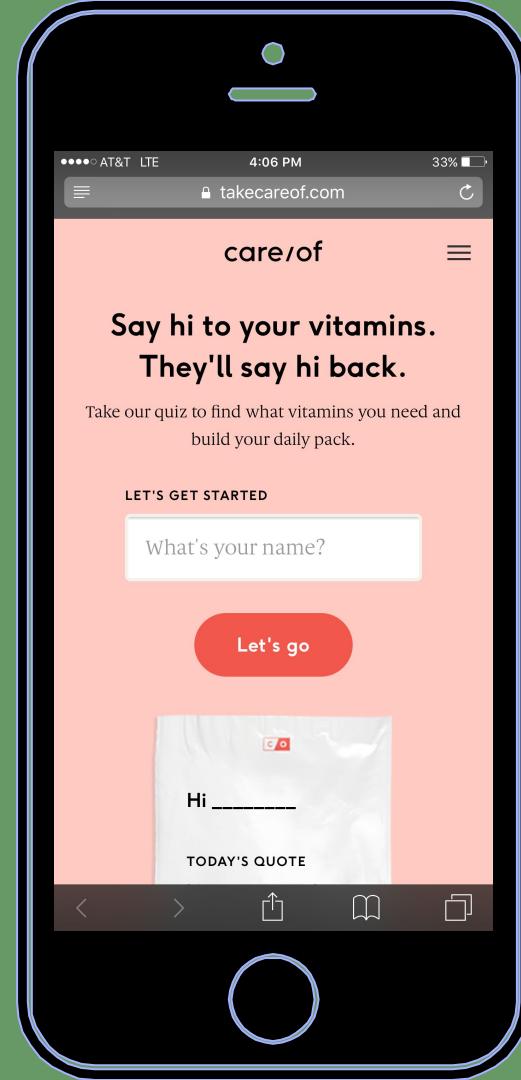
Care/Of: Design (2/4)

A customizable website that finds the exact vitamins you would need based on your individual preferences and survey answers.



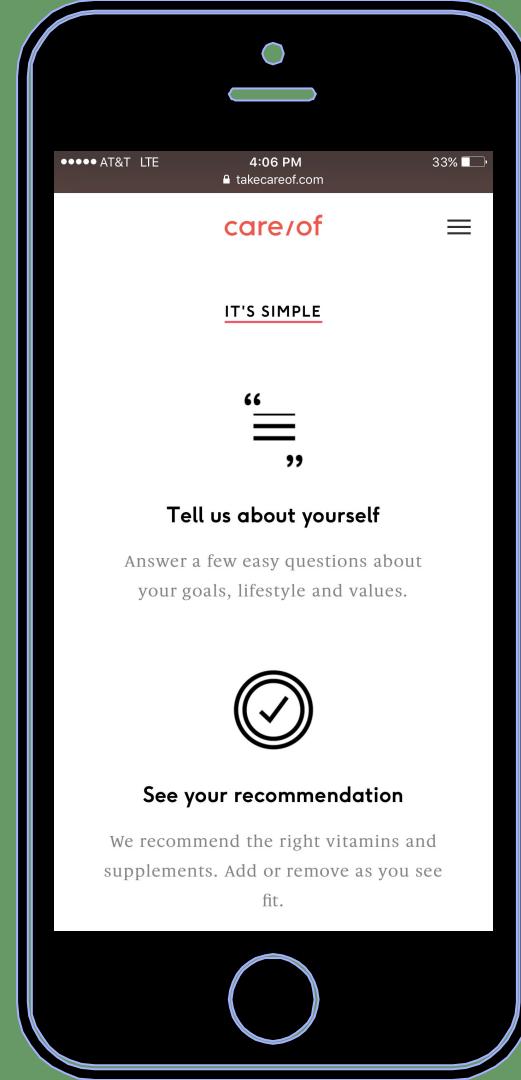
Care/Of: Design (3/4)

Responsive design creates mobile friendly site.



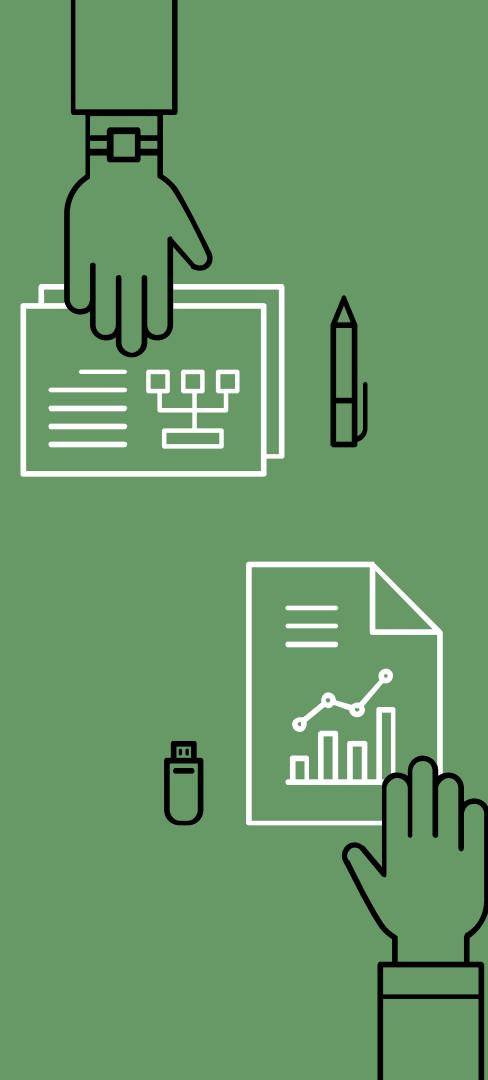
Care/Of: Design (4/4)

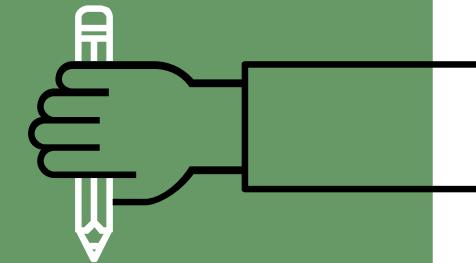
Responsive design creates mobile friendly site.



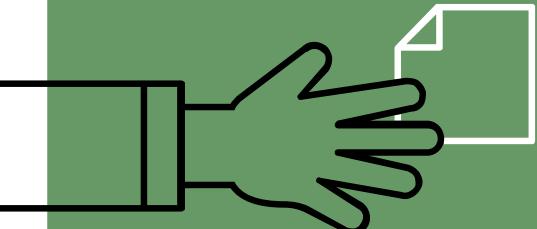
Good Ideas

- ▶ Use imagery and color palettes to portray evoke specific moods and feelings.
- ▶ Organize information into clear sections and subsections
- ▶ Catering to men by having a specific section/category for them





Mood Boards



Branding/Logo



Fonts and Colors

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? #
% & \$ @ * { (/ \) }



Imagery

