



Team Spatacular: Tamar Esserman, Alex Lee, Ellis Lee, Emily Yang

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**Overview:**

We interviewed 9 spa-goers who fit into three different personas; young female adults (18-30), older female adults (30-60), and male adults. From these personas and interviews, we developed user scenarios and use cases for each respective persona. We compiled this information to gain insight regarding what features our website should contain to cater to our potential users.

# Personas

## PERSONA 1



### Basic Demographic

Female  
(18-30)

### Frustrations

Unable to see what the  
spa looks like

Does not understand  
what the different type  
of facials entails

Does not know what  
treatments works well  
for her

## SANDRA CHEN

### Goals

- To reduce the stress accumulated from school
- To feel safe and comfortable at a spa
- To reduce her acne and dry skin
- To maintain good appearance and physique

### Needs

- To know which services suits her skin type/tension
- To determine how safe a spa is
- To easily book an appointment

### Background

Sandra is a 22 years old college student who has a part time job as a lab assistant. On top of work and school, she also tries to exercise every two times a week to keep herself in shape. She often feels pain and tension from her back. Because of her schedule and stress, she is starting to have acne problem on her face. She learned from her friend that these problems can be taken care of at a spa, so every once a month, she will visit a spa/massage place to get her facial done or get a deep tissue massage from her favorite specialist. When looking for a new spa, the most important things for her is the environment of the spa and the positive review/comments she found on the spa.

## PERSONA 2



### Basic Demographic

Female  
(30-60)

### Frustrations

Unable to see what the  
spa looks like

Does not understand  
what the different type  
of facials entails

Does not know what  
treatments works well  
for her

## CRYSTAL STUPIN

### Goals

- To get a good massage that relieves her muscles
- To find a clean and friendly spa that meets her standards
- To be able to relax in her downtime
- To broaden her horizons to other spa treatments

### Needs

- To know what services are offered, what they entail, and how much they will cost
- To be able to easily contact the spa in order to ask questions or to book
- To find a spa that provides high-quality treatments
- To have access to the spa at times that fit her schedule

### Background

Crystal is a 45 year old working mother of three kids. On top of work and taking care of her family, she also has many errands to run. Being so busy can stress Crystal out, but she rarely gets the opportunity to relieve this stress. Crystal knows that it is important to practice self-care, so she visits a spa whenever she has the time, but since she is not a regular, she does not have a go-to spa yet. She wants to find a spa that specializes in massages and facials and that can provide high-quality services.



## PERSONA 3



### Basic Demographic

Male  
(20-30)

### Frustrations

Doesn't know how to  
book online.

Treatment names  
are unclear and don't  
match online booking.

The aesthetics  
discourages them from  
going.

## DAVID JOHNSON

### Goals

- To get a good massage without spending too much money on the service
- To relax from busy work and school schedule
- To reduce tension and fluid in tight muscles from working out.
- To maintain mobility for powerlifting

### Needs

- To be able to pay for the services
- To see what services are offered at the spa
- To schedule his appointments online
- To see which masseuse is available at certain times

### Background

David is a 21 year old college student who has a part time job as a data analyst. On top of work and school, he is involved in many organizations on campus and is an avid powerlifter. This causes him to have a hectic work schedule and can often take a toll on his body. He finds himself experiencing tight muscles, knots, and soreness. He wants to find a massage to relax and relieve some of this tension, but at an affordable price. If the massage seems worth the money, he wants to go twice a month to maintain mobility in his muscles and destress from his packed schedule.

# Scenarios and Use Cases

## Females (18-30)

**Scenario: Sandra wants a place to get beauty treatments done such as eyelash extensions/cleaning facials.** Sandra is very aware about her appearance and likes to always look her best. She takes inspiration from her friends and social media, and likes to receive trendy treatments. She wants to know what places offer the latest beauty trends, and needs a website that is constantly updated with the new treatments.

Use Cases
Looks for promotional values
Looks for aesthetic photos and social media posts
Looks at pictures of treatment processes
Looks at what new procedures are available
Wants to be able to book online through an easy process
Looks at the prices of the services
Looks at when the nearest appointment is available
Looks at before and after pictures
Wants to see the hours of operation
Looks at location to see if a spa is near
Wants the phone number/email easily accessible in case she has any questions about the treatments
Checks to see if there is any customer reviews or comments on yelp
Wants to be able to book online through an easy process
Looks at featured services
Looks at a list of the products used
Looks for pictures of the spa

**Scenario: Sandra wants a safe place to relieve the tension she has on her neck from working over hours at her lab.** Sandra has been stressing out because of her upcoming

finals week. She has also been working over 20 hours a week for three consecutive weeks. Her neck pain is getting a lot more uncomfortable as she spend more time at the library studying for finals. She wants to plan a visit to a massage place after her final. She wants to release the tension on her back and gives herself a well deserved relaxation at the spa.

Use Cases
Looks for pictures of the general location the spa is in to see if the spa is in a safe area
Determines what service fits best for hear neck pain
Wants to book her appointment in advance so it fits her schedule
Looks for the availability of an experienced masseuse
Wants to see if there is any customer reviews or comments on yelp
Looks for aesthetic photos and social media posts
Looks at the certification and experience of people working there
Looks at reviews of the different masseuses
Wants to see the hours of operation
Looks at location to see if a spa is near
Looks for pictures of the spa
Looks at the different types of massages offered
Wants to be able to book online through an easy process
Looks at the masseuse's work experience/education
Wants the phone number/email easily accessible in case she has any questions about the treatments

## Females (30-60)

**Scenario: Crystal is looking for a quiet place to relax away from her kids and work.**

Crystal has to deal with a lot of noise from her kids, and is busy trying to manage her work and family life. She wants a place that is quiet and clean, in contrast to her daily life. Whether she is getting a massage or facial, she is most concerned with the atmosphere and relaxing environment of the spa.

Use Cases
Looks for facial services
Looks for pictures of the spa
Find out how noisy/quiet the spa is
Wants to see when the spa is most/least busy
Wants to see which treatments (massages/facials) are most relaxing
Wants to see the hours of operation
Looks at pictures of treatment processes
Looks at the prices of the services
Looks at the different types of massages offered
Looks at when the nearest appointment is available
Looks at location to see if a spa is near

**Scenario: Crystal is looking for a place to get her face cleared of any bumps and remove hyperpigmentation.** As Crystal gets older, she notices that she has new bumps and coloring on her face that she never had before. She assumes this is from sun exposure or diet, but does not know how to get her face looking how it was when she was younger. She wants a facial that will actually provide results, and wants someone who she can trust is knowledgeable in the products and tools use to perform the facial. She cares a lot about quality.

Use Cases
Looks at a list of the products used
Looks at pictures and descriptions of the machines used

Looks at the certification and experience of people working there
Looks at the masseuse's work experience/education
Looks at before and after pictures
Wants the phone number/email easily accessible in case she has any questions about the treatments
Looks at pictures of the entire treatment processes
Looks at location to see if a spa is near
Looks for facial services
Wants to see the hours of operation
Looks at featured services
Checks to see if there is any customer reviews or comments on yelp
Looks for promotional values



## Males (20-30)

**Scenario: David is looking for a place to help ease their sore muscles specifically through a sports massage.** David tends to have a lot of knots in their back from working out and doing work. He wants to go to a place that can provide a deep tissue massage from a strong masseuse. He does not really understand all the fancy terms used on most spa websites, or what all the terms means. He wants a very clear menu with words he understands so that he can easily book the type of massage he wants.

Use Cases
Looks at the different type of massages offered (what they are called)
Looks at what is included in each massage (Details, what's included in the package)
Looks at the masseuse's work experience/education
Looks at reviews of the different masseuses
Looks for strengths/specializations in the people that work there (Who does what treatment)
Looks at when the nearest appointment is available
Looks at location to see if a spa is near
Wants to be able to book online through an easy process
Looks at the price for different massages

**Scenario: David is looking to try new experiences and wants to explore what a spa has to offer.** David is very adventurous and likes to explore new activities. He has some spare time to kill, and he has some friends who go to spas for various treatments. David doesn't really go into a spa knowing what he wants done, and therefore relies on friends or the website to help him choose the right treatment. He doesn't really know what he wants, therefore he isn't willing to spend a lot of money at the spa. He opens the spa website as a guidance.

Use Cases
Looks at the price for different massages
Looks at what treatments are most popular for men or people his age

Looks at when the nearest appointment is available
Looks at location to see if a spa is near him
Looks at featured services
Wants the phone number/email easily accessible in case she has any questions about the treatments
Looks at the different types of massages offered
Wants to be able to book online through an easy process
Checks to see if there is any customer reviews or comments on yelp
Looks for promotional values
Looks for pictures of the spa

## Use Case Summary Table

All Use Cases	In Scenarios	Personae
Wants to see the hours of operation	6	Older Woman, Men, Younger Woman
Looks at location to see if a spa is near	6	Older Woman, Men, Younger Woman
Wants the phone number/email easily accessible in case she has any questions about the treatments	5	Older Woman, Young Woman, Men
Looks for pictures of the spa	5	Older Woman, Young Woman, Men
Looks at the different types of massages offered	4	Older Woman, Young Woman, Men
Looks at what is included in each massage (Details, what's included in the package)	4	Older Woman, Young Woman, Men
Looks at when the nearest appointment is available	4	Older Woman, Young Woman, Men
Wants to be able to book online through an easy process	4	Young Woman, Men
Checks to see if there is any customer reviews or comments on yelp	4	Older Woman, Young Woman, Men
Looks at the prices of the services	4	Older Woman, Young Woman, Men
Looks at pictures of treatment processes	3	Older Woman, Young Woman
Looks at featured services	3	Older Woman, Young Woman, Men
Looks at the masseuse's work experience/education	3	Older Woman, Younger Woman

Looks for promotional values	3	Older Woman, Young Woman, Men
Looks at reviews of the different masseuses	2	Men, Young Woman
Looks at a list of the products used	2	Older Woman, Younger Woman
Looks at the certification and experience of people working there	2	Older Woman, Young Woman,
Looks at before and after pictures	2	Older Woman, Younger Woman
Looks for facial service	2	Older Woman
Looks for aesthetic photos and social media posts	2	Young Woman
Looks at what treatments are most popular for men or people his age	1	Men
Wants to see when the busy times are	1	Older Woman
Find out how noisy/quiet the spa is	1	Older Woman
Looks at pictures and descriptions of the machines used	1	Older Woman
Looks at what new procedures are available	1	Young Woman
Looks for pictures of the general location the spa is in to see if the spa is in a safe area	1	Young Woman
Determines what service fits best for her neck pain	1	Young Woman
Looks for the availability of an experienced masseuse	1	Young Woman

# Features and Functionality Table

Features/Functionality	Client	Personae
About us page	X	Young Women, Old Women, Men
Products Page	X	Young Women, Old Women,
Page for Services	X	Young Women, Old Women, Men
Listing of promotional events	X	Younger Women, Older Women
See the aestheticians qualifications		Older Women, Men
Online booking	X	Younger Women, Men
Phone number/Email address	X	Older Women
Store Address	X	Young Women, Old Women, Men
Clean Layout	X	Young Women, Old Women, Men
More detailed description of the service provided	X	Young Women, Older Women, Men
Picture of Treatments	X	Young women, older women
Before and after pictures	X	
Hours of operation	X	Young Women, Older Women, Men
Photos of spa	X	Older Women, Men
Relaxing/calming colors	X	Young Women, Older Women, Men
Customer Review		Men, Younger Women



# Appendix - Interview Questions and Data

## User 1: Maggie (Female, 18-30)

1. **How old are you?**
  - 23 years old Female currently studying biology at UCSD.
  - Plans to graduate this year.
2. **What is your occupation?**
  - Lab Technician @ Scripps Institute
  - Sister of an little brother
3. **What do you do normally to relax?**
  - Hangout with friends (watch movies)
  - Workout, yoga, massage
4. **What is a stressful day like for you? Why is that stressful?**
  - Recently after class, she has to go lab. It requires 20 hours a week. Therefore she has a part time job while being a full time student
  - Increasing stress during finals and midterm season
  - Hard to balance lab and school work
  - Have back pain once in awhile

## Spa Related Questions

1. **When was the last time you went to a spa/massage?**
  - A month ago
2. **How often do you go?**
  - Every once a month or twice a month for different services
  - **What services did you purchase?**
    - Deep tissue massage/Facial/Eyelash extension
  - **Have you ever purchased other services?**
    - No but I know they offer a lot more
  - **How did you find out about the spa place you went to?**
    - Yelp, Words of mouth
3. **Why do you go to spa/massage place?**
  - Because everytime I go i feel relax and my muscle are less tensed and seems like I was able to rejuvenate everytime I go
4. **How do you choose a spa? What factors are most important?**
  - Ratings, comments, reviews
  - Pictures
  - Wants to see if the spa is legit.
  - Do not want to be scared
  - However, she doesn't really look at description and the price is the last one
5. **Does it selection of service matter?**

- Not really
- 6. Do you think you are more or less likely to attend a spa after a stressful week?**
  - yes
- 7. What shape colors do you associate with relaxation?**
  - Circle/white

#### **Website Related Questions**

- 1. What is the first thing you look for when you go to a spa website?**
  - a. Pictures
  - b. The atmosphere of the environment in the spa
- 2. What do you do to determine if this is the right spa for you?**
  - a. First impression from the web site
- 3. Can you give us the top 3-5 reason you will visit the spa website?**
  - a. To check out the pictures
  - b. To see what services are provided
  - c. To book appointment
  - d. To check the opening time
  - e. To see if promotions are provided
- 4. What features and functions you want to see on the spa website?**
  - a. Rating Page (customer comments)
  - b. Membership opportunity (buy through a bundle)
  - c. Product page

## User 2: Ena (Female, 18-30)

### General Questions

1. **How old are you?**
  - 21 years old female currently studying economics in UCSD
  - Plans to graduate this year.
2. **What is your occupation?**
  - Student
3. **What do you do normally to relax?**
  - Sit on the couch and listen to music
  - Go out to coffee shop and surf on the web

### Spa Related Questions

1. **When was the last time you went to a spa/massage?**
  - Last quarter about two month ago
2. **How often do you go?**
  - Twice a quarter
  - **What services did you purchase?**
    - Standard massage/Facial/Eyelash extension
  - **Have you ever purchased other services?**
    - No but I know they offer a lot more
  - **How did you find out about the spa place you went to?**
    - Words of mouth
3. **Why would you go to spa/massage place?**
  - Rejuvenate her face
  - Relaxation
4. **How do you choose a spa? What factors are most important?**
  - Environment
  - Friends recommendation
5. **Do you think you are more or less likely to attend a spa after a stressful week?**
  - More likely
6. **What shape, colors do you associate with relaxation?**
  - Light brown & light blue and grass green
  - Natural colors
  - Yellow

### Website Related Questions

1. **What is the first thing you look for when you go to a spa website?**
  - Treatment and price
  - Time & location
2. **What do you do to determine if this is the right spa for you?**

- First impression from the web site

**3. Can you give us the top 3-5 reason you will visit the spa website?**

- To check out the pictures of the services and the interior of the spa
- To find out who are the service providers
- To book appointment
- To check and see if its a safe environment to go to

**4. What features and functions you want to see on the spa website?**

- Scheduling ability
- List of services and descriptions
- A set of pictures of the interior and services
- Labels on top
- Contact Informations (including address, emails and phone numbers)

## User 3: Valerie (Female, 18-30)

### General Questions

**1. How old are you/what do you do?**

- a. 22 years old, goes to community college, studies anatomy. Works 10 hours a week as an assistant in a cardiology office.

### Spa Related Questions

**2. Have you ever been to a spa? When was the last time**

- a. Went 7 months ago

**b. Can you describe that experience?**

- i. Went to spend time with family and to relax. It was really relaxing and helped her destress. It was a calming and clean environment

**3. How did you find out about the spa?**

- a. Found out from her mother who recommended the place

**b. Did you look at their website before going?**

- i. No, never looks at websites for spas, mainly relies on recommendations from friends or family members

**4. What types of environment help you relax? Are there certain colors that help?**

- a. Blue/green colors are super relaxing. Likes quiet and cooler rooms. Tends to go to beaches or places that have nature to relax. Crowded area are really stressful and tries to avoid them

### Website Related Questions

**5. Have you ever looked at a website to make an appointment?**

- a. Not for a spa but generally for other appointments she does

**b. What do you expect from a website when you make appointments?**

- i. Wants the experience to be fast and easy. The website should have a clean layout. She would mainly use it to book an appointment, and she doesn't want to have to look forever to make an appointment.



## **User 4: Kim (Female, 30-60)**

### **General Questions**

- 1. How old are you?**
  - a. 58 years old
- 2. What is your occupation?**
  - a. Managing director
- 3. What do you do normally to relax?**
  - a. Play games on her phone
  - b. Watch TV at home
- 4. How is your day? Is this a typical day for you?**
  - a. It's good, it's a typical Thursday. Every Thursday she takes her grandson out to dinner.
- 5. What is a stressful day like for you? Why is that stressful?**
  - a. When she is busy at work. It is stressful because she has to meet many deadlines and the pressure builds up.

### **Spa Related Questions**

- 1. When was the last time you went to a spa?**
  - a. About 4 months ago
  - b. What services did you purchase?**
    - i. massage
    - ii. Have you ever purchased other services?**
      1. facial
  - c. How did you find out about the spa place you went to?**
    - i. Gift card
- 2. Why do you go to spas?**
  - a. relaxation/pampering self
- 3. How do you choose a spa? What factors are most important?**
  - i. Cleanliness, reviews on yelp
- 4. How do you feel after going to a spa?**
  - a. Very relaxed
- 5. What do you look for in a spa?**
  - a. Cleanliness and professionalism
- 6. Do you think you are more or less likely to attend a spa after a stressful week?**
  - a. More likely to attend a spa following a stressful week
- 7. What colors do you associate with relaxation?**
  - a. Pink and purple; her favorite colors

### **Website Related Questions**

- 1. What is the first thing you look for when you go to a spa website?**

- a. Has never visited before, so asked **“what would you expect to see on a spa website?”**
  - i. Beautiful display of japanese style floral arrangement; it is beautiful and serene
  - ii. Services offered with explanations, and price
- 2. **What do you do to determine if this is the right spa for you?**
  - a. Look up reviews, cleanliness
- 3. **Can you give us the top 3-5 reason you will visit the spa website?**
  - a. Figure out if they have what I want
  - b. Look at prices
  - c. Determine if it is high quality
- 4. **What features and functions you want to see on the spa website?**
  - a. Booking
  - b. Explanations of services

## User 5: Fendy (Female, 30-60)

### General Questions

1. **How old are you?**
  - 42 years old female currently a housewife
2. **What is your occupation?**
  - Housewife
3. **What do you do normally to relax?**
  - When her kids goes to school, she can have a cup of coffee at her dining room
  - Hot yoga when she has time in the afternoon
  - Hot bath when her sons went to bed
4. **How is your day? Is this a typical day for you?**
  - Yes.
  - After her breakfast, she goes to do errands while her sons are in school. These include buying groceries, sending out emails, and going to the bank. By noon, she will cook up a small meal or get whole foods for lunch. After lunch she has to clean the house and walk the dog before she picks her children up at school. Then she has to cook dinner for their family.
5. **What is a stressful day like for you? Why is that stressful?**
  - Especially stressful if I have a lot of errands to finish.
  - It is stressful because she has to make sure she can make it on time to pick her sons up.

### Spa Related Questions

1. **When was the last time you went to a spa/massage?**
  - Last week
2. **How often do you go?**
  - Once a month
  - **What services did you purchase?**
    - Hot stone massage
  - **Have you ever purchased other services?**
    - Makeup Services and different types of massage
  - **How did you find out about the spa place you went to?**
    - passed by the place and looked it up on the web
3. **Why would you go to spa/massage place?**
  - This is the time when she finally gets to relax by herself and the calming atmosphere at the spa allows her to get good nap before her busy week continue.
4. **How do you choose a spa?**
  - What factors are most important?

- Environment (sanitary issues)
  - Reviews
  - Prices and type of services provided
5. **Do you think you are more or less likely to attend a spa after a stressful week?**
- yes
6. **What do you associate with relaxation?**
- Light green
  - Nature

### **Website Related Questions**

1. **What is the first thing you look for when you go to a spa website?**
- Its name
  - Label on top
  - Services available
  - Pictures
  - Availability to book
2. **What do you do to determine if this is the right spa for you?**
- Spa's pictures
  - The atmosphere the website gives off - legit or not
3. **Can you give us the top 3-5 reason you will visit the spa website?**
- Find out about its services, about us page, and products
  - See if there is any special events
  - Decide which services to do (might want to change it up)
  - See if the aesthetician is actually good at what she does
  - Make an appointment
  - Look for the address
4. **What features and functions you want to see on the spa website?**
- More detailed description of the service provided
  - About us page and contact us page
  - Scheduling ability
  - Album page
  - Service page
  - Hours

## User 6: Sari (Female, 30-60)

### 1. What is your background?

- a. Does art, studied physical education specifically with people with special needs, likes gardening, hiking, traveling. 50 year old who is a housewife

### 2. Have you ever been to a spa?

- a. Yes. Last week.

#### b. Can you describe the experience

- i. Went for a facial, person reached her expectation. Also went to a massage at a different place, it was okay. Expected to have a deep tissue massage, but didn't feel like it was like that.

#### ii. Why did you think it was going to be a deep tissue massage?

- 1. They call it massage therapy, so had an expectation and told the masseuse what she wanted, a deep tissue massage, but didn't feel it was acknowledged.

#### iii. Can you describe the good facial experience

- 1. The treatment was better than what she expected. Took care of the skin problems and she had never had a person that was able take care of these skin problems.

#### 2. What was the experience with the person who did the facial?

- a. She listened to everything the client said, and told her what not to put on her face. Didn't try to sell her a treatment that she didn't need. Didn't try to push her to come again soon

### 3. How did you find out about the spa for the massage and facial place?

- a. Recommendations from friends. Didn't look up the website. Both have websites. Usually researches people before going to certain places and appointments, but this time insurance made the massage really cheap so she didn't bother to look up the website.

#### b. Is price a factor?

- i. Yes, for the first time, but recommendation is the most important factor. If its not good she won't go again, and even if its expensive if its really good the first time, she will go again.

### 4. What do you look for in a spa?

- a. Looking to have skin cleaned and to look nicer and healthier, and for massage its to be relaxed and help the knots in her back.

### 5. Have you ever looked at a website for a spa?

- a. No, but generally does. Recommendations are more important than website.



- b. When you do look at websites what do you look for/what do you expect?**
  - i. Have a lot of information. For example art, wants to see paintings to see what type of work they do. Also to read about them, work/education. Likes to see picture of someone. Wants to see address, if they have parking, how easy it is to make an appointment- once had to call, prefers to call but if she has to book online, wants that experience to be super easy. Wants to find the phone number easily, takes a long time usually to find a phone or email.
- 6. Have you been to LC spa? Or their website?**
  - a. No to both
  - b. What do you think of the website?**
    - i. Looks like most spas, doesn't see price anywhere and would immediately be looking for price. Overall the spa website is not that impressive and looks generic.

## User 7: Diego (Male, 20-30)

### General Questions

1. **How old are you?**
  - a. 21
2. **What is your occupation?**
  - a. Student
3. **What do you do normally to relax?**
  - a. Play video games (smash), play sports, go to the gym, read
4. **How is your day? Is this a typical day for you? What is a typical day like?**
  - a. Really good.
  - b. No.
    - i. In his typical day, he meditates after he wakes up and eats breakfast, then rides his bike to school. After classes, lab, and work, he comes home around 3-8pm and does homework at home or spends time with his girlfriend.
  - c. **What is a stressful day like for you? Why is that stressful?**
    - i. A stressful day for him consists of deadlines that he is not close to meeting.
    - ii. The main source of stress comes from the consequences. He dislikes putting a group behind schedule or potentially getting a bad grade.

### Spa Related Questions:

1. **When was the last time you went to a spa? What Services did you purchase?**
  - a. Summer
  - b. Deep Tissue Sports Massage
    - i. He got a relaxing massage once when he was 18 because his mom got him a gift card. He enjoyed the experience.
  - c. **How did you find out about the spa place you went to?**
    - i. He heard from a friend.
2. **What incentivizes to you to go there?**
  - a. He was feeling sore and his muscles were feeling really tight so he decided to try it to see if it would help.
3. **How do you choose a spa? What factors are most important?**
  - a. He would typically check Yelp if no friends have any suggestions.
  - b. He really cares about pricing and the experience of the staff.
4. **How do you feel after going to a spa?**
  - a. If its a deep tissue massage, he feels sore after because that's what supposed to happen. For the relaxing massages he feels less physically tense, which translates into him feeling emotionally less tense.
5. **Do you think you are more or less likely to attend a spa after a stressful week?**

- a. He is more likely, if he was already going to go. But overall, due to the prices, he'd probably just look for other alternatives to relax.
- 6. **What colors do you associate with relaxation?**
  - a. Green (grass green) and blue (sky blue)

**Website Related Questions:**

- 1. **What is the first thing you look for when you go to a spa website?**
  - a. He highly stresses that prices are most important, He needs to determine if it's in his budget range to see if he can go there at all.
- 2. **What do you do to determine if this is the right spa for you?**
  - a. Depends on how the massage is and also if there's good customer service.
- 3. **Can you give us the top 3-5 reasons you would visit the spa website?**
  - a. To confirm his references experiences
  - b. To check if they have notoriety to them. For example, Thaibodysport's website says, "Second Best Sport Massage in San Diego."
  - c. To check pricing
  - d. To check if there's multiple locations
- 4. **What features and functions do you want to see on the spa website?**
  - a. Book an appointment (easy to book is important)
  - b. It'd be ideal to see the prices on the front page.

## User 8: Brandon (Male, 20-30)

### General Questions

1. How old are you?
  - a. 22
2. What is your occupation?
  - a. Data Analyst
3. What do you normally do to relax?
  - a. Workout
4. How is your day? Is this a typical day for you?
  - a. Great. Little better than average.
  - b. He goes to work and then workouts before going home.
  - c. What is a stressful day like for you? Why is that stressful?
    - i. He gets stressed when there is a lot of work, many deadlines, or bad workout. He dislikes when things don't go according to plan or doesn't go well.

### Spa Related Questions

1. When was the last time you went to a spa? What services did you purchase?  
Have you ever purchased other services?
  - a. He went in September 2016, in Korea
  - b. He used the cold room and saunas
  - c. He finds there is a distinction between a spa and a place to get a massage. He has gotten massages as well, at Thaibodysport
  - d. How did you find out about the spa place you went to?
    - i. For the Korean spa, it was in the airport and he needed to kill time. For the massage, he found Thaibodysport from Yelp.
2. Why do you go to spas?
  - a. He goes mainly to get his body fixed and sometimes to relax as well.
3. How do you choose a spa?
  - a. He chooses based on the ratings of the location and price, but mostly from just first time experience.
4. How do you feel after going to a spa?
  - a. Great!
5. Do you think you are more or less likely to attend a spa after a stressful week?
  - a. He doesn't believe this influences his decision to go to the spa.
6. What colors do you associate with relaxation?
  - a. White

### Website Related Questions

1. What is the first thing you look for when you go to a spa website?
  - a. Price per hour
2. What do you do to determine if this is the right spa for you?

- a. He wants to see if they specifically have sports massages and then gage from his experience there if he'll go again. If it sounds too fancy, he won't go.
- 3. Can you give us the top 3-5 reasons you would visit the spa website?**
- a. To relax
  - b. To fix any issues with his body
  - c. To feel better
- 4. What features and functions do you want to see on the spa website?**
- a. Online booking
  - b. Choosing a therapist
  - c. A list and description of the different kinds of services.

## User 9: Nick (Male, 20-30)

### General Questions

1. **How old are you?**
  - a. 21
2. **What is your occupation?**
  - a. Student
3. **What do you normally do to relax?**
  - a. Goes to a coffee shop
4. **How is your day? Is this a typical day for you?**
  - a. He says he's having a great day.
  - b. Yes. He usually wakes up at 8:30 at the latest and goes straight to work or class. Then he'll have class work or meetings until early evening, leaving his evenings free. He likes to relax at night by watching youtube videos or going to the gym.
  - c. **What is a stressful day like for you? Why is that stressful?**
    - i. When he has no breaks. Being constantly on the go without any rest makes him feel very tense. It would also consist of a lot of plans going wrong.

### Spa Related Questions

1. **When was the last time you went to a spa? What services did you purchase?**
  - a. 2 years ago, he remembers it just as a regular massage.
    - i. **Have you ever purchased other services?**
      1. No
  - b. **How did you find out about the spa place you went to?**
    - i. His friend was talking about his experience and thought it'd be pretty fun to try it out.
2. **Why do you go to spas?**
  - a. He feels like it's a cool way to relax and do something he hasn't tried before. He likes to try new things.
3. **How do you choose a spa? What factors are most important?**
  - a. By recommendation from other people.
  - b. Cost
  - c. In a massage specifically- the strength of the masseuse
4. **How do you feel after going to a spa?**
  - a. He felt very soothed and relaxed both physically and mentally.
5. **Do you think you are more or less likely to attend a spa after a stressful week?**
  - a. He is more likely
6. **What colors do you associate with relaxation?**
  - a. Blue (light blue) and white