

*lc spa*  
*creative brief*

Team Spatacular

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## I. Definition of Potential Product

LC Spa is a high-quality spa that offers a wide range of top-quality services, but their website fails to convey their professional quality. In an effort to build more credibility, we will be rebranding and redesigning LC Spa's website to better match the company's values and attract more customers.

## II. Scope

### Summary of Content

- Homepage/Landing Page

The home page will not only be essential for effectively communicating the brand of LC Spa, but also for efficiently displaying the information most important to new users like the interior of the spa and booking.

- Services

As the service page will inevitably be the most visited page, we will be focusing on the clarity of the display of information. The services page will have six categories: Facial, Massage, Nails, Makeup, Men's Treatments, and Gifts. Each of these will lead to their own individual subpages. On the subpages, we will list each of the services in the category, along with the price and ability to book that specific service.

- Products

To add credibility to the spa, we will be feature their high-end products and technologies that are used for their services. Products and technologies will be organized into the same six services categories. Images of the products will be presented alongside text describing it.

- Our Team

This page will familiarize customers with LC spa masseuses. It will include their specialties and a short biography to convey their friendly personalities.

- Book Now

Online booking is perhaps the most important feature of the site. Many of our interviewees reported that online booking was one of the most important features they were looking for. Booking needs to be strategically placed next to descriptions of

services and on the front page. It also needs to be universally accessible, which can be achieved by placing it on the navbar, the one static feature of the site. The booking function, then will be redirected to a third-party booking service currently used by LC Spa.

- **Contact > FAQ**

Users will be able to find location, hours of operation, contact information, and social media on this page. In addition to these information, the users can also find a useful Q&A section that will inform them on the general steps of booking as well as the benefits of different services.

## **Estimate of Total Program Size**

The website will contain six main sections including the Homepage, Service, Products, Our Team, Contacts and Book Now. These pages will have a cohesive layout and aesthetic that will make the website look more professional. No more than 6 images will be used on the same page, including the use of slider. The descriptions for each of the services will not exceed 30 words or 3 sentences to prevent clutter and overloading. The Homepage will have images that showcase the environment of the spa and a short description that provides the essence of LC Spa. The Services section will contain six buttons that categorize LC Spa's services into smaller sections: Facial, Massage, Makeup/Nails, Permanent Makeup and Men's Services. Each of these subsections will provide prices and descriptions of the different types of treatments. A booking button will be provided for each service so that users can immediately schedule the services they want.

The Products page will have an image-carousel that showcases the products used at the spa. Pictures and short descriptions of the products will be provided. In the Our Team section, an image of LC SPA's crew will be shown, along with individual sections that provide images and descriptions of the different employees. Their expertise and experience will be showcased in less than 5 sentences. Under the Contacts page, phone number, location and hours of operation will be presented in a minimalistic way. Also, a set of 8 FAQs will be provided. The FAQs will be expandable so the navigation will be easier and less cluttered. Lastly, the Book Now page will lead users to an existing purchase page that allows them to book an appointment.

## **III. Audience**

### **Audience 1: Younger Women (18-30)**

This audience consists of a younger range of women. They typically want to go to a spa to get facials for their skin problems. They know what treatment they want, and want to

find out if the spa offers it. This audience also wants to get beauty treatments done such as eyelash extensions or nails. They want to go to a place that has proven results without breaking the bank because they are either still in school or just starting their career. This audience wants to learn about promotions and deals to lower the cost whenever they can. This audience is busy with school or trying to advance their career at the early stages, so they want a spa that fits their schedule, and where they can easily book an appointment online. They typically choose spas based on recommendations or Yelp reviews.

### **Audience 2: Older Women (30-60)**

This audience is looking for treatments to help relax and to help rid their face of signs of aging. This audience values quality over price because they have money to spend. They want a spa that uses high quality products and machines, and has as professional masseuses. This audience doesn't really know what service she specifically wants done, and wants recommendations for treatments based on her symptoms. She wants to be able to contact the spa, generally through phone calls, for any questions she has.

### **Audience 3: Men (all ages)**

This audience often feels uncomfortable booking an appointment at a spa. Men don't want to feel as though they are going into a spa specifically for women, they just want to relax and get massages without feeling emasculated. They want a place that has strong masseuses, with reviews describing the treatment. They don't really go to spas that often, therefore they want to make sure their money is well-spent, and they aren't willing to spend money unless they are confident that the massage will be worth it.

## **IV. Objectives**

### **Client Objectives**

- **Increase amount of customers:** The client wants people to find out about her spa beyond just word of mouth. She wants her spa to be a place the people can discover the services and experience she provides, and therefore decide to come to her spa
- **Improve the branding:** The client wants her website to reflect the way her spa looks. She wants people to feel relaxed while looking at her website, which includes having an easy time navigating through the different pages, and have the colors/text/content on the website look nicer.
- **Share her story/what makes her different:** The client wants the website to be a tool to set her apart from other competitors. She wants her customers to come to her spa so they can feel relaxed and beautiful. She wants a website where people can see that she has proven results, and has a good reputation.

## Audience Objectives

- **Neutral and relaxing colors:** The audience includes both men and women, therefore the colors shouldn't use overly masculine or feminine colors and turn off a certain gender. The colors of the website should reflect the feel of the spa, therefore calming colors should be used rather than dark and neon (which the website currently uses).
- **List of services and descriptions/prices:** People mainly go to a website to learn more about what services are offered at the spa, what is included in these services, and the prices. This helps them decide if the spa is a good fit for them, and therefore this information should be clearly organized and explained.
- **Location/Contact Information/Hours:** The audience needs to make sure that the spa is within a reasonable distance, and is open when they are free in their schedules. Additionally, the audience wants to be able to contact the spa easily with any questions
- **Reviews:** All audience members want to make sure that they will receive good treatments. They want to know about the quality of their masseuse/esthetician and see that they have good results. This is a driving factor in deciding which spa to go to.
- **Booking:** The audience prefers to book appointments in different ways, either online or through a phone call. Each of these experiences should be easy and not make the user have to search for the booking tool, or go through a lengthy booking process

## V. Personality and Tone

L.C. Spa envisions themselves as a high quality spa with a friendly feel. When people think of spas, they typically think of serenity and relaxation, therefore, the website should present these characteristics in a professional manner. Serenity will be communicated through use of relative imagery, a nature-based color palette, and friendly text. The images should depict the relaxation customers feel when they go to the spa. This nature-based color palette will be used in our rebranding of the company, as well as throughout the site. We will be redesigning the logo, and hopefully keep a consistent theme between the website and the actual location. Text should be friendly and unintimidating. In addition to wording, titles should be accompanied by graceful transitions, to emphasize the serene quality.

## VI. Key Target Audience Insight

The aesthetics of the website draws in business, and it can help people understand what they want from a spa service. L.C. Spa provides services to three main user groups: young women, older women, and men. Although women are more prevalent than men, everyone should feel comfortable enough to go to the spa. With such a broad audience, the website should specifically target new potential customers. Once people experience

the website, the goal is for them to feel comfortable enough to visit the spa for themselves and realize that this is a place that they will want to return to.

## VII. Special Issues/Problems Anticipated

The main anticipated issue will be the functionality of the booking process. Currently, booking is being done through a third-party. Although this process is fully-functional, it does not feel as though it belongs on the website. In the best-case scenario, we will introduce a brand in-site booking process, but this may be a stretch considering our minimal knowledge of back-end development and time constraints. Another possible problem will be the scope of the website. With so many services, there will be a lot of information to display, and possibly many different pages to create. Again, this goes back to our limited time to develop the website. Our last possible issue will be the extent to which we rebrand the company. As of now, the company does not convey a very consistent brand, thus they have given us permission to rebrand it, but it is uncertain if they will be willing to rebrand the physical spa according to the website brand. If they decide not to do so, then their website will not match the shop itself, thus depleting the overall credibility the website should build.

## VIII. Low Res Mobile Website Sketches

