

- OHIO CHOP SHOP : GROUP 9 RESEARCH & COMPETITIVE ANALYSIS -

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WEBSITE GOALS

What are your top goals as a business this year?

Increase traffic to our location, especially new customers

Encourage clients to **book appointments online**

Encourage clients to purchase product in addition to our **hair, skin and nail services**

Build a relationship between our business and stylists and our clients

What would you like the website to be able to do for your users?

Tell prospective clients about our business and **what makes us unique**. There's a LOT of competition in this landscape.

Detail our various hair, skin and nail services

Introduce our experienced team of stylists and staff - they're why people keep coming back

Provide a preview of the various products we sell in-store

Help clients **get directions to our location** and get in touch about appointments

Allow clients to **schedule an appointment online**

Allow clients to build a relationship with our store on **social media** and through our new video series, where we share quick styling tips every Thursday

Who are some of your top competitors?

Rendezvous Hair Salon: <http://www.rendezvoushair.com/>

Jekyll and Hyde Hair Salon: <http://jekyllandhydesalon.com>

Blake Rose Salon + Spa: <http://www.blakerosesalon.com>

Canvas Salon & Skin Bar: <http://www.thecanvassalon.com>

Paul Mitchell: <https://www.paulmitchell.com> (A chain, but still a competitor)

If you could use a few adjectives to describe your company and desired website, what would they be?

Fresh, Trendy, Trusted, High-End, Fashionable, Comprehensive, Fun, Luxurious

CONTENT NEEDED FOR WEBSITE

- **About Us / Salon History** (Unique draw opportunity to stand out from competitors)
 - Why should the viewer come to the salon?
 - Tell the audience about the salon, what's unique/special
 - Show an image of the salon
- **Services**
 - What services does the Salon provide?
 - Show drop-down menu of different services the salon offers.
 - Hair
 - Nails
 - Skin (facials / waxing / event makeup)
- **Team / Stylists / Staff**
 - Who works at the salon?
 - Show images of stylists, nail specialists, makeup artists, waxing professionals
 - Show how they each have different styles of a wide audience (edgy, conservative, professional, etc)
- **Shop / Products for Sale**
 - Where can visitors purchase/check out the latest products for sale without going to the salon?
 - A section dividing into Hair & Nail products
 - Customers can purchase products through this and have them shipped to their address
 - Must have an account and can receive perks and additions when included on an email list
- **Directions**
 - Where is the salon located?
 - A basic image of directions, hours and location
 - Customer can click on map and it directs them to google maps where they can view direct routes
- **Schedule an Appointment**
 - How can I schedule an online appointment with a specific stylist?
 - Through the customer's created online account, they can schedule appointments
 - Online form will be filled out with confirmation email once submitted. Follow-up call from the salon will remind the customer about appointment the day before.
- **Social Media / Video Blog**
 - Where can I check out what's new?
 - The audience can view weekly updates of video blogs
 - Maybe has the potential to be used as a Q & A with stylists and artists
 - Live social media updates : tweets, instagram, Facebook statuses

TEMPLATES / LAYOUTS BASED ON CONTENT

- **List of Templates for Website**
 - Homepage/About Us
 - Services page
 - Introduce Team/Stylists page
 - Each Stylist will have their own page(same template for each)
 - Shop Product Page
 - Each product will have its own page(same template for each)
 - Contact/ Directions page
 - this will include all information as well as a link to google maps
 - Scheduling Appointments page
 - This page will be a form. Possibly interactive with a calendar
 - This is a very important page so it will need to be highlighted from all other tabs on the site
 - Social Media page
 - will allow clients to see updates from our salon/individual stylists and also follow on social media

COMMON THEMES OF COMPETITORS ANALYSIS

Rendezvous Hair Salon

Introduce the Team: On website they introduce their team but it's not very good user experience. There is a drop down box that lists services and then further the people for those services and you click individually on each person to read their bio. This is complicated and you can't see the whole team of stylists, manicurists, etc. On Ohio Chop Shop website we can introduce team in a more simple and have better user experience.

Responsive: Yes some. It was definitely not built as mobile first - the mobile screen in the responsive is pretty rough but all the same it still has a flexible grid.

***the site does not allow you to schedule appointments online...at least not that I can find*

Jekyll and Hyde Hair Salon

First Impression: The landing page of this website is simple and nice to look at. They have some nice photography. Their navigation is on the left, it pulls all the way up so you can see the whole picture. Nice touch but not necessary. The site is also relatively easy to navigate.

Booking: Takes you to a separate secure booking page. The process of booking is fairly simple. Nothing a person who uses the web would not be able to do.

Responsive: It does not have a responsive web design flexible grid. This would make booking on a phone or tablet relatively hard and frustrating.

Blake Rose Salon + Spa

First Impression: A very good impression at first. The Salon looks trendy and high-end because of the website. That is most likely their target audience(along with Ohio Chop Shop). The design and typography is pretty nice through the whole website.

How it works: The landing page is one big scrolling screen that takes you through a lot of the content on the website. It doesn't feel very fluent while scrolling through it but still not horrible.

Introducing the Team: They have a very cute page for this. It is a much better system of introducing the team than on Rendezvous's website.

Booking: They have the "Schedule Appointment" tab on top in a bright pink block. A great attention getter that will make people click on it. Their booking page is less impressive than the rest of the website. Not sure what happened..they must of gotten lazy.

Responsive: Yes. Works really nicely at mobile size.

Canvas Salon & Skin Bar

First Impression: The website is earthy with neutral colors. Overall not impressive. The design is just okay. The icons have the potential to be a good tool but they aren't doing the job yet. Bad stock photography.

They have a pretty cute men's section. Definitely potential there for Ohio Chop Chop website

There is no section to meet the team

Booking: Works well. I don't understand their pricing. doesn't match the design of the rest of the website. You have to create an account in order to fully book your appointment. That's always annoying.

Responsive: yes: not the greatest but it is there.

Paul Mitchell

First Impression: Since it's a chain it has a really nice website

Responsive: Yes. The responsive design and flexible grid are actually really nice. Works great at mobile size.

Since it is a chain they only have the locations and contact info of all of their salons. There is no where you can book an appointment or meet the team. Each individual salon may have their own website.

ex: <http://www.thescissorroom.com/salon> -- a salon in Munroe Falls

MOODBOARD / SITE INSPIRATION

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Website: www.1011.com

About Cinderella

At Cinderella, we provide the highest quality of service, with our friendly and professional staff. We are committed to providing the best service, with the highest quality and the most professional and courteous staff.

Facebook **Twitter** **Instagram**

Salon Location

10111 101st Avenue, Richmond, BC V6V 1K1
 Tel: 604-272-2222
 Fax: 604-272-2222
www.1011.com

Instagram



Opening Times

| | |
|-----------|---------------|
| Monday | 09:00 - 17:00 |
| Tuesday | 09:00 - 17:00 |
| Wednesday | 09:00 - 17:00 |
| Thursday | 09:00 - 17:00 |
| Friday | 09:00 - 17:00 |
| Saturday | 12:00 - 17:00 |
| Sunday | CL. OFF |

The screenshot shows the Uber app interface. On the left, a map displays a city street grid with a red location pin and a blue car icon. On the right, a white sign-up form titled "Drop us a line" contains fields for Name, Email, Password, and a confirmation password, followed by a "Sign Up" button. Below the map, the text "Your New Sedan is..." is visible, along with a "Like us on Facebook!" link and a "Sign Up" button.