**Head Hunter Hair Styling**

[**http://www.headhunterstyling.com**](http://www.headhunterstyling.com/)

About:

The company is in business since 1978. The website needs major improvement/revamp.

The background image consists of 5 copies of the same image - they give an impression they happen to be there by accident. Also the background interferes with text which is difficult to read and has major mistakes (ex.: *infamous* instead of *famous*) and misspelled words.

The home page needs to be simplified - reduce navigation to maybe 4 or 5: 1.about us,

2.services/prices, 3. Replace: "what's new" with "new trends", 4. directions and 5. contact us.

Expand the architecture of the site.

 Add reviews/testimonials?

Add calendar for making appointments online.

Remove all blinking items.

Possibly re-design logo - now it has a feel the stylists want to really hunt you, besides it's inconsistent (spelling) with the name of the company listed otherwise.

Audience Profile:

Women, men, children, all ages, working class people. Clientele with regular appointment schedules, walk-ins, special events (weddings, parties, graduation, etc...). People looking for special hair products, services within the full-service range (hair, manicure, pedicure, massage, nails, facial, tanning)

Subject matter:

Experienced stylists who specialize in cutting-edge techniques in a top-notch salon environment. There's a possibility of adding an online-scheduling page for customers. Hair styling, hair products, body massage, full service manicure/pedicure.

Desired outcome:

Updated, simplified and modern responsive web design that could be easily accessed through any device. For example, we can cater to tourists who use their mobile device to conveniently pull up our site and view our services and walkin without an appointment. User friendly and generating an increased volume of traffic to the site and the salon. To change the current aesthetic feel in order to match the high quality of services provided.

Voice and Tone:

Tone: Mass Appeal, family-friendly, stylish, trendy, casual yet elegant, flexibility, competency.

Voice: Overall casual and lowkey, but include some edge for the more trendy clientele.

Why this site:

It's a nice salon in a beautiful beach location with a lot of potential to attract a diverse range of clientele.

The current site can use a lot of work: it uses tiled repeating background, the images are rather outdated. The photos are not very professional and they are too big on the “downloads” page. Our group feels that these services are valuable for improving self-image.

A web redesign could be critical to business development. We think that the site has a lot of potential and will be fun to work with and provide a much-improved user experience.