# Elevations Beauty Bar Website

Target Audience:

* Women
* Age range: (18 to 65)
* Region: Western Maryland

Pains:

* + Somewhat difficult to find hair salons that specialize in ethnic hairstyles in Western MD
  + No advertising of Elevations Beauty Bar’s Hours and Contact Info outside of Facebook
  + No easy way to schedule appointments

Gains:

* + Elevations Beauty Bar specializes in ethnic hairstyles
  + A Website makes it easier to find information about the salon
  + An appointment request App can be created for the website

User Stories

* + As a woman in Western MD, I would like to find a salon that specializes in ethnic hairstyles
  + As a woman in Western MD, I would like to find the business hours of the salon
  + As a woman in Western MD, I would like to request a hair salon appointment