

# Valeriana Ecosalon

## Design Brief

### About entrepreneurship

<b>Products and services</b>	<p>Valeriana Ecosalon is a beauty salon that focuses on the use of natural and organic products in its treatments, without using harmful chemicals or products tested on animals.</p> <p>Services offered include haircuts, coloring, highlights, styling, and hair treatments (formaldehyde-free straightening and scalp massages). They also sell organic and sustainable personal care products.</p>
<b>The beginnings of their entrepreneurship</b>	<p>Valeriana Ecosalon was born in 2018 from the passion of its founders (Valeria and Vicente) for hair care in a natural and environmentally friendly way.</p> <p>Realizing that many hair care products contain harmful chemical ingredients and are not environmentally friendly, they decided to create a space where people can enjoy high-quality hairdressing services using natural, eco-friendly, and cruelty-free products.</p>
<b>Message of the company</b>	<p>At Valeriana Ecosalon, we want to convey the message that it is possible to care for and beautify hair in a natural and environmentally friendly way, without compromising the health of people or the planet.</p> <p>Our goal is to provide an enriching experience in well-being and health to our clients, offering personalized and high-quality hairdressing services using natural and organic products.</p> <p>At Valeriana Ecosalon, we value sustainability, the health and well-being of our clients, the quality of our products and services, personalized attention, and social and environmental responsibility.</p>

**Visual identity**      The Valeriana Ecosalon logo represents a succulent, which symbolizes nature and sustainability. The main colors chosen were shade #A9CD81 to represent the nature that the brand wants to convey, and shade #EFCC62 as an accent for the brand.

The Valeriana Ecosalon logo and color palette represent our commitment to nature and sustainability, as well as quality, warmth in service, and innovation in hair care.

**Benefits of service**      The benefits offered by our service include:

- Use of organic and sustainable products that are a healthier and more environmentally friendly alternative.
- Offer specialized services for different hair types, from curly to straight hair.
- A safe, comfortable, and comforting environment where our clients can relax and enjoy their experience in our salon.

Furthermore, we focus on our customers' health and well-being, we don't use toxic products, and we ensure that our products are not tested on animals. We also offer loyalty programs and volume discounts for our regular customers.

**Competence**      Yes, there are competitors in the beauty salon market that offer similar services, but not with the same focus on sustainability and environmental care.

The main obstacles that Valeriana Ecosalon has had to face are market competition, the lack of knowledge and awareness in society about the importance of sustainability and caring for the environment, and the difficulty in finding suppliers of organic and sustainable products.

# About the project

**Project type**                    The project consists of developing a website for Valeriana Ecosalon with the aim of increasing its online presence and improving the experience of its customers by accessing information about its services and products.

Project type: Website

- Goals**
- Increase the online visibility and presence of Valeriana Ecosalon.
  - Easy access to information about the services and products offered by the salon.
  - Improve the user experience when browsing the website.
  - Attract new customers and retain existing ones.
  - Generate more sales and increase business revenue.

- Problems to solve**
- **Lack of online presence:** Currently, Valeriana Ecosalon does not have a significant digital presence that allows it to reach more potential customers.
  - **Difficulty accessing information:** Some customers may have difficulty finding information about the services and products offered by the salon
  - **Unsatisfactory user experience:** Some customers may not be satisfied with the user experience when browsing the current website.
  - **Low sales level:** The lack of an online presence and the difficulty in accessing information may be affecting the business's sales.

- References**
- <http://www.tqv.cl/>
  - <https://www.natulique.com/>
  - <https://www.yeswecare.cl/>

# Public

**Target audience of the site** For Valeriana Ecosalon's digital project, the target audience would consist mainly of women between 20 and 50 years old interested in beauty and personal care services.

**Studies of the audience** Although there are no formal studies on the audience, market research could be conducted to obtain detailed information about the interests, needs, and preferences of the target audience.

**Needs of the user** The user's needs in relation to this venture could be the search for quality services, personalized attention, and the possibility of scheduling appointments and making payments online.

**Objective of the project** The goal of the digital project could be, for example, to allow users to schedule appointments for beauty services offered by Valeriana Ecosalon, as well as make online payments securely and easily.

**Social inclusion** Regarding gender social inclusion, actions could be considered, such as promoting inclusive services for all hair and skin types, as well as creating content on social media that promotes diversity and gender equality.