**Salon Giacomo Coiffure Lui et Elle : Type of Project: \* New website**

1. What is your idea? What is the concept? \* Corporate: Website for nonno’s barber shop / business

2. What is the main objective of your website?

Create an official website for a business that is over x years old. There is a significant presence for the salon online (different newspapers, yellow pages, review sites, social media accounts, etc…). However, there has never been an official presence online for his salon (as in an official website, official contact, or official Instagram). Therefore, the main objective of the website is to be in control of the company image and the information that is being put out for the salon.

3. What is the target audience? (Age, gender, location, job, etc.) + 4. Who is your typical client ?

The target audience ranges grandly because of the different factors in play such as family, friends, location, networking, expertise, etc… (Explanations provided below). However, as it is a barber shop, the target audience are men, as their usual customers are men. The barber shop is in Montreal-North. When the barber shop first opened in x, a big part of the population from that area was Italian. Therefore, the typical customers are Italians who pass on the barber shop contact to their family through multiple generations. Most of the older men are retired but some of the jobs that people have are jobs in politics (like Denis Coderre), in construction, police officers, businessmen. Moreover, many of the customers speak EN/FR/OTHER LANGUAGE. Promotion and marketing of the salon were done through word of mouth, social circles, and networking. Moreover, the location and placement were beneficial to growing a solid customer base.

\*It is important to keep in mind that there is a side for women (hence the “Elle” in the brand name), however, that side does not have as many customers as the only people who go are older ladies (70 and over) who have been going there since it opened. Their daughters, and grandfathers also go but the salon techniques and tools do not follow new trends. Therefore, there are very few women from younger generations who choose to go there.

As the salon has been around for x number of years, many of the customers have been existing and loyal customers since nonno opened the salon. Therefore, the website is intended for existing customers who already know the salon but want to get their information in one place. That being said, there are certain typical clients that go to the salon such as: older men who know nonno as they have had him as their barber for years (70 and up), their kids (50 and below), and their grandkids (25 and below). There are also men in their late 20s and to early 50s who go to see the other younger barbers working there that were recommended to them by their contacts, who they then later recommend to other people. Most of the clients have heard of the barber shop through family, friends, and other people in their network. They choose to go back because they love the traditional barber shop experience, treatment, and result.

However, there is a certain grey area as many customers are over the age of 75, meaning that they probably do not all use / find the need to use the internet as they are used to just walking in or calling. However, the salon is known as a staple traditional barber shop in Montreal-North and men all around the island of Montreal go to see nonno for haircuts. Therefore, the website is intended for all men looking for a traditional barber shop experience and an affordable and stylish haircut. All to say that the intended target audience for the website are existing customers who want to have all the information about the salon in one place to refer to and to share with friends to promote the business.

5. Appearance of the website

* Do do have color preferences? What are your favorite colors?: Black, White, Red, Blue.
* What atmosphere would you like to create?: Transmission of traditional, expert, caring, positive, welcoming
* What type of images/pictures ?: outside of the salon, inside of the salon, of nonno, happy customers posing with nonno, maybe final resuls of haircuts
* ~~Do you already have ideas? Layouts that you like? Fonts?~~

6. Do you have a visual identity?

Yes, but it is not consistent, and it is not very developed. It also hasn’t been updated in x number of years.

* Logo: Yes ish- it has not been updated in x number of years and there are no digital versions of the logo.
* Photos or images: Yes, there are some images from different articles. However, there may need to be a few more pictures of outside, inside, and nonno.
* Colours reflect business best: Black, White, Red, Blue. Sophisticated, Traditional.

\* Define your general expectations :

* 1: Highlight the tradition, the heart, and the essence of the salon
* 2: Create a welcoming space to reflect the atmosphere of the salon
* 3: Have a strong and positive impression that reflects the businesses’ core values that have been there since the beginning of the salon.
* 4: Multilingual: As many of the people who go there speak EN/FR and other foreign languages such as Italian, Turkish, and other. Therefore, this functionality is essential.

7. How do you imagine the homepage ?

I originally imagined it having the logo in big at the top center. I also wanted it to open with a picture of nonno as a first thing with his arms crossed in front of the shop. (See image below). Right under the image, I want big text that explains the essence, heart, and values of the salon in one sentence.

A person standing in front of a store

Description automatically generated

8. Define the elements that you would like to have on your website

*I want to focus on:*

* Text
* Images
* Testimonials or quotes from articles
* Links to articles and other videos made about the salon on social media or online.
* Phone number
* Brand Values
* About us, why, when, where, how started
* Opening hours
* Location
* Links to social media accounts

*Number of pages (Possibly combine into one page depending on content – Still TBD):*

* 1: Homepage: Opening picture, Short Quote, Contact, Links to social media accounts, Location
* 2: About us, why, when, where, how started
* 3: Opening hours
* 4: Links to other articles / other features + quotes from other credible sources
* \*5: Maybe a picture grid that combines both old and new pictures to give the essence of the business and show how it has evolved
* \*\*One pager: Possibly, I do not know yet

*Amount of text:*

* Normal / Essential information

*Number of images/photos per page (stil TBD) :*

* 0 to 5: I want the pictures to be essential to the content and not overpower the essence of the business and the important information on the page.

*How do you imagine your site's layout?*

* Navigation: Vertical to make it easy and accessible for those of all ages to follow and use on whichever device they are looking at the website on.

9. Website functionalities

* ~~A blog~~
* ~~A search engine~~
* ~~A calendar~~
* Social media links
* ~~Newsletter subscription~~
* A Google map (Possibly - TBD)
* A photo gallery (Possibly – TBD)
* ~~A video gallery :~~
* Multilingual (EN-FR)
* Other functionalities : As this website’s main purpose is to inform, there should not be too many complicated or extra functionality. Moreover, the typical customer is no very familiar with technology therefore, something too fancy or complicated to use will turn them away from the business as it does not match with their competencies and the traditional aspect of the brand.

10. Name three (3) websites that you really like

* 1
* 2
* 3

~~11. What is your domain name?~~

12. Your hosting account

* Need hosting: Yes, Dedicated / I don't know

13. Are there any other services that you may need? (Still TBD – May need more but these are essential and the base)

* Logo: Yes, a revamped, digital logo
* Business card: Yes, a revamped business card with good design and consistency
* Instagram: Post style, friendly, welcoming, old-school vibe
* Facebook: As general customers are older generation

~~14. Do you know how to use WordPress?~~

15. Do you have social media accounts?

* Yes-ish: Facebook?? But there are like 3 pictures just randomly posted on it. Do not know who runs it or how it is set up.
  + https://m.facebook.com/SalonGiacomo/
* Select the social media account that you would like to create:
  + Facebook (I guess revamp it )+ Instagram/ ~~Twitter / Lindekin / Google+ / Pinterest / Youtube~~

16. Contact information appearing on website: (TBD if need other barber contact info)

* First name: Giacomo
* Last name: Delle Donne
* Company: Salon Giacomo Coiffure (Lui et Elle)
* Address: 3496 Rue Fleury E, Montréal-Nord, Quebec H1H 2R9
* Tel : (514) 321-6053
* ~~Email :~~
* ~~Site : DOES NOT EXIST YET~~
* Hours:
* Monday 8 a.m.–6 p.m.

Tuesday 8 a.m.–6 p.m.

Wednesday 8 a.m.–6 p.m.

Thursday 8 a.m.–8 p.m.

Friday 8 a.m.–8 p.m.

Saturday 8 a.m.–5 p.m.

Sunday Closed

* ~~Other~~

17. Do you have a privacy policy : (TBD)

- Yes / No

~~18. (For WordPress sites only) - How often will you update the website? Daily / Weekly / Monthly / Quarterly~~

~~\* Who will be in charge of the updates?~~

19. Will you need maintenance services? WordPress backups, updates, etc.

I do not think it would be necessary or a priority, but updates would be nice. I would be the one maintaining the website, as well as the Instagram, and making necessary changes or updates.

\*No data that needs to be frequently updated is necessary for this website.

20. Other suggestions or questions

FIGURE OUT AS I GO, IDK WHAT TO DO WITH ALL THIS CREATIVE FREEDOM BUT I AM ALSO EXCITED TO SEE WHERE IT TAKES ME