Scope of Work: NESC by Cheffi

Website Features & Functionalities

1. Intuitive User Experience

- **Dynamic Navigation Menu**: A sticky, multi-tiered menu with dropdowns for easy access to various sections like Services, Products, Blog, About Us, and Contact.
- **Smart Search Bar**: A powerful search feature with auto-suggestions and filtering options for quick access to services, products, or blog posts.

2. Visually Engaging Homepage

- **Hero Banner**: An eye-catching rotating banner showcasing key services, special promotions, and client testimonials with call-to-action buttons.
- **Featured Services Carousel**: Highlight popular treatments and products with engaging images and quick links to service details.

3. Consultation Booking System

- **Integrated Calendar**: An interactive booking system allowing users to book appointments.
- **Follow-Up Reminders**: Automated email reminders for upcoming appointments.

4. Comprehensive Service Pages

- **In-Depth Service Descriptions**: Each service page includes detailed descriptions, benefits, expected outcomes, and contraindications.
- **Video Demonstrations**: Short videos demonstrating each treatment process, enhancing client understanding and trust.

5. Advanced Product Catalog

- **Interactive Product Listings**: Filterable and sortable product categories with high-resolution images, ingredient breakdowns, and user reviews.

6. Skin Analysis Integration

- **Interactive Skin Analysis Tool**: A dedicated section that allows users to submit information, skin conditions and photos for remote analysis or schedule an in-clinic skin assessment.
- **Personalized Treatment Plans**: Automated recommendations based on the skin analysis, guiding clients to suitable treatments and products.

7. Knowledge Hub/Blog Section

- **Expert Articles and Guides**: Well-researched articles on skincare, trends, and treatments, complete with visuals and infographics.
- **Video Tutorials and Webinars**: A library of videos featuring skincare tips, treatment explanations, and expert Q&A sessions.

8. Client Testimonials and Case Studies

- **Real-Time Review Feed**: Integration of live reviews from platforms like Google or Yelp, showcasing genuine client experiences.
- **Before-and-After Galleries**: Visual success stories demonstrating treatment results, encouraging potential clients to engage.

9. Enhanced Contact and Support

- **Live Chat and Chatbot**: A 24/7 live chat option and AI-powered chatbot to assist visitors with common inquiries and appointment scheduling.
- **Comprehensive Contact Page**: A detailed contact form, location map, and dedicated support lines for various inquiries.

10. Social Media Engagement

- **Integrated Social Media Feed**: Display real-time posts from Instagram or Facebook, fostering a sense of community and encouraging user interaction.
- **User-Generated Content Gallery**: A dedicated section for clients to share their experiences and results using branded hashtags.

11. Personalized User Experience

- **Client Profiles**: Allow clients to create accounts to track their appointments, purchase history, and skincare routines.
- **Personalized Recommendations**: Utilize algorithms to suggest products and services based on client preferences and past interactions.