Rebalance Massage Studio, Web Site Proposal

Site Design & Implementation

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Background

Rebalance Massage Studio was created by Roy Smith, licensed Massage therapist, fitness instructor and educator to create a warm, calm therapeutic environment for massage clients with an affordable value and incentives for referrals and repeat visits. Located in Urbandale, Iowa Roy always had a passion for helping individuals feel their best utilizing homeopathic techniques including, massage, relaxation techniques, destress and help with chronic pain such as muscle tension and headaches. In addition, he hopes to help to eliminate the need for excess medication and expensive treatments that could be treated in a more homeopathic way. He believes in creating an individual treatment plan that includes a fitness evaluation and possible referrals to doctors, chiropractors and physical therapy. These health treatments encompass a full treatment to bring a happy healthy body, mind and spirit.

Philosophy

To help create a more holistic treatment environment that is unique to each patient, utilizing massage technique, pressure and timing in concert with proper health, lifestyle, exercise and nutrition. Rebalance Massage Studio is all encompassing and affordable.

Web Site Goal

The goal of this website is to appeal to a diverse audience and to get those customers into the studio. To convey the therapeutic importance of massage in health and lifestyle doesn’t have to cost a lot and still carry the quality and care needed to prove results.

Current Web Site

Rebalance Massage Studio is currently represented through Facebook and Groupon services only. There is currently no website for this company and very minimal social media presence.

Recommendation

Rebalance Massage Studio needs a potent web presence to capture the internet audience available in addition to a strong social media presence to capture the audiences that prefer that arena.

Website: The web site needs to display the value and culture that is distinctly reflective of the studio needed to create an emotional attachment. This will encompass the color and textures that reflect a sense of emotion along with detailed scripting, photos and dynamic design. I recommend the addition of a sign-up sheet for promotions, email and surveys. In addition, I recommend the links or logos to social media avenues with likes. I would suggest adding cookies to potentially track the traffic of those interested or curious individuals. Adding a page for reviews, tips and events. Adding a potential membership page to create cohesion to the services will help generate repeat connections to return clients as well as help or even create a networking page. There needs to be a full page about the studio, its ethics, its accomplishments and a bio of the owner Roy. An email signup page that will filter questions for and from clients. This will help the studio to fine tune creative benefits for their potential clients. The design of the website should flow and be minimal at most to reflect the flow and emotion of the services offered. A menu is an option depending on the design and flow to help to easily navigate between pages. Color content should be muted and earthy possibly oceanic blues, sea foam greens and light pastels of vanilla and browns or reds. I recommend multiple photos and a light background that will be esthetically appealing but not overpowering the general focus of the content of the web page. A use of asymmetrical shapes and strong lines in addition to a creative even cursive font to add a flowing symmetry. The web site will need to create the flow of ease with minimal use of borders (if any) and possible underlining to create structure.

Sites that utilize similar attributes

<http://www.thebodyminders.massagetherapy.com/> This website shows a minimal use of borders but creates the cohesion needed to create a soft and yet effective website. The use of a monochromatic website soothes and creates the emotional feel of peace and serenity.

<https://bladesmassage.com/> The color scheme here very inspiring. The use of mood altering colors help to create an emotional attachment and is very professional.

<https://www.healthandharmonymassage.com/> This website encompasses the techniques in both photo and text description to inhibit a visual memory in how the massage is performed. This creates an inviting atmosphere.

Content of Web site / Proposed Pages

* **Home**: This page needs to not only grab the user’s attention but also create interest and curiosity. It requires colors, texture and content that expresses the studios message and services through a visual representation. It should create links to other pages, events, any sign up, specials and a menu to other pages in the web site. Dynamic content should include photos.
* **About:** This page will allow the user to understand the history, concepts and mission statement of the Studio and its creator. Credentials, background and biography along with some emotionally driven hobbies and interests to capture a personal element to the viewer,
* **Services:** This page will demonstrate visually the individual services administered. A collection of pictures along with descriptions will help to create a menu. I suggest adding prices as it helps to demonstrate the affordable concept.
* **Blog/Event/calendar/email signup:** This page will be for any testimonials’, events and calendar for any valuable information. A potential blog to help with a more detailed suggestion palette and a sign-up page for membership and/or email. This page could reinforce the reviews of the studio.
* **Contact:**  The contact page will contain a place for comments and for setting up appointments. Utilizing an online appointment setter.

Execution

The design of this website will be from a WordPress theme (prebuilt theme) and will incorporate some CSS elements of change. The concept and colors will be created with the use of a mood board in addition to key-words based on the image of the studio. We will view several WordPress Sites to identify the best fit overall for the website construction.

SiteMap

See Attached FlowChartA drawing of a person

Description generated with high confidence

Price and Procedural Timeline

The project fee structure shall be as such:

1. Initial meeting shall be no charge and will last 1hour and will include client profile/ idea of what the website might look like. A basic initial meeting that will touch on different ideas, interactivities, goals and must haves. The client should expect to bring in any samples, ideas, references to website designs and a listing of must-haves. The client should walk away with a better understanding of the process, expectations and delivery.
2. Meeting to discuss the website needs, interactivity and possible examples. The client will then decide upon an agreeable website to start design implementation. Prices shall be discussed and contract signed. Time allocation approx. 1 hour.
3. Within two weeks a wireframe prototype will be designed. This wire frame will prove the basic pages with points of reference to must haves, navigation and basic content Upon receipt the client will provide feedback and potential recommendations. The recommendations and implementation to change wireframe could take up to two weeks. Client and designer will collaborate on a wireframe design to be completed no later than 45 days from the second meeting. This to include a review of the wireframe to ensure it suits the clients needs.
4. Meeting to discuss content shall be 1 hour. The client is to provide photos for site and a color scheme ideas for mood board.
5. The mood board shall include color, photos and color options for client review. This should be concluded 1 week from content meeting.
6. Within 10 days from mood board inception, a meeting with the client to discuss color options. Time allocation 30 minutes.
7. Wire frame color implementation two weeks from color options discussion.
8. Review – add texure ideas and typography approx. 1 hour meeting
9. Design. The design of the website shall take no more than 30 days from review process. Implementation of colors, texture, typography and content.
10. Review. Client will be given 1st draft to view and discuss possible changes and additions.
11. Meeting 1 week from review to finalize any changes, critique.
12. Final draft 10 to 20 days from finalize meeting.
13. Final review – to include a detailed viewing of the website its functionality and implementation.

This timeline is meant to give a suggestive timeline and is open to change. Meetings could be by means of in-person, email or telephone.