

Communication Brief - Rachel Yamagiwa Massage

IT171 Theory of Web Design

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Project Overview

Overview

Design a website for local massage therapist Rachel Yamagiwa

Primary goal

Create web presence with accurate information to circumvent false information posted without permission on other sites that may confuse clients.

Secondary goals

Host accurate information for reference, pre-answer client FAQs (saving time and energy).

Long-term goals

Reduce work currently done by Rachel that could be done by hosting information online (ie prices, availability, etc) without her having to manage the site (other than to update prices every four years or as needed, which should be done by an assistant).

Audience Profile

Who

Mostly current clients needing information, some potential clients, screening potential clients by providing availability info (hint: her schedule is full). Age: 30-80 Gender: Any Occupation: Any, esp. ones that strain back or other areas Online frequency: little to mid Financial: low to mid, Insurance: often, but not always (sliding scale available) Situation: may have an injury, massage may be part of their recovery plan

Example

Bob is a 60-year old man, close to retirement, who just strained his back at work. His insurance plan covers 8 treatments. He goes to Rachel's website to find out if his insurance will cover her business, how to contact her, and if she has room for more clients. If so, he will use the number on the website to call her and make an appointment.

Tasks

Check insurance coverage, find contact information, check availability, look at profile/accreditation/awards, look at pricing, including discounts/sliding scale/packages

Interest

Accurate business information, reference, contact info. They will return if they need this information again.

Perception

Current

Frequent web users are probably frustrated by lack of web presence/easy access to business information. Clients are loyal, and will stick with Rachel anyway, but would likely appreciate additional methods of checking these things other than by calling directly. Potential clients often become frustrated when false listings lead them to believe they have an appointment that Rachel knows nothing about.

Desired

Clients should trust they can find accurate information, and new users should be able to find accurate information rather than working with false information posted without permission by other parties.

How

New website will host accurate information approved by Rachel Yamagiwa, and ideally will appear before false listings or listings will correct themselves by pulling information from the website. Website will clearly state information accuracy/date updated/copyright with name.

Adjectives

Accurate, trustworthy, professional, reliable

Visual

Muted tones, readable, professional look, clear and easily findable/scannable information

Communication

Message

Rachel is a skilled professional massage therapist with many years of experience. Save money with packages, find contact info, get accurate information, she is not taking new clients.

How

Copy, FAQs, professional look and feel, home page answers biggest questions (are you taking new clients, offers, contact info, links to FAQs), footer holds date updated with most recent information)

Development

Page/information breakdown, wireframe, layout/colors, basic HTML/CSS, insert business info, full HTML/CSS, phone/tablet wireframe, phone/tablet CSS

Measure

Is the website being used? How much? Have false postings updated using website info? Is the website above false postings in search engine results? Do current clients (main audience) use the website?

Competition

Difference

Clients can't pay or make appointments online, can only contact Rachel via phone. This website hosts information only and is mostly for screening clients/questions to save work. This is a one-person business and does not have availability for more clients. However, Rachel has built a solid community of loyal clients and even without a web presence/ease of access/availability, runs a successful business largely driven by loyalty, kindness, and human interactions.

Specific

Loyalty, personal relationships, community built up over many years

Current success

Screening and accurate info on business voicemail, no site

Targeted Message

This website hosts accurate information on Rachel Yamagiwa's massage business for reference by current clients; she is not currently taking new clients.