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Assessment

This website is for a hair stylist. It will be used as a way to advertise her skills and have customers feel confident that my client will take care of them, and have the customer leaving looking great! At the present time my client has a blog where she tells stories of hair styling experiences, different places she worked (the good and the bad), as well as thoughts she has on tips and tricks for styling, cutting and coloring hair.

I think my client could benefit from having a website to help bring in more clients for her own business and to stay in touch with current clients (when she moves to new salons). People are particular about their hair style and have worries that a hairdresser could ruin their look. The reason being they are then stuck walking around with the new hair cut until it grows out. Coloring is also a big concern with customers. The website will be a good way to showcase my clients’ hair art, and my client would like to link the webpage to her blog so people can go there to read about her personal stories and thoughts. It seems like a good idea to have a website that is more formal and leads to the blog that shows more of my clients’ personality.

My client would like this website to be targeted towards her current clients as well as anyone interested in hair, beauty, fashion, spirituality and personal growth (to name a few). I want to focus on hair, fashion and beauty in the website, and maybe have an influence of her spirituality and personal growth. Or maybe we could have the link to her blog be where people can learn about her spirituality and personal growth, and also add their own input in comments or some aspect. If I use all the ideas my client has for people she has in mind to target, it may become too general.

There is a current blog that my client uses to stay in touch with her clients, and to try to comfort new customers by showing that she is good as her craft. She also likes to show people that she takes into account how the customers want to have their hair look, as well as helping them stylize it to accent their face shape. The current blog has been met with enthusiasm and great encouragement from the readers.

My client would like to match the current reaction to her blog, but have the website be more informative. She thinks it would be nice if the website had a professional feel to it, whereas the blog had more personality and felt relaxed.

She has worked with designers before and had a positive experience. She said the result was people loved the site, but it didn’t bring in new clients. She would like to have the goal of having this website draw people to her business.

She has pictures and content I can use for the website. She also has said I can take photos and information from her current blog, as well as her Facebook page.