# Muscle Mechanic Mobile Massage

Providing in-home massage therapy services to the greater Asheville, NC area.

## Mission Statement: Our mission is to help people in the greater Asheville area release stress and manage pain by providing therapeutic massage therapy services; employing a range of techniques gathered from 9 years of experience, to deliver consistent results, and create an affordable practice of healing in the comfort of our clients homes.

## Services and pricing

All rates are for full body massage tailored to clients’ needs from light relaxation to deep tissue. Services performed on a heated table with choice of massage oil or lotion and include infrared treatment as well as integrated stretching and/or targeted vibration treatment, as needed or desired by client.

### 0 – 10 miles from Downtown Asheville

60 minutes - $100 ($1.67/min)

90 minutes - $135($1.50/min)

### 11 – 20 miles from Downtown Asheville

60 minutes - $115 ($1.67/min +$15 travel)

90 minutes - $150($1.50/min +$15 travel)

### 21 – 40 miles from Downtown Asheville

60 minutes - $130 ($1.67/min +$30 travel)

90 minutes - $165($1.50/min +$30 travel)

## Website and Booking App

Revision 1.0 is live at: <https://www.musclemechanic.me>

Visitors to the site are likely to become booked clients if they understand our **value proposition:** Affordable in-home pain and stress relief with an experienced and professional massage therapist.

Keeping the site flow simple and uncluttered will help drive clients to **Main Call-to-Action (CTA):** Booking a massage session on the site.

Measuring our site’s success over time is key to implementing appropriate changes to the content and design of the site. We can track our success by utilizing the following **key performance indicators (KPI’s):** Rebooking rate (repeat clients), Conversion rate (site visitor to booked client), average client spending, percentage of available time booked, weekly gross income, average client travel cost.

## Target Audience

As an established business, the owner already has a regular base of clients that skew older (60+ and retired) with above average disposable income. To diversify clientele, it has been determined that targeting younger (age 25 -50) potential clients would be advantageous. Particularly the business owner would like to attract new clients from the pool of remote workers that have recently moved to the Asheville area due to their flexible schedule and higher than average income. As well the business owner can offer needed services to this group that often experience physical ailments common to the tech sector.

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| |  |  |  | | --- | --- | --- | | **Occupation:**  Full-Stack Web Developer | **Age:**  39 years old | **Location:**  Asheville, NC |  5 Reasons Why I Love Tech Guys. Coders are humans too | by Joseph Mavericks  | Level Up Coding Description J.F. is a full-stack web developer who works from home. He recently moved to Asheville with his partner from Chicago, IL. He works long hours for his company (Based in Chicago), and often experiences issues around muscle pain in his neck and shoulders after sitting at his desk all day.  He is looking to find a massage therapist that can work with his schedule and provide him with relief.  He has googled spas in the Asheville area but hasn’t made the commitment to an appointment yet due to his busy schedule.  J.F. looks at reviews and testimonials, as well as price and availability as his primary concerns. He is well informed about massage therapy and has already decided it would benefit his pain management strategy. | Motivation J.F. continues to experience pain during work and when he’s away from his computer. His partner has suggested several times that he book a massage, but his busy schedule and introverted personality have kept him from pulling the trigger on booking with someone in his new town. Goals J.F. is looking for pain relief on his schedule from a provider he’s comfortable with. Concerns J.F. is new to town and an introverted personality, and has reservations about inviting a stranger into his home. He needs to feel comfortable and relate to them. Primary Needs J.F. needs an easy-to-use site, with a familiar design language and intuitive booking features, to book an in-home massage. Offering a more modern and simplified UI/UX that feels more in line with tools he works with daily, should help him feel rapport with the provider before even meeting. As well, reviews and testimonials from current clients will help him understand what he’s signing up for. |

# Persona – J.F. Sebastian

## Website outline

Goal: Simple and intuitive UI for booking massage services.

Mobile first design WordPress template built on the *Elementor* plugin, with *Amelia* booking plugin handling booking process.

**Home page**: Uncluttered layout with about us/mission statement along with services and pricing. All elements pulling visitor to an animated book now button. Testimonials listed in a scrolling carousel at bottom of the page.

**Booking page flow**: Simple flow through booking using *Amelia* booking WordPress plugin.

**Contact Us / About Us:** Contact info and more about the owner and business including and FAQ section at the bottom of the page.

## Local Competition

Medium sized mobile massage business with several employees. Offering in-spa services as well as outcall: <https://www.ashevillemassagebodywork.com/> Notes: Website contains overwhelming amount of information.

Medium sized mobile massage business with several employees. Outcall business only: <https://www.aroundtownmassage.com/> Notes: Nice looking site layout, but lacking a true online booking option.

National in-home massage provider. On demand services connecting providers and clients through their app: <https://www.zeel.com/> Notes: Very clean interface and design language. Site is starting to look cramped as more services outside massage therapy have been brought on board.

Sole-proprietor, most like comparison to our business: <https://www.massagebook.com/Asheville~Massage~healixavl#about> Notes: Functional website template provided by massagebook.com (subscription scheduling platform). Impersonal and boiler plate layout and design but provides all functional utility needed for booking online.