Alex Poole, JuanLucas Torres

Planning Analysis Sheet

Overall Goal – What is the primary message of this Web page? What is this organization trying to communicate?

Overall goal of the site is to advertise a barbershop business by communicating business practices, prices, store location and opening hours. The business currently has a Facebook page advertising it; but that requires you have a Facebook account and being logged on to access the page. Having a website removes these limitations and adds an extra styling component lacking in Facebook that helps better represent the business and what it stands for.

 What is the purpose of the site? Why do you think this organization wants to share this information? What do they have to gain?

This is a website promoting and advertising an established barbershop business. The goal of sharing the information provided on the site is to attract new customers as well as give customers a place to make appointments

 Who is the intended audience? Will the audience consist of potential customers, current customers, or employees of a particular company or industry? Whom do you think this organization's message is directed to? Who would want to know this information? Do any of the following factors relate to your audience: age groups, social-economics, geography, gender, education, culture, etc.?

The audience intended for this website consists of new and current customers, with a focus on attracting new customers? The customers of this barbershop are mostly men aged 18-50. Considering the low prices that the business operates with ($15 for a haircut these days is quite the bargain), the customers are most likely middle to lower-middle class men as well as parents looking for a cheap haircut at $12 for boys under 10. These customers are Montreal locals who most likely all live on the island of Montreal. Since the audience is almost exclusively men, the website has a dark, modern, minimal look to it.

 What are the objectives of the site? To advertise a company or organization, provide information to customers; provide a service, or process orders?

The site is designed to provide information such as history, services, location and hours of operation of the barbershop; as well as provide an appointment scheduling page to reserve a time to go to the barbershop without wasting time waiting in line behind other customers getting their hair cut.

 What do you want the web site to accomplish? What results do you want to see?

The main goals we want the website to accomplish are to spread awareness of the barbershop’s existence and increase customer traffic.

 What information do you need?

Prices of haircuts, hours of operation for the barbershop, store location

 What opportunity, problem, or issue is your site addressing?

The site/business addresses the age-old need for a haircut. The modern day barbershop has existed for decades and shows no signs of slowing down.

 List the working title of each page on your Web site.

* Home / Accueil
* Services / Services
* Appointments / Rendez-vous
* Gallery / Galerie
* Contact / Contact
* About / A Propos

 List where you will obtain the content (facts, text, graphics, sounds, and video) for the web pages you listed above.

Most of the information on our site comes from the Mr Corte Facebook page.

https://www.facebook.com/pg/Mr.corte/reviews/?ref=page\_internal

All icons are from www.font-awesome.io

Some images taken from Pinterest and Google