Needs Assessment

Karolina’s Nails is an in-home business looking for a small website that will help her expand her business. She would like potential and current clients to know more about who she is, where to find her, her business hours and what her services and products are. She would also like a way for clients to contact her to set up appointments, and was open to the possibility of a gallery displaying the work she has done to erase any potential doubts future clients may have.

Because Karolina is a one-person operation, her biggest issue has been trying to take care of the client in front of her while also helping the next customer find their way to her home over the phone or trying to answer calls and messages about arranging appointments. She hopes a website will take some of the load off of frequently asked questions.

Karolina has very loyal clients that have followed her even when she moved out of their city, so she wants the site to attract more potential clients rather than her veterans. She did mention however that her clients are always checking in to see if she’s received the new colors of the season, so would somehow like to display that information for them without listing every single color she owns (because that could be a website itself). She offers waxing, but is not sure how that may relate to her site. Her clientele includes not only women but men as well. She would like the website to have a unisex appeal.

Karolina will consider the website a success as long as it displays the correct information, and is easy to navigate. She understands that this is a school project and should not expect every single one of her needs to be met. She says she never considered the idea of a website until I had offered to build on and am welcome to experiment with the idea even though it may not be used in the end. She also worries that because of both our busy schedules we may not be able to meet as frequently as we’d like but insists she will have very detailed feedback on my progress when we do.

Karolina has various pictures she can use to display her work but would like to take new “website-ready” photos to make sure the photos are all uniform. She is also willing to send me any information she can about her shop but I am also welcome to drop by and look for any information or inspiration I may need.

Overall, Karol’s website seems very do-able and my personal goal is to accomplish what Karol is looking for to make sure she does use it if she wishes.