Site Title: No Worries Hair Essentials

Developer Information: Kayla Ward

Rationale/Focus: The purpose of the website is to give insight to people looking for ways to care for their hair. It’s an informative site.

Target Audience: African Americans looking for tips on how to care for their hair.

Site Outline:

**Home**- site’s hook, contact information, and navigation

Are you ready for the big chop?

Do you want to chemically alter your hair to make it more manageable and attain the professional look you’re going for?

Does your hair stress you out?

Looking for some tips and tricks to get the look you want?

Well NO WORRIES, we’re here to help!

**Shop**- available products and tools

**Targeted Tips**- helpful tips to targeted groupings of individuals in the African American hair community

Protective Styling

DIY Hair Masks

Hair Growth Tips