COLOR ME PRETTY

About the Company
Color Me Pretty is a high-end fashion salon specializing in unique colors and cuts located in Royal Oak, MI. They promote a bright and happy life with hair to match. This salon is 100% vegan and cruelty free, only the best products are used to prevent color fading.

Target Audience
20-45 year olds interested in finding the latest color trends.

Website Goals / Marketing
The website will serve as a place to gather information about the business (locations, hours, etc.), view stylist's bios and portfolio and allow clients to book appointments online. The business is relatively new and looking to grow their clientele through spreading awareness on social media.

Content
- About (paragraph)
- Vegan / cruelty free products (paragraph)
- Services (list)
- Stylists (collection)
- Social proof (testimonials, associations..etc..)
- Contact (form, email)

Persona One

Molly Johnston

AGE	22
OCCUPATION	Retail sales
STATUS	Single
LOCATION	Warren, MI

PERSONALITY

Extrovert — Introvert

Thinking — Feeling

Judging — Perceiving

TECHNOLOGY

Software

Mobile Apps

Social Networking

MOTIVATIONS

- Social media usage;
- Following trends;
- Positive testimonials;
- Vegan and organic lifestyle.

FRUSTRATIONS

- No reviews available online;
- Slow loading website;
- Expectations are not clear;
- Untrustworthy content.

GOALS

- Find trustworthy salon;
- Find new vegan and organic products;
- Follow the latest trends;
- Share expiriences on social media.

Persona Two

Jada Smith

AGE	32
OCCUPATION	Event Manager
STATUS	Married
LOCATION	Ferndale, MI

PERSONALITY

Extrovert — Introvert

Thinking — Feeling

Judging — Perceiving

TECHNOLOGY

Software

Mobile Apps

Social Networking

MOTIVATIONS

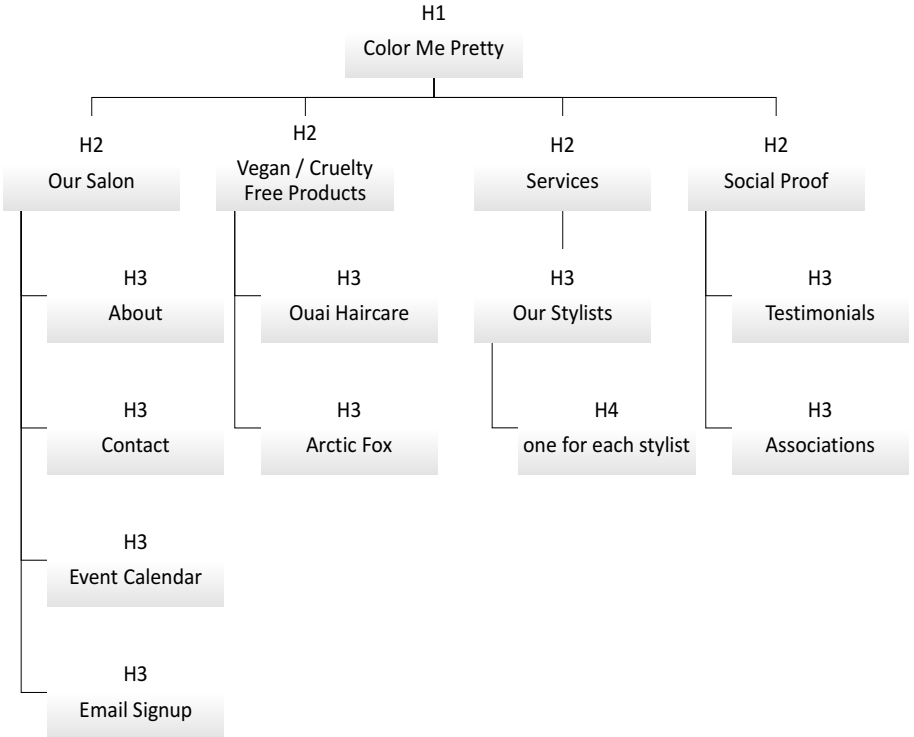
- Booking appointments online;
- Following latest tends;
- Being unique;
- Mobile accessability.

FRUSTRATIONS

- Unorganization;
- Wasting time;
- Untrustworthy content.

GOALS

- Find local salon;
- Website mobile friendly;
- Quickly book appontments online;
. Find unique salon with good reviews.


H1
Color Me Pretty
H2
Our Salon
H2
Vegan / Cruelty Free Products
H2
Services
H2
Social Proof
H3
About
H3
Contact
H3
Event Calendar
H3
Email Signup
H3
Ouai Haircare
H3
Arctic Fox
H3
Our Stylists
H4
one for each stylist
H3
Testimonials
H3
Associations

COLOR ME PRETTY

Color Me Pretty

Color Me Pretty

COLOR ME PRETTY

This is an Example of a Header

Coolvetica Regular #hexcode

This is an Example of a Sub Head

Coolvetica Regular #hexcode

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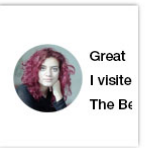
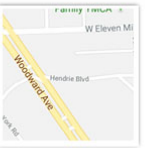
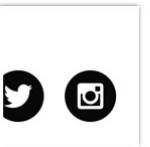
Book an Appointment



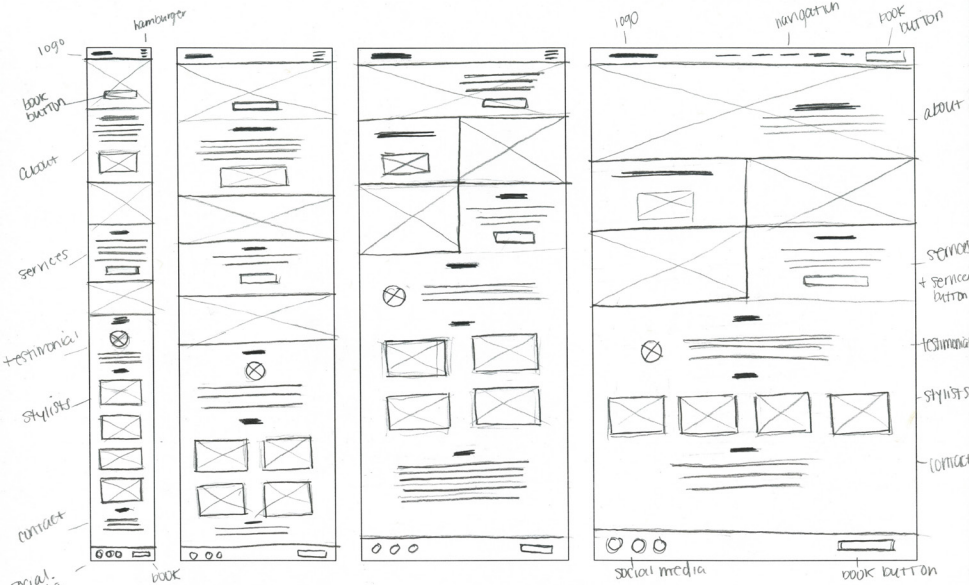




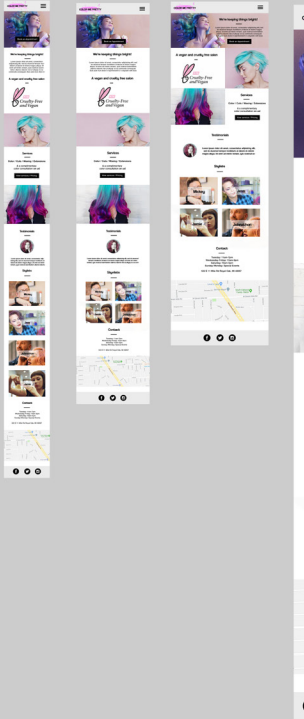
Bright
Clean

Modern
Simple

Colorful
trendy



PROJECT NOTES

- click on stylist icon brings you to portfolio of each artist.
- click on book now button brings you to contact page.
- click on services/pricing button brings you to services page.

color me pretty.