3 Ring Wash Planning Document

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Client Brief

Business Name:
3 Ring Wash

Website Statement:
The purpose of this website is to showcase the three different services that the 3 Ring Wash offers to their customers while also inspiring them to visit the wash on a regular basis.

Website Message:
“Come for one, come for all.”
It’s important to keep the things you love clean on a regular basis.

Client Wants:

- Customers to sign-up for their Loyalty Program
- Customers to know how to schedule appointments for pet wash
- An emphasis on a fun, fast, and quality wash
- The website should not be one long scroll page
- The mobile nav should not be in a hamburger menu

Targeted Users:

- Couples in their early twenties
- Families
- Older singles with pets

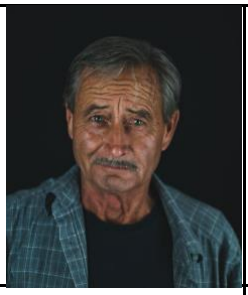
Success:

- Customers know the hours
- Customers know what to expect
- Less customer service phone calls

User Personas

College Student Hazel Female Age:22 College Student in a Relationship	**Behaviors** Spends weeknights studying Spends weekends hanging out with her boyfriend Dedicates time to building a social media following
Pain Points Needs new material to post on her social media Low on money Her boyfriend's car is nasty	**Needs** To clean her boyfriend's car Fun pictures to post on social media

Family Man Jackson Male Age:41 Married Dad of 3	**Behaviors** Drives the kids to all their activities Loves making big family breakfasts on the weekends Has a date night with his wife once a month
Pain Points Needs to find new ways to keep the kids entertained Short on time Car is always a mess	**Needs** Distract the kids while he cleans the car A quick and efficient outing with the kids

Older Pet Owner Micah Male Age:70 Single 	**Behaviors** Takes his dog on walks around the block Enjoys cooking dinner Watches Wheel of Fortune religiously
Pain Points Gets Lonely Can't clean his dog as well as he used to	**Needs** Get out of the house more Assistance washing his dog

User Summary

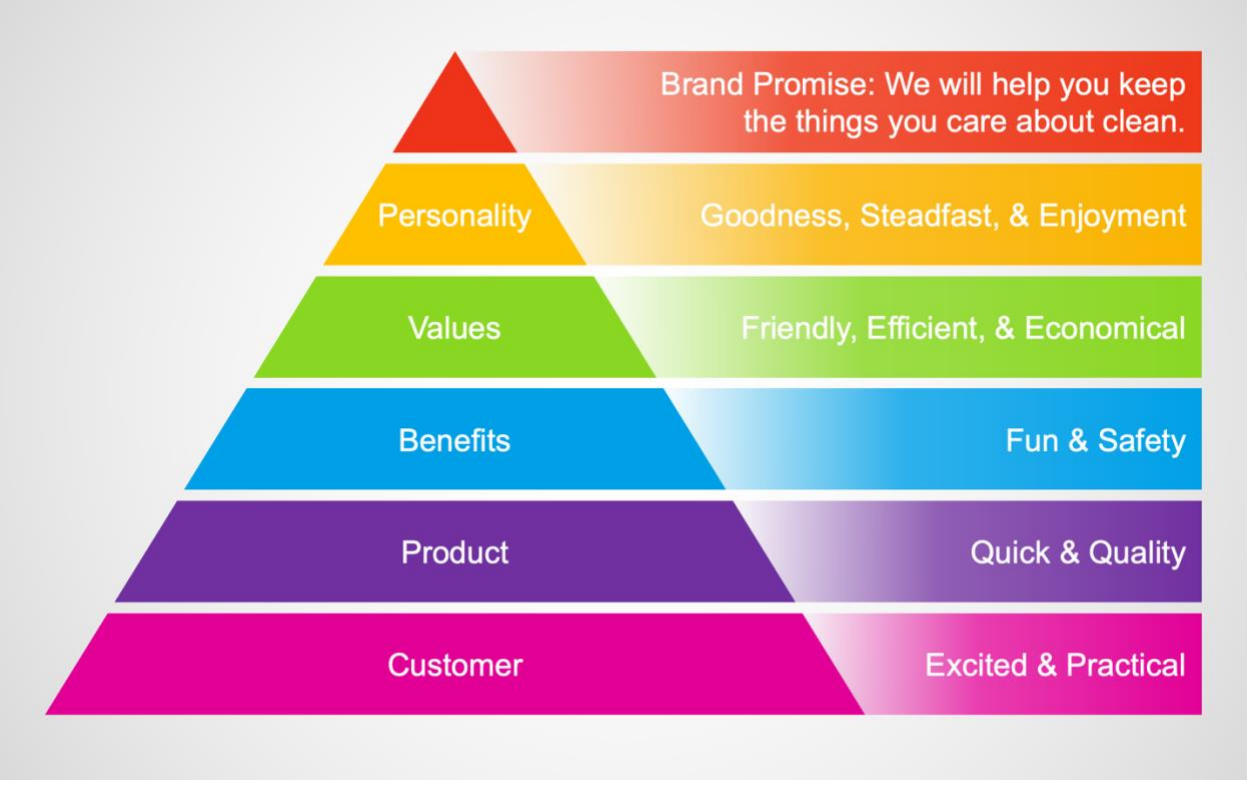
Website Users:

- Couples in their early twenties
- Families
- Older singles with pets

Website Design:

- Multi-page site
- Visible mobile navigation
- Simple and easy to understand
- Tell a story of how the three services of the wash work together
- Main information (hours, location, etc.) is easy to find

Brand Summary



Features & Strategic Elements

Features:

- Loyalty Program
- Appointment Scheduling
- Social Post Feed/Gallery

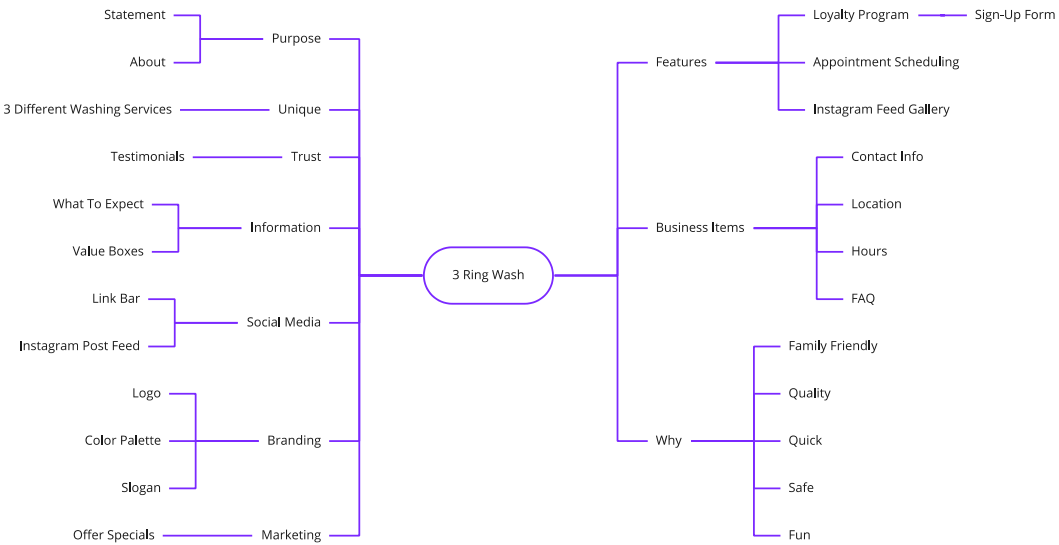
Content Elements:

- Testimonial
- FAQ
- 3 Wash Value Box

Brand Elements:

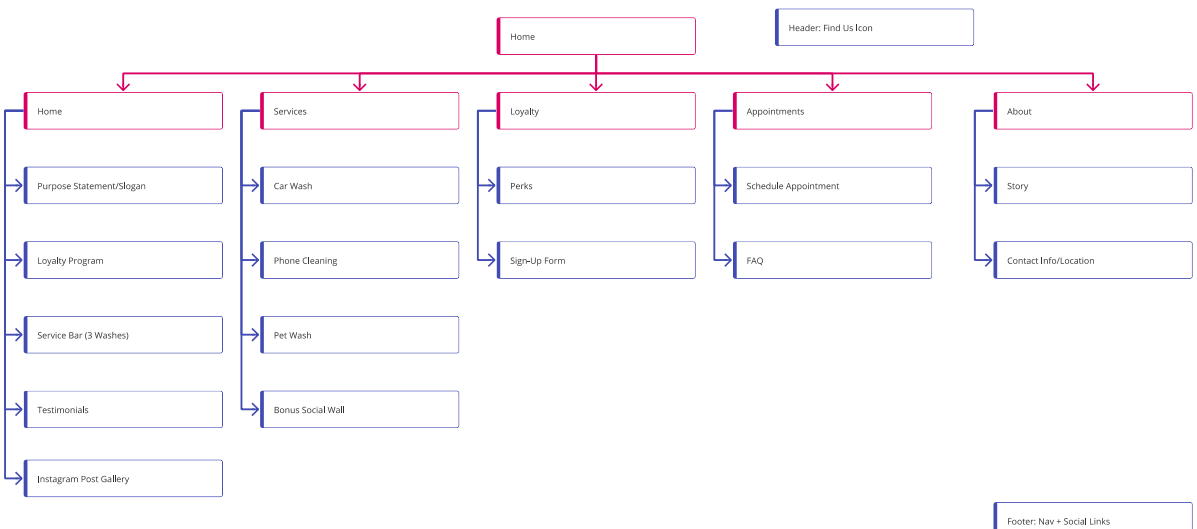
- Goodness
- Friendly
- Efficient

Content Mind Map



Content Card Sorting

Sitemap


Home
Header: Find Us Icon
Home
Purpose Statement/Slogan
Loyalty Program
Service Bar (3 Washes)
Testimonials
Instagram Post Gallery
Services
Car Wash
Phone Cleaning
Pet Wash
Bonus Social Wall
Loyalty
Perks
Sign-Up Form
Appointments
Schedule Appointment
FAQ
About
Story
Contact Info/Location
Footer: Nav + Social Links

<h> Tag Chart

h1			Come for One, Come for All!
	h2		Keep The Things You Love Clean
	h2		We Have a Loyalty Program
		h3	It's Free
	h2		What We Can Do for You
		h3	Car Wash
		h3	Phone Cleaning
		h3	Pet Wash
	h2		What Customers Are Saying
	h2		Social Superstars
h1			Our Services
	h2		Car Wash
	h2		Phone Cleaning
	h2		Pet Wash
		h3	Do It Yourself
		h3	Schedule An Appointment
	h2		Photo Wall
h1			Join Our Loyalty Program
	h2		Loyalty Perks
		h3	Perk 1
		h3	Perk 2
	h2		Simple Sign-Up
		h3	Complete Form
h1			We Can Wash Your Pets
	h2		Schedule An Appointment
	h2		FAQ
h1			About Us
	h2		Our Story
	h2		Contact Us

A Web Page

https://

3 Ring Wash

Home | Services | Loyalty | Appointments | About

Come For One, Come For All!

Keep The Things You Love Clean

We Have A Loyalty Program

It's Free!

Join Now

What We Can Do For You

Car Wash

Phone Cleaning

Pet Wash

What Customers Are Saying

Social Superstars

#

Home
Services
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About

A Web Page

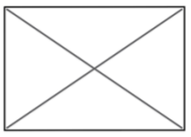
https://

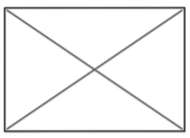
3 Ring Wash

Home | Services | Loyalty | Appointments | About

Our Services

Car Wash





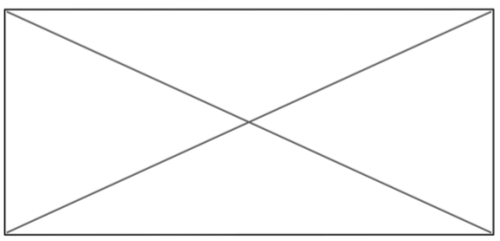
Phone Cleaning

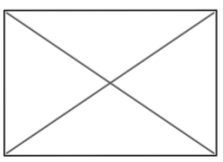
Pet Wash

Do It Yourself

Schedule An Appointment

Photo Wall





Home
Services
Loyalty
Appointments
About

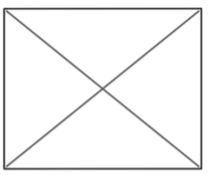
A Web Page

https://

3 Ring Wash

Home | Services | Loyalty | Appointments | About

Join Our Loyalty Program



Loyalty Perks

Perk 1

Perk 2

Simple Sign-Up

Complete Form

* Name:

* Email:

I agree to the Terms of Use and Privacy Policy.

Sign up

Learn more

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3 Ring Wash

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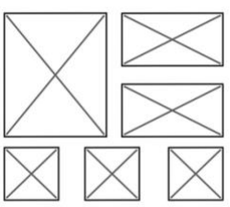
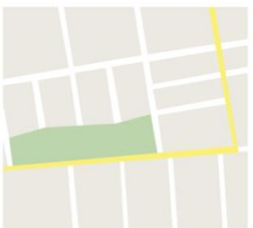
About Us

Our Story



Contact Us



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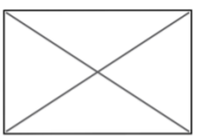
3 Ring Wash

Home | Services | Loyalty | Appointments | About

We Can Wash Your Pets

Schedule An Appointment



2022
Tue, Apr 19

APRIL 2022

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

CANCEL OK

04 / 19 / 22

Schedule Appointment

FAQs

Item One
Item Two
Item Three
Item Four
Item Five
Item Six

Home
Services
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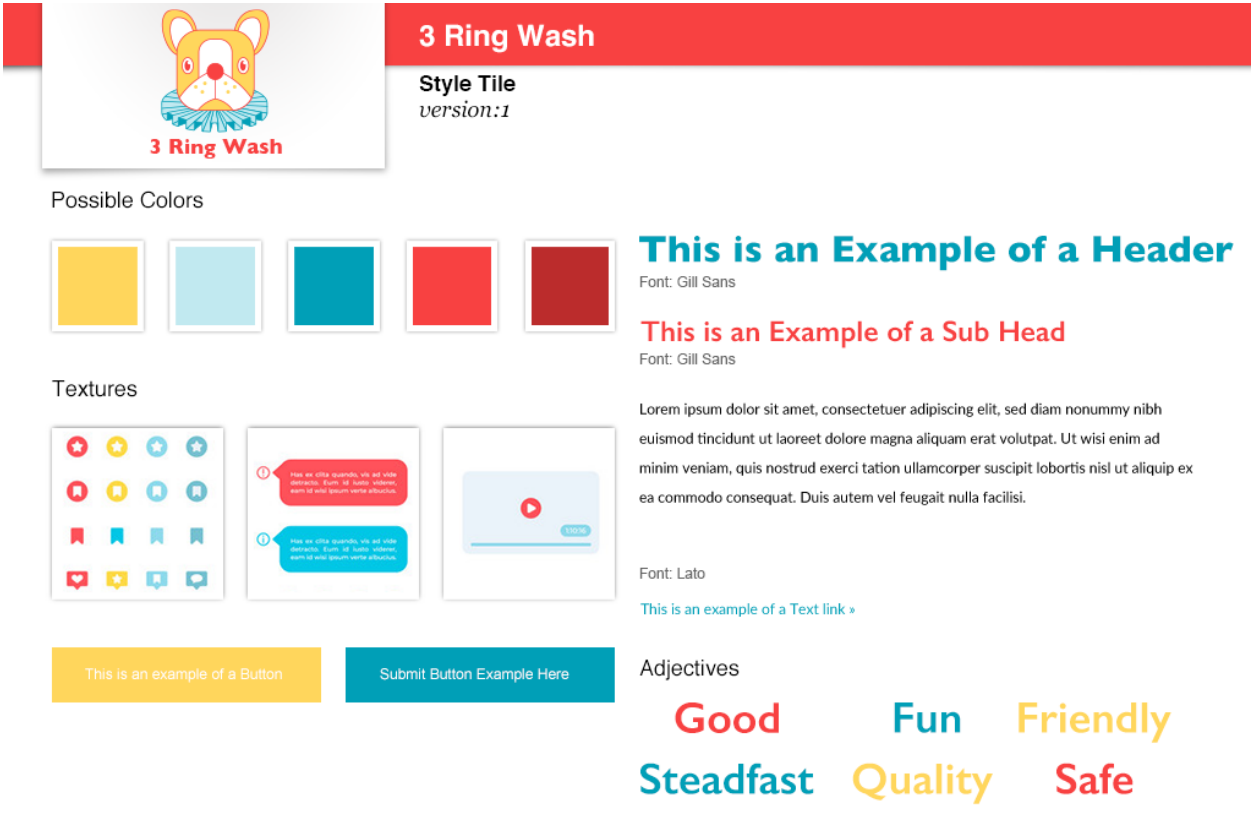
Appointments
About

Style Tile



http://www.styletil.es
Template by @Samanthatoy

Project Management: Sign-off Sheet

Project	Comments	Date
Discovery		
Client Briefs		
Branding Statement	I like the brand promise. It connects the business.	
User Personas		
User Summary		
Sign off: Joyce Thomas		4/16/22
Content		
Website Features		
Content Strategy		
Site Map		
<h> Outlines		
Sign off: Joyce Thomas		4/20/22
Design		
Desktop Wireframe		
Style Tiles	Can you add some design elements instead of textures?	
Sign off: Joyce Thomas		4/26/22
Prototype		
InVision prototype	https://invis.io/DG12M5NF7N9S	
Navigation	The site flows well. The right number of pages.	
Sign off: Joyce Thomas		4/26/22

Reflection Evaluation Statements

On being a designer:

- I had a good experience being a designer. It gave me a chance to see what it's really like to interview the client about their wants, needs, and brand identity. Also, it was fun to figure out the best layout for the client's site based on their needs.

On being a client:

- It was really fun being a client. I really enjoyed coming up with what my company does and all the details about how it operates.