WEBSITE QUESTIONAIRE DEVELOPED FOR

Provision Esthetics Website

General Information

Company/Organization name: **Provision Esthetics**

Contact Person: **Jocelyn Ash**   Phone # ▇▇▇▇▇▇   Email Address: ▇▇▇▇▇▇▇

Project Summary and Site Goals

1. What does your company do and who do you do it for?

   Provide continuing education courses (CEUs) for Cosmetologists and Aestheticians renewing their Georgia state license.

2. Do you have a business slogan or catch phrase?

   Not yet. I would like to develop one.

3. What are the needs your business satisfies for your customers?

   Provide state authorized CEU credit courses for license renewals.

4. What are the short and long term goals of your site?

   Short term goals:
   - **Move website off of Tripod.com to eliminate obtrusive advertising**
   - **Maintain course information from anywhere through a web browser**

   Long term goals:
   - **Get my own domain name and domain email address**
   - **Add the ability to blog in order to encourage new and existing clients to return to the site between license renewal periods Course calendar**
   - **Student testimonials**
   - **Student Class ratings**
   - **On-line courses**
   - **Custom YouTube videos available through the website**
   - **Shopping cart for courses**

5. What is the goal or purpose of the site?

   To attract licensed cosmetology professionals seeking CEU courses which are required for renewing their Georgia state licenses.

6. What is the intended launch date?

   07/18/2015

7. Describe the concept, product, or service this website is intended to provide or promote?

   Both hands on and Lecture courses

8. List categories of pages you want your site to have.

   PUBLIC: Home page, Course information, Instructor Bio, FAQ for Models, Contact form. Site map.
   **PRIVATE: Maintenance pages for Course information.**

9. Who will be maintaining and updating the site?

   **I want to be able to maintain the course information myself without any special software.**

Content and Design

1. What style would you prefer? *Your personal preferences are important, but also consider which style is most appropriate for your goals, content, and audience.*
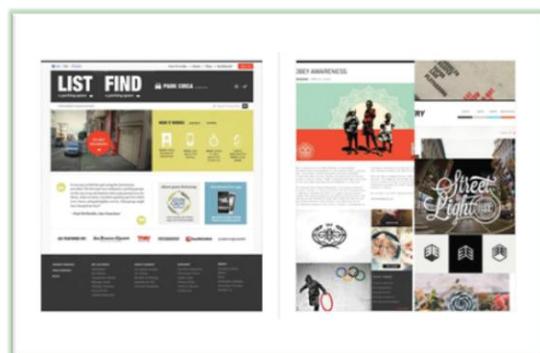
MODERN
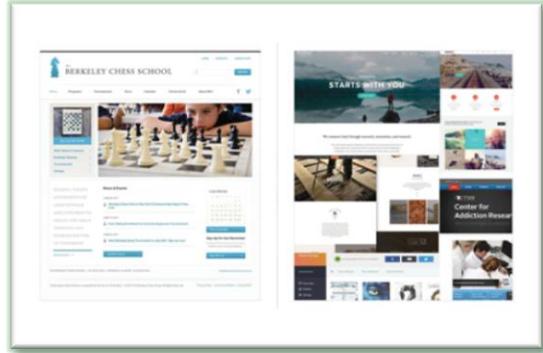*(minimal, scandinavian, white-based, open, neutral palette or black & white)*
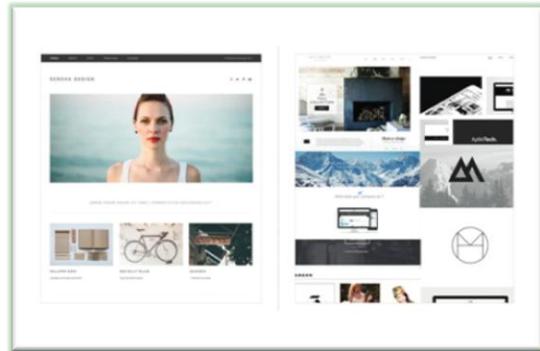
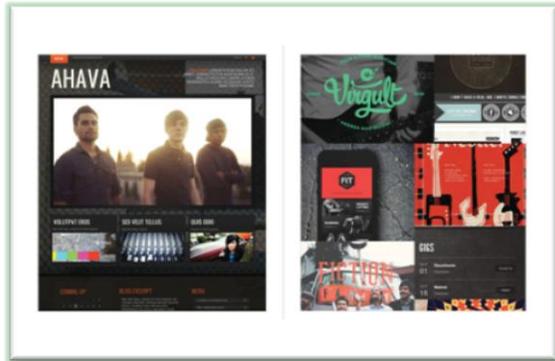MAGAZINE
(clean, image-based, heavy emphasis on typography)
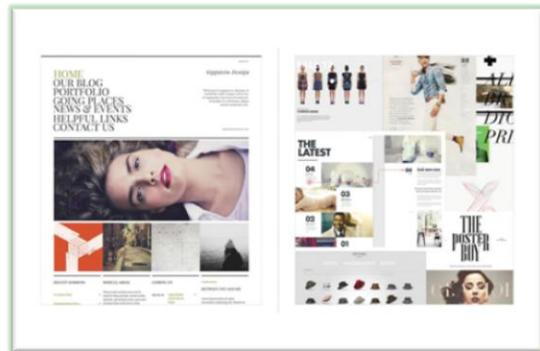
STREET
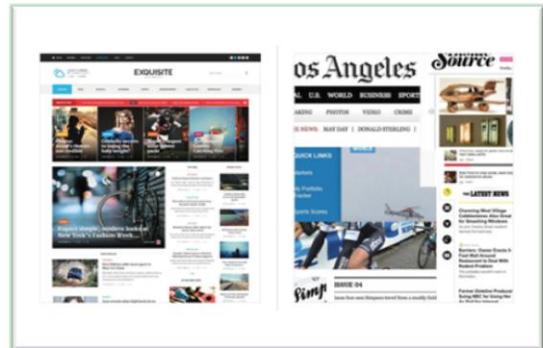*(limited palette, subtle grit, bold headers)*

● **CORPORATE**
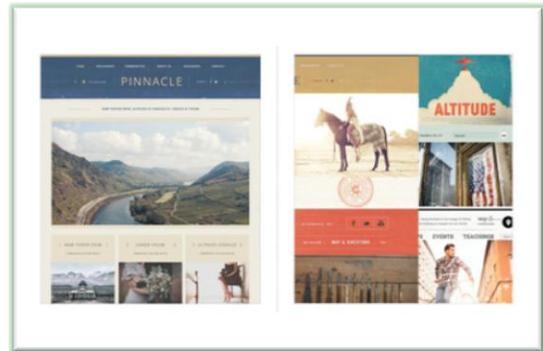*(solid, historic, conservative, trustworthy)*

○ **ROCK & ROLL**
(sexy, bold, with dark or edgy colors)

○ **NEWSY**
(data-driven, multiple info areas, for very active sites)

○ **TEXTURED**
(organic, vintage, muted colors, old-world)

2. Do you have an established color scheme that you wish to maintain? If not what colors do you think are attractive to your intended audience?

The Tripod.com site template builder I used contained Blue, Purple and Teal. Those colors are fine, as are: Magenta, Purple, Olive, Light Blue, Blue, and Yellow Green.

3. What is the basic structure of the content (i.e., Text, PDF's, JPGs for images, MOV4 for video)

   Text descriptions of courses, JPG or GIF images associated with course, a JPG image for my bio, text FAQs for potential class models.


Menus

What type of menu would you like? *Dropdown menus are good for reference websites because they provide faster access to a lot of content. But if you want to funnel people to particular conversation goals, you probably don't want then deep linking to random pages on your website. In that case you want main links that direct them to the landing page of each main link and only display side links after they have determined they need more information relevant to their agenda.*
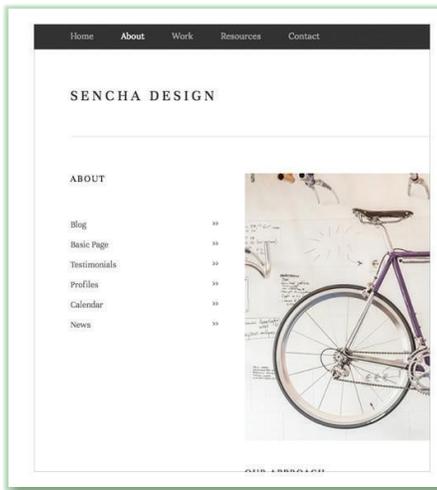
○ MAIN + SIDELINKS ● DROPDOWN
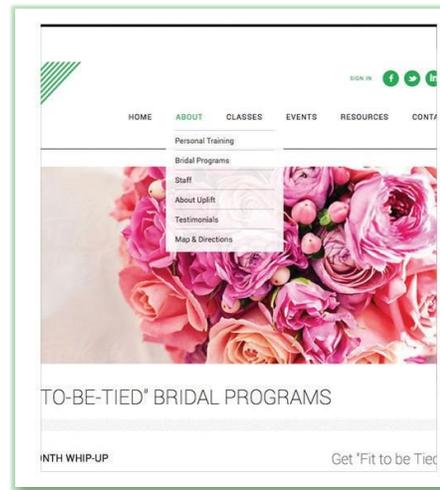
Home Page Features

What elements do you want on the home page? *These elements should be chosen with the purpose of driving traffic to meet your particular site goals. If it doesn't meet those goals, it's a distraction and should be promoted some other way.*

● Dynamic Course Information.*(Promote Content, Events, Etc)*
○ Contact Form For Lead Generation
○ Image Button Modules
● Value Proposition / Welcome Text
○ Testimonials
● Upcoming Events Calendar Or List

● Featured Content *(e.g. Blog, Multimedia, Profile, Property, etc.)*
○ Quick Links List
○ Site Search
○ Account Sign-In
○ Map
○ Location Module

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Images

Do you have professional images that can be used on your website? *And/or do you have a budget for hiring a photographer? If not, we can help you search for compelling stock photography.*

No, only my bio photograph. I have no budget for hiring a photographer.

Special Features

1. Please check pages/features you would like to include on the site. (Check all that apply. Use the black spaces if you need extra words.)

● Admin Area (hidden)	○ E-Learning	○ Online Payment	○ Store
○ Ads	● FAQs	○ Online Registration	○ Surveys/Polls
○ Appointment Setup	○ File Sharing	○ Password-protection	● Uploads
○ Archive Database	○ Forum	○ Photo Gallery	○ Videos
○ Articles Database	○ Help	○ Printable Coupons	● Course Maintenance
○ Audio Files	○ Hit Counter	○ Podcasting	○
○ Blogs	○ Image Gallery	○ Rating system	○
○ Calendar	○ Interactive Map	○ Real-time Weather	○
○ CMS	○ Mobile App	○ Shopping Cart	○
○ Comparison Chart(s)	○ List Server	○ RSS Feed	○
● Contact Form	○ Login	○ Search	○
○ Create Account	○ Mobile Browsing	● Site Map	○
○ Directory	○ Newsletter Signup	○ Slideshows	○
○ E-commerce	○ Online Chat	● Social Media	○

2. Have you registered a domain name? If no, what domain name would you like to use? Try out your idea on several people. Then ask them in a few days if they remember how to spell it. Try out the name on the phone to see if it is easily remembered and spelled by others.

No, I have not registered a domain. These domain names are available:

- **ProvisionAesthetics.Education.com**
- **ProvisionAestheticsEducation.us**
- **ProvisionAestheticsEducation.net**
- **ProvisionAestheticsEducation.org**
- **ProvisionAestheticsEducation.info**
- **ProvisionAestheticsInstitute.com**
- **ProvisionAestheticsInstitute.org**
- **ProvisionAestheticsInstitute.info**
- **ProvisionAestheticsClassroom.com**
- **ProvisionAestheticsAcademy.com**
- **ProvisionEstheticInstitute.com**
- **ProvisionEstheticTech.com**

3. Have you set up hosting for your site? If so, who is your hosting company?

Currently it's a free account hosted on Tripod.com.

It will temporarily be hosted on RaysDemo.com as RaysDemo.com/provisionaestheticseducation

4. What are the key words you think people would look for (10 words and/or phrases)

   1. **skin care ceu**
   2. **skin care classes**
   3. **skin care training**
   4. **skin care education**
   5. **school for skin care**
   6. **advanced skin care training**
   7. **skin care courses**
   8. **aesthetics education**
   9. **esthetics training**
   10. **skin care courses**

Audience Profile

1. Who is the target audience of the site? (age, gender, profession, etc.)

   a) **License cosmetologists, mainly female, age range averages between 18-45, living in or planning on moving to the state of Georgia needing CEUs for state license renewal, with various educational backgrounds.**

   b) **Models for treatment oriented courses, of various ethnicities, male and female, age ranges between 18-45 years old.**

2. What do you want the target audience to think and feel about the site?

   Confidence, that the instructor is a subject matter expert. They like its ease of use and current information. Inspires confidence that the courses will meet their needs today and in the future.

3. Will your site visitors have any special needs (eyesight, language, mobility, reading level)?

   Larger fonts, everyday English language, reading level junior high.

Competitive Analysis

Please list at least three competitor websites. What do you like/dislike about these websites?

- Website Name #1 **Institut'DERMed** URL: **http://idermedskincaretraining.com/**
- Likes/Dislikes **Like ease of use, quality and quantity of content. Colors are crisp and clean, almost clinical. Follows an intuitive shopping cart model.**

  Not responsive to smaller mobile devices

- Website Name #2 **Atlanta Institute of Aesthetics** URL: **http://www.atlantaschoolofmassagecommunity.com/3/workshops.asp**
- Likes/Dislikes **Easy to navigate to class info.**

  Classes from other professions are mixed in together. It's not possible to look at only Cosmetology classes. The site does not work well on mobile devices.

- Website Name #3 **Natl Trichology Training Institute** URL: **www.nttiusaga.com**
- Likes/Dislikes **Home page has a visually appealing layout, uncluttered. The home page works on mobile devices, information very easy to locate.**

  Don't like the fact that some of the pages look like they came from another website and are harder to view on mobile.

Comments / Additional Thoughts

Feel free to elaborate about any thoughts or ideas you would like to discuss with regards to your website design, goals, future planning.

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