

Jocelyn's
SALON SPA



Elise Murphy | UX Design Course Fall 2013 | Lizzie Wortham

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Website Design Brief

Project Overview

Create a website to promote Jocelyn's holistic hair, beauty, and wellness salon.

Business Summary

Jocelyn plans to open her business in five to six years in the Twin Cities, Minnesota area. Her business will be holistic, sleek and edgy. Does not want a standard hair salon website with just about us, services, and stylists pages. She sees her site as having a more holistic, arty feel for beauty and wellness. Her business and site would be a place that provides education on hair, beauty, nutrition, and wellness. Business would be involved in the arts community and provide information on what's happening locally, e.g. exhibits.

Business Goals

1. Steady clientele
2. Good location. Having a good location is important and will be a key factor for success.

Success Metrics

For the website, these metrics will be important:

1. Strong search engine optimization (SEO). Wants to rank highly in Google for hair, beauty and wellness related terms.
2. Strong click through rates.
3. Strong engagement demonstrated by users staying on site longer and clicking on pages.
4. Online booking that allows people to choose times for appointments online for an easy salon experience. "We'll take care of you."

Customer (User) Profile

- Mix of female/males, age 25 to 50, young and independent, may have some college education
- Appreciation for the arts; involved in the local art community
- Looking for an affordable option that gives them something extra, e.g. education about hair
- Want to care for their hair in a holistic way ties in their mind, body, and soul; take things organic

Differentiation

Jocelyn views other independent salons as her main competitors. Does not see hair chains as competition for her product/services. She intends to differentiate herself in these areas:

- Technology, e.g. online booking, which is something that other competing salons may not have.
- Approach to caring for hair, art and community
- Keeping up with social media to stay on top of changes in technology and find ways to pull/use content.

Pricing Model

Business pricing will be competitive. Prefers to keep everything out in the open. So, intends to list pricing on site.

Branding Concepts/Existing Materials

HOLISTIC · SLEEK · EDGY: Branding materials are still in progress. Her business and website will be holistic, sleek and edgy. Sleek and Edgy are hair triggers. Wants to convey business as quick and easy to get in/get out and move on with day. Looking to do hair and educate about wellness and community. Salon inspiration is vintage 1950's with modern 2000 edge. It would be a dedication to her grandmother's legacy, with an elders art approach.

Desirable Features/Functions

Website will include the following:

- Standard about us page to with their mission, vision, values and what we bring compared to competitors.
- List of services page with pricing
- Stylists page with short bios
- Career information that offers ways to educate and help new talent
- Contact Us
- Events section that pulls in art content and exhibits
- Educational information and tips on what to do with hair
- Wellness and nutritional info on what to eat for healthy/stronger/longer hair
- Schedule appointments online

Top Website Concern

Running out of budget money and having to sacrifice things. Views biggest investment would be the online booking tool.





Other Website Worries

- Concerned whether her ideas about content will translate as intended in finished product
- Whether how she envisions site as convenient and accessible is as a client would want it.

Website Project Role

Wants this website project to be collaborative, where she is involved with discussing content ideas. Getting approvals with this approach would not be as extreme. She can be reached by cell phone, email and in-person.

Competitive Analysis

Competitor	Description	Audience
<p>Juut</p> 	<p>Juut is an award-winning salonspa offering a full line of beauty and wellness services including haircuts, hair color, hair extensions, massage, facials, body treatments, waxing, nail services, makeup services and more. Multiple locations</p>	<p>Primarily women of all ages wanting hair or spa services;</p>
<p>Jungle Red</p> 	<p>Jungle Red Salon Spa Gallery's mission is to serve our community by offering health-conscious personal care services and products within an artistically-inspired environment, where relationships between clients, team members, and the community flourish in order to create a welcoming, judgment-free atmosphere.</p>	<p>Women looking to have hair styled and other spa services</p>
<p>Great Clips</p> 	<p>Great Clips understands that with today's fast-paced lifestyle, you need a salon that fits your schedule. That's why we're open evenings and weekends; no appointments necessary. At Great Clips, you can relax, because you know you will get an affordable, quality haircut in a comfortable, friendly salon.</p>	<p>Busy women and men looking for an affordable hair cut w/o an appointment</p>
<p>Gent</p> 	<p>GENT is a barbershop for the modern man. The fine tradition of barbering is upheld at GENT in a less formal way.</p>	<p>Services geared to men</p>

Key Metrics

Competitor	Online Scheduling	Complimentary Beverages	Exclusive product line	Value for price (per reviews)	Reviews
Juut	Yes	Yes	Yes	8	4/5 stars
Jungle Red	Yes	Yes	No	8	3.5/5 stars
Great Clips	No	No	No	5	3/5 stars
Gent	Yes	Yes	No	9	4.5/5 stars

INTERVIEW RECAP

Andrew

Profession: Manager

Age: 30's

When asked to define a hair salon, beauty salon, spa and health wellness?

- Hair salon as where women go to get their hair done.
- Beauty salon, in addition to doing hair; also does nails, makeup, facials, pedicures, etc. for women.
- Spa is about wellness, massage, sauna, steam room, etc and for men and women. A salon would also be for both men and women.
- Health and Wellness is a basic care of your health, food, diet and exercise, more like a philosophy; correlation between health and wellness and a beauty salon is both is taking care of body whether it be a massage or hair

More inclined to go to a spa or health wellness center?

A spa. Spa would be more relaxing; health and wellness seems more doctorish.

Daily hair/beauty regime?

I'm a guy. Shampoo and use a little product in the morning. Gets ready in about 20 minutes and spends about 1 minute on hair after the shower. Sometimes trims beard. Products includes shampoos and product samples his dad, who's in the organic industry, provides, e.g. shampoo, conditioner.

Do you go somewhere to have your hair done?

Yes, a barber shop. His seems higher-end. Would go to same place, i.e. salon/spa/barber, as a women would.

How often do you go to a barber shop?

Hair grows quickly, goes about every 6-7 weeks.

Go to same or different barber shop?

Goes to same shop and same stylist; used to go to Great Clips, but got out of that habit.

What services do you receive?

They welcome me, offer me water or coke, I'll take a seat in the lobby, they'll come meet me, asked what type of hair cut I want, start to cut, shampoo hair and place a warm towel over face which is relaxing while they are shampooing hair; style at the end; have beard trim.

Any services they offer that you like to have done but you haven't had yet?

No, nice to have options (e.g. blend grey hairs), but nothing he is looking to have done that he hasn't.

When choosing a barber, what services are important?

Quality of the hair cut; usually you have one shot; seen current barber 4 times, which is most of any place in lifetime. Used to go to Great Clips and cross fingers. If they're friendly, get along, but mainly quality of hair cut. Regarding pricing, wouldn't spend more than \$40 for a hair cut.

What could your barber do to make sure you come back for a repeat or new service?

Big difference is they're very professional; I can tell they went to good cosmetology school, and take it seriously; their personal style is pretty good from way they dress and their own hair cut; they open up the dialogue to get you to return and get to know you on a more personal level; would feel guilty if I didn't come back. They have a nice personal touch; mentioned his sister's upcoming wedding and how stylist encouraged him to come back prior.

How did you first find your barber?

Spotted barber place while shopping and walked-by. He always wanted to go to a barber shop; while walking by seemed less intimidating than a corner barber shop.

First time you walked by, did you try to arrange an appointment?

Tried to schedule a same day appointment in person, but they were busy. So, scheduled it for the next day.

Describe step-by-step how you schedule your visits?

Goes online to their website and finds their calendar where he can select his appointment and stylist. Later mentioned he thought he knew the URL, but ended up running a Google search for "gents barber shop on grand ave" After clicking on the site link, on the home page, he clicked the "Schedule Online" button for its Saint Paul location. On the login screen, he'd enter his email address and password. Once logged in, select one or more services first (e.g. hair cut, beard trim, etc), select time using calendar for stylist. He is able to get in for time selected. He receives a confirmation email. Able to cancel without calling. Process to cancel very easy, which he has done before. It is important to him to be able to schedule appointments online. He liked Great Clips before as he could just walk in. But likes being able to schedule appointments online and has been able to get in the same day. Being able to schedule appointments online is very important to him.

What 3 adjectives describe your ideal hair/beauty or barber shop?

Clean, Stylish & Professional. Their website should convey this as well, which his current barber's site does.

For your salon visits, what would make you request a specific hair/beauty technician?

Yes, request a specific barber.

How do you convey how you want you hair to look to your barber?

Not very good. Describes his hair preference using words, relays how he likes his hair short on side like current hair style. Once you go to the same person, they kind of know. His current barber initially asked what he did for a living to help come up with a style. She found out that he's a manager and mentioned that you don't want to look too crazy. He looks at GQ for hair ideas, but hasn't brought in a photo.

Have you used the Internet to get hair or other beauty, wellness advice?

Search Internet for food, cooking, eating, exercise; not for hair or beauty.

What influences your hair/beauty and wellness decisions.

Raised to look good; you look good feel good; dress for success; parents influenced how he looks. He likes fashion, nice to find nice cloths and look good. Also, looks at what's trendy, or popular, and what's in media. media sources are TV, movies, Internet. no specific Internet spots mentioned.

Your involvement in the arts?

He enjoys music shows and going to the Walker. Finds event info through music radio stations and Internet sites., e.g. the Current, CityPages and Google searches.

INTERVIEW RECAP

Michelle

Profession: Eye hospital patient administration

Age: 40's

When asked to define a beauty salon, hair salon, just a salon, spa, and barber shop?

Beauty salon makes me look better and feel better. A hair salon is place to update do for both men and woman; keep current style in order. Salon get hair and nails done, maybe a facial too; about 80% women and 20% men. A spa is a massage, mani, pedi, a light lunch and get your hair and makeup done; 95% women to 5% men. A barber shop is place to take kids, or send husband/boyfriend and get cheap hair dos; more for young boys/men or women who want a barbered-hair cut. Refers to her place as a beauty shop.

The meaning of health and wellness?

Eating good food; eating food that is good for you; being healthy having energy; feeling good when waking up; having a good body image. Depending on the spa/salon since a lot of chemicals are poisonous and caustic, there can be a correlation. If you go into a spa, depending on the products they used, there is generally a serene atmosphere. So you feel pampered and relaxed which can help with health and wellness. The ambiance and atmosphere.

Daily hair/beauty regime?

On a good morning would be able to wake up, fluff hair and go. However, on a more typical morning spends about 10-15 minutes of hair styling; and about 3 minutes for eye makeup. Doesn't do much for skin outside of washing and sunscreen.

How often do you go to your beauty shop?

2x a year to get ends trimmed; or wants a more major cut and wants a professional to do it.

What services do you receive?

Hair trimmed; shampoo and style

Any services they offer that you like to have done but you haven't had yet?

Maybe deep conditioner; feels beauty shops here are limited with available options; feels not able to walk into many and trust they know how to handle her natural black hair., e.g. shampoo, detangling. Would want a referral and not a random person.

Describe step-by-step how you schedule your visits?

Phone call directly to salon and requests the receptionist connect them to a specific stylist. She then speaks directly to stylist about the services wanted and schedules a date and time. This is all done through one phone call. She provides her availability and stylist finds a mutually good day/time based on it. Generally gets time she wants. If need to reschedule or cancel also calls and works directly with the stylist on finding a new date or canceling. She has no interest in scheduling these appointments by email or online. Believes it simpler to have receptionist check the books to ensure her stylist availability. Prefers to have the human interaction.

When choosing a salon what services are important?

Cleanliness is major. Nails a bonus, massage. As for her natural hair and choosing a salon, word of mouth referrals are important as not everyone, including black people, can do natural hair.

What could your barber do to make sure you come back for a repeat or new service?

Get me in on time and don't mess up my hair cut.

Walk me through your last salon service.

Went in for a trim and hair style. It was her second appointment this year; lasted about 3-4 hours; went well. Walked in, greeted, gave my name and told them who stylist was, was offered water, just a few moments and stylist came out and said she'd be with me shortly. That was ok. Once we got started, stylist was focused on me.

How did you feel before and after that visit?

Ready to go; anticipating services; stylist did a good job; decent experience; not quite as skilled at detangling

What 3 adjectives describe your ideal hair/beauty or barber shop?

Welcoming, Peaceful & Pleasant. Yes, her beauty shop represents this. Shop does this by their calmness and demeanor. People there are professional and courteous. Not like a reality show. Does not know if her beauty shop website (if one exists) represents this. Has not gone on it. Having a website not an important piece for her.

For your salon visits, what would make you request a specific hair/beauty technician?

Previous experience or if she observed their work

Have you used the Internet to get hair or other beauty, wellness advice?

Yes. Sites for curly; naturally curly sites, with links to Youtube videos. Product websites, e.g. Miss Jessies. Will start on naturally curly site and go to links on them, read their email newsletters. Does receive and read their newsletters and finds them helpful. Current beauty shop doesn't offer newsletters. If a shop offered them may make her inclined to go there.

What influences your hair/beauty and wellness decisions.

Reading reviews and getting info from sites and from people who used the products. Get sample if possible to see if she likes it before buys it. Reviews and other people her influencers.

How do you convey how you want you hair to look to your barber?

Gives her stylist a rough outline or general idea; provides no visual guides; rough guidelines based on how she like her hair to look, her face shape and ease of upkeep.

Would you go to the same beauty shop as a guy?

Yes, would go to the same place as a guy

How does salon/spa pricing fit into your decision to go to a specific place?

Upper end, be conservative in visits; over \$70 high end; under \$30 would make me wonder. Price based on trim, shampoo and style. Will pay to get hair done.

Your involvement in the arts?

Spectator; live performances, theater, dance, music, circus

How do you find out about art events?

Friends, ads, newspaper, Internet email updates, Groupon, Travel Zoo Minneapolis, or word of mouth from friends.

INTERVIEW RECAP

Michele

Profession: Massage therapist, pilates/yoga instructor, nutritionist

Age: 30's

When asked to define a beauty salon, hair salon, just a salon, spa, and barber shop?

Beauty salon is synthetic and chemical, and nail smell - more hair, nails, skin and makeup; hair salon is just hair cut, color and maybe some nails; salon covers a gamut of services, e.g. makeup and skin, hair, nails, massage and any other spa services; spa not necessarily hair, but facials, nails; barber shop is a mens place. If she wanted hair done, she'd go to a hair salon, nails done would go to a place that mainly did nails. Most hair, beauty, salon places cater more to women 75% women to perhaps 25% men.

The meaning of health and wellness?

Incorporates your quality of life; to improve your quality of life you take care of yourself through your health; enjoy your life; correlation with salons/spas as many of them are starting to think about the toxins in beauty products and trying to reduce and people can't deny that you feel good when their hair looks good.

Daily hair/beauty regime?

Wash face in morning; typically apply no makeup; hair may be a simple pony tail; no more than 10-minutes put into hair. Dry skin so shower every other day usually at night. Air dry hair; during shower shampoos hair; adds moisturizers and vitamins. Takes 15 min w/o shower to get ready and 1-hour on shower days.

How often do you go to your beauty shop?

Every 3-months colors hair when roots start showing; every 6-weeks has ends trimmed (pretty much follows a calendar schedule); receives a massage about 2x a month (barter services with others in her industry).

What services do you receive?

Only has hair done at her hair shop

Any services they offer that you like to have done but you haven't had yet?

Nails and maybe a wax. She hasn't had these services as she has a hard time paying for services she can do herself.

Describe step-by-step how you schedule your visits?

Looks up salon in her mobile phone contact list; calls salon and schedules appointment with the receptionist. She tells receptionist her stylist's name and when she like to get in and asks when stylist is available. She receives a confirmation call a day prior to her appointment. She followed her stylist to the salon. So, got salon's number from stylist. She calls to cancel/reschedule appointments and coordinates this through the receptionist.

When choosing a salon what services are important?

Her stylists barter for services and likes how she styles her fine hair; stylist does hair for her whole husband and child, and is located close by; if her stylist wasn't available she would first talk with friends with similar hair; would look around for referrals and proximity; word of mouth; then would check her salon picks online to see their prices and ensure they have a flexible availability, and their product line, what do they use.

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What could your barber do to make sure you come back for a repeat or new service?

her stylists barter for services - does hair for her whole husband and child; found someone that is really good with fine hair. For nail salons those that work with nontoxic products, personable nail techs that enjoy what they do.

Walk me through your last salon service.

Received a gift certificate from a friend, which prompted visit. Walked into their place and had to search for their room; doesn't recall anyone greeting her. Once she found her friend's station, she was welcomed, offered drinks and chatted during the service. She took her time and took care of her.

How did you feel before and after that visit?

Before her service she felt harried getting there and once there confused trying to find her friend's cubicle/station. Left feeling relaxed.

What 3 adjectives describe your ideal hair/beauty or barber shop?

non-toxic; laid back, quiet atmosphere; people who like job. Yes, this matches where she goes for her hair.

For your salon visits, what would make you request a specific hair/beauty technician?

barter options and does fantastic work

Have you used the Internet to get hair or other beauty, wellness advice?

DIY searches, e.g. dry shampoo. Also, did some searches for DIY conditioners, facials, moisturizers; uses Google and prefers DIY sites from someone that posts about their own experience instead of product sites.

What influences your hair/beauty and wellness decisions.

chemicals/toxic levels; likes more natural and unscented

How do you convey how you want you hair to look to your barber?

Provides stylists adjectives, e.g. edgy; usually gives her stylist a photo of what she wants; goes online and google what she is looking for; e.g. long layered hair cut with bangs and brings in pics; her stylist will give her feedback on the photos and let her know what will and won't work for her hair.

Would you go to the same beauty shop as a guy?

Yes, would also go to same barber shop

How does salon/spa pricing fit into your decision to go to a specific place?

cap on what she'll spend \$20-\$40

Your involvement in the arts?

mildly involved in the arts; sees cooking as an art

How do you find out about art events?

Google searches for what she's looking for; e.g. recipes.

Behavior Variable	Behavior Range					Behavior Variables
	1	2	3	4	5	
Likes to schedule appts online	A			ML	MLL	Prefers not to schedule appts online
Been with chosen stylist for awhile	ML		MLL		A	Has not been with chosen stylist for a long time
Spends more time daily on hair and skin			ML	MLL	A	Spends little time daily on hair and skin
Goes to barber/hair stylist frequently	A	ML			MLL	Goes to barber/hair stylist infrequently
Uses visualize aids to convey desired hair style	ML			A	MLL	Uses no visualize aids to convey desired hair style
Willing to pay more to have hair done	MLL			ML	A	Not willing to pay more to have hair done
Spends a lot of time at barber/stylist	MLL			ML	A	Spends less time at barber stylist
Searches for hair/beauty tips online	ML	MLL			A	Does not search online for hair/beauty tips
Referrals are important when choosing a stylist	ML	MLL			A	Referrals not as important for choosing a stylist
Calls to cancel or reschedule appointments	ML	MLL			A	Cancels and reschedules appointments online
Likes reading about other people's hair experiences	ML	MLL			A	Does not read about others hair experiences
Open to trying a new stylist w/o a referral	A			ML	MLL	Not open to trying a new stylist w/o a referral
Has visited website for hair/beauty salon/barber	A			ML	MLL	Has not visited website for hair/beauty salon/barber
Schedules appointment directly with stylist	MLL			A	ML	Schedules appointment indirectly (i.e. another person/online) with stylist
Feels limited options available for hair services	MLL			A	ML	Does not feel limited options available for hair services
Upbringing influences hair/beauty wellness decisions	A			ML	MLL	Upbringing not a big influencer on hair/beauty wellness decisions
Chooses a salon/shop/barber based on toxin chemical use	ML			A	MLL	Does not choose salon based on toxin chemical use
Is interested in other services besides hair	ML	MLL			A	Is not interested in having other services done besides hair
Barters for hair services	ML			A	MLL	Does not barter for services
Signed up to receive hair newsletters	MLL			A	ML	Not signed up to receive hair newsletters

Legend
A = Andrew
ML = Michele
MLL = Michelle

Proto Persona 1

Prefers not to schedule appts online; calls to schedule
Been with chosen stylist for awhile
Spends little time daily on hair and skin
Searches for hair/beauty tips online
Referrals are important when choosing a stylist
Calls to cancel or reschedule appointments
Likes reading about other people's hair experiences
Not open to trying a new stylist w/o a referral
Has not visited website for hair/beauty salon/barber
upbringing not a big influencer on hair/beauty wellness decisions
Is interested in other services besides hair

Goals

Wants a stylist that knows their hair and how to make them look the best
Wants a style requiring minimal upkeep for their on the go lifestyle
Wants to feel relaxed during appointment

Proto Persona 2

Goes to barber/hair stylist frequently
Not willing to pay more to have hair done
Spends less time at barber stylist
Schedules appointment indirectly (i.e. another person/online) with stylist
Does not feel limited options available for hair services
Not signed up to receive hair newsletters

PRIMARY PERSONA

Amber “I need a stylist” Johnson

Age: 30's

Amber Johnson is in her thirties and works in marketing. She has been living in Chicago where she went to college and grad school. She recently accepted a new job with her company and will be relocating to the Twin Cities. She doesn't like to spend a lot of time getting ready in the morning. However, since she moved she no longer has a hair stylist, and finds herself spending more and more time on her hair.



Prior to her move to the Twin Cities, she had the same hair stylist for many years. She now needs to find a new one. Word of mouth referrals are important to her. Unfortunately, she doesn't know that many people in the Twin Cities yet and feels finding someone that can style and maintain her curly hair will be a challenge.

She is feeling frustrated and decides to do some searching online. She searches for hair stylists in her area. She reads some user reviews for a hair salon spa close to where she lives. The reviews seem positive and describe the place as welcoming, relaxing, with professional and experienced stylists. She decides to take a look at their website to see what's listed there.

On the website she views photos of hair styles that would work for her, and likes how they have DIY hair tips for styling at home, and a place she can sign-up for e-newsletters. As she is new to the area, she is impressed how the hair salon spa is involved in the community and lists local events going on that weekend.

She is thinking how nice it would be to schedule both a hair appointment and have her nails done. This is a service that wasn't available at her hair shop in Chicago. She has typically called to schedule her hair appointments. However, she notices that she can schedule a hair consultation online to meet with a stylist prior to having any services done. She likes this option and thinks it may be a good way to feel out the place and their hair approach. She uses the online scheduling tool to setup a hair consultation. She'll pick up business cards from the stylists she likes while there.

She also decides to schedule a manicure and pedicure. This way she can observe the place and make sure it's the right spot for her.

PRIMARY PERSONA SCENARIOS

Find hair salon

Amber Johnson is on the look out for a good hair salon. She typically relies on word-of-mouth referrals. However, she is new to the Twin Cities and has not developed a good network to ask yet. So, until she has, she is relying upon the Internet and what she finds searching. She opens up her web browser and runs a search in Google for hair salons in her area. She reads reviews for a salon that seems to specialize in curly hair like hers. She decides to click the website link and check out their site.

View photo gallery

Amber starts to feel relieved after reading some positive online reviews for a hair salon spa in her neighborhood. She visits their website to learn more about them. Right away, on the home page, she spots some great hair photos, and a link to view more images. She clicks on the link to view the photo gallery. She's impressed by the quality of the photos and the range of hair styles and looks displayed. She sees a number of photos of curly hair styles and Amber notices the share links by the photos and decides to email herself one of the photos she likes.

Schedule appointment

Amber sighs and quietly hopes she found a good place to have her hair done. She's been feeling pretty desperate the past few weeks to find a spot and is wishful she found a good one. She considers whether she should give the hair salon spa a call or schedule a hair consultation using their online form. She decides to give the form a shot. She clicks the scheduling link and is guided through the process of selecting her service, choosing a stylist and date and time and reminder method. She opts to setup a profile and creates a user name and password. She receives an email confirmation as she selected and is excited for her appointment.

Sign-up for e-newsletters

Amber is happy she scheduled an appointment to have her hair done. She runs her fingers through her hair and wonders how she should style it today. Do I pull it back into a pony tail? Straighten and curl it? Or something else? She notices a feature article on fresh DIY pony hair-dos. She glances over it and likes the content. She sees that she can sign up to receive e-newsletters from the salon spa which would include more articles like it. She then clicks the sign up button, enters her email address, and hits submit. She gets a confirmation email thanking her for signing up and letting her know when to expect her next e-newsletter. She's eager to get her first e-newsletter.

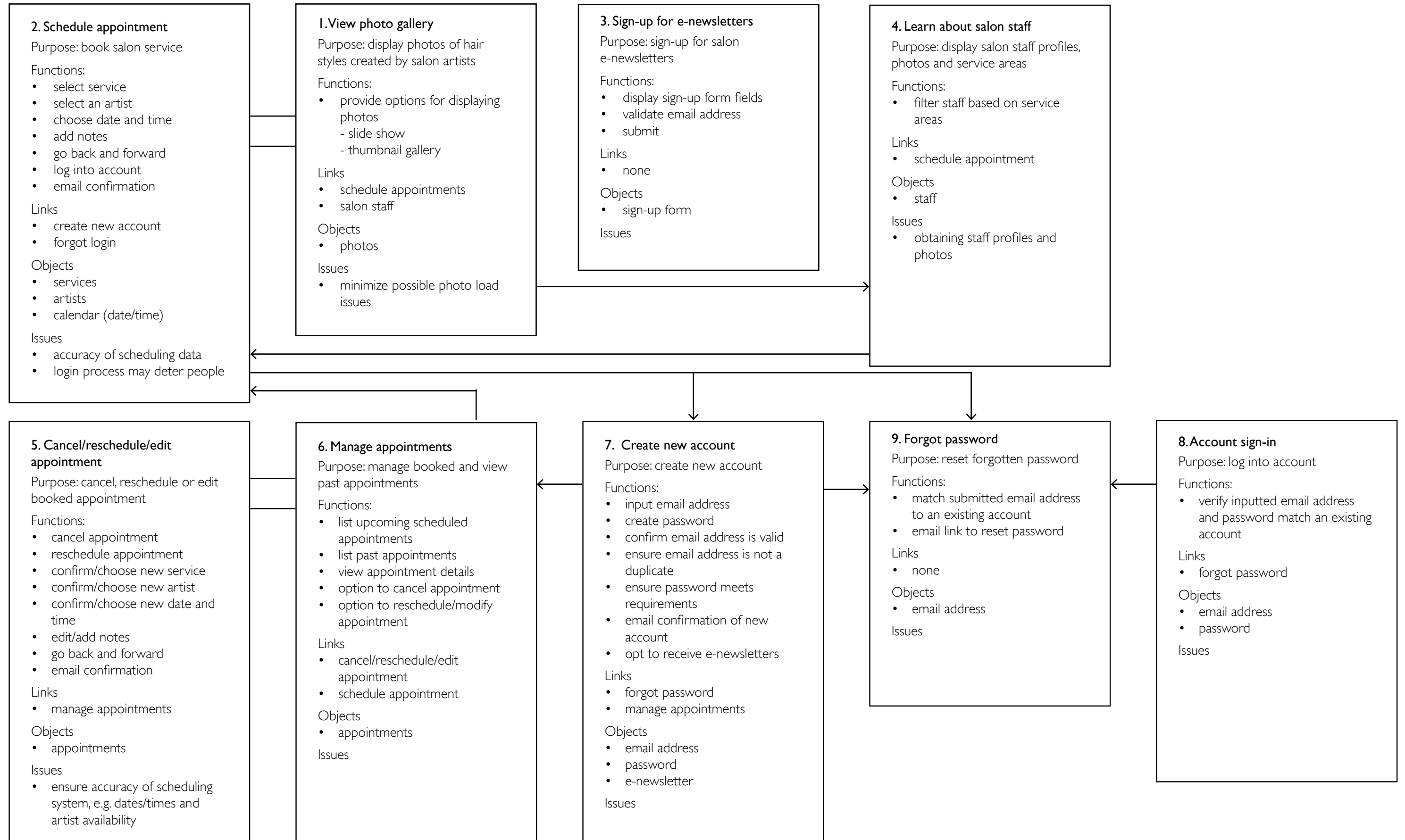
Learn about salon staff

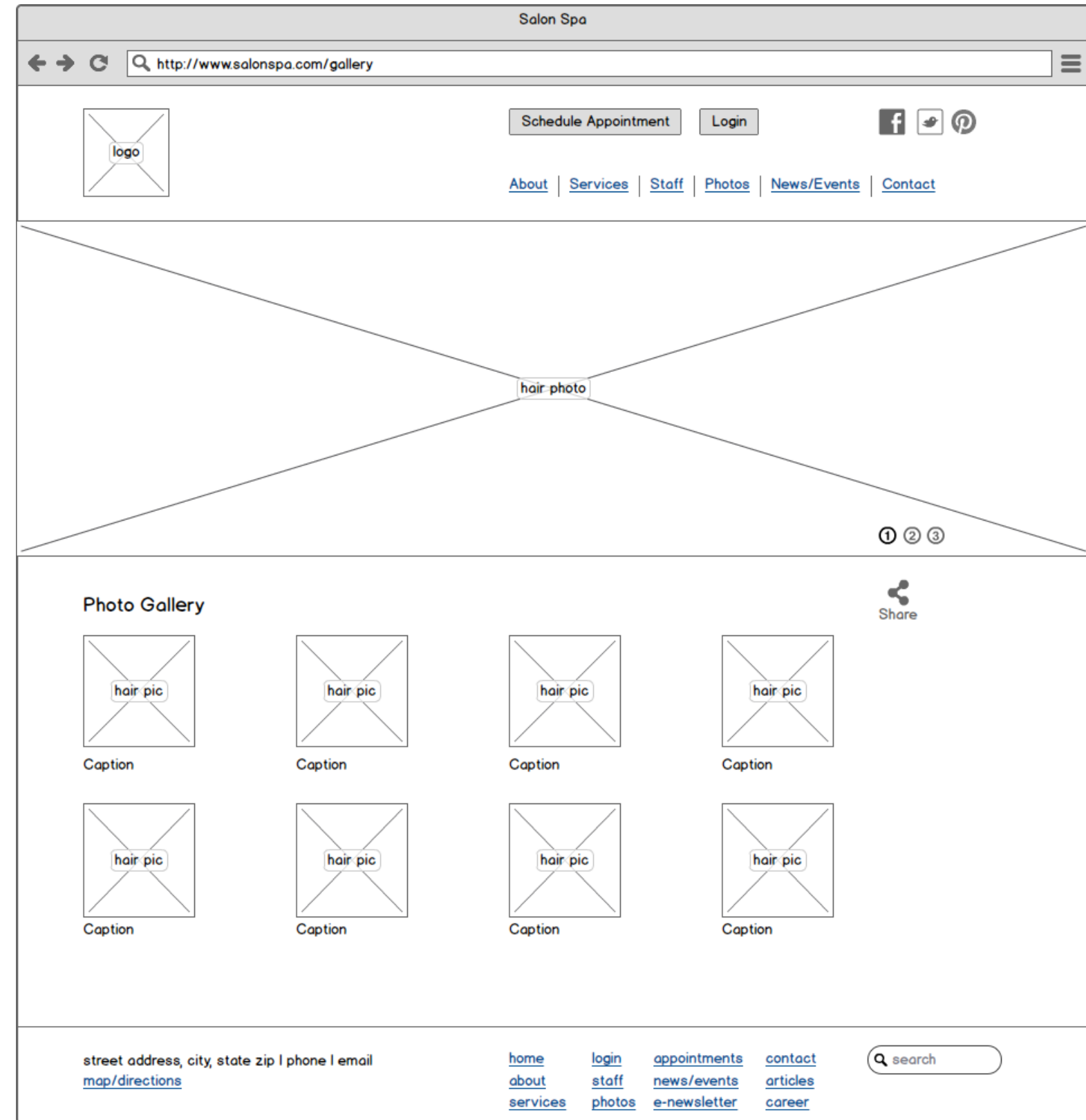
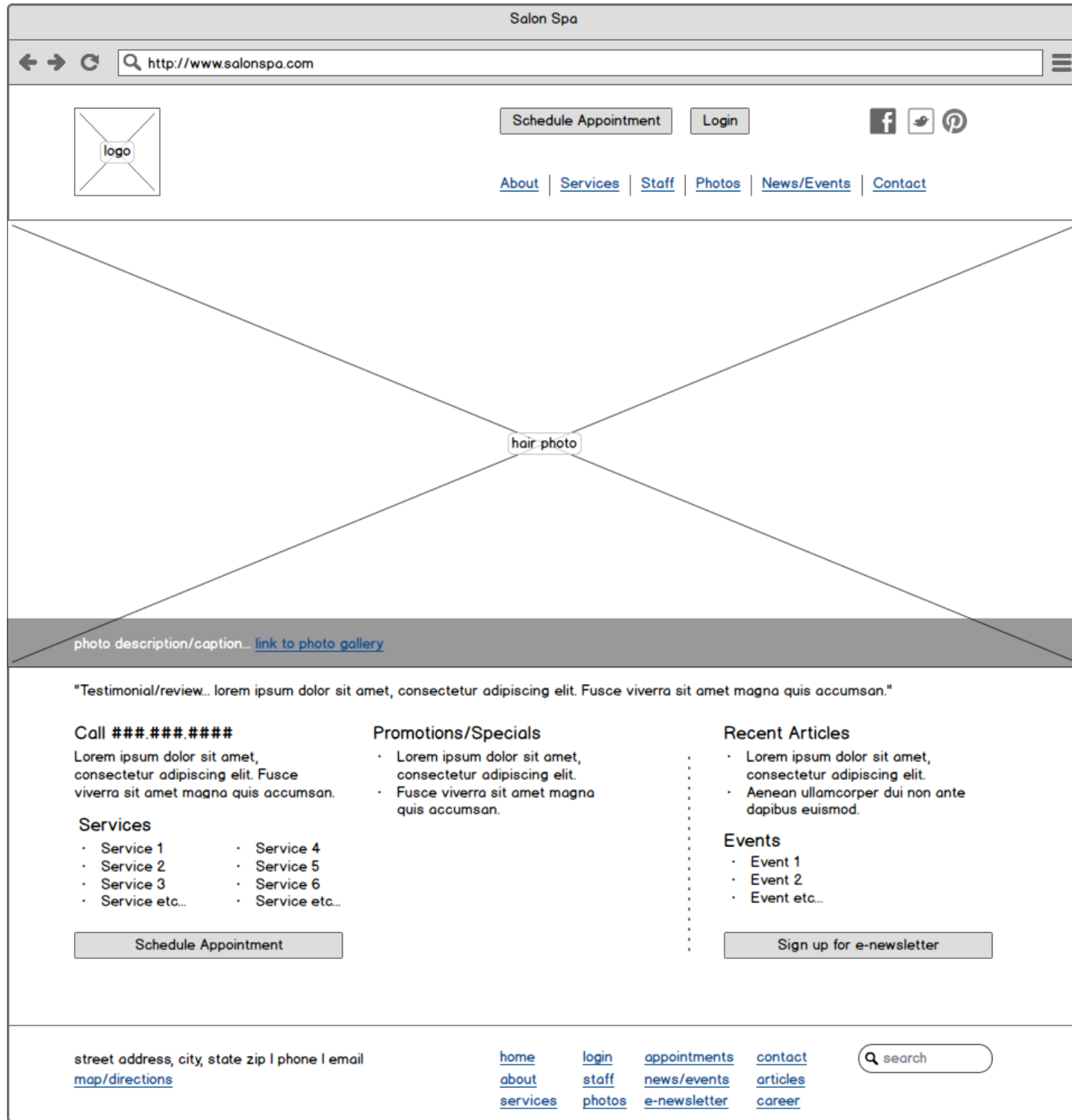
After booking a consultation appointment, Amber is curious to learn more about the salon's technicians. She saw some names displayed during the scheduling process and recalls others listed on some of the reviews she read. On the website, she clicks into the artist section and does a quick glance over the photos on the page, looking for the ones that do hair. She spots links where she can filter them by specialty and clicks the link for hair stylists. She's pleased with the results that come up and click a few of the photos to read more about them.

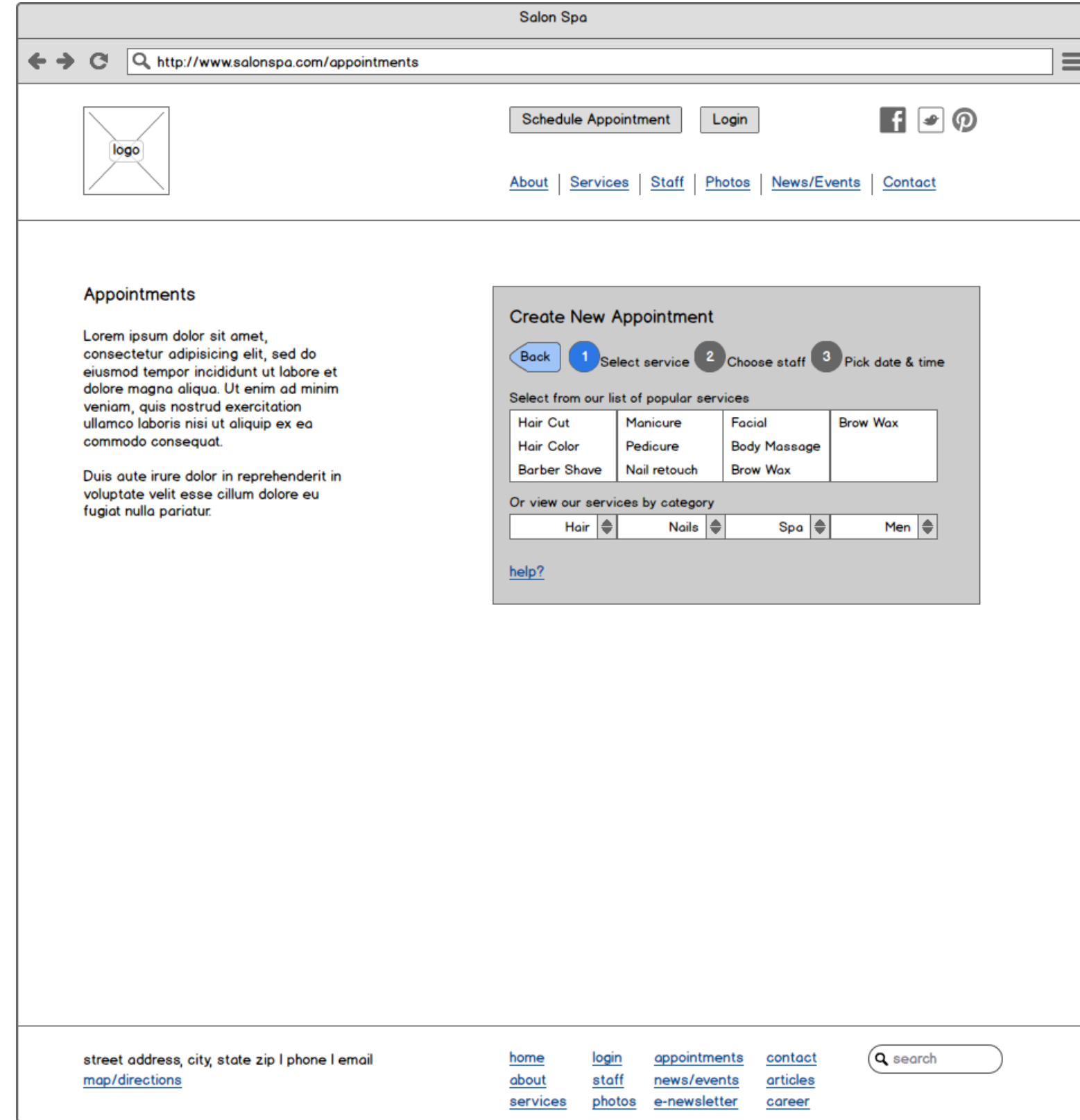
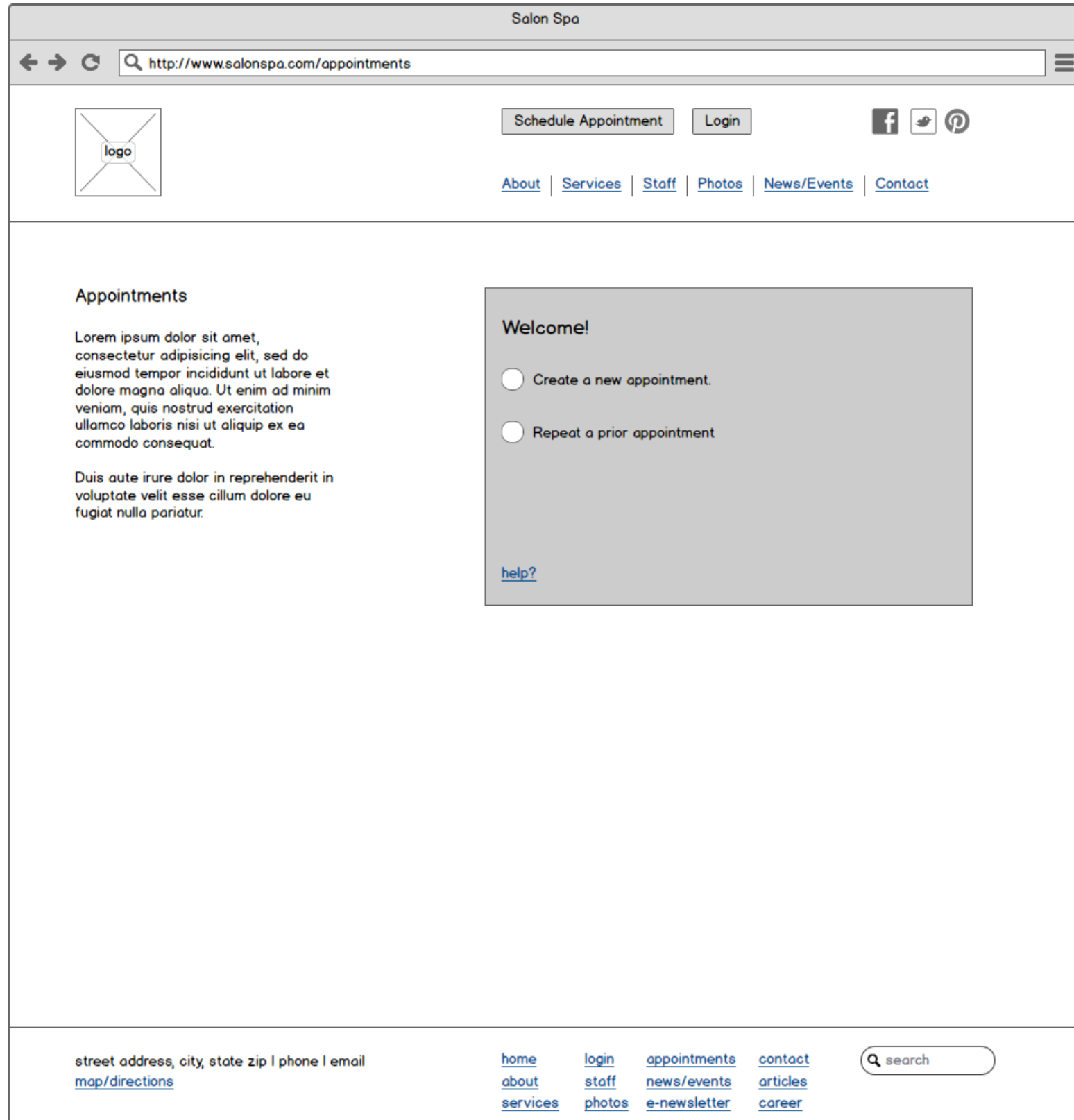
Change appointment

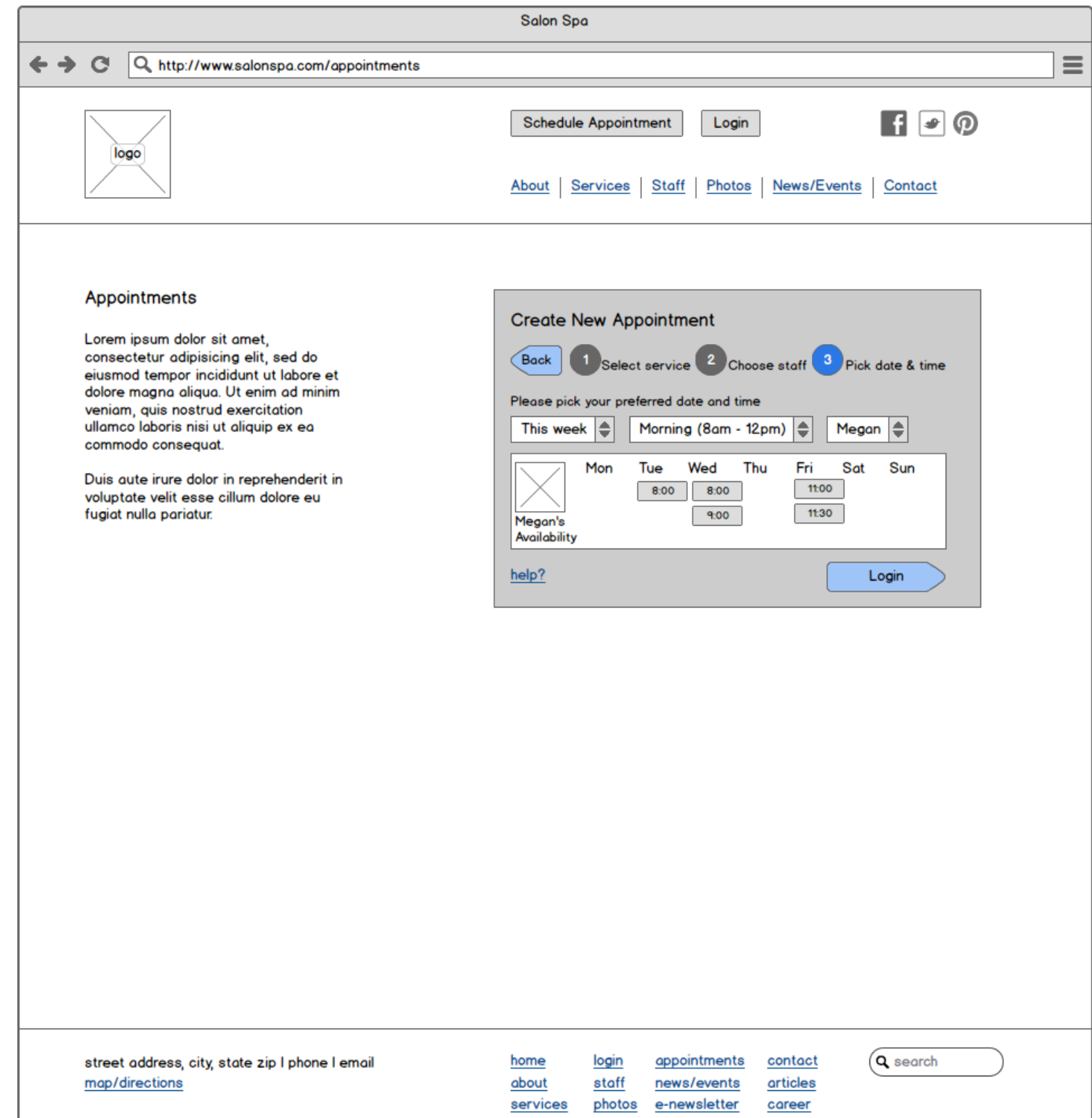
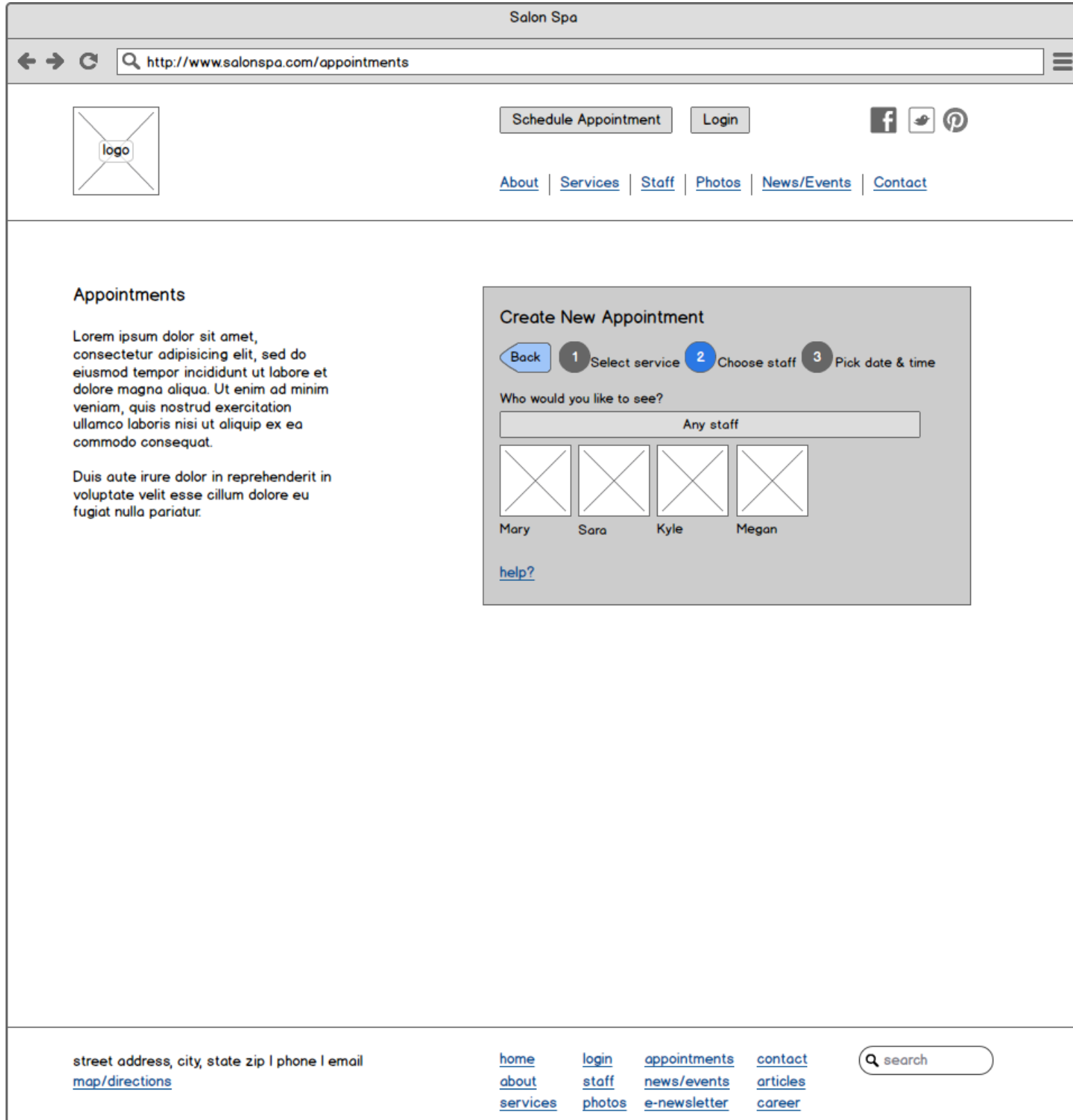
Upon reviewing the artist page, Amber thinks a couple stylists may be a good fit for her. Suddenly, she recalls not selecting a specific stylist during the online scheduling process. She taps her fingers over her mouth and starts rethinking that decision. She wonders whether she can modify her appointment. She checks the confirmation email she received for information on rescheduling. It contains a link she can click that brings her to her profile page. She sees where her appointment is listed and options to reschedule or edit and cancel it. She clicks to reschedule/edit and is taken into the online scheduling process where she can make changes, including specifying a specific artist.

User Environment Designs (UED)









Salon Spa

http://www.salonspa.com/appointments

logo

Schedule Appointment Login

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Appointments

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Login

Email

Password

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Login

Back Create Account

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http://www.salonspa.com/create_account

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Create Account

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New Account

What is your email?
 Use this to login later

Choose a password Confirm password
minimum of 6 characters

password may include alpha-numeric, a-z or 0-9 and underscores '_' or hyphens '-'

First name Last name

Street address

City

State Zip code

Phone number

Sign up for e-newsletters

Submit

Cancel

[help?](#)

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Appointments

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New Appointment

Hello Amber! Please confirm the details for your appointment.

When: Tuesday, dd/mm/yy, 11:00AM [edit](#)

Service: Hair Cut [edit](#)

Staff: Megan [edit](#)

Send confirmation/reminder method: email phone text

Add notes (optional)

Confirm

Back/Edit Cancel

[help?](#)

street address, city, state zip | phone | email
[map/directions](#)

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Appointments

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Schedule New Appointment

Manage Appointments

Select	Date	Time	Service	Staff
<input type="checkbox"/>	12/10/12	11:30 am	Hair Cut	Megan
<input type="checkbox"/>	12/17/12	6:30 pm	Massage	Shelly

Past Appointments

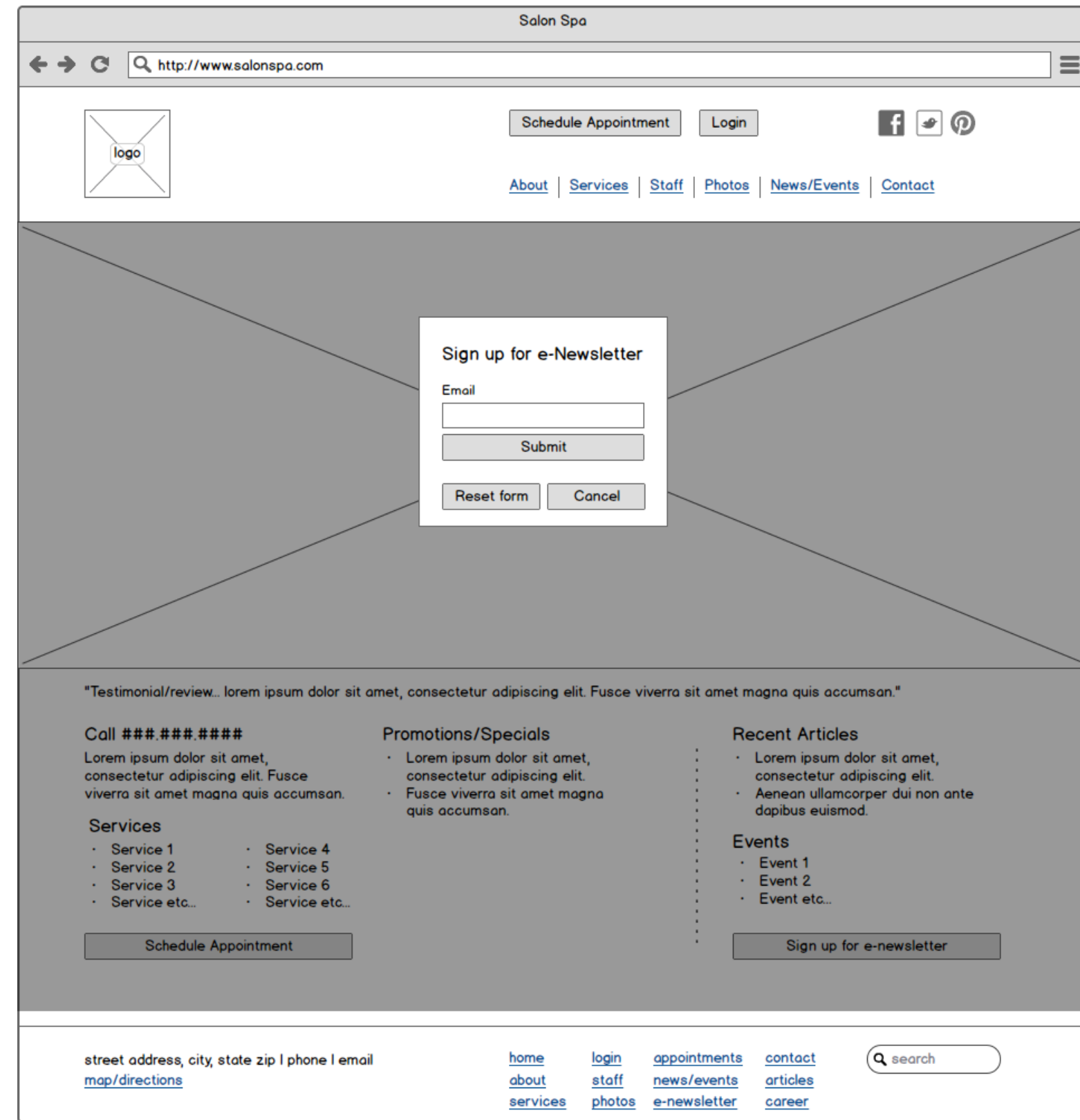
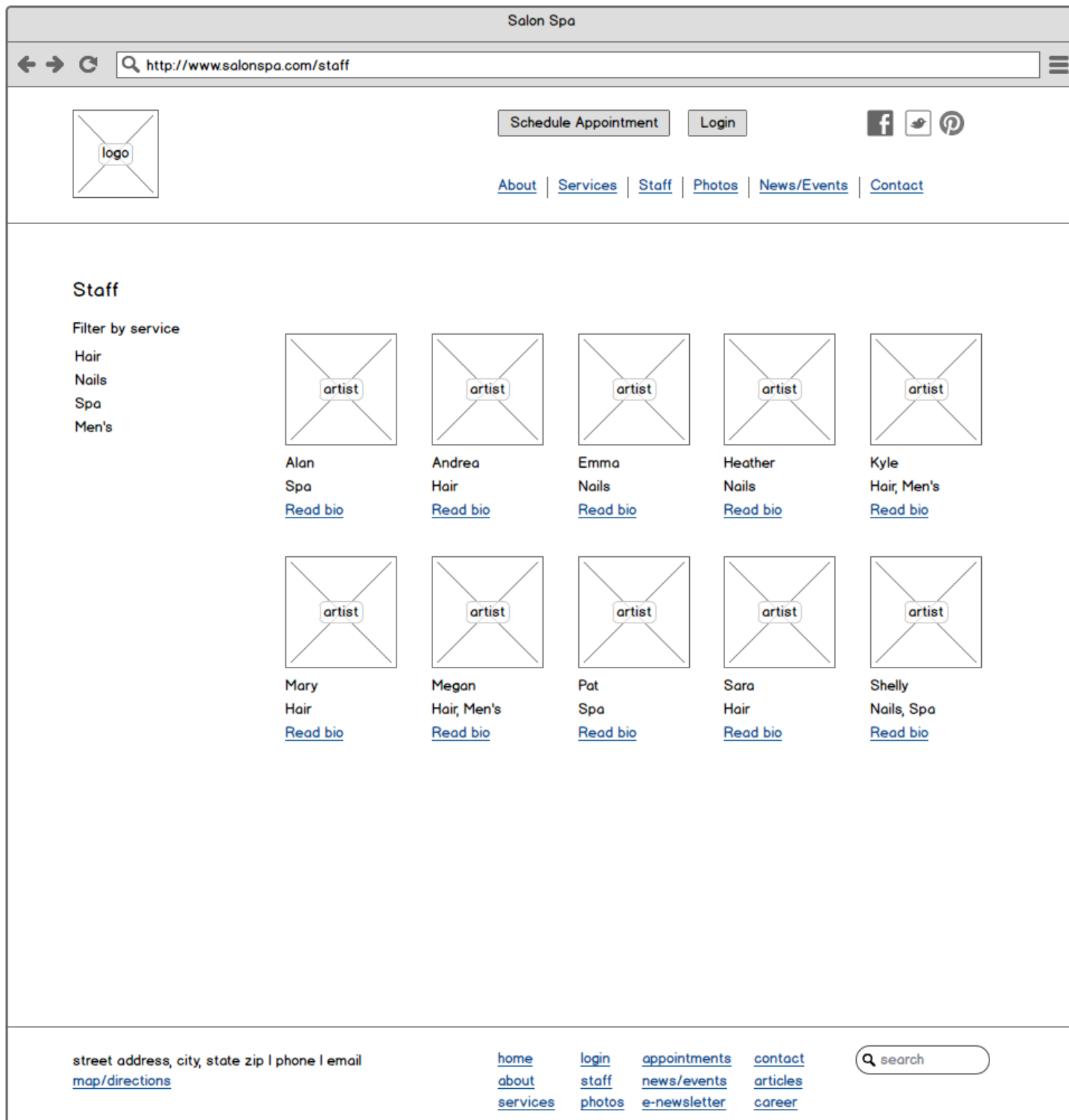
Options for Selected Appointments

Reschedule/Modify Appointment Cancel Appointment

street address, city, state zip | phone | email
[map/directions](#)





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search



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← → ↻ 🔍 http://www.salonspa.com/reset_password ☰

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Forgot password

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Forgot your password?

Fill out the below form. Then check your email for instructions to reset your password.

Email

[Submit to reset password](#)

[Clear](#) [Cancel](#)

[help?](#)

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USER TESTING RESULTS

OBJECTIVE

Have users test my salon spa website, in particular the functionality of the online scheduling tool.

PROCESS/METHOD

Three users tested my website via paper wire frames. The testing sessions were scheduled at their respective homes and were recorded. All sessions started with me providing them with expectations for the session and their role; asking them questions about their job, the amount of time they spend on the Internet and favorite sites; followed by them sharing their thoughts about the home page and conducting scenarios within the site.

USER GROUP

My test group consisted of the below users:

- 1) Max, a twenty-something internal auditor for a health care supply company. He spends his day in front of a company, talking with individuals, works a lot with Excel to research; tracks projects and assesses risks and controls. He is on the Internet about eighty hours a week, of which seventy percent of his time is spent browsing and thirty percent email. He usually looks at tech sites, workout sites and food blogs. His favorite site is The Verge, which covers technology; besides that Gmail and Google News.
- 2) Jen, a thirty-something marketing consultant. She doesn't have a set daily routine as her work is very project based, but spends lot of time online. She is online about thirty-five hours a week, with a 50-50 split between email and web browsing. Looks at social media sites, visits shopping sites, researches information for work, follows trend blogs, competitor products.
- 3) Rosey, a thirty-something working in international sales representative. She talks to customers both existing and potential from all over Latin America. She is the Internet about seven hours a week, with sixty percent web browsing and forty percent on email. She looks at customer websites and informational sites tied to her industry. Favorite sites include Business America, Business News.

WEBSITE HOME PAGE REVIEW

Max, Jen, and Rosey all recognized the website as a salon spa site for customers. They noticed the online scheduling button. Jen mentioned that she likes being able to book things online instead of calling. Max saw the login button and thought there are membership options. He also commented positively about the map directions link and thought it would be handy. Both Max and Jen noted the social media links. Jen said she unless it's something she really likes, she likely would not connect with the salon spa through social media. Jen also mentioned that she would be less likely to sign up for their e-newsletter as she already gets that type of information elsewhere and may not mean much to her. Jen mentioned that she is a visual person and would view the photo gallery to get an idea of the salon's services and hair styles. Rosey noticed the photo area, promotions, e-newsletter sign up for events and articles, and schedule appointment links.

HOME PAGE RESULTS

Based on their first impressions and thoughts, I would make these changes to my home page:

- Rename the login link to lessen membership options confusion; Add more explanatory details for events and articles section to clarify what they are
- Consider moving the social media links to bottom to make them not as prominent.

WEBSITE TASK SCENARIOS

My testers were given scenarios to work through out loud based on the website.

Task	Scenario
View photo gallery	You are in need of a hair cut and have been searching online for place to go in your neighborhood. You find a local hair salon spa and decide to visit their website. On the home page, you're wowed by a hair photo. Hoping to see some styles of people with hair similar to yours, you click to link to view more photo images. Walk me through the steps you would take.
Schedule new appointment and account	As you are getting ready in the morning, you notice it is taking longer and longer to style your hair. You know you need a hair cut and read some good reviews about the hair salon spa in your neighborhood. You visit their website home page and decide to schedule an appointment for a hair cut. Take me through the process you would go through to make this happen keeping in mind you are new to the salon spa.
Sign up for e-newsletters	You enjoy finding nice and simple DIY tips for styling your hair at home. While visiting a local hair salon website you read a couple good articles that you like. You notice you can sign up to receive e-newsletters and decide to do so. How would you do this?
Locate new hair stylist	You have been going to the same stylist about every six weeks for a number of years. Your stylist recently told you that they are no longer doing hair and provided you with a couple suggestions. One of their suggestions is a stylist at a salon spa close to your home. Your visit the hair salon spa website to check them out. Show me how you would do this.
Reschedule appointment	You are really excited to get your hair cut. However, something came up with work and you need to reschedule your appointment. So, your daily hair drama will continue for a little longer... sigh. Unfortunately, you do not have the number for the hair salon spa in your mobile phone contact list, but remember getting a confirmation email from them. You find the email and read instructions for rescheduling. It mentions you'll need to login to reschedule your appointment. Walk me through the process you'll take to change the date, the time and stylist will stay the same.
Schedule repeat appointment	You received a lot of compliments on your last hair cut and enjoyed the experience at the salon spa. You felt your stylist was professional and was attentive to your needs during your appointment. You like to schedule another hair cut appointment with her. You know you could call, but like the convenience of their online scheduling tool. Show me how you would schedule a return appointment.
Cancel appointment	You have been looking for a good way to de-stress. The last time you booked your hair appointment, you also scheduled a massage appointment as you have always wanted to have a massage done. Unfortunately, some conflicts have arisen and you need to cancel your appointment. How would you do this?

TASK/SCENARIO ISSUES & TAKE AWAYS

Scenario: View photo gallery

- 1) Max was able to complete this task with no issues. He mentioned he would be looking at the big photo displayed and would click the photo gallery link tied to the photo image. If that link didn't work, he'd click the link at top or the link at the bottom. Ideally he'd want the photo gallery link to work. Once on the photo page, he'd click through them.
- 2) Jen was able to complete this task with no issues. Although she noticed the link on top, she would first click the photo gallery link tied to the photo image.
- 3) Rosey completed this task in an unexpected way. She mentioned she would be looking at the big hair photo image and would click the image hoping to see an arrow to see different pictures, then view the services area and click links there hoping to see hair styles, and would likely click the photos link at the bottom hoping that one works.

Key take aways:

- The large home page photo would draw people to the photo gallery page. Good visual and quality photos will be important.

Scenario: Schedule new appointment and account

1) Max was able to complete this task with no issues. Max would click the first link he saw on the site, which would be the one on the top. He followed the scheduling wizard screens providing the needed info. He would choose to create an account, and he hopes his browser will auto fill the form info for him.

2) Jen was able to complete this task with no issues. Jen would first look at the photo gallery, then would check on services to view them and pricing, and then go to the staff page to get to know the available stylists and their services and pricing. If she found one she's interested in, she choose to schedule an appointment with that stylist. She followed the scheduling wizard with no problems. Did question the login button and mentioned the create account page and how she may get leery if too much info was being asked, which she thought this form didn't. She brought up the concept of creating a one-time guest account.

3) Rosey completed this task in an unexpected way. She would go to the contact section and look for a phone number to call to make her reservation.

Key take aways:

- Create a thank you page after confirming appointment. Also, consider including a social sign on option.
- Include a services page with pricing, and an example of a staff page. Remove/replace the login button on the third wizard page. Since a one-time guest account may not allow people to manage their appointments, that option will not be added.
- Make the phone number more prominent on top of home page recognizing that not everyone will want to schedule online.

Scenario: Sign up for e-newsletters

1) Max completed this task as expected without any issues, by clicking on the e-newsletter sign up link. He'd enter his email address, click submit and see what happens

2) Jen completed this as expected by clicking the e-newsletter sign up link, and then entering her email.

3) Rosey completed this as expected by clicking the e-newsletter link, and would enter her email.

Key take aways:

- Include a confirmation or thank you screen for signing up.

Scenario: Locate new hair stylist

1) Max was able to complete this task with no issues. He'd click the staff link.

2) Jen completed this task with no issues. She would click on the staff link.

3) Rosey completed this using a different process. She would look at the contacts to see if there were names of stylists listed, and then would call the salon to see which stylists are and how long they've been doing hair. When I inquired whether she would check website for the information, she then mentioned she would click the staff button.

Key take aways:

- This scenario went as expected and provided insights into those that prefer to call first instead of viewing or finding the information online.

Scenario: Reschedule appointment

1) Max completes this as expected. He goes into the manage appointments section, logs in with his username and password, selects his existing appointment and chooses to reschedule it. His appointment information appears where he can edit and choose a new date.

2) Jen completes this as expected. She would click the manage appointments button and login, select the existing appointment and choose to reschedule it. Her appointment information would appear, where she would edit the date and time. Jen did mention the login button on the edit screen, which she hope wouldn't be there or be greyed out if she is already logged in.

3) Rosey does not complete this as expected. She mentions she would go to the site, find the contact number and call to reschedule.

Key take aways:

- Add a thank you screen to process and remove/grey out the login button for the reschedule process.
- Personalize appointment welcome page to user, e.g. "Welcome Max."

Scenario: Schedule repeat appointment

1) Max completes this as expected. He clicks the schedule appointment link and chooses to repeat a prior appointment, logs in and would select a prior appointment to repeat. [Note: I had to stop the scenario at this point as I had no screens created to complete the repeat appointment process].

2) Jen completes this as expected. She clicks the schedule appointment links, chooses to repeat prior appointment, logs in, chooses the appointment she wants to repeat, and confirms the time and stylists. [Note: screens were created for the repeat process for this tester].

3) Rosey completes this as expected. She would click the schedule appointment link in the services section and would choose to repeat a prior appointment, she would enter her login (she's assuming she has an account created as she signed up for e-newsletters) and would select an appointment to repeat, select a time and confirm stylist.

Key take aways:

- Add a visual cue that you can expand "+" past appointments
- Add a screen for past appointments
- Add screen(s) for the repeat appointment process.

Scenario: Cancel appointment

1) Max completes this as expected. He goes into the appointment section, logs in and chooses the appointment he wants to cancel and checks the option to cancel it. [Note: I had to stop the scenario at this point as I had no screens created to confirm the cancellation].

2) Jen completes this as expected. She goes into the manage appointment section, logs in and chooses the appointment she wants to cancel and checks the option to cancel it. [Note: a cancellation confirmation screen was created to complete this scenario for this tester].

3) Rosey does not complete this as expected. She mentions she would go to the site, find the contact number and call to cancel.

Key take aways:

- Add a confirmation screen for the cancel appointment process.

SUMMARY OF WIRE FRAME CHANGES NEEDED

Wire frame screen/process	Changes
Home	<ul style="list-style-type: none"> Rename the login link to lessen membership options confusion; Add more explanatory details for events and articles section to clarify what they are. Consider moving the social media links to bottom to make them not as prominent. Add phone number to top, perhaps replacing social media buttons, recognizing that not everyone wants to schedule appointments online.
Schedule appointment	<ul style="list-style-type: none"> Create a thank you page after confirming appointment. Consider including a social sign on option on the login screen. Mark required items on create account screen Remove/replace the login button on the third wizard page.
ADD services	<ul style="list-style-type: none"> Include a services page with pricing to help with decision process to schedule an appointment.
ADD staff/artist page	<ul style="list-style-type: none"> Add an example of a staff page to help with decision process to schedule an appointment and locating stylist. Include photos of their work and ability to schedule an appointment.
E-newsletters	<ul style="list-style-type: none"> Include a confirmation or thank you screen for signing up.
Reschedule appointment	<ul style="list-style-type: none"> Add a thank you screen to process Remove/grey out the login button tied to the wizard. Personalize appointment welcome page to user; e.g. "Welcome Max."
Schedule repeat appointment	<ul style="list-style-type: none"> Add a visual cue that you can expand (e.g. "+") and view past appointments on the appointments page. Add a screen for past appointments. Add screen(s) for the repeat appointment process. Include personalization in the repeat process to indicate the most recent service received.
Cancel appointment	<ul style="list-style-type: none"> Add a confirmation screen for the cancel appointment process.
ADD Contact page	<ul style="list-style-type: none"> Add a page for contact for those looking to contact the salon by phone for appointments and obtain other information.

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http://www.salonspa.com

logo

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About Services Staff Photos News/Events Contact

hair photo

photo description/caption... [link to photo gallery](#)

"Testimonial/review... lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce viverra sit amet magna quis accumsan."

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce viverra sit amet magna quis accumsan.

Promotions/Specials

- Salon spa promotion/special
- Salon spa promotion/special

Services

- Hair Cuts/Color
- Men's Cut/Shave
- Massage
- Manicure
- Pedicure
- Brow Wax

[Complete list of services](#)

Hours

- Mon to Fri 8am-6pm
- Sat 9am-5pm
- Sun Closed

Schedule Appointment

Recent Articles

- [Beauty, health wellness, DIY, or hair tip article](#)
- [Beauty, health wellness, DIY, or hair tip article](#)

Events

- [hair salon spa or community event](#)
- [hair salon spa or community event](#)
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hair photo

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Photo Gallery

Share

hair pic

Caption

hair pic

Caption

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WIRE FRAMES: REVISED

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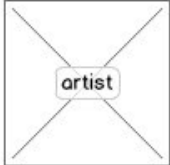
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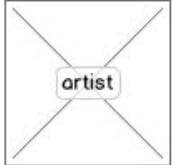
Staff

Filter by service

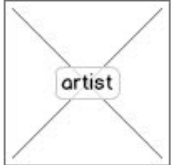
- Hair
- Nails
- Spa
- Men's



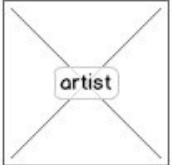
Alan
Spa
[Read bio](#)



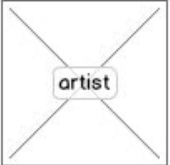
Andrea
Hair
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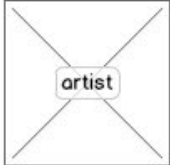
Emma
Nails
[Read bio](#)



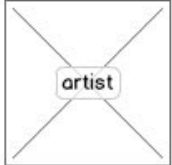
Heather
Nails
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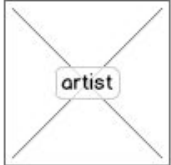
Kyle
Hair, Men's
[Read bio](#)



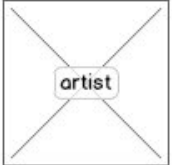
Mary
Hair
[Read bio](#)



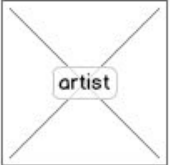
Megan
Hair, Men's
[Read bio](#)



Pat
Spa
[Read bio](#)



Sara
Hair
[Read bio](#)



Shelly
Nails, Spa
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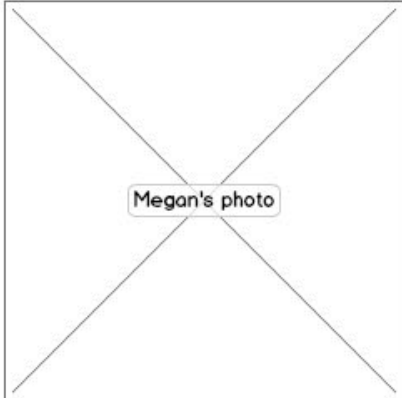
http://www.salonspa.com/staff/megan

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MEGAN



My Hours
Tues to Fri 9am-4pm
Sat 9am-3pm

email call/text 651.999.9999

Schedule appointment with me

About Me

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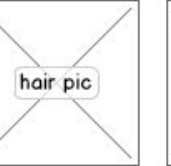
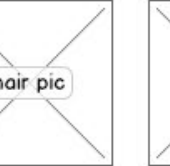
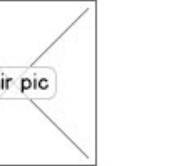
Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

My Services

Hair Services		Men's Services	
Hair cut	\$50	Barber shave	\$30
Hair color	\$40	Hair cut	\$35
Blow dry & style	\$40	Beard trim and shap	\$15
Updo	\$80	Grey blending	\$20

My Photos

View my photo gallery of hair styles and cuts.

Caption Caption Caption Caption

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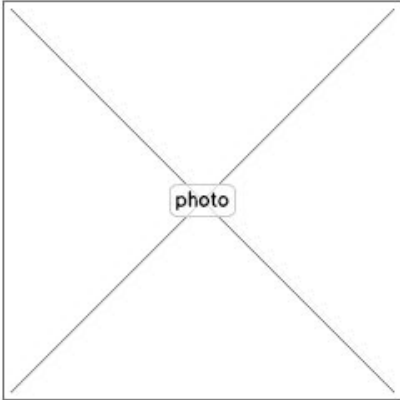
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Services

- Hair
- Nails
- Spa
- Men's



photo

Hair (-)

Hair Cuts from \$45
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Hair Color from \$40
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Blow Dry & Style from \$40
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Up Dos from \$80
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Nails (+)

Spa (+)

Mens (+)

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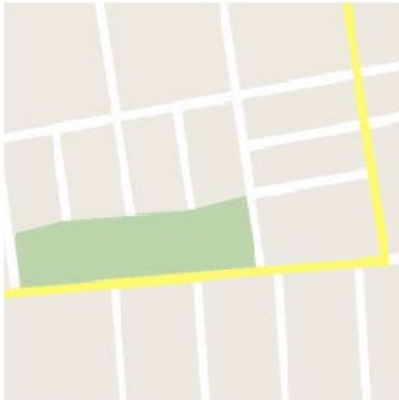
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Contact us

Hours
Mon to Fri 8am-6pm
Sat 9am-5pm
Sun Closed

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city, state zip
phone, fax
email



map/directions

Learn about our services

Learn about our staff

Contact

Questions, comments, suggestions? Please complete the below form.

Name

Email

Phone (optional)

Message

Submit

Clear Cancel

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Welcome!

- Schedule new appointment.
- Repeat a prior appointment

[help?](#)

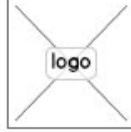
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Appointments

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Schedule Appointment

[Back](#) 1 Select service 2 Choose staff 3 Pick date & time




Select from our list of popular services

Hair Cut	Manicure	Facial	Brow Wax
Hair Color	Pedicure	Body Massage	
Barber Shave	Nail retouch	Brow Wax	

Or view our services by category

Hair ▾ Nails ▾ Spa ▾ Men ▾

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Schedule Appointment


Back 1 Select service 2 Choose staff 3 Pick date & time


Who would you like to see?

Any staff





 Mary


 Sara


 Kyle


 Megan

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Schedule Appointment




Back 1 Select service 2 Choose staff 3 Pick date & time

Please pick your preferred date and time

This week Morning (8am - 12pm) Megan

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Megan's Availability		8:00	8:00		11:00		
			9:00		11:30		

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Email

Password

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OR  Login via Facebook

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Create Account

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New Account

What is your email?

Choose a password Confirm password

password may include alpha-numerics, a-z or 0-9 and underscores '_' or hyphens "-."

First name Last name

Phone number

Join our mailing list (optional fields)

Street address

City

State Zip code

...
 Sign up for e-newsletters

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Schedule Appointment

Hello Amber! Please confirm the details for your appointment.

When: Tuesday, dd/mm/yy, 11:00AM [edit](#)

Service: Hair Cut [edit](#)

Staff: Megan [edit](#)

Send confirmation/reminder method: email phone text

Add notes/comments for staff (optional)

Confirm

Back/Edit Cancel

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Thank you Amber!

Please see below for appointment details. We are sending a <email/text> confirmation and reminder as requested. We look forward to seeing you!

When: Tuesday, dd/mm/yy,
Service: Hair
Staff: Megan

Close Window

Back/Edit Cancel

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Repeat Appointment Welcome back Amber!

Back 1 Select appointment 2 Change date/time/staff

Amber, your last appointment was: HAIR CUT

Repeat last appointment? Yes

OR repeat a different appointment? Please select from list below.

Select	Date	Time	Service	Staff
<input type="checkbox"/>	10/29/12	1:30 pm	Hair Cut	Megan
<input type="checkbox"/>	9/12/12	6:30 pm	Hair Cut	Megan

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Repeat Appointment Welcome back Amber!

Back 1 Select appointment 2 Change date/time/staff

Amber, you like to repeat this service: HAIR CUT

Megan was the staff for your prior appointment. To reschedule with Megan, check her availability, then pick a date and time.

Or select another staff member from the menu, then choose a date and time from their availability.

Megan This week Afternoon (1pm - 4pm)

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Megan's Availability		8:00	8:00		11:00		
			9:00		11:30		

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Hello Amber!

Schedule New Appointment

Manage Appointments (-)

Select	Date	Time	Service	Staff
<input type="checkbox"/>	12/10/12	11:30 am	Hair Cut	Megan
<input type="checkbox"/>	12/17/12	6:30 pm	Massage	Shelly

Past Appointments (+)

Options for Selected Appointments

Reschedule/Modify Appointment

Repeat Appointment

Cancel Appointment

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Amber, your appointment was cancelled.

Please see below for information on your cancelled appointment. We are sending a <email/text> confirmation. Please consider scheduling your next appointment with us. We do value your business!

When: Tuesday, dd/mm/yy,
Service: Hair
Staff: Megan

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Hello Amber!

Schedule New Appointment

Manage Appointments (+)

Past Appointments (-)

Select	Date	Time	Service	Staff
<input type="checkbox"/>	10/29/12	1:30 pm	Hair Cut	Megan
<input type="checkbox"/>	9/12/12	6:30 pm	Hair Cut	Megan

Options for Selected Appointments

Reschedule/Modify Appointment

Repeat Appointment

Cancel Appointment

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Forgot your password?

Fill out the below form. Then check your email for instructions to reset your password.

Email

Submit to reset password

Clear Cancel

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