

WEBSITE BRIEFING FORM

Name: Grace Hanna, Lash & Brow by Grace

What actions do you want the visitors to take on the site?

Book appointments, buy products, get information

How many pages do you want?

Not sure, but at least home, about, shop, booking

What kind of visitors are you expecting on your website?

Visitors I expect on my page are women aged between 18-50

Will you need to update the website content frequently?

I would only upgrade the website when I undertake further training, hire additional staff or add items to the menu.

What do you want to be the first thing the viewers see when entering the site?

A beautiful set of eyelashes/brows

What features should be used on the website?

Photos, ordering options (shop), contact form, booking

Do you have any colour preferences? What should the look and feel for the website be?

Neutral and classy

Do you have a logo and/or design manual – or other specific guidelines related to colours, typography, photographs, elements, style, etc.?

No design manual, but a logo

What's the most important part of the website for you?

Portray my skills and assure future clients this the best place in Wollongong for lashes and brows.

Are there any other websites that you particularly like or don't like? Please give examples so we can make sure from the start that you get what you really want.

tokyolashes.com.au

featherbrowcouture.com.au

bellalash.com

eyelashexcellence.com

boudoirlashbar.com.au

