Analysis of New Image Spa Website

Prepared for New Image Day Spa

Prepared by JS Consulting

October 30th, 2019

New Image Day Spa
2316 Main Street
Farmville, Virginia 23901

October 1, 2019

Suzanne Stetson
Co-Owner
JS Consulting
555 Logan Street
Keysville, Virginia 23947

Dear Ms. Stetson:

Subject: Evaluation and recommendations for new webpage design

We live in world of internet access and information. So many customers ask our staff for our internet website, or where to find specials and prices. As our spa grows, we want to establish a website which will appeal to our current and recruit new customers.

At New Image Day Spa, we want a professional and tasteful internet presence. As such we ask JS Consulting to evaluate other spa websites and recommend, in a formal report, the findings. We need to have the report no later than December 6, 2019.

We look forward to your recommendations. Please do not hesitate to contact us at 434-555-1234.

Sincerely,

Paige Mathison

Paige Mathison
Owner

JS Consulting
555 Logan Street
Keysville, Virginia 23947

November 19, 2019

Paige Matheson
Owner
New Image Day Spa
2316 Main Street
Farmville, Virginia 23909

Dear Ms. Mathison:

Subject: Completion of review and recommendation of website

Attached you will find the report and recommendation of a new website for New Image Day Spa as you requested in your letter dated October 1, 2019.

We evaluated two websites of local, competing spas in three key areas: visual appeal/attractiveness, ease of use and functionality, and transparency of therapies, products, prices, and packages offered.

- Perceptions Organic Spa
- Scents of Serenity Organic Spa

The websites have provided substantial information which enabled us to provide recommendations for your new website, and are detailed in the following report.

I, and my co-owner Jamie Wagner, have enjoyed working on the development of your website. If you have any questions, please do not hesitate to contact our office at 434 390-1234.

Yours Sincerely,

Suzanne Stetson

Suzanne Stetson
Co-Owner

Enclosure: Report on new website

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Executive Summary

New Image Day Spa opened in 2017 in Farmville, Virginia, and featured a wide variety of spa services and products ranging from hair, make-up and nail designs to facials and massage. The spa, the third in the Farmville area, became successful and popular within its first year of operation.

New Image Spa customers began to inquire of an internet presence. Also, the spa plans to take the next step to expand its customer base out of the immediate Farmville area, and needs a website to attract those customers. JS Consulting was hired in October, 2019 to analyze and recommend criteria for a new website.

JS Consulting reviewed the websites of New Image Day Spa two competitors and conducted a survey of Farmville area residents. Three areas were used to determine a design base:

- visual appeal

- ease of use

- transparency of products and services.

Based on the survey and review of competitor's websites, the following recommendations should be used in the creation of New Image Day Spa's new website:

- Use of professional images with a warm and comforting feel

- Include a detailed list of staff and their professional qualifications

- Include a complete list of services, products and prices

- Post contact information on top page of site

The incorporation of these recommendations into New Image Day Spa's website design will assure a professional internet presence.

Introduction

An internet presence for a business is crucial. The phrase "Google it" has become common and indeed expected whenever someone wishes to find information. This is even more true of a service-based business as a functional website is often a potential patron's first form of customer service.

A successful website for commercial use will cover three areas: visual appeal, ease of use, and transparency of products and services. In a spa environment, a potential customer will be placing his or her body in the hands of the spa and will only do so if they are comfortable and feel they are in a professional setting.

New Image Day Spa of Farmville, Virginia established in 2017, commissioned JS Consulting to prepare a formal report to analyze the needs of a spa-based website. JS Consulting began in 2010 and conducts marketing analysis and design in the internet environment. We specialize in small local business' in the southern Virginia area.

Two of New Image Day Spa's competitors websites were reviewed: Perceptions Organic Spa and Scents of Serenity Organic Spa. Also, JS Consulting surveyed spa customers in the Farmville area to determine the needs and wants of the local area.

Analysis of Website 1: Perceptions Organic Spa

Visual Appeal

When first navigating onto the page, an ad popped up advertising a deal of some sort. The ad looked attractive because of the deal, and the colors looked nice with the site background. However, having a pop-up ad on a spa website does not add to the relaxing feel of the website. The home page looks very unique and striking, but it lacks pictures to draw in the eye and explain exactly what kind of spa this is. The whole homepage has a very interesting moving background which is striking but problematic. It is very difficult to read the words because of the movement of the background.

The second, the about page, still had no immediate pictures. Eventually, after scrolling down a bit, there were some pictures. However, these pictures looked like generic pictures one would find on an internet search. They were not personal pictures of the spa or it's creations. A little further down, the website did have pictures in a "social media" type platform. These pictures had captions and people had the option to "like" them or comment on them, which was very interactive but not a normal social media platform. These pictures included ones of their staff and different nail styles someone at the spa had done. The pictures of the staff were much more personal, which was a nice touch. But the pictures of the nails were all very professional looking and had no pictures of the actual customers. They were pretty but not very personal. At the very bottom of the main page was the contact information. This section had a marbled background that was very relaxing and easy to read against.

Throughout the rest of the website, each additional page had a different background. It was interesting to look at, but also didn't look very put together. Most of the other backgrounds are easier to read against because most of them were white, beige, or light colored. A few of the

pages has a picture as a background and those were still difficult to read against. Finally, the "shop" page, where clients could go to purchase products used in the spa, was very disorganized. There were almost no pictures for the products, and all the missing pictures were replaced by gray icons. Additionally, the font was completely unreadable against the background of the page. The whole page was way too dark and not appealing at all.

Usability

In regards to ease of use, the pop up ad made it easy to get deals and information on deals being offered. Additionally, people are more interested when presented with a coupon or deal immediately. However, the button on the deal led to a separate window to send them an email instead of immediately revealing a coupon, a code, or a place to input your email to be sent a discount. This setup is not the most "user friendly" option for providing discounts or deals.

The name and address of the spa was front and center on the home page, as demonstrated by figure 1 below. This was very useful due to the nature of the business. It is important for the address to be given right away, not just at the bottom, because people have to travel to the spa for services which means its location will be one of the first things they think about. A link for a phone number was listed front and center as well, except it was just a button that said "Call Now" instead of an actual phone number. It would have been more "user friendly" to provide a phone number because the link only works if people are using the mobile site on their phones.

Figure 1: Perception Organic Spa Homepage

The full contact information was at the bottom of the page, which is where people generally expect to find it. They also put the hours at the very bottom, which seems to be the only place they have them on the website. There were also links to social media at the bottom so people could click those to go to their various pages. Additionally, there was a section at the bottom of the website where users could put their name and contact information to schedule an appointment. This option makes scheduling easy if the user cannot speak on the phone to make an appointment. The last thing they had at the bottom of the home page was a section about what happens if someone is late to an appointment. This section would make more sense to be included on more than just the bottom of the home page. Generally, people would expect to find this information on a page about scheduling, pricing, rules, and/or expectations.

The tabs at the top of the homepage were easy to read and well labeled. They had tabs for Home, About, Services, Spa Packages, Spa Party, Gift Cards, Memberships, and Shop. The about page just took users down further on the homepage to a little paragraph about the spa. There was a drop-down menu under the services tab that had a lot of well labeled options, versus putting all that information onto one page. All the individual pages in the drop-down menu were

very detailed with prices and descriptions. The spa packages page was also very detailed with descriptions of the services included, the time they take in hours, and prices. The expected gratuity was also detailed on this page. It was explained upfront in a way that individuals not used to the spa scene will understand. The spa parties tab was also very detailed including information on what is considered a spa party, rules regarding food and drinks, how to set up appointments with contact information included, and the expected gratuity. The gift card page outlined different options for giving money with links for each, as well as the fine print regarding the gift cards. The links took users to separate sites to pay. The membership page discussed the perks of being a member and the services included with each type of membership as well as the cost of each type. The shop page includes the products available for customers to purchase. However, this page was not very "user friendly" because only three of the items had pictures, and there were no reviews, as shown by figure 2 below. This all makes it difficult for users to figure out exactly what they are buying.

Figure 2: Perceptions Shop Item

Transparency

The about section on the homepage addresses the spa's commitment to natural and organic

products for the health of the environment as well as their clients. It also addresses using

products that are free of many harmful substances, such as preservatives, surfactants, synthetic

fragrances, and dyes, and products that were not tested on animals. Additionally, they outline

their use of recycled paper and their vegan options. They mention upfront in bold font that

appointments cancelled within 48 hours are subject to a 50% charge of the total price, and a no

show is subject to a 100% charge of the total price with no exceptions. This is very transparent

about their policies, but it is too upfront for the about page. This information would be better for

a page about pricing or scheduling. The drop-down menu under the services tab outlines

everything they offer in great detail. They are very descriptive about the services they offer, the

prices, and the amount of time each service takes in hours. They are also very detailed in the

types of packages they offer. There were very few discounts outlined on the website, just the

pop-up ad at the beginning.

Analysis of Website 2: Scents of Serenity Organic Spa

Visual Appeal

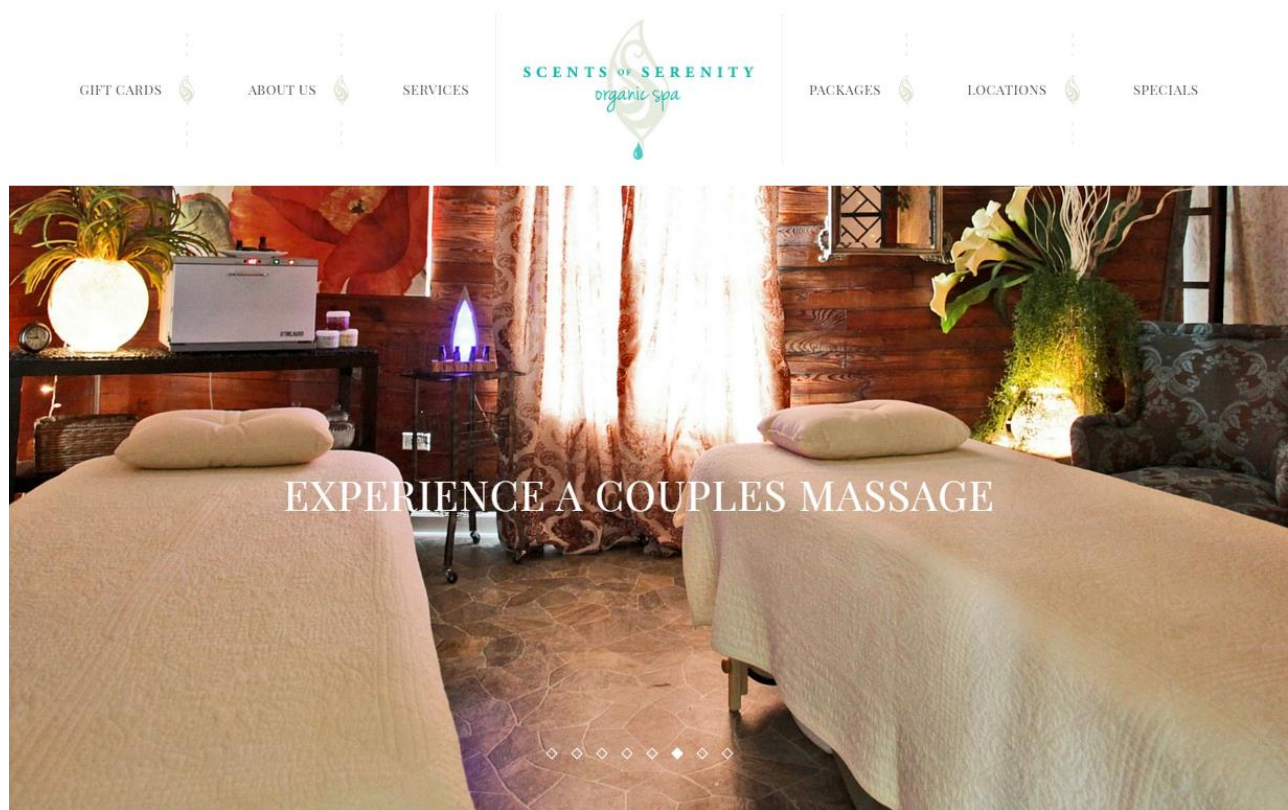The Scents of Serenity website evokes a warm, serene feel (see figure 3).

Figure 3: Homepage of Scents of Serenity

The homepage is dominated by a rolling gallery of pictures topped by a header with the titles of pages. The background is white and contrasts nicely the black text and warm golden tone color of the pictures. A serif font, which is easy to read, is used on all the headings and pages in the site. The pictures are large, well focused and have a professional, artistic feel. There are various levels of focus such as close-ups of products or customers, and wider shots of massage rooms. However, the photography throughout the site carries the same warm and inviting feel. Overall, the Gestalt of the site is visually unified, welcoming and appealing.

Usability

The Scents of Serenity site is extremely well organized and easy to use. The homepage topics break down the various possible questions a searcher may wish to explore. "Locations", a topic someone may need quickly, is easy to find in main topic bar. A simple hover of the mouse on a topic heading will open a drop down box to reveal deeper informational topics. For example, the "Services" topic drops down to reveal subtopics of their different services (see figure 4). Once a reader selects a topic they are interested in, a new page with a detailed description of the service, as well as the prices which saves the reader from further clicking to find costs. This is supported by the survey results, in which 64.71% wanted to find prices within 1-2 mouse clicks (see table 1). This convenient connection of price listing next to the service is user-friendly and also very transparent in their practices which leads us to our next area of analyzation.
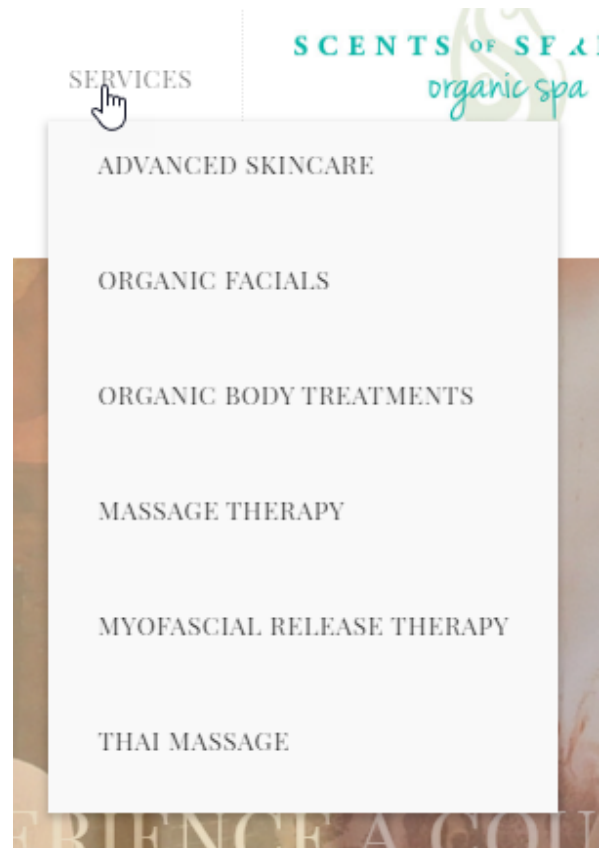

Figure 4: Dropdown of Services Topic

## Transparency

Being organic and green is an important issue for Scents of Serenity and their website displays the same ideal. First, there is a detailed list of the employees with pictures and their professional backgrounds. This information was indicated to be "extremely important" by our survey (see table 2). This allows a potential customer to connect with the employees even before they arrive

at the site. Second, a subtopic is dedicated to the organic products they use at their spa. The topic

has a "blog feel" with descriptions of products and services. Many of the posts are a few years

old. These should be updated yearly. And third, the topic "Green Spa" contains a mission

statement of a "green philosophy" to use only organic products by a maker which does not use

harsh chemicals and does not test on animals. The page also lists several bullets of Scents of

Serenity promise to be environmentally conscious, including using recycled paper products and

LED lighting.

Conclusions

Through our survey, we have concluded that a business's website is very important to

people as shown by the data from survey questions 1 and 2, which can be found in Appendix A.

88.24% of people stated they would be very unlikely to visit a business with an unattractive

website and 70.59 % of people said they would be very unlikely to visit a business with a

website that is not user friendly. People prefer warm and comforting or clean and cool color

schemes, as opposed to bright colors for spa websites specifically, as shown by Figure 5 below.

Figure 5: Pie Chart of Survey Question 3 Data
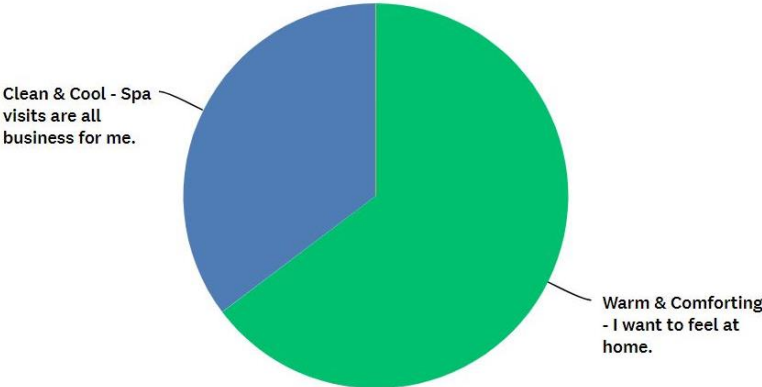
Contact information is important to the general public and should be front and center. As demonstrated in Table 1 below, 47.06% of people wanted contact information immediately as compared to only 23.53% thought pricing information should be immediate. Therefore, pricing information can be a couple clicks away but must still be able to be accessed quickly.

Table 1: Time Willing to Spend to Find Information, Survey Questions 4 and 5

Time:	Contact Information:	Pricing Information:
Immediate:	47.06%	23.53%
1-2 clicks:	47.06%	64.71%
3 or more clicks:	5.88%	11.76%

Pictures are extremely important to people, as shown in Figure 6 below. Over 80% of people ranked pictures as extremely important. And 0% ranked pictures as not important at all.

Figure 6: Bar Graph of Survey Question 6 Data
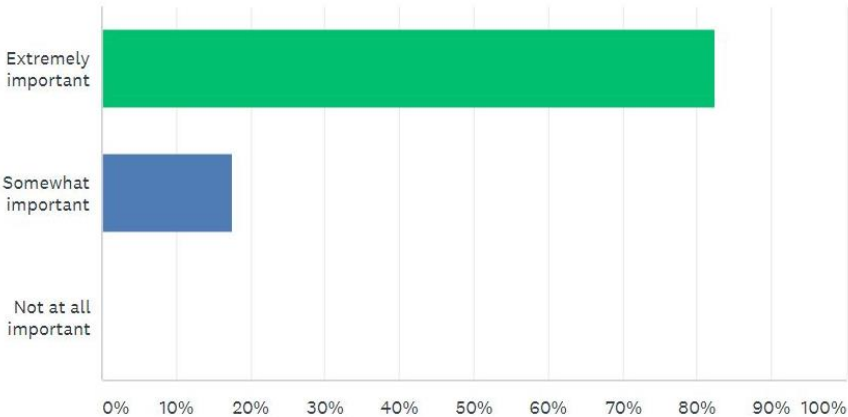
A detailed list of staff is also extremely important to the public, more important than product and service information and customer testimonials. As shown in Table 2 below, the majority of

people ranked staff information as extremely important, followed by customer testimonials and

product information. However, 0% of people ranked product information or staff information as

not at all important, compared to 11.76% of people that ranked customer testimonials as not at all

important.

Table 2: Ranking of Important Information from Survey Questions 7, 8, and 9

| Level of Importance:	Product Information:	Staff Information:	Customer Testimonials:
Extremely Important:	41.18%	64.71%	58.82%
Somewhat Important:	58.82%	35.29%	29.41%
Not at all Important:	0%	0%	11.76%

Recommendations

Based on the results of our survey, we highly recommend a detailed list of staff and their

qualifications, as well as specific product information and up to date customer testimonials.

Table 2 demonstrates that the public is interested in all three to some extent. Therefore, it will

make a good impression if you include all three and any other relevant information in your

website. Posts should be updated frequently. The public responds well to a detailed website that

answers any questions they may have. Additionally, it is important that you include any specific

information about your spa that might set you apart from others. This could mean including the

use of organic products, vegan products, or any recycling or local sourcing that you do. Both

Scents of Serenity and Perceptions Organic Spas outlined the efforts they take to ensure the

health of their clients and customers, as mentioned in the website analyses. We also recommend

including an online contact form, but only as a secondary means of making an appointment. As

shown in Figure 7, the majority of people are either very likely or neutral about making

appointments through the online contact form. Therefore, we recommend having the form as an option for those who wish to use it. But, we also recommend not using the form as the primary means of contact.

Figure 7: Bar Graph of Question 10 Data
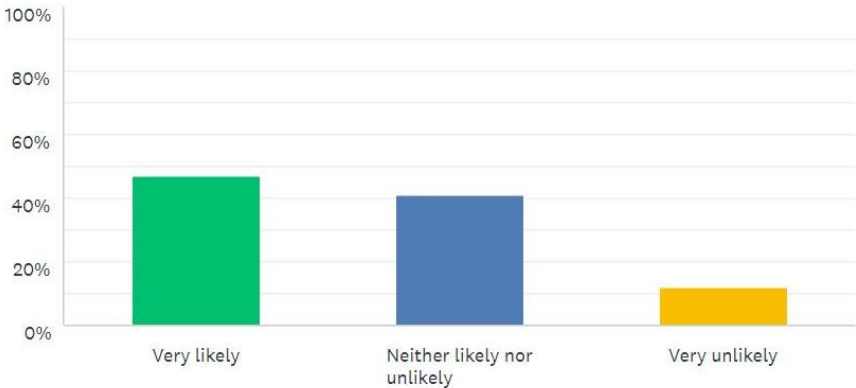
Additionally, our analysis of the Perceptions Organic Spa website and the Scents of Serenity Organic Spa website yielded some other recommendations. As shown in Figure 6, the inclusion of pictures is very important to the general public. We recommend your website take this one step further and include pictures that are personal to your spa. Pictures of your staff, your products, your facilities, and your work will create a personal feel to the website and allow the user to really examine what your spa is like. For examples, look at the professionally done but comforting photos on the Scents of Serenity Organic Spa website, versus the images on the Perceptions Organic Spa website that look impersonal. Next, we already recommended choosing either a cool and clean color scheme or a warm and comforting color scheme, as demonstrated in Figure 5. To take this one step further, we recommend using light backgrounds with easily readable text fonts, sizes, and colors to increase the usability of your website. We do not recommend using moving backgrounds that are hard to read against, such as the Perceptions

Organic Spa background mentioned in the analysis. Next, we recommend making information about deals, pricing, rules, and expectations up front and polite. A good example is the inclusion of the expected gratuity on the Perceptions Organic Spa website. Finally, we recommend included details such as a map so that users can quickly access the location of the spa as well as a whole page/section dedicated to deals and discounts if any are offered.

Appendix A: Spa Survey Questions

JS Consulting created the following survey to examine the public's opinion on a spa website in the following areas: visual appeal, ease of use, and transparency in their products and services.

Spa Survey

1. How likely are you to visit a spa that does NOT have an attractive website?
   Very likely   Neither likely nor unlikely   Very unlikely

2. How likely are you to visit a business that does NOT have a user friendly website?
   Very likely   Neither likely nor unlikely   Very unlikely

3. What color scheme for a spa appeals to you the most?
   Warm & Comforting - I want to feel at home.
   Clean & Cool - Spa visits are all business for me
   Bright & Energizing - I want to feel invigorated.

4. How much time would you be willing to spend on a website searching for contact information?
   Immediate - I want the information on first page
   1 -2 clicks - under 1 minute
   3 or more clicks - longer than 1 minute

5. How much time would you be willing to spend on a website searching for pricing information?
   Immediate - I want the information on the first page
   1-2 clicks - under 1 minute
   3 or more clicks

6. How important are pictures when viewing a website?
   Extremely important   Somewhat important   Not at all important

7. How important is a detailed list of the products and ingredients used at a spa?
   Extremely important   Somewhat important   Not at all important

8. How important is a detailed list of staff and their qualifications?
   Extremely important   Somewhat important   Not at all important

9. How important are customer testimonials?

Extremely important   Somewhat important   Not at all important

10. How likely are you to use an online contact form to make an appointment or ask a question?
    Very likely   Neither likely nor unlikely   Very unlikely

Appendix B: Survey Data

Here are all of the Spa Survey questions listed and the number of people who chose each response.

1. How likely are you to visit a spa that does NOT have an attractive website?

Very Likely	Neither likely nor unlikely	Very unlikely
0	2	15

2. How likely are you to visit a business that does NOT have a user friendly website?

Very Likely	Neither likely nor unlikely	Very unlikely
0	5	12

3. What color scheme for a spa appeals to you the most?

Warm & Comforting - I want to feel at home.	Clean & Cool - Spa visits are all business for me.	Bright & Energizing - I want to feel invigorated.
11	6	0

4. How much time would you be willing to spend on a website searching for contact information?

Immediate - I want the information on the first page.	1 -2 clicks - under 1 minute	3 or more clicks - longer than 1 minute
8	8	1

5. How much time would you be willing to spend on a website searching for pricing information?

Immediate - I want the information on the first page.	1 -2 clicks - under 1 minute	3 or more clicks - longer than 1 minute
4	11	2

6. How important are pictures when viewing a website?

Extremely Important	Somewhat important	Not at all important
14	3	0

7. How important is a detailed list of the products and ingredients used at a spa?

Extremely Important	Somewhat important	Not at all important
7	10	0

8. How important is a detailed list of staff and their qualifications?

Extremely Important	Somewhat important	Not at all important
11	6	0

9. How important are customer testimonials?

Extremely Important	Somewhat important	Not at all important
10	5	2

10. How likely are you to use an online contact form to make an appointment or ask a question?

Very Likely	Neither likely nor unlikely	Very unlikely
8	7	2