Team members:
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Lito Nail Client Survey

Interviewees: Yuan Jing (Lito Nail owner)

Client proposal: **signed client proposal**

About the business:

1. **What are you overall business goal?**
- We are the first Japanese style nail shop in convoy. We want to be the first choice for Asians to come.
- We want to change the American's minds that doing nails is not only about color, but also styling and decorating.

Interpretation:
Among the many nail salons in San Diego, Lito Nail offers one of the best quality services and has a very comfortable and fancy interior design which customers can enjoy the environment when they are here. Currently most customers of Lito Nail are Asians who have the needs to do nail arts. Since Asians and Americans have different understanding to nail art and nail styling, Lito Nail wishes to promote and market Asian style of nailing to more Americans via the website.

Design Idea:
- To help promoting the Asian style of nailing, it is best to include images of nail arts that are done in the past by Lito Nail on the website as a portfolio.
- Add some nail arts quick videos
- The images of nail arts should stand out when people open the website.

2. Who are your users/customers?
- Mostly international students in San Diego. (But the school takes vacations, there will not be many users at that time.)

Interpretation:

Currently most of the regular customers of Lito Nail are Asian students in San Diego. There is a big disadvantage of it: when school takes summer and Christmas vacations, most international students from China, Japan and Korea would go home, and Lito Nail has much fewer customers during such times. This is also the reason why Lito Nail want to market its brand through the website to more local people, so that they would have a bigger user group to work with.

Design Idea:
- A special offer page should be included on the website to attract more people to come to Lito Nail.
- To include nail arts that are done on different groups/ethnicities of people in the Gallery of images/portfolio that is highlighted on the website, so that customers from other ethnicity groups would know that Lito Nail has ample experiences in doing nail arts to different groups of people, and they can gain high-quality services in Lito Nail.

3. What types of goods/services are available?
- Nail art (approximately 2 hours per time)
- Eyelash extension (approximately one and a half hours per time)
- Waxing (approximately 10-15 mins per time)

Interpretation:
Three types of services are offered in Lito Nail though the brand name only mentioned the nail art. It is crucial to put that information on the website and highlight that the Lito Nail actually offers many more.

Design Idea:
- To split the service section on the website into three parts: nail art, eyelash extension and waxing.
- For each service, briefly explain/introduce the product and the professional skill of the working staff.
- To include the pictures of end product of eyelash extension within the portfolio/gallery on the website.
- To include the introduction about the tools, nail polish and other materials to give users a quality guarantee.

4. Are there special offers for clients?
- Come ten times and get one time for free.
- Buy a 500 dollars membership card, then get 20% off.
- New customers can get a free eyebrow waxing in the store.

Interpretation:
Lito Nail has some discounts and special offers for loyal customers, which is a great deal. Such offers are hard for people to know if they have never been to the store, and they did not have access to special offers on Yelp and Groupon and other platforms either. Thus it is a hardship to attract new customers because people just don't know that. However, if people can get this information from the website, then the promotion and marketing can be really great.

Design Idea:
- To include this information on the special offer page.
- Could enable some subscribe email to notify customers when special offer comes.

5. What is your best services and why?
- Nail art and eyelash extension are our best.
- Our nail art is the best service because we use the highest quality of the nail polish, which is imported from Japan. Our manicurists are professional and had certificates for many years. Also, the fine design of our nail art is a bonus.
- Our eyelash extension is worth trying because we have two professional technicians who had the certificate to do this job.

Interpretation:
Among the three services provided by Lito Nail, nail art is their most confident services and eyelash extension the second. Therefore, it's important to put emphasis on nail art on our website in order to make sure that new clients will be attract by their good service. Moreover, Lito Nail's nail art manicurists and technicians for eyelash extension all have certificates. Such information is hard to access on platform like Yelp, but we can put it on our website when potential clients are comparing among nail shops. Professional manicurists and technicians tend to increase trustworthy and thus clients are more likely to choose Lito Nail.

Design Idea:
- Except for having a detailed page to introduce these services as mentioned before, we will also highlight nail art on the homepage
- We will put manicurists information and their certificates on the detailed page

6. What are your mottos/business idea?
- Our brand: Lito, stands for lifetouch. Nails can show one's life style/brighten up one's daily life
- We voted for the best nail shop in San Diego. Nails can show one's life style / color one's daily life

Interpretation:
According to the business idea of Lito Nail, they value the important role nail style plays in people's daily life. They hope that the fancy nail style can brighten up one's daily life - even if they're experiencing a boring day, there is always something colorful in their life. Ultimately, they want to propagate an idea that nail style shows one's life style.

Design Idea:
- "Nails can show one's life style/brighten up one's daily life", we could put something like this on the homepage of the website to show the positive attitude we wish to promulgate to users. Just as a slogan.
- Since this is a kind of lifetouch that tends to record life, we could possibly make one of the function of this website is to share nail arts (everyone could share, not just nail arts made in this store) and inspire new arts. This help encourage users to frequently check on this website to get good templates/arts and therefore pay more attention to this nail shop.

7. How have you promoted and marketed your store in the past?
- Advertisement for 1000 per month. Most customers are from friend recommendation.
- Put advertisement on yelp for 300, on fb for 300, and other chinese sites for the other money

Interpretation:
Ways that customers of Lito Nail can mainly fall into the following categories: 1. Friend recommendation; 2. Yelp; 3. Facebook; 4. Other Chinese sites. For now, we didn't get the information of how do most clients know about their store. However, according to the owner, friend recommendation is the most effective way. The fact that social medias and websites may don't work so well leads us to think that maybe people rarely go to website to find nail store. We can utilize friend recommendation to propagate our website: let them share our website link when recommend this store to others

Design Idea:
- We can have a share link or invite friend function on our website since that seems to be the most effective way to advertise this store
- We will also add our website link to Yelp and Facebook and hopefully potential clients will have the chance to learn more about this store

Users:

1. **What types of customers are you hoping to target the most through your website?**
   - Local American customers. We would like to have more local customers (Americans) as our regular customers.
   - Age is not a limit. We are open to age groups from 14 to 40, or even more. Whoever would like to polish their nails are welcome to us.
   - Sometimes customers do not pay much attention on the quality of the products in nail salon; instead, they see the prices.
   - Our products are of the best quality. We want to promote our brand by introducing our high-quality nail polishes on the website

Interpretation:

Lito Nail is trying to reach out a wide range of customers: from international customers to local American customers; from students and teenagers to middle-aged people. Such requirements need us to make sure that our website is easy to use and its design can be appreciated by people of all ages. In order to attract local American customers, we would also look into the nail stores that Americans usually go to and hopefully their website design. We will integrate both American style and Asian style in our website.

Design Idea:
   - To allow more types of users, for example, people aged 40, we could have some image examples for nail arts on a forty-year-old woman.
   - To more local American customers, not only focus on Asian customers, we could have image examples of nail arts on different skin-colors.
   - Because lots of customers only pay attention on price, we should enable this website looks like it deserves such price. To make it professional and reliable.
   - We should make sure that our design is simple and easy to understand so that for people who are not so used to Internet can easily access the information they want
   - We will integrate both American and Asian style when designing website to make it attractive to both populations

2. **Who are your most regular customers and how do you retain customer loyalty?**
   - Students (especially girls) are most regular customers. However, there are few customers left to us during the summer and Christmas vacation.

- We retain customer loyalty by keeping offering high quality services and designs. Sometimes we offer special sales. The interior design of the store is also a big factor attracting customers to come back again.

Interpretation:

Currently students are the primary user group of Lito Nail. However, Lito Nail would like to reach out to all types of customers no matter what is the age and ethnicity of the customer. Diversity of the user group seems to be a very urgent need of the owner. Thus to promote the brand to more people is of the primary concern of Lito Nail. The quality of service in Lito Nail is something makes them stand out from other nail salons. Professional working staff plus imported nail polish together make Lito Nail a high-end nail salon. The interior design is indeed enjoyable, which can be an advantage to retain customers.

Design Idea:
- To enable subscribe function to let old customers know the promotions in time.
- To add the reviews from customers on the website so everyone opens up the website would see comments and experiences shared by other customers.
- To include some photos of the interior design of the store within the image gallery.

3. Does people come in singly or in groups?
- Singly. Taking appointments right now.
- Will have two more workers soon, and so will take more walk-ins and affords group customers.

Interpretation:

Right now Lito Nail only accepts customers who have appointment. The reason is that nail art takes a long time and currently there are not enough workers. Only accepting appointments might have some drawbacks: people might forget to make an appointment. The underlying reason that Nito Nail only accepts appointment is that they want to make sure that customers won't waste time waiting for others. To meet this need, we can display their schedule online so that customers simply need to check it before going to the store.

Design Idea:
- We can have a calendar for each day that can be updated lively, so that users can immediately know whether there is available workers or not.

Design and Web specifics:

1. **What kind of functionality on your website are you looking for?**
- Promulgation: Website is a way to know better about our shop and our brand and to promote the shop to more people. Can offer instagram page or portfolio
- We do not want to offer online appointments from clients

Interpretation:

The owner does not want to enable online appointment function since she does not want to lose control of the appointment. So now, we plan to make the phone call appointment information clear and easily found on website. Another solution is to have a calendar on our website and the owner specify her available time each week, so that customers can only choose from the limited time. It saves time to answer phone calls and avoid the probability of missing phone calls.

Design Idea:
- We will display the store's phone number in an outstanding place so that customers don't need to look for it for a long time
- We will talk more about online appointment with the owner

2. **What content do you want to be in your website?**
- We want out website to include:
    - Short introductory/explanation about the brand and our background
    - Services (in 3 separate sections)
    - Menu and Prices (included in services)
    - Listing/show of our products
    - Pictures/portfolios/link to the official instagram page
    - Review from clients
    - Special offer page
    - Contact
    - The promoting video (already have one)

Interpretation:

Since this website is highly based on lots of pretty images, it's very important how we design the layouts, categories, organize and prioritize such images to make it visually good and user friendly.

Design Idea:
- We think that it's important to keep home page simple and clean. Based on previous info that Lito Nail's best service is nail art, we will highlight nail art service on homepage and introduce little about the other two services. We will also include menu on the homepage
- We will probably have separate pages for each service with their related information. We might have a single page for special offer
- The contact, intro and promoting video will also be shown on home page

3. What are the three words that you would like to describe your store?
- Enjoyable
  - The environment of Lito Nail including the interior design, the background music and the styling of the store is enjoyable to customers.
- High-quality
  - Lito Nail uses high-quality products to serve its customers.
  - Lito Nail hires qualified technicians to work for customers.
- Unique
  - The design of the nail art would be unique since there is very few Japanese style nail salon in San Diego and La Jolla. And that's what Lito Nail feels confident about.

Interpretation:

Three things matter the most from the customer point of view except for prices are the quality of the service, the uniqueness of the service and the overall experience of the service. Lito Nail emphasizes these three factors whole-heartedly and dedicates to offer an enjoyable, high-quality and unique service to each customer.

Design Idea:
- Put photos of the store on the website
- List and introduce the products used by Lito Nail on the website to offer people an intuitive sight on the insurance of the high-quality
- The end product pictures showed on the website would definitely suffice customer's needs of having unique nail arts.
- Maybe should include the contact information on every single web-page, so that people could call or DM the store workers to inquiry or make an appointment when they feel like it the most.

4. When users visit your website, what information do you want to stand out the most?
- Pictures/Gallery images of past nail art done in our store
- Also the environment and the interior design of the shop

Interpretation:

The owner of Lito Nail believes in their service and design of the nail art and would like to show them on the website to let people see what they have done in the past. Only when people are getting interested in the services Lito Nail offers, will they continue looking for more detailed information such as certain type of eyelash extension and add-ons on the nail art. Therefore Gallery has to stand out to draw people's attention.

Design Idea:
- Maybe to put the gallery right in the middle of the screen and user can swipe to left or right to see more pictures.
- To have a navigation bar as a row or column in the home page including features like Service, Special Offer, and Reviews.

5. Do you have a preferable color, style? Do you want us to design a logo?
- We prefer black and white. And ideally white as the background color.
- Style: simple is the best.
- No logo needed, already have one.

Interpretation:

We think that black and white is a perfect choice for color scheme because we will have many photos to put on the website. The owner agrees with simple is the best so that the primary styling of our design would be simplicity.

Design Idea:
- To design a website with a simple style, use less colors, keep everything concise but clear
- Try to enable to pages and interactions easily recognized
- To keep a consistent style overall
- Try to avoid too much text, try using images, layouts and short text to enable to functions and services.

6. How would you describe your ideal website in three words?
- Elegant

- ○ The website design should fit all types of user groups, therefore the owner does not wish to have pinkish colors. The owner believes elegance would suffice all user groups.
- Simple
  - ○ Simple is the best! The owner of Lito Nail designed the logo with black and white color, and she prefers using black and white as main colors for the web design.
- Informative
  - ○ The website should be contain detailed information about the service, the product, the review and the contact information.

Interpretation:

The feeling of the website shows what Lito Nail tries to display to users: it is a high-quality nail store, and it has a clean and comfortable environment. We should always keep these 3 words in mind when designing our website.

Design Idea:
- As described above, we will use black and white as our color scheme to keep the website simple and clean
- We will use some fancy fonts to increase the elegant feeling of the website
- We will focus important information all in one place so that users can get to know them all at one time

7. How do you prefer information to be displaced on your website? Do you prefer more visual or text?
- Combination of both
- Please avoid text-heavy design or cartoon pictures in the website

Interpretation:

The owner would like a combination of both visual pictures and texts to display all the information. Neither will do the work alone.

Design Idea:
- We will only include necessary texts on our website and try to make those as simple as possible so that users won't spend lots of time reading them or get impatient
- We will make best use of those beautiful nail photos to attract users

Overall summary:

<u>**User objectives:**</u>
- The main purpose of the website is to for promulgation; namely, the website should be informative and attractive for potential customers
- The general feeling of the website should be elegant and clean
- The website should be as simple as possible
- The website will propagate an idea that nail style shows one's life style: a fancy nail style can change your daily life

<u>**Design objectives:**</u>
- The website should be simple and clean; use black and white as dominant color
- The use of fonts is also important to display the feeling of the website: elegant
- We should make sure that the website can attract people from all age and from different countries. This is a challenging objective since it's hard to design a website that is appreciated by everyone, especially different groups of people
- There will be separate pages for each services while putting most emphasis on nail art, a home page, a special offer page and a setting page
- Many information will be put on the homepage: store intro, menu, promoting video, services summary, contact info. We need to make sure to organize them well so that all these information doesn't seem overwhelming
- Though not mentioned by the owner, we're thinking about putting workers' certificates in the detailed page of each service to increase credibility

Priority List:

1. High quality pictures of nail arts and interior design of the store
2. Direct and intuitive visibility to the pictures
3. Elegant and simple look of the website
4. Stay with black and white color scheme and use white color as the background color
5. Obvious and clear contact information and store location
6. Include Service page, Product page, Special Offer page and Review page
7. The website should fit the screen on mobile (especially pictures)
8. Other potential fancy interactive functions:
    - Interactive nail arts try-on template
    - Personal account to store user information and login to see nail arts history

Client Proposal for Cognitive Science 187B

Project Name: _Lifetouch Nail_

Team Name: _Nailed It_

Team Members: _Crystal Zeng, Youyuan Cao, Franklin Moirao, Hyerim Park, Youhan Wamg_

Client

Name: _Yuan Jing_

Company: _Lifetouch nail INC_

Phone #: _858-214-4973_

Email: _yuanjing@gmail.com_

Address: _3927 Convoy St._

This note indicates that _Lifetouch nail Inc_(company name), agrees to act as the client in this class project and promises to cooperate with the student designers in the following ways:

- to provide the designers at least 3 hours of face to face meeting time for requirements gathering.
- to meet with the designers at regular intervals, or at times that have been requested by the designers in advance and agreed upon by the client.
- to review and formally accept or reject the designers creative brief and statement of functional requirements.

As a client for this class project, we also understand that

- this is a class project and that the designers will provide us with a working design but not a commercial grade programmed product
- the designers retain the copyright unless otherwise agreed .
- the design site cannot be kept on the class server after the quarter is over. It is not part of the designer's obligation to help the client implement or maintain the design once programmed. It is acceptable for the client to strike a private agreement on this matter once the class is complete.

The key stakeholders in the project on behalf of (the company name) _Lifetouch Nail Inc_

Name (Position): _YUAN JING_ x _Yuanjing_

Name (Position): _Hyerim Park_ x _JUJU_