

# The Blue Plan Group



Centennial College



Lamprobe



Storyworks

# LAMPROBES' STRATEGY AND DEVELOPMENT PACKAGE



## PREPARED FOR

Lara  
Lam



916 Markham Rd, Scarborough, ON



M1H 2Y3



P: 416-439-3350



## CREATED BY

Diego Palacios  
Opal Almeida  
Nilu Seneviratne  
Tiffany Kwong

## **Introduction**

**With the flourishing recognition that digital strategy has on a brand's relationship with their customers, we want to ensure that Lamprobe by Lamskin achieves the best approach to revamping its website.**

**We dedicated our expertise and knowledge on user experience to create a digital strategy package tailored specifically to Lamprobe.com.**

**- The BluePlan Group**



## AGENDA

▸ Research	06
▸ Content Audit	07
▸ Competitor Analysis	08
▸ Personas	10
▸ Strategy	14
▸ Content as Conversation	15
▸ Content Structure & Guidelines	18
▸ Voice and Tone	21
▸ User Narratives	22
▸ Interactive Strategy	24



## AGENDA

▸ Design	26
▸ Stylesheet	29
▸ Lo-Wireframe	31
▸ Hi-Wireframe	33
▸ Launch	35
▸ Website	36
▸ Recommendations	37
▸ Merge	38
▸ Visibility	38
▸ Have a Developer	38

### Disclaimers:

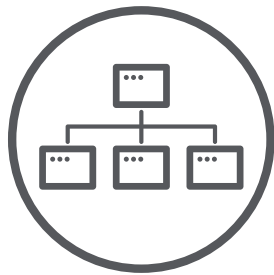
- The term user is used to refer to your customer. In this package, the words “user” and “customer” may be used interchangeably depending on the context.
- The term prototype refers to a model of an element that is used to test out a strategy. It is not the final product.
- The interactive element presented in this package is only a video prototype to showcase how it would work after develop-

# RESEARCH

# CONTENT AUDIT

A content audit is a full accounting of the content Lamprobe has online. It is not an effort to find solutions, but rather an effort to examine what's already there. During a content audit, we look at the content, deconstruct it, and record the errors or roadblocks that exist.

A content audit is an important part of the research phase because it helps to provide insight on how to improve underperforming content; which is vital for the latter phases of our new strategy.



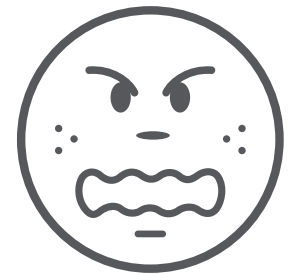
## Problem 1

The content on the website is not organized and is too congested. There are 2 websites which would confuse users.



## Problem 2

Users confused on how to perform necessary tasks on the website because content is not well defined.



## Problem 3

The website does not explicitly state certain important information

Our Task is to Revamping Lamprobe.com so that it's more user-friendly. Making it clear that Lamprobe is a product of Lamskin versus being 2 separate business identities. It started out confusing as you click Lamprobe or call the number on Lamprobe, it navigates user to Lamskin.

[Here is a link where you can read a detail Lamprobes Website Content Audit: Lamprobe\\_CAudit](#)

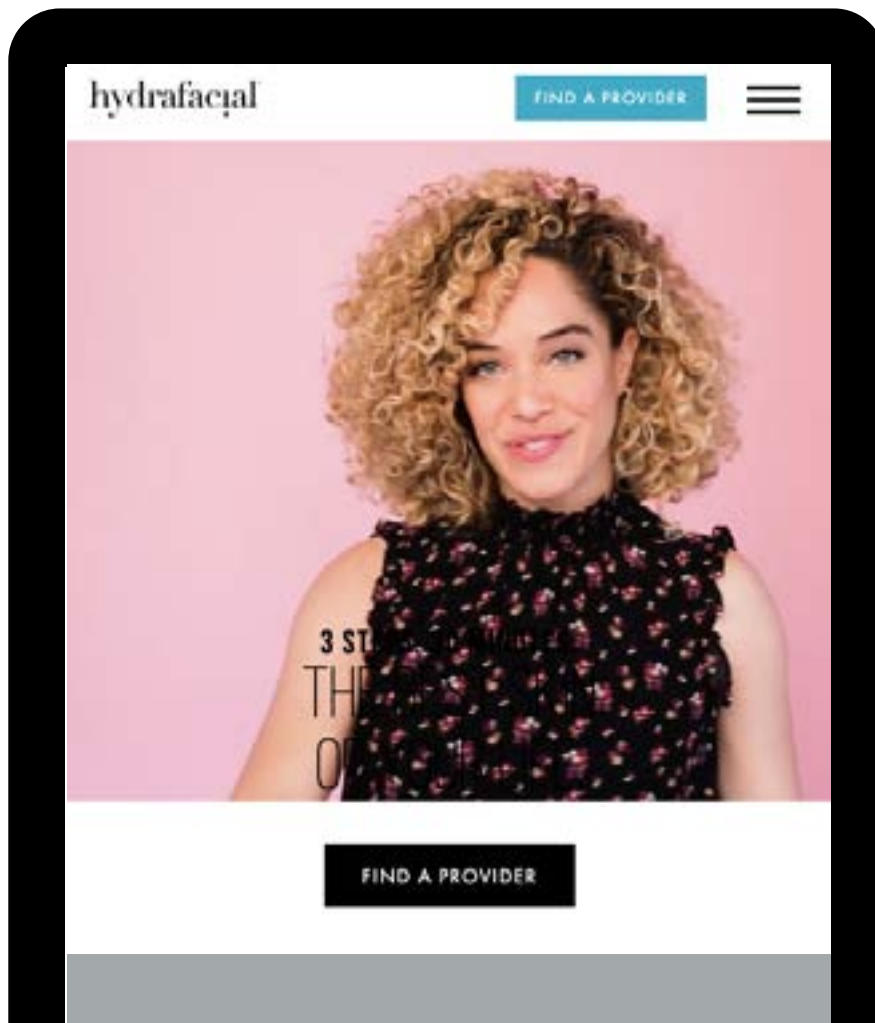
# COMPETITOR ANALYSIS

A competitor analysis is an examination of Lamprobe's biggest competitor's strengths and weaknesses. It provides context when identifying Lamprobe's threats and opportunities. Upon research, we confirmed that one of Lamprobe's biggest competitors in North America is Hydrafacial.



## What is Hydrafacial?

Hydrafacial is a skincare machine sold by The Hydrafacial Company. They sell in Canada and the United States. Their award-winning Hydrafacial system merges invigorating spa therapies with advanced medical technology to enhance skin health.





## Our Analysis

From a user experience perspective, Hydrafacial's website has a modern and fun aesthetic. They keep the written content on the website to a minimum and instead allow users to consume content in sections, through fun pictures and large font.

It is important to take into consideration that in the past few years, Hydrafacial has been extremely successful with their reach with clients. According to industry professionals, the main reason why they are successful is because they have a strong online presence (rather than the functionality of their machine).

## Our analysis of Hydrafacial's digital presence takes into account that:

- Hydrafacial heavily uses Instagram, Facebook, and other social media channels to reach potential buyers.
- Hydrafacial uses Instagram to show the public how the machine is used, testimonials of skin Aestheticians using it, events they are hosting, offers and sales, and the fun activities that Hydrafacial Aestheticians in North America do together. Hydrafacial uses Instagram not only showcase the product but to also showcase the Hydrafacial community.
- Hydrafacial enforces a Hydrafacial community. The community has its own primary tab in the Hydrafacial website, showing users that the company values their buyers. This sense of community encourages buyers to return to the same brand for more products.
- Their website's content targets both skin aestheticians (who buy the machine) and the clients of the skin aestheticians (who get treatment through the use of the machine) - which is a smart way to increase demand for the machine as a whole.
- All of the images used on the Hydrafacial websites and social media channels are carefully selected, up-to-date, and are of high quality.

# PERSONAS

A persona is a created character based on your typical client(s). It helps to provide a deeper understanding of who you are creating content for. Creating a persona benefits our new strategy by: identifying user needs, defining the user's experience, and introducing user opportunities that we may not usually think of. In this package, we provide 3 personas (Emma, Sofia, and Bob) to help build the new strategy.



Cassie Jhonson

"Healthy skin is reflection of overall wellness"



Sophia Smith

"I want something to treat a lot of skin conditions which I doubtfully treat with my actual equipment. I want to love something to treat effectively, and so that my clients also can love it."



Bob Darcy

"The best outcomes are achieved when you treat your employees and colleagues with respect."

# CASSIE JOHNSON



"Healthy skin is reflection of overall wellness".

## Demographics:

- Age: 24 years old.
- Income: 23.000USD  
(30000 CAD)
- Location: Hollywood  
California

## WHO IS SHE?

Cassie just graduated from college with a diploma in esthetics. Being a millennial, she is on her smartphone 70% of the time when she is not working or sleeping. She always stays in touch with social media through Instagram, Twitter, and Facebook. Because she works at her aunt's spa she constantly helps bring in customers for the spa from promoting on social media. Cassie's hobby is keeping up-to-date with all the new beauty care products online.

## PERSONALITY

Cassie tries to keep up with a healthy lifestyle, after all, "You are what you eat". She goes to the gym 3 times a week to stay healthy and to sweat out the toxins in the body. She enjoys her work and loves the smile that crosses her clients' face when she is finished. She is always ready and fully committed in giving her clients the best quality of care.

## EXPERIENCE

Because Cassie has limited work experience in being an esthetician, she works extra hard to learn new information and goes the extra mile to deliver the best service she can to her clients.

## SOCIAL AND CULTURAL ENVIRONMENTS

Cassie grew up in LA and going to parties with glitz and glamour along her preppy friends when they were in school. Her mom is a celebrity makeup artist. She felt makeup skills might not be achievable to everyone, but taking proper care of your skin is definitely achievable and should be a priority in life. Although Cassie likes makeup, she feels that taking priority of your skin should always be the number one priority. She believes in quotes like "Skincare is essential, makeup is a choice."

# SOPHIA SMITH



“I want something to treat a lot of skin conditions which I doubtfully treat with my actual equipment. I want to love something to treat effectively, and so that my clients also can love it.”

## Demographics:

- Age: 35 years old.
- Income: 30000 USD  
(39000 CAD)
- Location: Chicago-Illinois.

## WHO IS SHE?

Sofia is an experienced Cosmetologist from Chicago. She has been in the beauty industry for 14 years and has seen the changes that it has had through the years. When Sophia started her business, she used to use Lamskin products, but she found new products and stopped buying Lamskin's products. She manages a few cosmetics stores and beauty salons and had 10 employees under her. Also, she had the trust of her clients because of her care on the treatments that she gave. Recently, she noticed her inventory has copycats products with issues and start to feel worry about that. Her goal is to change her

inventory, learn new techniques and grow as an enterprise.

## PERSONALITY

Sophia is a really happy person who is always asking how everybody is doing. Since she has 2 children and is a beloved mother, that feeling transmits onto her customers. She always sees the good side of the things and is optimistic that she will find good equipment for the treatment. After the copycats, Sophia started to be fussy on the instructions and benefits of the products that she is buying for her business.

## EXPERIENCE

She knows how the beauty industry goes through the years, but she wants to be updated on new tendencies and approaches to skin problems. Since she is having a bad experience with her current products, Sophia is not a first-time buyer to these products.

## SOCIAL AND CULTURAL ENVIRONMENTS

She does not have so much of social life. She gives all of her time to the SPA Salon and her house. Her interests are lifestyles, fashionistas, beauty products, services, apparel and accessories.

# BOB DARCY



“The best outcomes are achieved when you treat your employees and colleagues with respect.”

## Demographics:

- Age: 54 years old
- Income: 180000 USD  
200000 CAD
- Location: L.A-California

## WHO IS HE?

Bob is a Cosmetic Surgeon in California. He has his MD in Cosmetic Surgery and has worked with Dermatologists for 3 decades. With all the celebrities in LA and the high demand for skin care services, Bob decided to expand his office with a Medspa clinic. He hopes to have more workers for him. Bob doesn't necessarily want to establish personal relationships with all of his clients – he has enough patients as is. He simply wants to provide quality skin care services for clients through the proper use of high-quality equipment. Bob enjoys spending his weekends with his family because during the

weekdays, he is busy working long hours in the clinic.

## PERSONALITY

Bob's goal for his clinic is to buy a bulk of equipment and products for his Medspa establishment. He cares about the safety of his staff, including nurses and aestheticians; and he wants to ensure that his aestheticians are fully trained by the same company that provides his equipment. He's curious about new equipment and wants to know why the Lamprobe machine is better than the machines he uses in his cosmetic surgery clinic right now.

## EXPERIENCE

Bob's experience with technology is limited to the equipment he uses in his clinic. He is unfamiliar with social media and the digital

## SOCIAL AND CULTURAL ENVIRONMENTS

Bob donates a lot to charity, specifically the Skin Health Association of North America. Bob has a particular passion for business. In his spare time, he reads up on business strategies on how to successfully own clinical businesses. He comes up with new and inventive ways to market skin care regimes and treatments. Bob is hoping that one day, he can combine his medical experience with his passion for business and contribute to the new inventions in the skin care industry.

# STRATEGY

# CONTENT AS CONVERSATION

Content as conversation is a powerful way to create more friendly content for the user. We do this by role playing a conversation you would have with your typical customer/user regarding a specific journey (i.e. ordering a product).

## Scenario

Lamskin offers training workshops for customers who have purchased the Lamprobe. Information regarding training workshops and how to purchase a training workshop are not expressed online. However, the training workshop is a great way to keep existing customers and create a Lamskin community. Therefore, we created a Content as Conversation plan that highlights and promotes the importance of purchasing a workshop/training session to users buying Lamskin's equipment.

0

### KEY PIECE OF INFORMATION

"What the key piece of information would potentially look like as content on the website." Explanation of why the key piece of information is listed.

1

### WHAT THIS SERVICE IS EXACTLY

"Lamskin now offers workshops and training sessions to make it easy for you to know how to use the Lamskin equipment safely and efficiently."

Users want to know exactly what the service is and what it is offering before knowing any other piece of information about the company.

2

### THE PRICE OF THE TRAINING SESSION

"The price of the training session depends on the piece of equipment you are training for. The training sessions range from \$xxx - \$zzz including taxes."

Since Lamskin's equipment is slightly pricey, users are already conscious about their overall bill. Placing the price as the second piece of information immediately takes away the mystery and anxiety the user may have about their final bill. If there is no one price point, providing an honest range is also valid.

3

A QUICK SUMMARY OF WHAT WILL BE COVERED DURING THE TRAINING SESSIONS

“Safety, Efficiency, Clean-up, and Transporting the Equipment are few of the topics covered in our training sessions. Go to our \*Training Sessions\* page to know more about what each session covers.”

This piece of information does not have to be content heavy: it does not have to include the training session’s entire curriculum. It does, however, have to give the user a brief impression of what the training sessions provide and where the user can go to learn more about it.

4

A REMINDER OF LAMSKIN’S REPUTATION TO SUPPORT THE RELEVANCE OF THIS NEW SERVICE.

“Lamskin has over 40 years of experience in the beauty industry and has provided equipment for x amount of skin care professionals. Our training sessions are our commitment to making the beauty industry a more educated community.”

Reminding the user of the brand’s reputation will reinstate the importance of this added service, and will assure the user’s confidence in purchasing a training session. It is a piece of information that is fact based.

5

LOCATION AND ACCESSIBILITY TO THE TRAINING SESSIONS

“All training sessions are held at Lamskin’s office at [room 123, address of Lamskin’ office, Toronto]. The offices are fully accessible to all persons.”

Since this is a service that the user will have to accept physically, the user would want to know where the training session is located before deciding to purchase it. Also, mentioning accessibility accommodations is a duty required by every company.

6

IF THERE ARE ANY PREREQUISITES OR REQUIREMENTS TO ATTEND THE TRAINING SESSIONS

“All you will need is a valid skin care license to attend the training session. You do not need to bring any additional items to successfully complete a session.”

User will want to know if they are even eligible to attend the training sessions.



7

### HOW TO PURCHASE A TRAINING SESSION

“You do not need to create an account to purchase a training session. You will only need your full name, contact details and payment information to sign up for a session. The link below will take you directly to the purchase page.”

If a registered account is not necessary for the purchase of a training session, it should be stated as such so that the user will know how easy it is to purchase a session.

8

### CONTACT DETAILS FOR SPECIFIC TRAINING SESSION INQUIRIES

“If you have questions about your specific training session, call +123-456-7890 or go to our chat screen feature on the bottom right of this page.”

For services or products that are as unique as this, it is always useful to provide a source of contact to the user. Even if the user may not need it, it represents a potential direct relationship from the user to the company.

9

### CONFIRMATION OF THE USER'S PURCHASE

“Once you have successfully purchased a training session, you will receive an email or text that confirms your order and summarizes your training session date, time and location.”

Providing the user with a way of knowing that their task has been completed is always reassuring to the user. If appropriate, providing the details of their purchase (i.e. date, time and location of their session) will also be convenient for them.

# CONTENT STRUCTURE & GUIDELINE

Content structure & guidelines is a guideline that will help you create content that is consistent with the content throughout the entire website. It is a standard guideline that you can pass on to your content writers, while ensuring that the voice, tone, and structure of content is consistent.

COMPONENT	USAGE	WRITING GUIDELINES
Product name	M	The name of the product: LAMPROBE
Short product description	M	<p>Short description of product, describing the purpose, instructions on how to use the product and size of the product with 5-10 lines. Size description including: product weight, size and the metric system (using centimeters, inches, pounds, and kilograms).</p> <p>For example: LAMPROBE is made for skin care professionals to treat their clients' skin irregularities. It treats common skin conditions on the surface of the skin using radio frequency technology. Non-invasive and treats skin irregularities in 3-5 seconds without penetrating the skin's surface, without the use of anesthesia and works in one treatment. The sensation is similar to a tight pinch to the skin. It works effectively across all skin tones, types and ethnicities.</p>
Brief on how to use	M	<p>Short description on how the product functions and how to use the product. Description and use of each function of the product. Each description will be 2 to 8 lines.</p> <p>LAMPROBE is equipped with dual probes, so that each probe can be pre-loaded to treat different condition types on a client, eliminating the need to change probe types mid-treatment session. There is a total of 6 buttons: 4 for color category system on the machine for different minor skin irregularities, and 2 to adjust the intensity of the treatment. Simple to use with minimal buttons.</p>

COMPONENT	USAGE	WRITING GUIDELINES
Minor Skin Irregularities (MSI) treated	M	<p>Product and uses for the different irregularities. The purpose and short description of each function or button. Each description for each function or button will be 1-3 lines.</p> <p>For example: There is a total of 6 buttons: 4 for color category system on the machine for different minor skin irregularities, and 2 to adjust the intensity, size, and type of condition for the treatment.</p> <p>The gray circle button defined to treat Fitzpatrick Skin types IV-IVs is for darker skin tones. The red circle button is for treating vascular conditions (cherry angiomas, dilated capillaries, and spider naevi).</p> <p>The yellow circle button is for sebaceous conditions (milia, cholesterol deposits, sebaceous hyperplasia).</p> <p>The brown circle button is for keratinized conditions (skin tags, fibromas, keratoses). The intensity adjustment buttons are for comfortably treating the client depending on their skin type – sensitive skin, thin skin, and aging skin.</p>
Benefits of using the product	M	<p>List of the benefits in bullet form. The main benefits listed under benefits then additional benefits with less significant benefits listed under. The benefits will be listed in order of importance.</p> <p>Benefits:</p> <ul style="list-style-type: none"> <li>• Eliminates vascular, sebaceous, and keratinized conditions</li> <li>• Treats all skin tones and skin types</li> <li>• Training and continual is included with the product</li> </ul> <p>Additional benefits:</p> <ul style="list-style-type: none"> <li>• Quick – 3 to 5 seconds process</li> <li>• Non-invasive</li> <li>• Easy to use</li> </ul>

COMPONENT	USAGE	WRITING GUIDELINES
Before & after pictures	M	<p>Have a short description nothing more than a 5-word description with the corresponding skin condition written above pictures that can be opened for viewing for users. This is so they can prepare themselves for what they are viewing before they click into the pictures. Before and after pictures will be placed side to side. The pictures will be zoomed in on the face to emphasize the skin condition. The level of zoom in will depend on how the emphasis of the condition best works for a picture.</p>
Product package: Free training support (with product purchase)	M	<p>Let consumers know what the product package includes and the pricing that follows. Have the free training support be known so consumers know they will be receiving free training for eligible product purchases. This can be emphasized by having it follow the product description versus at the bottom of the package list.</p> <p>For example: Product package:</p> <ul style="list-style-type: none"> <li>• Starter supply kit - 012 probes (50), telangiectasia probes (50), tag probes (50), bar probes (50), tweezers, witch hazel, small glass bowl.</li> <li>• Instructional – Comprehensive Education &amp; Professional Training, on-site practical training at your facility, LAMPROBE user manual, LAMPROBE treatment reference guide, official training certificate upon completion of training session and continual support after training is completed (if needed).</li> <li>• Additional support – Recognition &amp; Treatment of Minor Skin Irregularities (MSI) textbook, marketing promotional poster (12x18cm/4.72x7.09inches), sharps contain for sanitary probe disposal.</li> <li>• The LAMPROBE unit with a 5-year warranty.</li> </ul>
Awards	M	<p>List the award logos horizontally on website. The size of the logos will be 5x5 cm/ 1.97x1.97inches.</p> <ul style="list-style-type: none"> <li>• 2019 Dayspa professionals' choice awards winner</li> <li>• 2019 Aestheticians' choice dermascope awards winner</li> </ul>

## COMPONENT

## USAGE

## WRITING GUIDELINES

Copyright

M

Include the copyright symbol, company name, year, and the rights to the product.

Copyright © 2018 Lamprobe.com. All Rights Reserved.

## VOICE AND TONE

In regards to digital content, voice refers to how a brand's personality is conveyed. The tone refers to the feeling associated with the content's situation. Relative to each other, the voice stays consistent while the tone changes depending on the purpose of the content.

It is important to incorporate the right voice and tone into your digital content because it makes the user feel as though your brand is an actual person talking to them. The right voice and tone can create a better user experience, thus driving more sales for your company.

### Voice

Voice of Lamprobe.com should remain consistent with the voice of the Lamskin brand. Voice of Lamprobe must be professional yet friendly.

Why: Lamprobe offers expensive equipment to licensed aestheticians. Therefore, having a professional voice provides the confidence that the user is looking for when buying a high-priced item. However, in addition to the professional voice, we also propose the voice to be friendly. For a complex product such as the Lamprobe, a friendly voice alleviates any feelings of intimidation the user may feel, encouraging them to ask questions regarding the product. With this voice, we are making Lamprobe feel elite yet approachable.

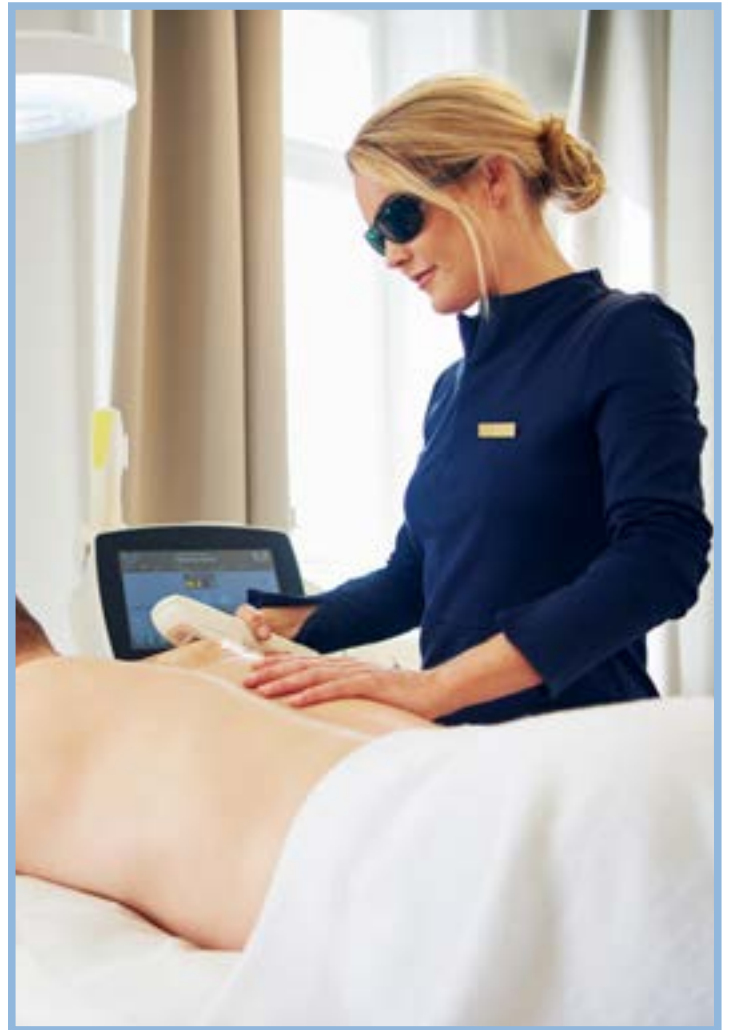
### Tone

The tone of Lamprobe.com changes according to the content shown to the user. We distinguished 4 groups of content that would require 4 different tones:

1. Marketing message:
  - Persuasive, enticing, encouraging, upbeat.
2. Error message
  - Direct, clear, precise, unambiguous, apologetic.
3. Educational content
  - Informative, clear, simple, unambiguous, encouraging.
4. Stories about the team/Lamprobe's history
  - Passionate, warm, storytelling, decorated.

# USER NARRATIVES

A user narrative is a story that takes you through a user's journey and experience on a website.



Sofia is an experienced Cosmetologist from Chicago. She has been in the beauty industry for 14 years and has seen the changes that it has gone through as the years have passed. When Sophia started her business, she used to use Lamskin products, but she found new alternative products and stopped buying Lamskin. Sofia manages a few cosmetics stores and beauty

salons and she manages 10 employees. Sofia has the trust of her clients because she takes care of the treatments that she offers.

Recently, she noticed that her inventory has copycat products and started to feel worried about that. Her goal is to change her inventory, learn new techniques and grow as a company.

Sofia goes to her office and she starts to do some research on skincare products and equipment; consequently, she lands at Lamprobe website, the main Lamskin's products. She finds that name familiar but Sofia does not remember where does she remember it from.

At the Lamprobe website, she recognizes the Lamskin logo so she starts to recall her early years as a cosmetologist. She thinks to herself, 'Oh! I used to use these products. Do they still sell it? Let's find out'. She knows the ins and outs of the beauty industry. Since she is having a bad experience with her current products she browses the Lamprobe website out of motivation to find new, better products.

On the Homepage, Lamprobe's machine is in the spotlight. Sofia is excited because she finds a new product to add to her inventory. She clicks the tab and lands on Lamprobe's description of the said product.

At first instance, Sofia reads the use case of the product like how it treats skin irregularities and minor skin conditions. She is impressed with how concise the description is. Moving forward, she finds more details like the benefits that this product offers to cosmetologist and its final clients. Sophia trusts what she is reading on the website. One of the most important parts that peak her interest is the features list and the color label of Lamprobe. The yellow label means Sebaceous skin irregularities, the red label is for Vascular skin irregularities and the brown labels identifies with Hyperkeratinized skin irregularities. Sofia, an expert cosmetologist engages with Lamprobe products. Now, she enquires about the cost of the machine. Scrolling down, Sofia discovers three packages that the company offers to their clients and/or anyone interested in buying: Golden, Silver and Bronze Packages. Each one of them is well described with the items that it will come with and the services.



Sofia compares Lamprobe's and copycat's price's but she is not yet fully convinced about them. Below Lamprobes packages, Sofia finds all Lamskin's awards and recognition stating their professional and trust-worthy products. At this point, Sofia is done with her decision to buy Lamprobe products, change her inventory and grow as a professional with Lamskin services so she can use the said products in her practice, and open new Skin SPA on Chicago.

# INTERACTIVE ELEMENT

While the skin is being treated, information regarding that particular settings pops up under the screen, teaching the user about the machine in detail.

Disclaimer for Interactive element: The photos of skin surfaces in this interactive prototype are not medically accurate and are subject to change after it is given to a developer.

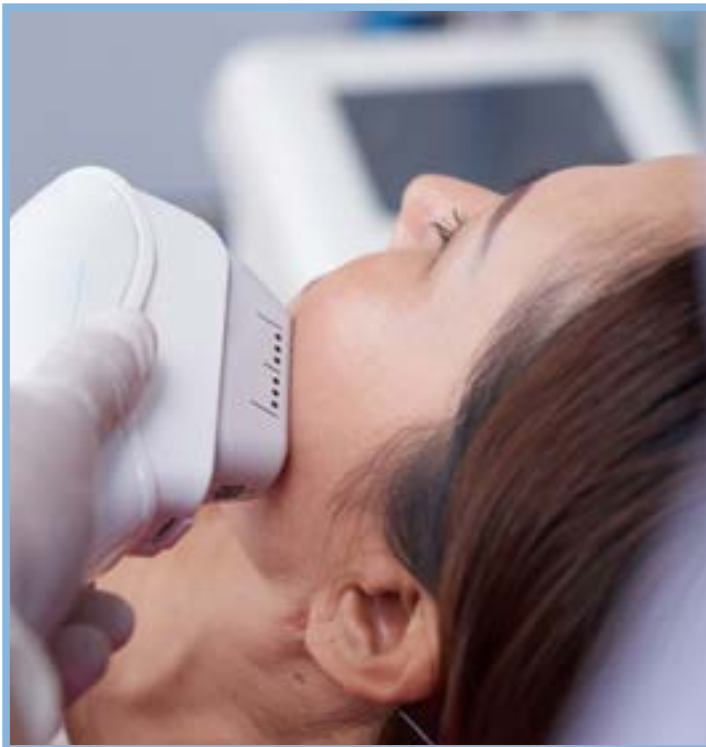


## LAMPROBE

---

Lamprobe is a machine sold by the company Lamskin, and it is a high-end piece of equipment used only by licenced aestheticians.

Due to the fact that one Lamprobe machine costs thousands of dollars, a customer would want to know more than the standard amount of product information before buying it. Therefore, we created an interactive element to help Lamprobe customers get a more realistic sense of what it would be like to use the Lamprobe.



## WHAT WE KNOW ABOUT THE LAMPROBE MACHINE

---

1. The machine's pen is used to rub over the patient's skin.
2. It has 4 different settings.
3. The 4 settings are used for different skin irregularities.
4. The settings are distinguished using Minor Skin Irregularities (MSI) Colour System: grey, yellow, red, brown.



## PROBLEM THAT OUR IE ADDRESSES



### LAMPROBE MSI COLOUR SYSTEM

Lamprobe is a unique machine not found anywhere else. Therefore, users don't have a true sense of how the machine works before purchasing it online.

#### OUR MESSAGE:

Using this short animated interaction, we want users to experience how Lamprobe works in the closest relation to how it would work in real life.



#### INTERACTIVE ELEMENT:

The user can treat the skin irregularities yourself, by clicking on a setting and brushing over the image of the skin surface.

## ELEMENTS

Using this short animated interaction, we want users to experience how Lamprobe works in the closest relation to how it would work in real life.

### MAIN FUNCTION



Touch screen/mouse



Before and after treatment of skin surface.

We are using this element to deepen our engagement with users and reveal instant results for before and after treatments.

### COLOR KEY FEATURE

Selecting a colour according to MSI System.



The user learns what the MSI Colour setting does.



We are using this element to help deepen the user's understanding of each setting on the Lamprobe machine.




PLEASE CLICK THE LAPTOP PICTURE TO SEE A PROTOTYPE





# DESIGN

# STYLESHEET







lamskin

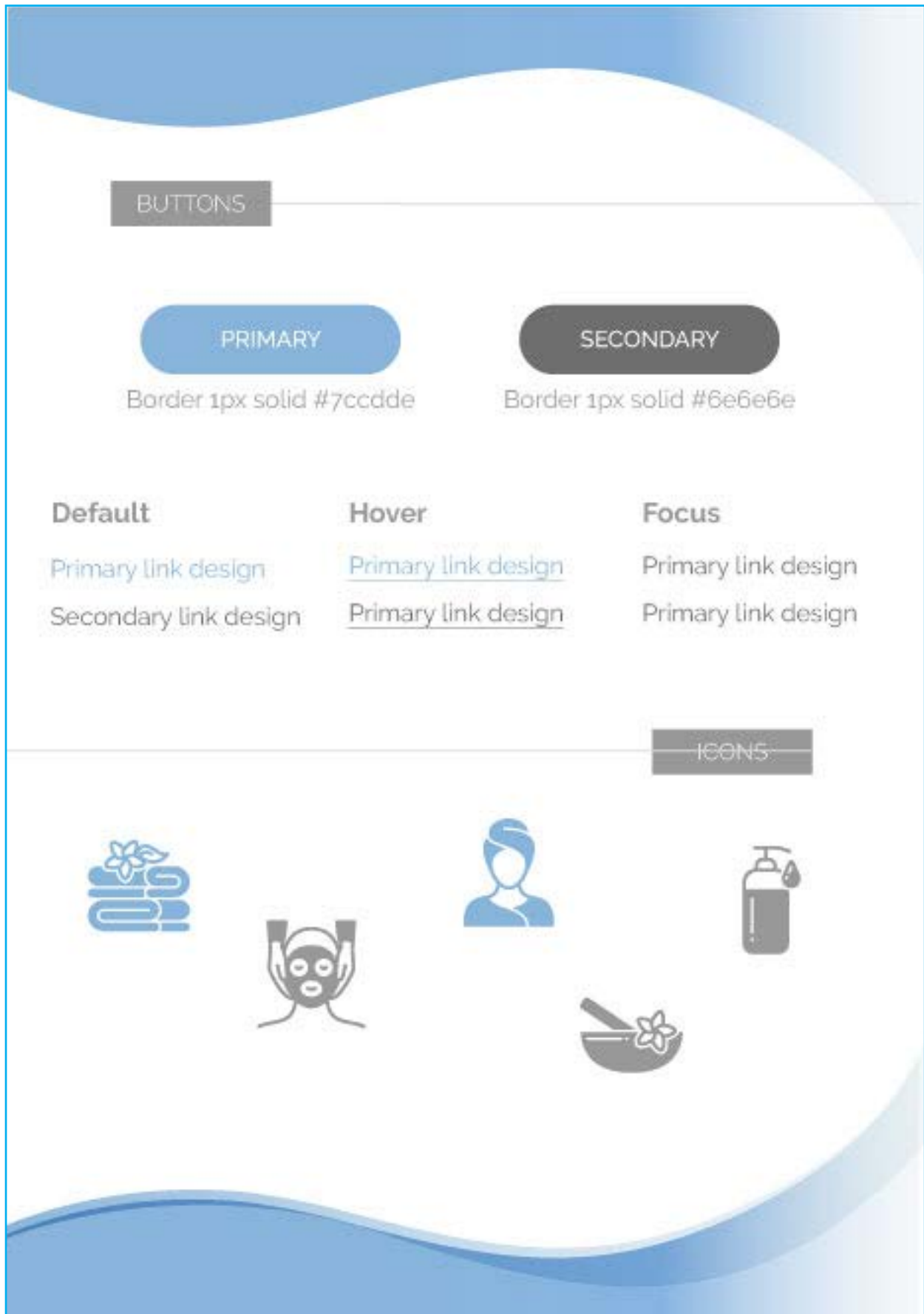
#87b4db R 135 G 160 B 219	#6e6e6e R 110 G 110 B 110	#383838 R 56 G 56 B 56	#989898 R 152 G 152 B 152	#d0d0d0 R 208 G 208 B 208
------------------------------	------------------------------	---------------------------	------------------------------	------------------------------

**FONTS**

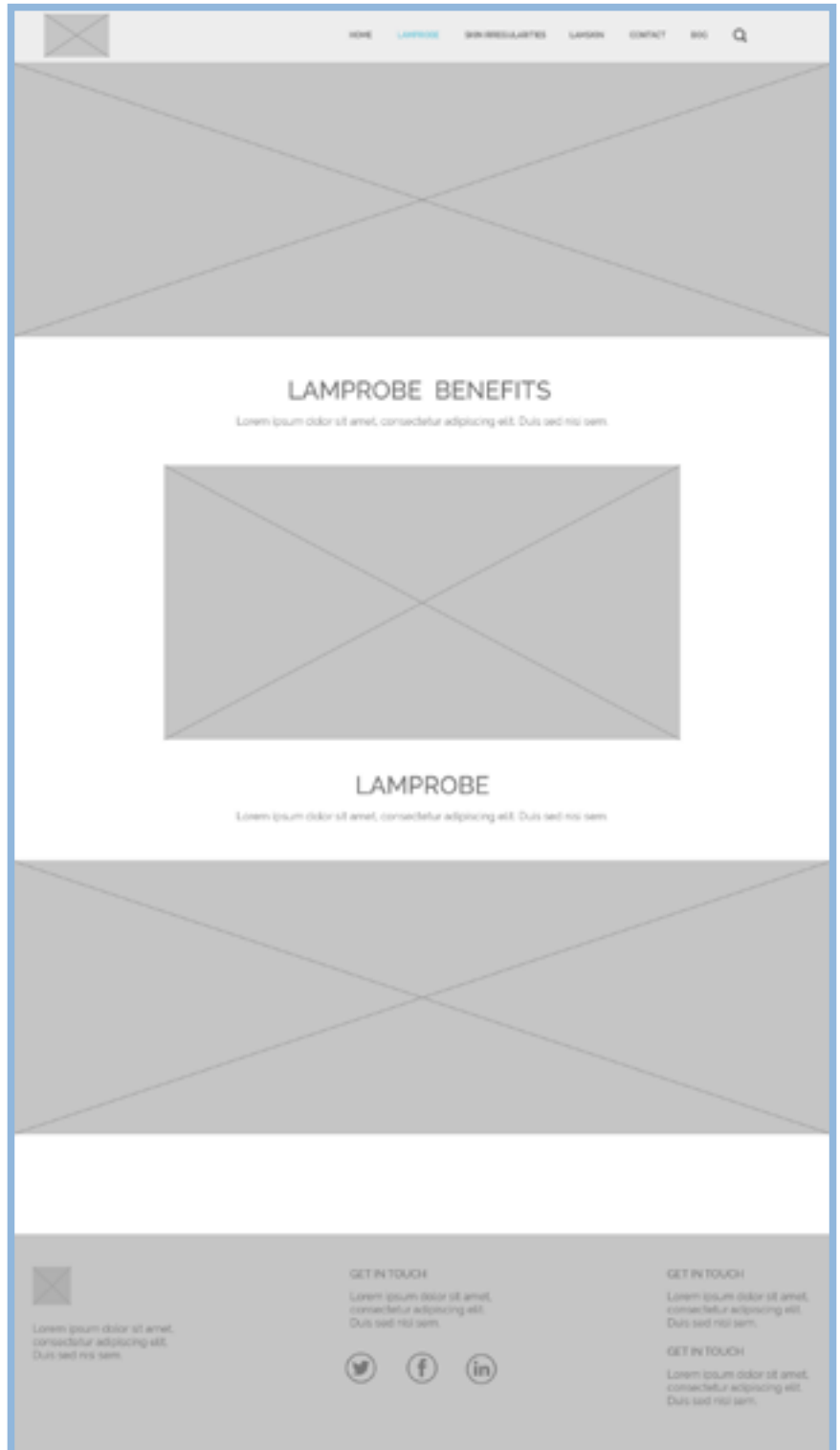
<b>HEADING ONE</b> Raleway Bold 45px #999999	<b>SUB HEADING</b> Raleway semi Bold 25px #7ccedf	<b>PARAGAPH</b> Raleway Regular 16px #383838
--	---	--

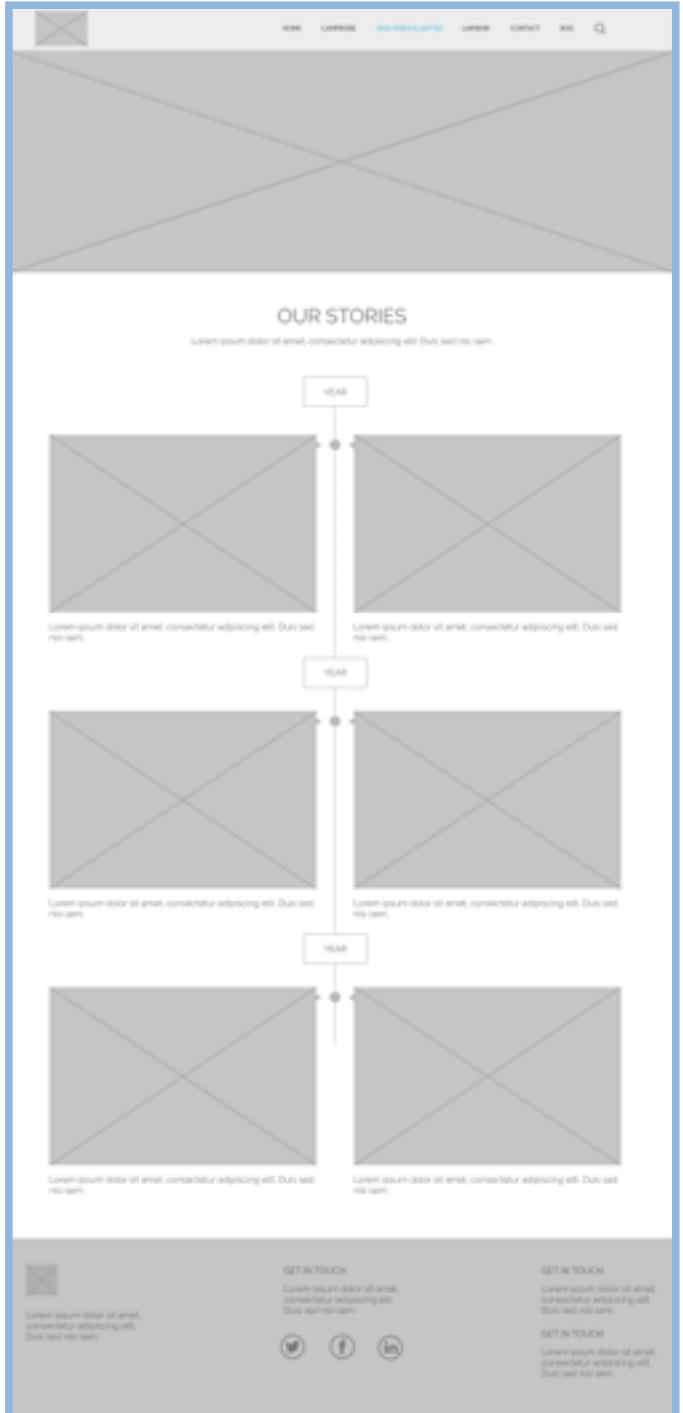
**IMAGES**





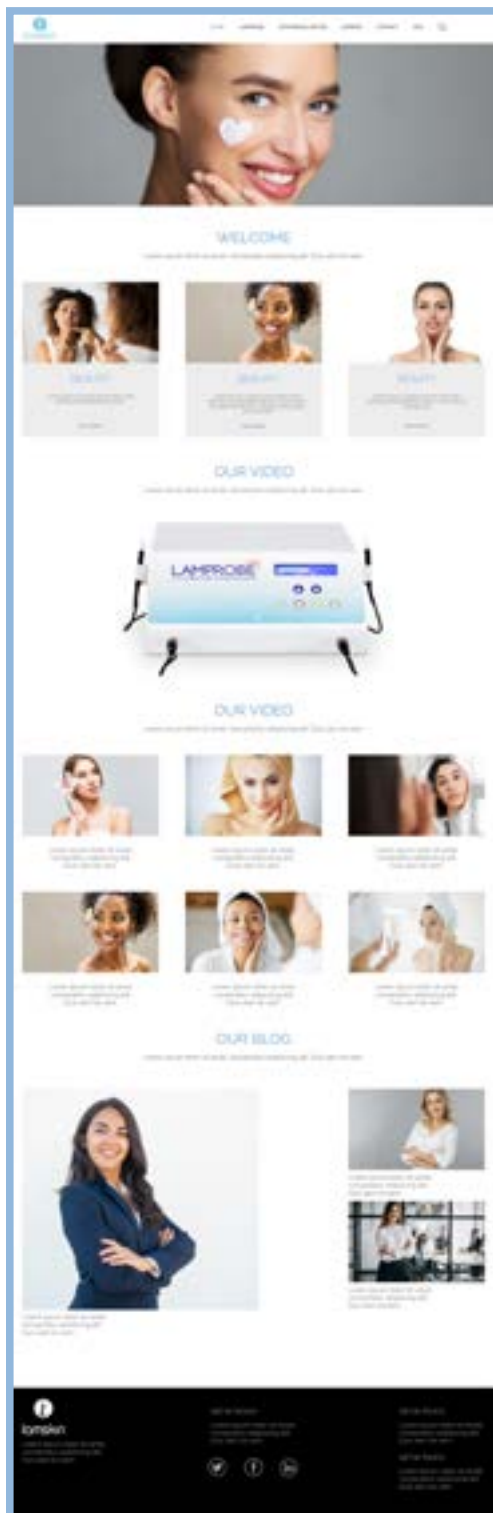
# LO-FI WIREFRAME

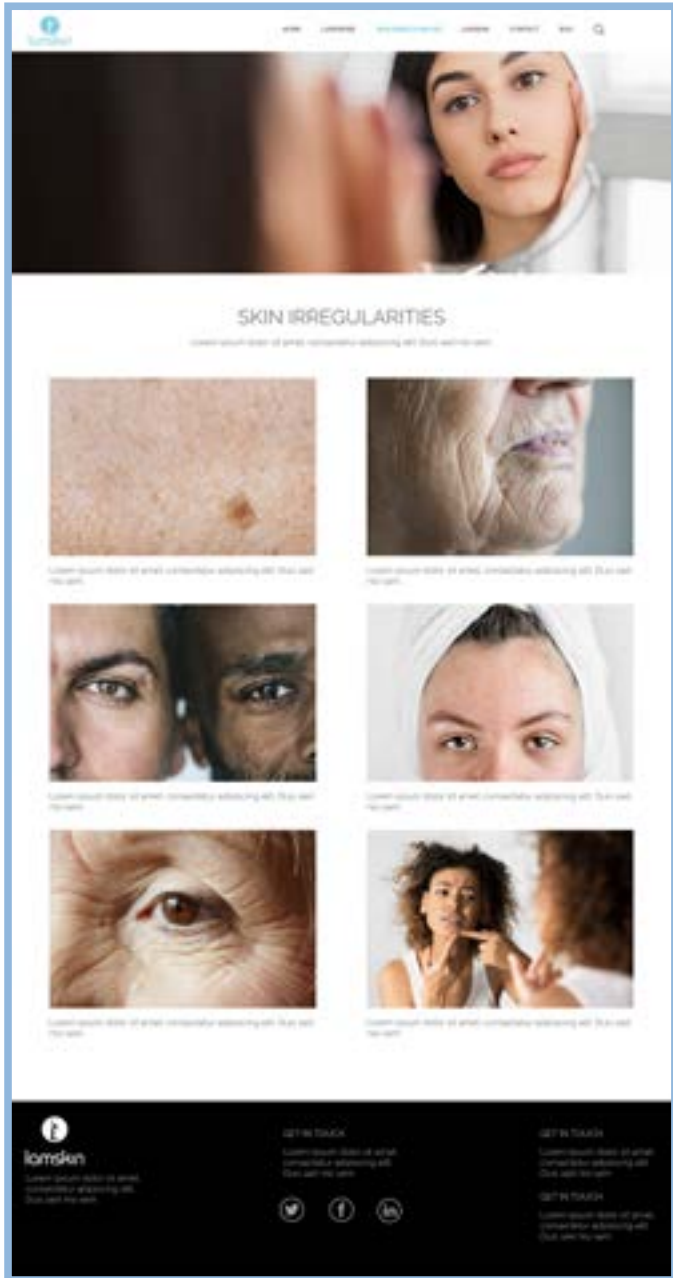






# HI-FI WIREFRAME

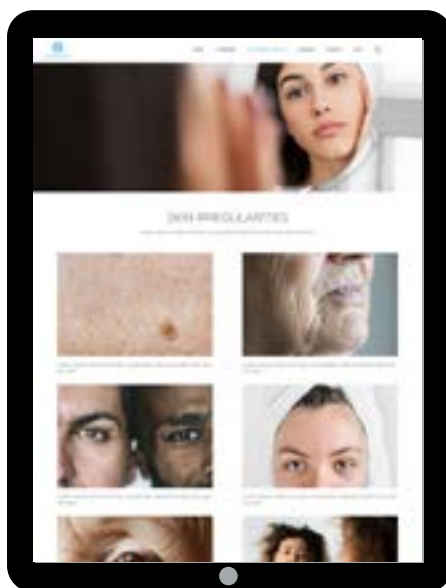
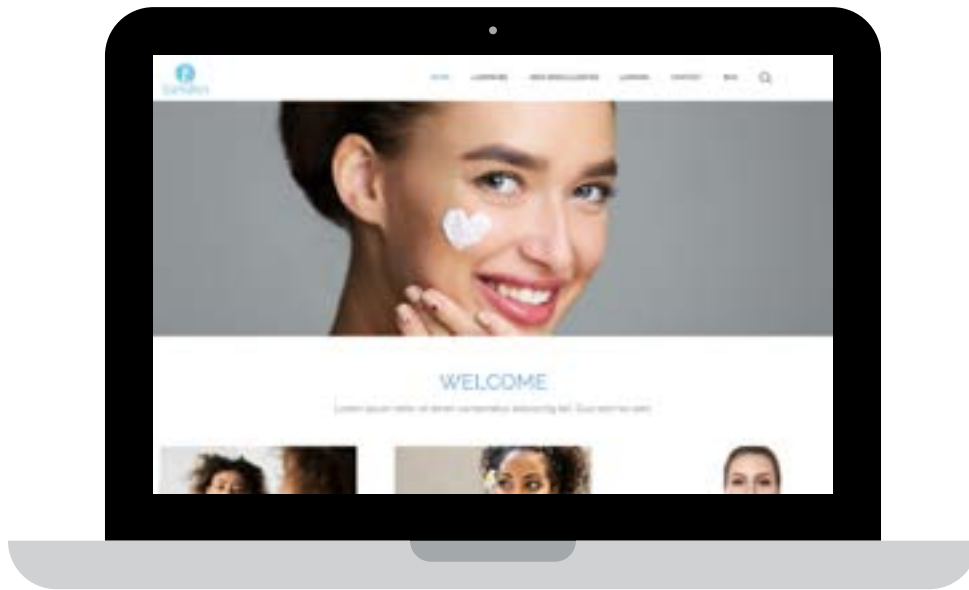




# LAUNCH

# WEB DESIGN

New Lamprobe by Lamskin website concept.  
Click the devices to see a real off-line website.



# RECOMMENDATIONS

# RECOMMENDATIONS

---



## MERGE

Merge the Lamskin and Lamprobe websites into one (1) website

- Having two (2) websites makes it confusing for the user. The user may think that Lamskin and Lamprobe are two (2) separate business identities.



## VISIBILITY

Make the free training workshops content included more visible

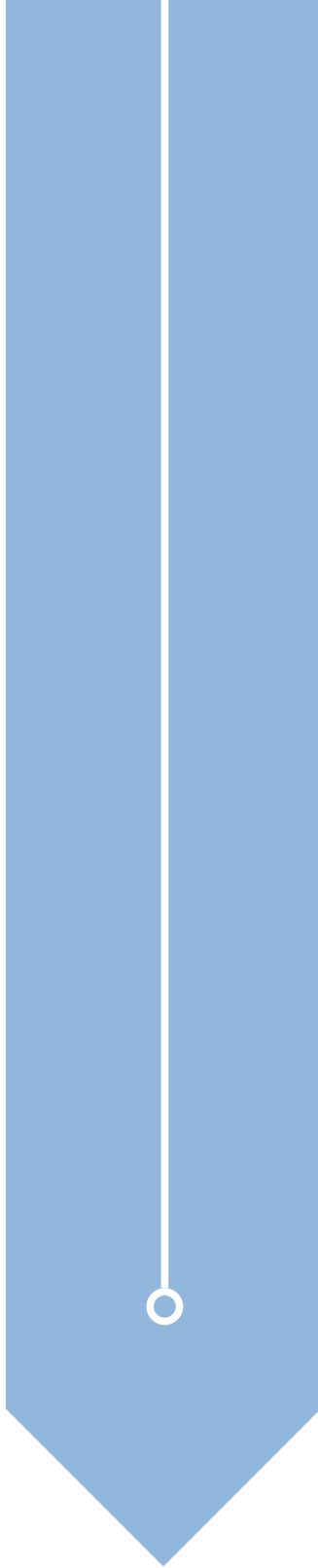
- Although training is shown on the website it is not clear that if a user purchased Lamprobe that the training is included as part of the package.



## DEVELOPER

Have a developer to maintain the website

- This will allow more time and concentration to be spent on the overall business goals.



## The Blue Plan Group



Centennial College



Lamprobe



Storyworks