

Project Scope Lamskin

PROJECT 1

STORYWORKS



CLIENT BRIEF HISTORY

Lamskin is a leading aesthetic and beauty supply company. The skin care company provides high-end skin care equipment to licensed professionals. They educate and train skin care professionals (more specifically aestheticians) that purchase the company's products. Majority of Lamskin's clients are based in the United States, specifically in Texas and California. Lamskin is a family company that has over 40 years of experience in the beauty industry.

Lamskin upholds the highest standards and has acquired the Cidesco accreditation for all their trainers and aestheticians. This is the world's most prestigious qualification for aesthetics and beauty therapy for international standards since 1957. Through acquiring this knowledge, Lamskin offers educational training on how to use their equipment and how to analyze skin conditions to all clients/customers.

TEAM MEMBERS

This project will be developed by The BluePlan Group.

The BluePlan Group was established through the Interactive Media Management program at Centennial College. Members of The BluePlan Group are Diego Palacios, Opal Almeida, Nilu Seneviratne, and Tiffany Kwong.

PROBLEM STATEMENT

1. The content on the website is not organized and is too congested. There are 2 websites which would confuse users.
 2. Users get confused on how to perform necessary tasks on the website because content is not well defined.
 3. The website does not explicitly state certain important information:
 - It is unclear that the product comes with obligatory training sessions that are vital to the success of the product.
 - There is no way to purchase products online. Prices are unavailable online. Customer must call the company to order the products and inquire about the price. Competitors offer lower prices for similar products.
 4. The company history, international standards, and recognized achievements are not clearly stated on the company website.
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GOALS

1. Present the website content in a clear and organized format.
2. Engage and attract potential customers (users).
3. Re-introduce her brand to the beauty industry as a reliable veteran.
4. Increase transparency of content such as pricing and purchasing.

GOAL STATEMENT

1. Make the content of the website more concise by keeping relevant information and taking out irrelevant information.
2. Make the website more aesthetically pleasing so that it reflects the community she is trying to build with her current and potential customers.
3. Reinstate the company's years of experience as one of the first pieces of content on the website. This allows the user to confidently consume the content with a good impression (emphasizing Lamskin's high standards through its digital presence).

DELIVERABLE LIST

1. A strategy package that helps Lamskin retain more consumers on their website.
2. A current state analysis of the current website.
3. A research package including:
 - A competitive analysis of competitors' websites.
 - A list of personas. A persona is a document describing a relevant user.
4. A Stylesheet - aesthetics goals.
5. Wireframes of her new website.
6. A template for emails or newsletter (in compliance with the new stylesheet).
7. Results from the usability testing and comparison analysis.

Iterations of Change to the Deliverables

The BluePlan Group is offering up to 2 iterations for stylesheet, wireframes, and strategy.

PROBLEM STATEMENT

1. Aestheticians (young female entrepreneurs, as stated by the client).
2. Medspa professionals (Doctors, Dermatologists).
3. Licensed skin care professionals.

RESOURCES:

1. Access to google analytics of her websites.
2. A list of the common questions that Lamskin gets from clients are through phone calls and emails.
3. Detailed specifications of her products (all equipment and supporting
4. products).
5. The curriculum of the training sessions that Lamskin provides.
6. Provide two relevant participants who use Lamskin's website to perform the usability testing by week 9.

Client-side for Sign off and Final Approval

The BluePlan Group is offering up to 2 iterations for stylesheet, wireframes, and strategy.

TIMELINE

Timeline		Done
Week 1: 1 Oct - 6 Oct	Establish a meeting with the client so BPG can have preliminary information to develop a scope project.	X
Week 2: 7 Oct - 11 Oct	Develop a project scope with brief statements and conditions of the requirements that Lamskin require.	X
Week 3: 14 Oct - 17 Oct	Develop personas (document describing a relevant user) with characteristics, specifications, and stories to illustrate how our main users operate.	
Week 4: 21 Oct - 24 Oct	Perform a current state analysis by conducting user interviews, auditing Lamskin's current website, and performing a competitor analysis. All possible areas that require changes will be documented to help plan strategies to perform the necessary changes.	
Week 5: 28 Oct - 31 Oct	Update Lamskin with a weekly progress report (including but not limited to the findings of the current state analysis) of the website so that she is well aware of the changes that will be performed.	
Week 6: 4 Nov - 7 Nov	Start building the strategy for the new website using both our strategic expertise and the research results from the current state analysis.	
Week 7: 11 Nov - 14 Nov		
Week 8: 18 Nov - 21 Nov	<ul style="list-style-type: none"> • Deliver a stylesheet to Lamskin • Deliver wireframes to Lamskin • Deliver a newsletter/email template to Lamskin. • Give Lamskin an opportunity to give feedback about the deliverables. 	

TIMELINE

	Timeline	Done
Week 9: 25 Nov - 28 Nov	Perform usability testing and comparison testing. Give users an opportunity to perform certain tasks on the new prototype, and giving us the relevant feedback.	
Week 10: 2 Dec - 5 Dec	Take into account feedback results and usability testing results to make necessary changes before delivering the final strategy package.	
Week 11: 9 Dec - 12 Dec	Deliver the final strategy package to Lamskin.	

PROJECT BUDGET (hours)

Deliverable	Budget (Oct and Nov)
The formal strategy for the new website.	35 - 45 hours
Stylesheet - aesthetic goal.	5 - 10 hours
Wireframes of her new website.	20 hours
A template for emails and newsletters.	5 hours
Networking and communications with the client (meetings, conference calls)	10 hours

EVALUATE TOOLS

Testing 1: Usability Testing

Using a volunteer participant to perform certain tasks with the new prototype website. The tasks will be relevant to the issues in our problem statement. Success will be measured by recording the participants actions and reactions to the interface.

Testing 2: Comparison Testing

1. Using a participant to assess Lamskin's current website as well as our new prototype website. The participant will not be told which website is which and will be asked to provide feedback through a standard survey. Survey results from both websites will be compared with one another to measure the success of our improvements.
2. Competitor Analysis: Using a participant to assess the strengths and weaknesses of the new prototype website in comparison to Lamskin's main competitor - Hydrafacial website. Our client, Lara, stated that she found her competitor's interface successful. Therefore, we are using a comparison testing with Hydrafacial to measure our success.

RESPONSIBILITIES

All members collectively collaborate when producing all deliverables.