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STACEY SARRIS

October 2008

Rev: November 2009

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## Project Description

### Client:



Mt. Kisco, New York

### Description:

Via Michelle is a unique boutique store specializing in Makeup / skincare, jewelry and decorative home items. It has operated in the Northern Westchester County area for over twenty two years and began as a day spa. A strong client base has been built up through the efforts of the owner Michelle Danielle, she has a strong presence in the store and people trust her opinion.

Over the years, Via Michelle has collected over 2,200 email addresses and sends occasional email specials.

This is the second iteration of the site (original wireframes are in appendix of this document). The site has been plagued with mis-starts and has not had a proper launch. This is partially due to lack of appreciation of internet visibility and the owners lack of technical skill.

This document outlines the proposed site for Via Michelle to be completed by March 31<sup>st</sup> 2010.

Note: Logo provided by client.

Future ideas for the site include branding using social media are potential ideas.

### Objective:

Immediate goals for the site include...

- Facilitate business objectives.

- Creation of a site to serve as a shingle in the digital world.

- Create an alternative for Michelle's clients to access store information and product details.

## Who is the Typical Client?

This is who the site will be designed for...



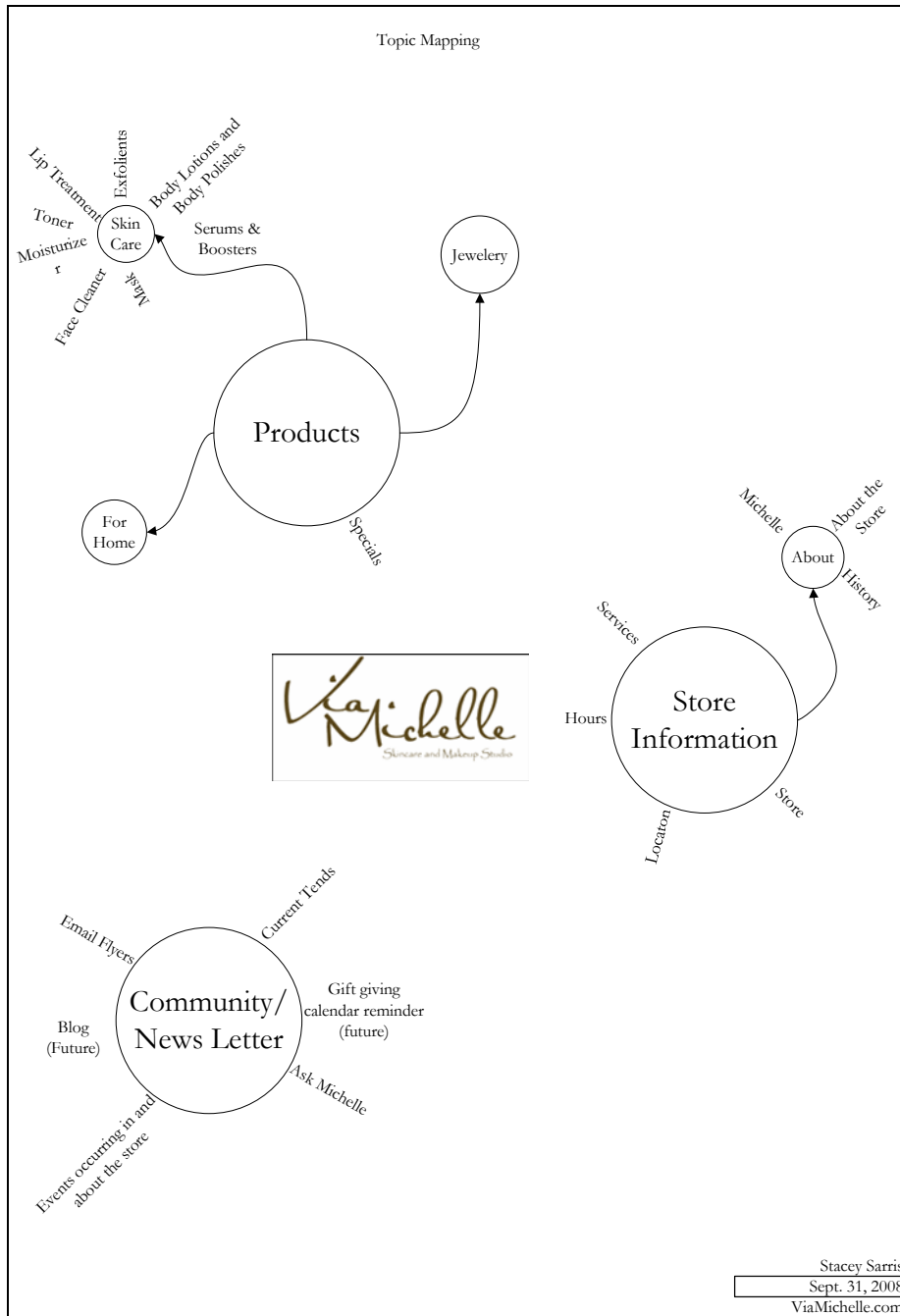
Facts:

- Female
- Age: 30 to 60
- College Educated
- Occupations range from teacher to business owner or the non- working woman whose husband is a part of a fortune 500 company.
- Has disposable income
- Carries designer hand bag
- Shops at Bloomingdales in White Plains, NY and local boutiques in Mt. Kisco and Katonah, NY.
- Comes to NYC often whether on business, to run an errand or fun
- Most likely uses an iPod or Blackberry for communication
- Reads magazines like *InStyle* and *Vogue*
- Believes in caring for themselves
- **Average in store sale: 200.00**
- Average sale often includes 2 skin items and possibly a piece of jewelry

## Topic Map

Subjects for site break into the main areas.

- Store information like hours and in house services
- Products
- Community, which is tool to help brand Michelle



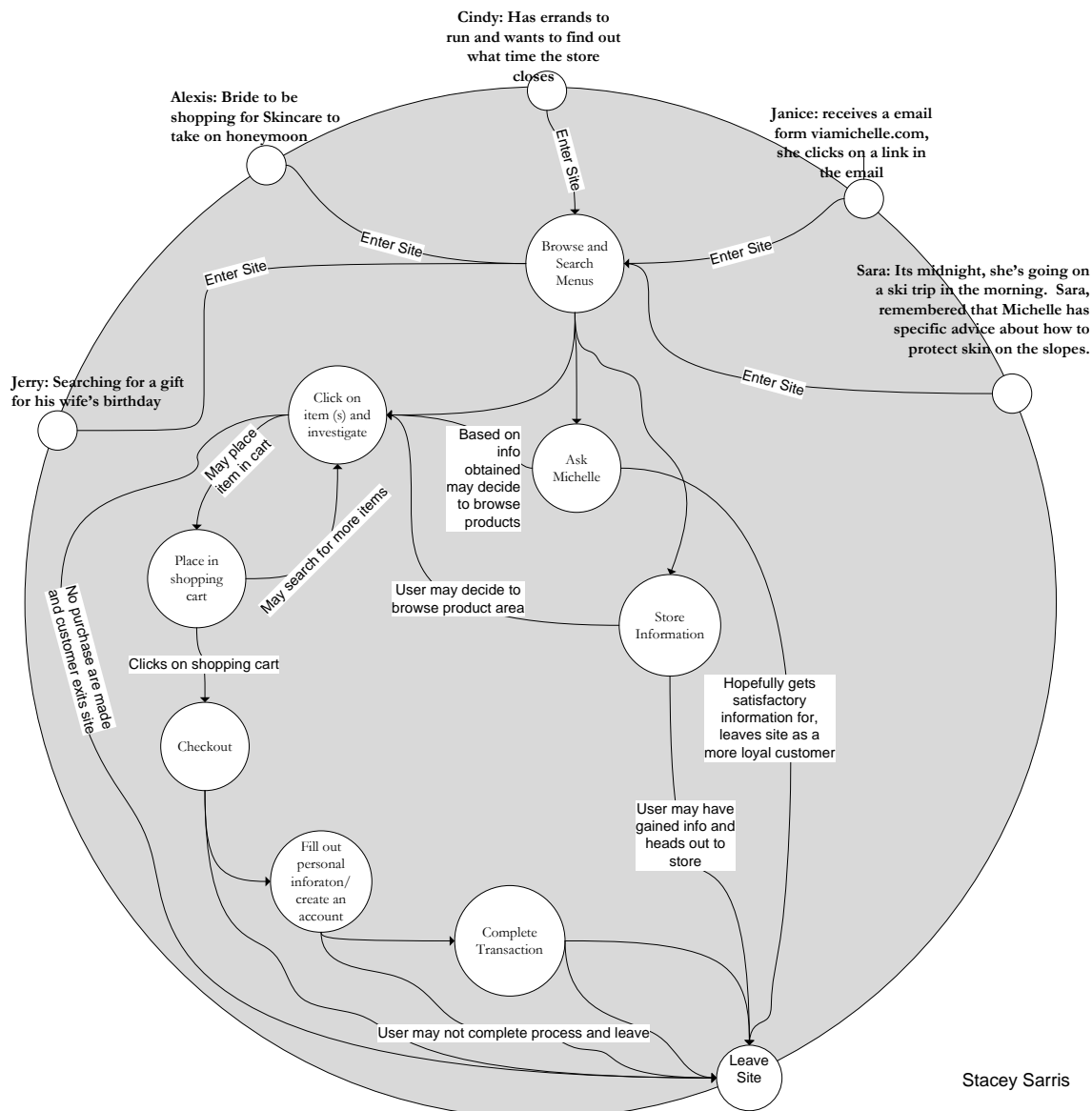
## Site Path Mapping

This demonstrates five scenarios that a user take while visiting the ViaMichelle.com site. They are based on real events and questions clients have asked.



### Site Path Diagramming

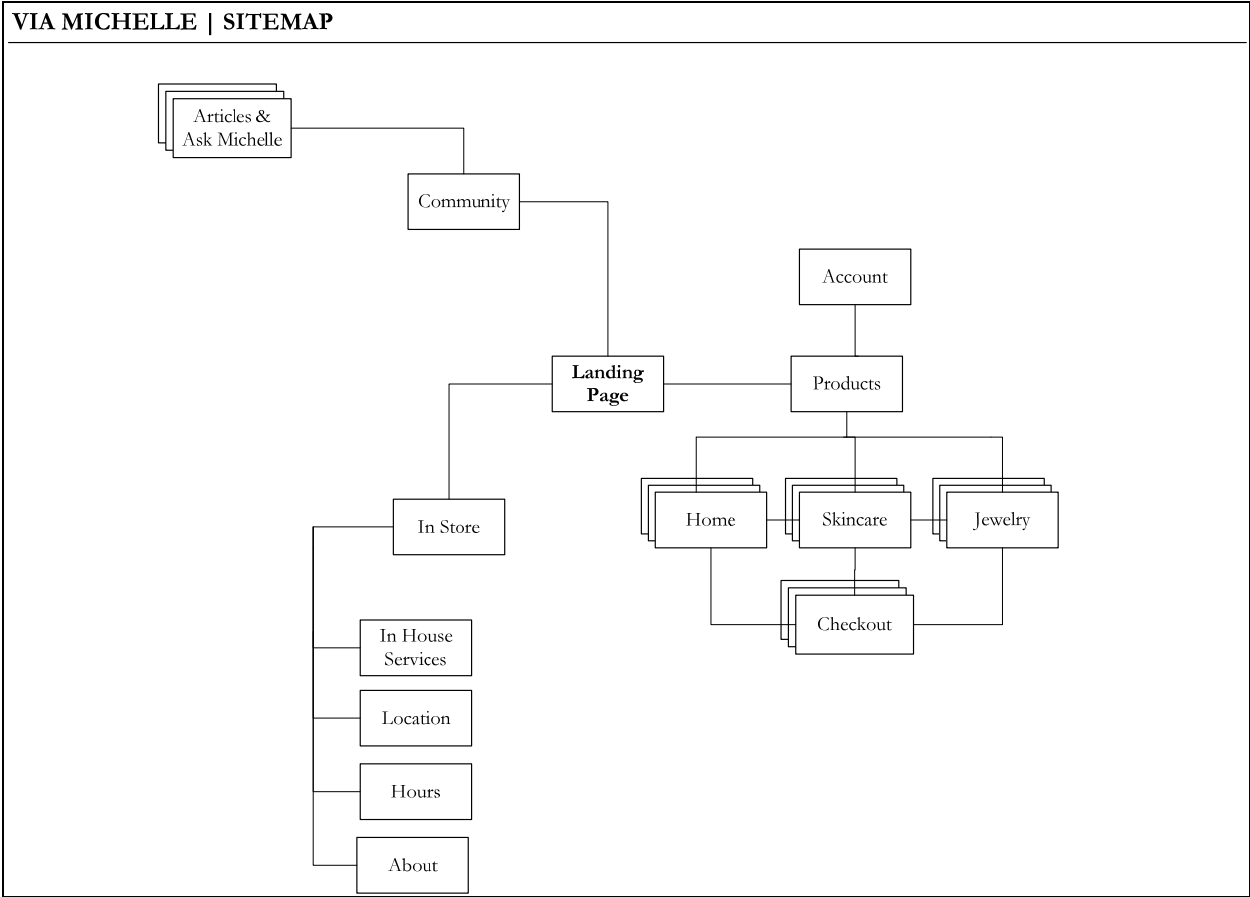
Using five scenario's, below is map of the possible paths customers will travel



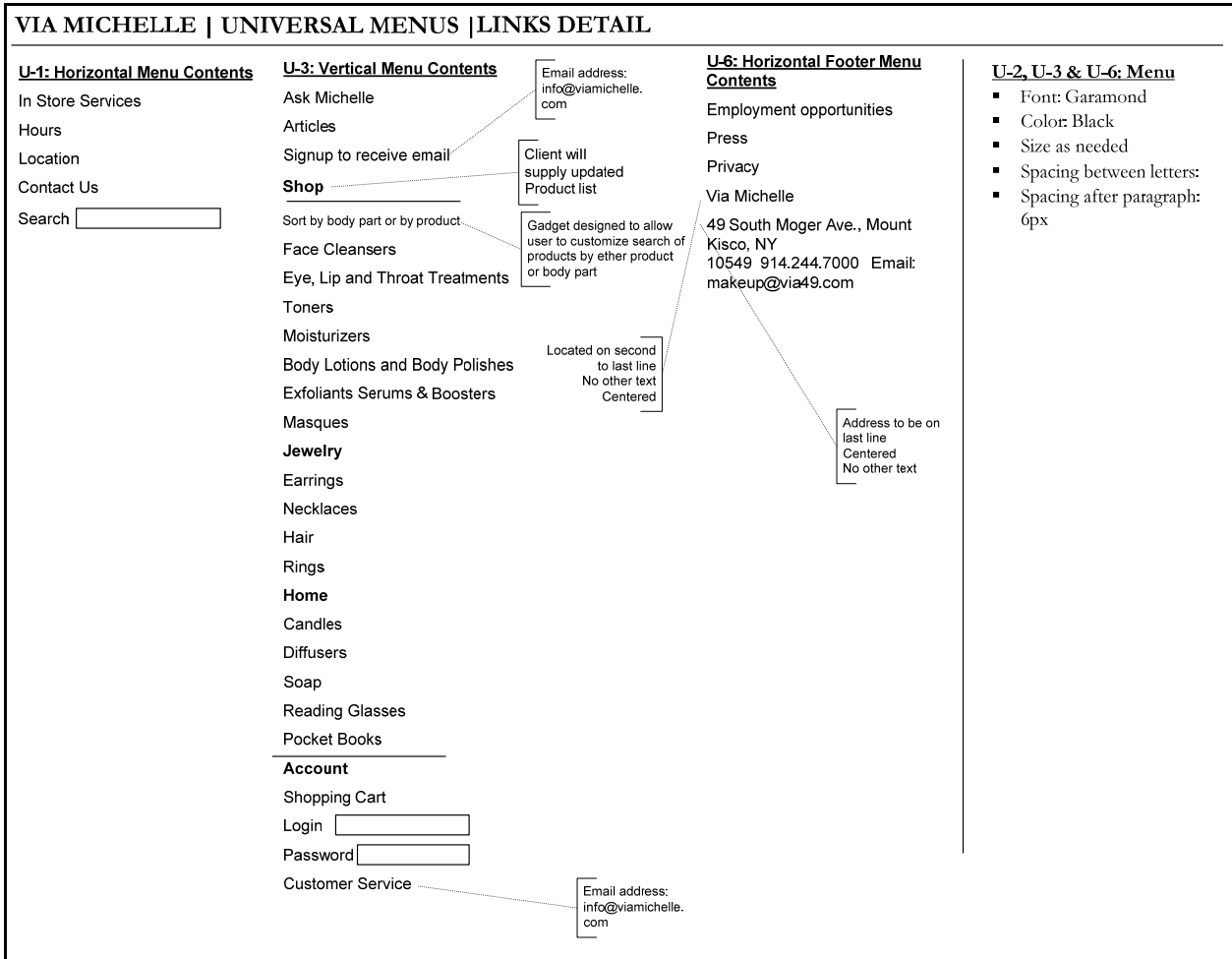
Stacey Sarris

September 31, 2008

# Site Map



# Menu Detail



## CMS Fields

A list of fields that need to have the ability to have the content editable.

CMS Fields that need to be editable...	CMS Fields that need to be editable...
<b>Global Template Items</b>	<b>Topic Categories</b>
Header Header Image Plug-in to be created so that images load easily Image size: 100 px high by 820 px wide, 150 dpi	Teaser Page (Landing page advertisements) Plug-in to be created so that images load easily Image size: 250 px high by 250 px wide, 150 dpi
Store Hours Tuesday - Saturday...10 - 6 Sunday ... 12 – 5	Shop Teaser for each Category of Products Plug-in to be created so that images load easily Image size: 340 px high by 610 px wide, 150 dpi Left hand side Master Menu including links
Location 49 South Moger Avenue, Mount Kisco, NY 10549	Individual Product Loader Image size: px high by px wide, 150 dpi
Contact 914.244.7000 info@viamichelle.com	Product Name Product description Product price
About Coming Soon	In Store Services Edit text
Media Coming Soon	
Ask Michelle Coming Soon	

# Wireframes

## Universal Template

Beauty Begins Here Template

Header:  
CMS to have easy upload /  
change image add-in  
810w x 100h  
No border

Outer boarder,  
Five pixel padding / spacing so  
that total for outside width = 820

Footer:  
810w x 70h  
Font information:  
Mid Gray: 7f7f7f  
Border: Light Gray:  
e8e8e8 and thin

Template information:  
Site width: 810  
Horizontal line below header: 66aa99  
Link Font information: Felix Tilting,  
Black, Bold  
Boarder grays:  
Light Gray: e8e8e8  
Dark Gray: 686868  
Mid Gray: 7f7f7f  
Additional Gray: 585858

SHOP ONLINE IN STORE SERVICES ASK MICHELLE SPECIALS GET ON OUR MAILING LIST / REGISTER / LOGIN

Note to Santa:  
A facial is a  
great way  
to say  
I love you

MICHELLE DANIELLE  
All  
Moisturizers  
20% Off

Holiday  
Store Hours  
9:00 AM  
to 7:00 PM

VIA MICHELLE  
49 SOUTH MOGGER AVE., MOUNT ROSCO, NY 10849 914.244.7000 914.244.7000 EMAIL: INFO@VIAMICHELLE.COM

Oct 2009 Via Michelle  
"Beauty Begins Here" Stacey Sarris: Copyright 2009

## Location and Hours

Beauty Begins Here Location and Hours

LOCATION AND HOURS CONTACT ABOUT SEARCH

SHOP ONLINE IN STORE SERVICES ASK MICHELLE SPECIALS GET ON OUR MAILING LIST / REGISTER / LOGIN

Note to Santa  
A facial is a  
great way to  
say I love you

Hours  
Weekdays 9:00 AM to 6:00 PM  
Weekends 10:00 AM to 6:00 PM

Address  
49 South Moger Ave  
Mt. Kisco, NY 10549  
914.244.7000

Close Box

Holiday Hours  
10:00 AM  
6:00 PM

VIA MICHELLE  
49 SOUTH MOGER AVE., MOUNT KISCO, NY 10549 914.244.7000 914.244.7000 EMAIL: INFO@VIAMICHELLE.COM

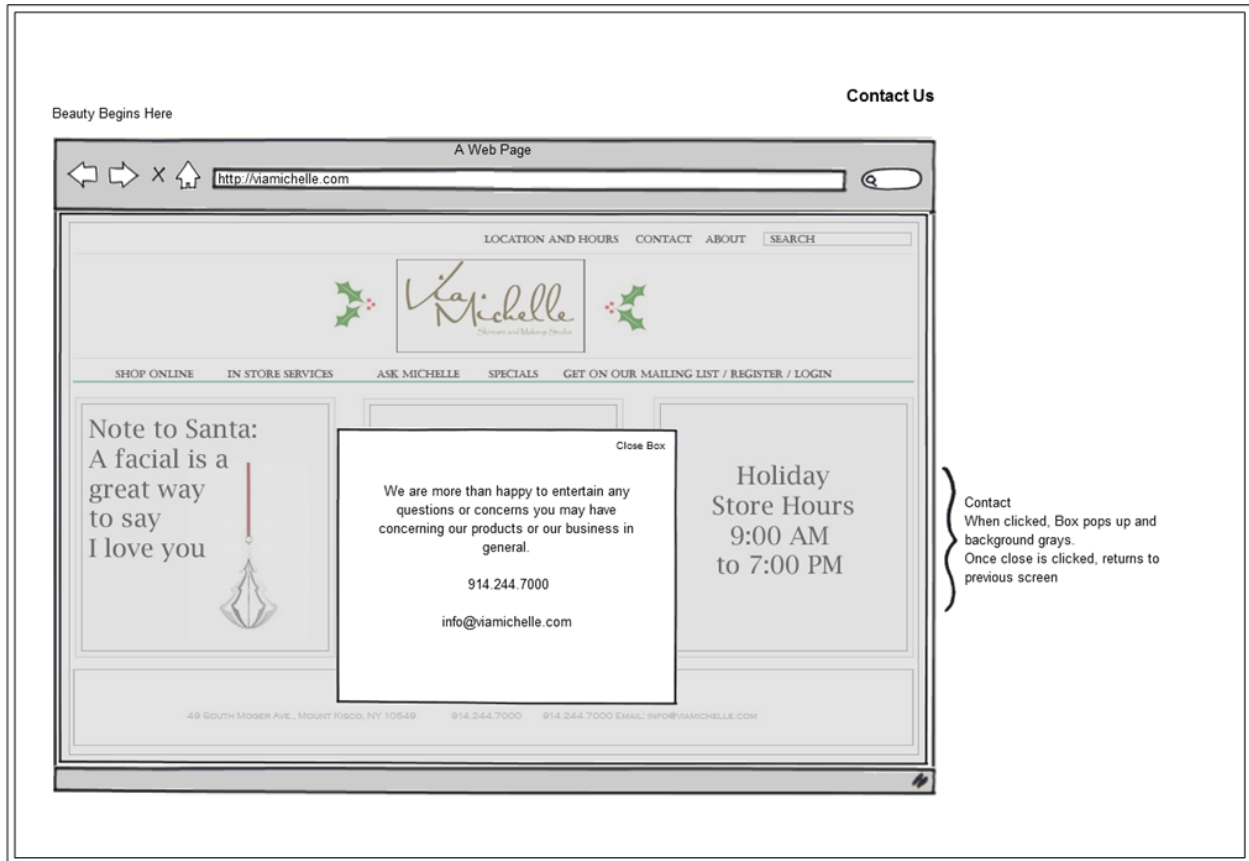
Location and Hours  
When clicked, Box pops up and background grays.  
Once close is clicked, returns to previous screen

**Via Michelle**  
"Beauty Begins Here"

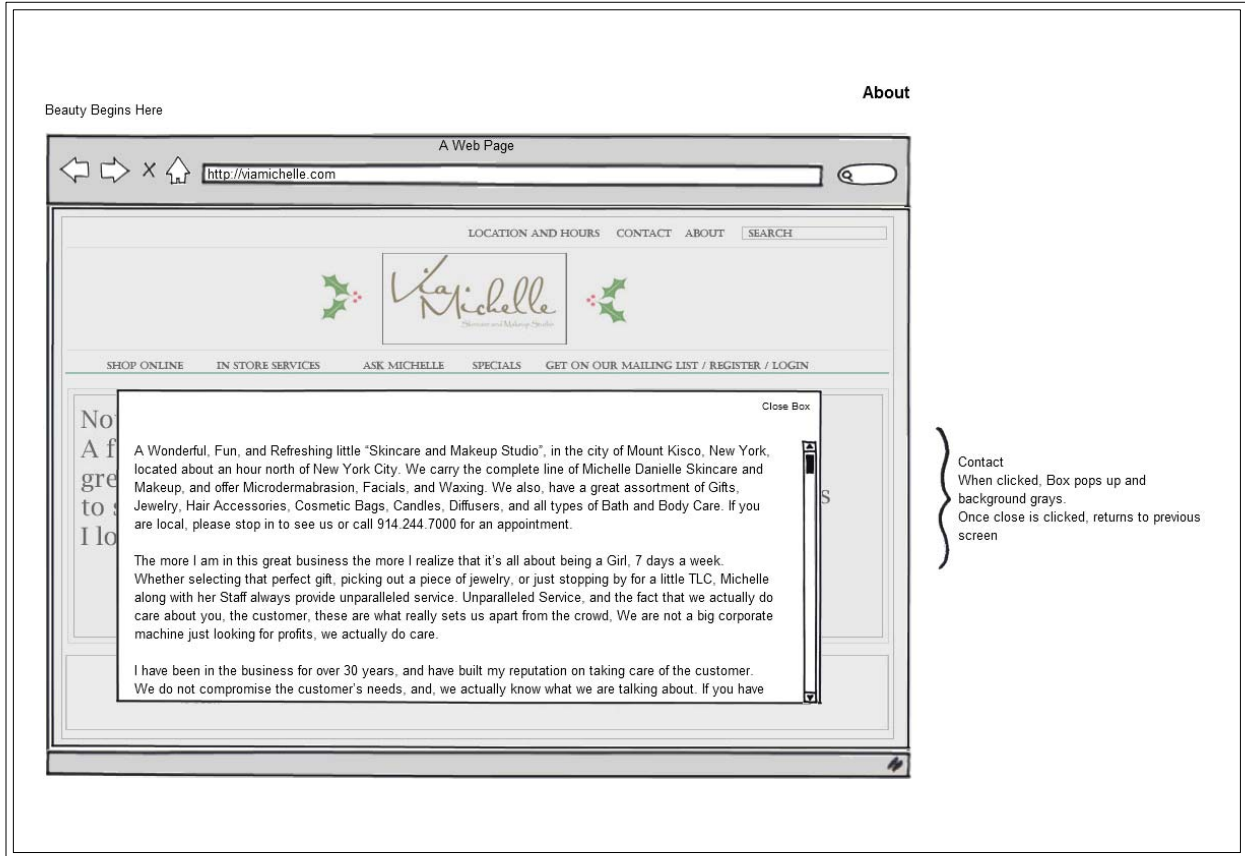
Oct 2009

Stacey Sarris: Copyright 2009

# Contact Us



# About



**Via Michelle**  
"Beauty Begins Here"

Oct 2009

Stacey Sarris: Copyright 2009

## Landing Page with Teasers


Beauty Begins Here Landing Page Teasers

A Web Page

http://viamichelle.com

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LOCATION AND HOURS CONTACT ABOUT


  
*Via Michelle*  
Skincare and Makeup Studio

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SHOP ONLINE IN STORE SERVICES ASK MICHELLE SPECIALS GET ON OUR MAILING LIST / REGISTER / LOGIN

Note to Santa:  
A facial is a  
great way  
to say  
I love you





All  
Moisturizers  
20% Off

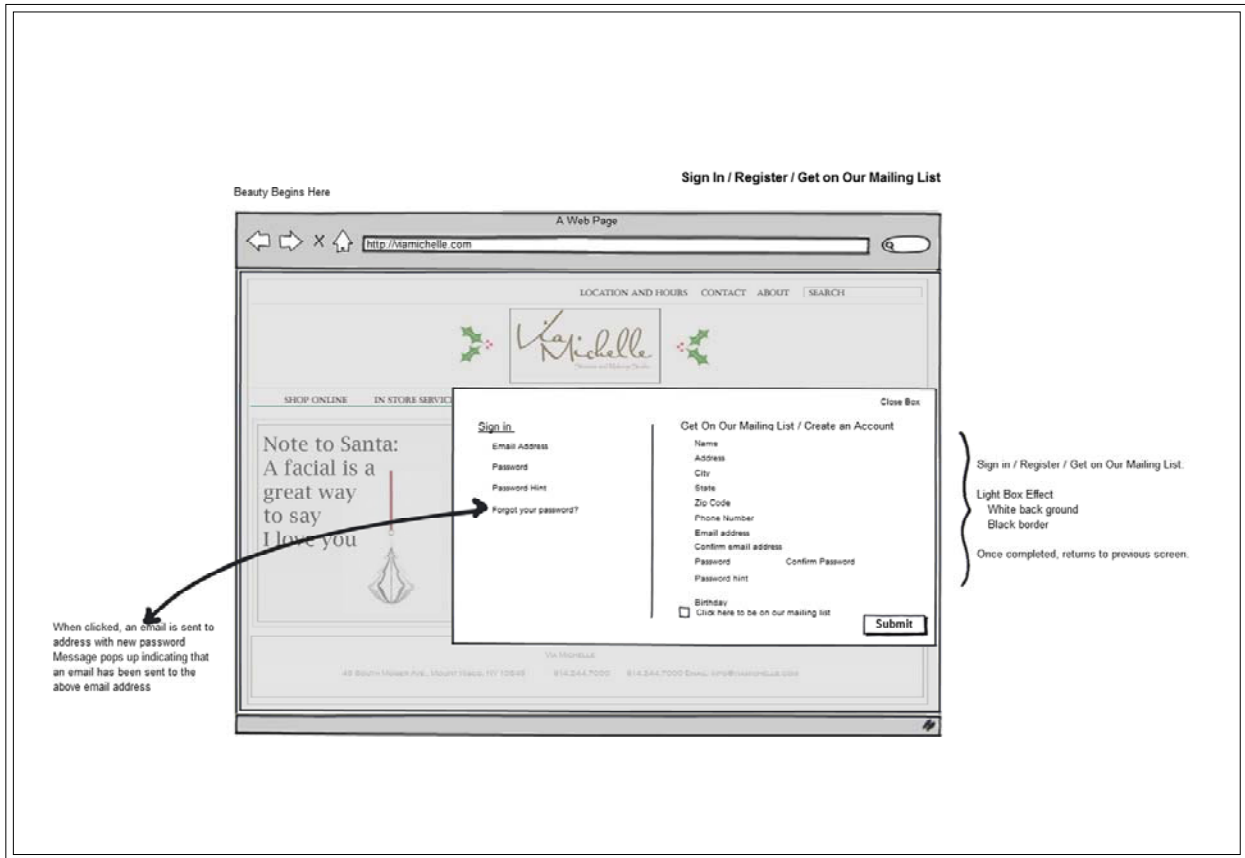
Holiday  
Store Hours  
9:00 AM  
to 7:00 PM

---

VIA MICHELLE  
49 SOUTH MOGER AVE., MOUNT KISCO, NY 10549    914.244.7000    914.244.7000 EMAIL: INFO@VIAMICHELLE.COM

Landing Page Teasers:  
270w x 270h each  
Rotate new ads every few  
seconds  
No border  
No Spacing or Padding  
CMS upload add-in for  
ease of use

# Sign In / Registration



# Shop

Beauty Begins Here

Shop

A Web Page  
http://viamichelle.com

LOCATION AND HOURS CONTACT ABOUT SEARCH


SHOP ONLINE IN-STORE SERVICES ASK MICHELLE SPECIALS GET ON OUR MAILING LIST / REGISTER / LOGIN

Product Tesser:  
Size: 620w x 320h  
No border  
Must be changeable in CMS program

All Product Links


SHOP...  
FACE CLEANSERS  
EYE, LIP AND THROAT TREATMENTS  
TONERS  
MOISTURIZERS  
BODY LOTIONS AND BODY POLISHES  
EXFOLIANTS  
SERUMS & BOOSTERS  
MASQUES

MICHELLE DANIELLE PERFECT SKIN CARE  
MOISTURIZES FOR 24 HOURS GUARANTEED




PAGES: 1 of 223 or all SHOW ALL

MICHELLE DANIELLE PERFECT SKIN CARE  
CONTINUOUS MOISTURIZING CREAM  
PERFORMS BARRIER REPAIR AND PERFORMS HYDRATION



\$68.32

MICHELLE DANIELLE PERFECT SKIN CARE  
OIL FREE MOISTURIZING SERUM  
HOURS OF MOISTURE WITHOUT OIL



\$36.64

PAGES: 1 of 223 or all SHOW ALL

VIA MICHELLE  
49 SOUTH MOORE AVE. MOUNTAIN VIEW, NJ 08054 908.244.7000 908.244.7000 DANE.BROWN@VIAMICHELLE.COM

Via Michelle  
"Beauty Begins Here"

# In Store Services

Beauty Begins Here In Store Services

A Web Page

http://viamichelle.com

LOCATION AND HOURS CONTACT ABOUT SEARCH



WHERE BEAUTY BEGINS 

SHOP ONLINE IN STORE SERVICES ASK MICHELLE SPECIALS GET ON OUR MAILING LIST / REGISTER / LOGIN

**IN STORE SERVICES**

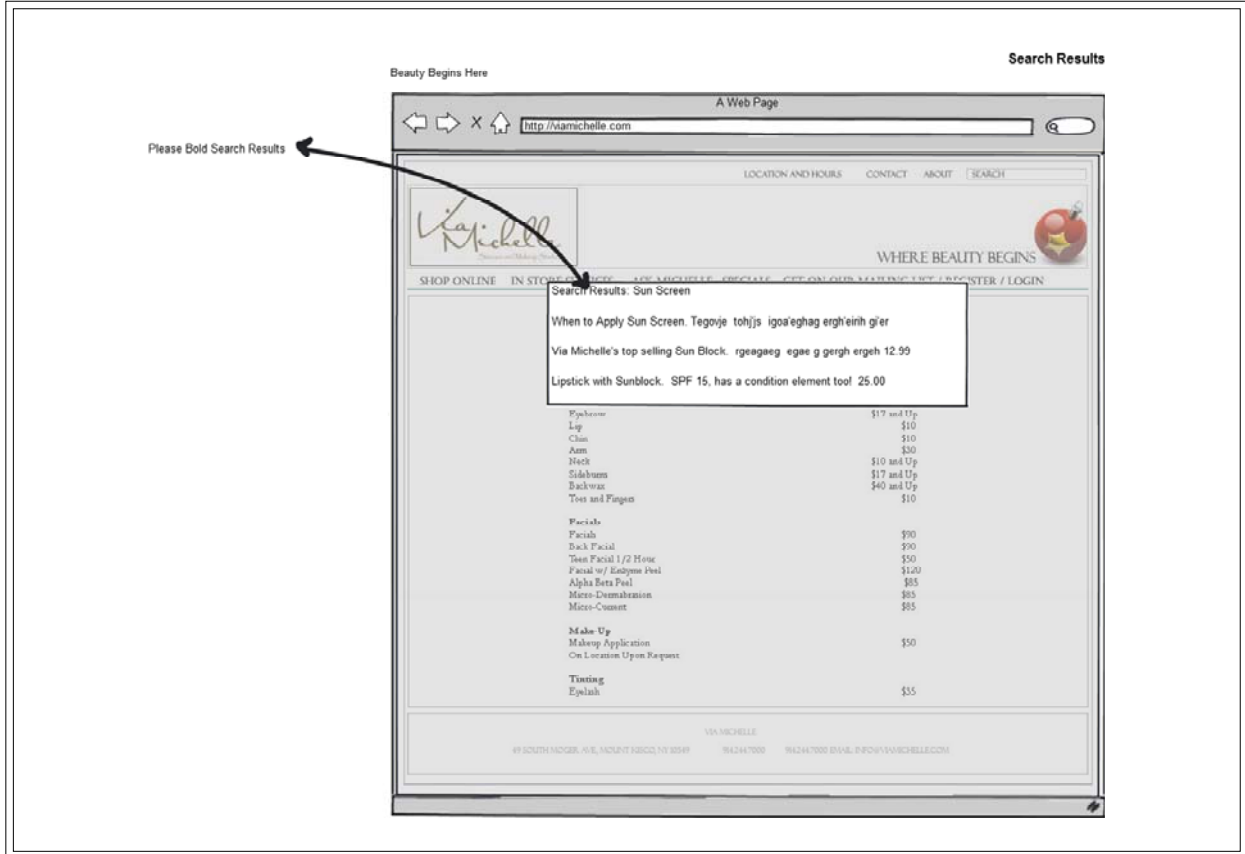
<b>Waxing</b>	
Full Leg w/ Bikini	\$70
Half Leg Upper w/ Bikini	\$50
Half Leg Lower	\$27
Underarm	\$12
Bikini	\$25 and Up
Brazilian	\$65
Eyebrow	\$17 and Up
Lip	\$10
Chin	\$10
Arm	\$30
Neck	\$10 and Up
Sidburns	\$17 and Up
Backwax	\$40 and Up
Toes and Fingers	\$10
<b>Facials</b>	
Facial	\$90
Back Facial	\$90
Teen Facial 1/2 Hour	\$50
Facial w/ Exosome Peel	\$120
Alpha Beta Peel	\$85
Micro-Dermabrasion	\$85
Micro-Cosmet	\$85
<b>Make-Up</b>	
Makeup Application	\$50
On Location Upon Request	
<b>Tinting</b>	
Eyesh	\$35

VIA MICHELLE

49 SOUTH MOGER AVE, MOUNT KISCO, NY 10549 914.244.7000 914.244.7000 EMAIL: INFO@VIAMICHELLE.COM

**Via Michelle**  
"Beauty Begins Here"

# About Michelle



Via Michelle  
"Beauty Begins Here"

Oct 2009

Stacey Sarris: Copyright 2009

## Starting Inventory

Category	Product Number	Description	Price	Companion Product 1	Companion Product 2	Companion Product 3
Face Cleansers	01	Orange Whip Creamy Cleanser	\$20.00			
Face Cleansers	02	Skin Prep Cleanser	\$22.00			
Face Cleansers	03	Pore Clearing Cleanser	\$20.00			
Face Cleansers	04	Panthenol Cleanser	\$20.00			
Face Cleansers	05	Ultra Gentle Cleansing Gel	\$20.00			
Eye, Lip and Throat Treatments	06	Lip Remodeling Treatment	\$50.00			
Eye, Lip and Throat Treatments	07	Firm & Repair Throat Crème	\$45.00			
Eye, Lip and Throat Treatments	08	Intensive Eye Therapy Crème	\$50.00			
Eye, Lip and Throat Treatments	09	Decircling Serum for Eyes	\$50.00			
Eye, Lip and Throat Treatments	10	End Line Eye Therapy	\$35.00			
Eye, Lip and Throat Treatments	11	Ultra Gentle Eye Crème	\$30.00			
Eye, Lip and Throat Treatments	12	Firming Peptide Eye Crème	\$50.00			
Toners	13	Pore Purifying Astringent	\$20.00			
Toners	14	Bioflavonoid Toner	\$20.00			
Toners	15	Visibly Moist Toner	\$20.00			
Moisturizers	16	Calming Bio Lipid Repair Crème	\$45.00			
Moisturizers	17	Oil Free Hydrating Fluid	\$25.00			
Moisturizers	18	Moisture Perfecting Crème	\$45.00			
Moisturizers	19	Moisture Replenishing Crème	\$45.00			
Moisturizers	20	Hydrating Vitamin Crème	\$35.00			
Moisturizers	21	Calming Bio Lipid Repair Fluid	\$40.00			
Moisturizers	22	Soothe & Defend Hydragel	\$60.00			
Moisturizers	23	Continuous Moisturizer Crème	\$45.00			
Continuous Moisturizer Crème	24	Panthenol & White Tea Body Polish	\$25.00			
Continuous Moisturizer Crème	25	Pumpkin & Pumice Body Polish	\$25.00			
Continuous Moisturizer Crème	26	Avocado Q10 Hand & Body Lotion	\$25.00			
Exfoliants	27	BHA Enzyme Surface Peel	\$35.00			
Exfoliants	28	Crystal Clarity Micro-Dermabrasion Crème	\$30.00			
Exfoliants	29	The Ultimate Scrub	\$25.00			
Exfoliants	30	Foaming Facial Refiner	\$25.00			
Serums & Boosters	31	Triple C & E Complex	\$65.00			
Serums & Boosters	32	Rescue Gel	\$50.00			
Serums & Boosters	33	Moisture Boost HydraGel	\$50.00			
Serums & Boosters	34	Advanced Firming Complex	\$60.00			
Serums & Boosters	35	Instant Calm Ultra Complex	\$50.00			
Serums & Boosters	36	Clear Skin Ultra	\$50.00			
Serums & Boosters	37	Retinol Resurfacing Complex	\$70.00			
Serums & Boosters	38	Equalizing Serum	\$50.00			
Serums & Boosters	39	Age Limit Advanced Refinishing Serum	\$80.00			
Masques	40	Moisture Infusion Crème Masque	\$35.00			
Masques	41	Soothing Gelle Masque	\$30.00			
Masques	42	Vitaplus Masque	\$30.00			

**Via Michelle**  
"Beauty Begins Here"

Oct 2009

Stacey Sarris: Copyright 2009

# Appendix

## Original site wireframes

### Legend:

Code	Name	Description
U	Universal Menu	Menus that are on all pages
T	Teaser	A graphic designed to lead user to another area of site
P	Products	Any space dedicated to products
C	Community	Space allocated to informational articles and news like up coming events

## Site Landing Page

### VIA MICHELLE | WIREFRAME | LANDING PAGE



U-1

---

U-2

Ask Michelle

Trends

Get on Mailing List

Newsletter

Blog

Skincare Dictionary

---

Face Cleaner

Eye, Lip and Throat Treatment

Toner

Moisturizer

Body Lotions and Body Polishes

Exfoliants

Serums and Boosters

Masques

Gift Certificates

Gift Suggestions



Mineral Makeup

"Liquid Powder Mineral Foundation" SPF 15

T-4

Works on: Sensitive, easily aggravated Skin

Rosacea Protection, Nourishing, and calming

PRODUCTS

**Ask Michelle**

Theh Ehehg Eheh chath Athah aha haha thah /.knm Ahah tehju jip[ ergty eg hha Ahjrkk ;oiu ijih'o jhbjkbb uhh bbm. Pgn./

For More

**Looking Forward**

Theh Ehehg Eheh chath Athah aha ergh thah / .knm Ahah H-5 eg hha Ahjrkk ;oiu ijih'o jhbjkbb uhh bbm. Pgn./

For More

**October is Cancer Awareness Month**

thah aha haha thah /.knm Ahah tehju jip[ ergty eg hha Ahjrkk ;oiu ijih'o jhbjkbb uhh bbm. Pgn./

For More

---

U-6

#### U-1: Header

- Spot for seasonal graphic

#### U-2: Horizontal Menu Bar

- Menu buttons like, Home, Customer Service, Press, Services and About

#### U-3: Left Vertical Menu

- Reserved for Product and Community menu: Possibly have sort tool for products so that you can search by product or body part

#### T-4: Teaser

- Advertisement and announcement space: leads user to different part of Site
- Size: 590x442

#### T-5: Community /News Teaser


- 3 Column Article style text that leads user to other pages

#### U-6: Footer

- Contact information and links of low importance

# Product Pages

VIA MICHELLE | WIREFRAME | PRODUCT PAGES




U-1

U-2


P-1

MOISTURIZER




**Moisturizer**  
Ehkopl foegm eg[wow]o werw gwwt erwettw  
wwe rgehwh wwg;lk kljh llhekhjeshj  
egerherh grwgw mnf

34.00



**Moisturizer**  
Ehkopl foegm eg[wow]o werw gwwt erwettw  
wwe rgehwh wwg;lk kljh llhekhjeshj  
egerherh grwgw mnf

28.00



**Moisturizer**  
Ehkopl foegm eg[wow]o werw gwwt erwettw  
wwe rgehwh wwg;lk kljh llhekhjeshj  
egerherh grwgw mnf

42.00

U-6  
Via Michelle  
49 South Moger Ave., Mount Kisco, NY 10549 914.244.7000 Email: makeup@via49.com

**P-1: Menu**

- Menu location on all product pages (easy to spot)

**P-2: Product Box**

- Width of box to be width of page
- Only one product per line
- Shopping cart, previous purchases, log-in and other items related to closing sale on right

# Individual Product Page

VIA MICHELLE | WIREFRAME | INDIVIDUAL PRODUCT PAGE

	U-1		
U-2			
P-1			
<hr/> <table border="0"><tr><td data-bbox="451 709 618 932"></td><td data-bbox="618 709 1127 932"><p><b>Moisturizer</b> Ehkopl foegm eg[wow]o werw gwwt erwettw wwe rgehwh wwg[h]ik kljh llhekhjehj egerherh grwgv mnf</p><p>34.00</p></td></tr></table> <hr/> <p>P-3</p>			<p><b>Moisturizer</b> Ehkopl foegm eg[wow]o werw gwwt erwettw wwe rgehwh wwg[h]ik kljh llhekhjehj egerherh grwgv mnf</p> <p>34.00</p>
	<p><b>Moisturizer</b> Ehkopl foegm eg[wow]o werw gwwt erwettw wwe rgehwh wwg[h]ik kljh llhekhjehj egerherh grwgv mnf</p> <p>34.00</p>		
U-6 Via Michelle 49 South Moger Ave., Mount Kisco, NY 10549 914.244.7000 Email: makeup@via49.com			

**P-3: Menu**

- One product to be displayed
- Product information, picture and shopping cart, login information to be contents

# Community Landing Page

VIA MICHELLE | WIREFRAME | COMMUNITY LANDING PAGE

		U-1	
U-2			
<p>Ask Michelle</p> <p>Trends</p> <p>Get on Mailing List</p> <p>Newsletter</p> <p>Blog</p> <p>Skincare Dictionary</p> <hr/> <p>Face Cleaner</p> <p>Eye, Lip and Throat Treatment</p> <p>Toner <b>U-3</b></p> <p>Moisturizer</p> <p>Body Lotions and Body Polishes</p> <p>Exfoliants</p> <p>Serums and Boosters</p> <p>Masques</p> <p>Gift Certificates</p> <p>Gift Suggestions</p>	<p>According</p> <p>to the American Medical journal skin care requires a healthy approach. Eryh 4h nh t3qynw4 ny w yh4yw ny5w 4 nyu hegh eg ;hegha'ohg heghaozgh chrgazo hga; ihgahgr ; hh oerighahg ioeghaazgh ioeghah gozahg.</p> <p>to the American Medical journal skin care requires a healthy approach. Eryh 4h nh t3qynw4 ny w yh4yw ny5w 4 nyu hegh eg ;hegha'ohg heghaozgh chrgazo hga; ihgahgr ; hh oerighahg ioeghaazgh ioeghah gozahg.</p> <p>to the American Medical journal skin care requires a healthy approach. Eryh 4h nh t3qynw4 ny w yh4yw ny5w 4 nyu hegh eg ;hegha'ohg heghaozgh chrgazo hga; ihgahgr ; hh oerighahg ioeghaazgh ioeghah gozahg.</p> <p>to the American Medical</p> 	C-2	
		A-1	
U-6			

**C-1: Teaser**

- Latest article

**C-2: Right Vert Menu Bar**

- Community links

**A-1/C-3:**

- Possible ad space for products or Additional article teaser

# Menu Detail

**VIA MICHELLE | UNIVERSAL MENUS | LINKS DETAIL**

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**U-1: Horizontal Menu Contents**

In Store Services

Hours

Location

Contact Us

Search

**U-3: Vertical Menu Contents**

Ask Michelle

Articles

Signup to receive email

**Shop**

Sort by body part or by product

Face Cleansers

Eye, Lip and Throat Treatments

Toners

Moisturizers

Body Lotions and Body Polishes

Exfoliants Serums & Boosters

Masques

**Jewelry**

Earrings

Necklaces

Hair

Rings

**Home**

Candles

Diffusers

Soap

Reading Glasses

Pocket Books

**Account**

Shopping Cart

Login

Password

Customer Service

**U-6: Horizontal Footer Menu Contents**

Employment opportunities

Press

Privacy

Via Michelle

49 South Moger Ave., Mount Kisco, NY 10549 914.244.7000 Email: makeup@via49.com

**U-2, U-3 & U-6: Menu**

- Font: Garamond
- Color: Black
- Size as needed
- Spacing between letters: 6px
- Spacing after paragraph: 6px

Email address: info@viamichelle.com
Client will supply updated Product list
Gadget designed to allow user to customize search of products by ether product or body part
Located on second to last line No other text Centered
Address to be on last line Centered No other text
Email address: info@viamichelle.com