



## Medical Aesthetics

*Achieve your skin's potential.*

### SPA INFO:

- Local medical spa • residential/home based business • we are an exclusive medical spa that offers a high standard of professionalism & exceptional one on one customer care in a comfortable, relaxed setting • everything is clean, smooth, simple & efficient including database and website • open by appointment only • 916 philosophy “it’s all about you” • education in health & wellness • we are environmentally conscious (energy efficient appliances, post consumer recycled products, reusable glasses or kleen canteens for clients on the go, etc) •

### DATABASE:

- Client info: name, address, email, phone numbers, website, picture, occupation, hobbies, interests, # kids, kids ages & names, marital status, pets, referred by, where they’re from, favorite music, stress level, notes section, past treatments, products, gift certificates purchased
- Data entry sheets: ability to record specifics of each treatment (tx) under client info (date, type of tx, time, add-ons, products used, pressure, reaction) it would be great to have spread sheet that allows me to type in the column headings since there are many different treatments. Versus a pre-made spread sheet with built in, permanent headings
- Client purchasing history: dates, amount, services, merchandise and products (wholesale, retail, tax, total), gift certificates, returns
- Gift certificate tracking: id number, to, from, date, service(s), amount, tip
- Store up to 5000 clients
- Emailing: mass emailing capability; automatic reminder emails for upcoming appointments
- tickets: total, tax option, tip option, split check, assign code for each service, gift certificates
- gift certificates tracking: certificate number, date purchased, cost, discount, to, from
- scheduling: view by day, week, month; enter schedules/availability for each staff member; ability to block off for vacation, appointments, etc.; option to display daily schedule for 1 – 4 people at a time (at a glance, I can see what four different people are doing from round the clock;
- ability to adjust time increments for services
- ability for me to create service id codes for all services, packages, products & merchandise

- ability to change appt time or date without re-entering all the clients info (client makes appointment for Tuesday at 10am – I enter the appointment – then she wants to change the day and time – I need this to be easy)
- financial reports: service sales, product sales, total sales, sales of each staff member, group sales; daily, weekly, monthly, annually, range of days; I need detailed reports (client, dates, type service, products listed, etc), and general reports
- reminders: reminds me which client is due for a tx, and what type of tx
- security: allows certain staff access to data (need password for reports and secure info)
- settings; change background colors, font, size (calming soothing colors, feminine but legible font options – bradley hand, lucinda cursive, etc)
- more stuff later

#### WEBSITE INFO:

- Ability to change text, body, headings, prices, etc...is HUGE!!!
- Need extra/blank buttons for when I expand my services
- Aesthetics: attractive, clean, simple, less is more, a continuation of our spa as far as image & feel
- Colors: tranquil, soothing (greens, purples, or chocolates) – catering to men too so easy on the purple if you use it.
- user friendly, the fewest key strokes possible, be able to get back to home page from any page w/o re-entering url
- website hits: where are they coming from (city, state, province, country, planet); how long were they on our site
- ability to schedule appointment through website
- ability to obtain intake forms from website & print out or email to us
- ability to order product through website
- ability for clients to provide us feedback their experience at 916; and ability for us to be able to post testimonials and client feedback
- newsletter options
- option for “before and after” photos
- map/driving directions
- pictures: real people with unique, interesting beauty and good skin; different ages, ethnicities, sizes all good (no anorexic looking chicks, or in your face boobies); nudity ok as long as it’s tasteful – I love a nude backside check out the link below; if you use a male photo ( keep it real, no big muscles) – healthy looking people
- Check out [prosites.com](http://prosites.com) click on “showcase” – I like the simplicity of these sites & use of subtle colors (don’t care for the one with the black background – makes my eyes angry!
- prefer buttons under the business name versus at top of page
- feel free to play around with my logo

- buttons: welcome, location, Aesthetic Medicine, Mesotherapy, Lipodissolve, Botox, Fillers, Spa Treatments, Cosmeceuticals, Acai, contact us, links, testimonials, 916 team, newsletter,
- ability to delete and create new buttons
- More later!!!

OVERALL: I NEED A WEBSITE AND DATABASE THAT IS AESTHETICALLY APPEALING (VERY SIMPLE; LESS IS MORE); WHEN CLIENTS ARE PAYING FOR THEIR SERVICES OR SCHEDULING AN APPOINTMENT, I WANT THEM TO SEE A SCREEN THAT LOOKS CLEAN & ORGANIZED. IF IT TAKES TOO LONG TO CHECK A CLIENT OUT – THAT CLIENT MAY NOT COME BACK...SO I NEED TRANSACTIONS TO BE QUICK, EASY, AND AS EFFICIENT AS POSSIBLE. THANKS AHEAD OF TIME FOR ALL OF YOUR EFFORT!!! I'M VERY EXCITED...AND FEELING QUITE FORTUNATE!!!