

Feel More Relaxed
Massage for Everyone

Project Proposal

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Topic

The topic of the Feel More Relaxed website is to give anyone who is interested in massage or has muscle tension, a place to learn about the different types of massages they could receive from a professional and what things they can do at home to relieve their tense muscles.

Title

Feel More Relaxed

Slogan

Massage for Everyone

Pages

Home: ad, call to action, teaser articles

Types of Massage: lists, ad, questionnaire list of types of massage/bodywork available

Self-Care: articles, ad, poll information about what person can do to relax tense muscles

Benefits of Massage: list, article, ad list of how a massage is good for you

About: Information about the website, contact information, ad

Credits: credit for all images used in website

Audience

Overview: The audience base for Feel More Relaxed is for someone wanting to find out more about massage, a newcomer, or someone wanting relief for muscle tension. Mostly female mid 30's to mid 40's

Persona:

Carla, 41

Carla is an optician that spends most of her time sitting. She has recurring pain in her shoulder due to sitting at her desk.

She is desperately seeking a way to relieve her neck tension. She has had a massage before and enjoys it but cannot afford to do it regularly. She is looking for an affordable way to help her neck pain. She is the type to tell all of her friends about anything that she finds to be helpful.