



PRETTY *Functional* DESIGNS

PRETTY DESIGN. FUNCTIONAL SYSTEMS. BETTER BOOKING.

SAMPLE CASE STUDY

STUDIO 22

Digital First-Impression Audit

A sample salon visibility, booking,
and customer-experience review

BY PRETTY FUNCTIONAL DESIGNS



BRANDING



PRICING



BOOKING



WEBSITE

Studio 22 is a fictionalized case study based on real-world challenges common in independent-provider salons. Identifying details have been adjusted for sample and portfolio purposes.



OVERVIEW

EXECUTIVE SUMMARY

The Core Problem

Studio 22 operates as a booth-rental salon with independent providers. Each stylist manages their own pricing, scheduling, clients, and communication.

That structure works internally, but from the customer's point of view, Studio 22 feels like one shared salon. When the salon does not have a clear system connecting those independent providers, the customer experience can become confusing.

What Was Found

Studio 22 had four major first-impression issues:

01

Inconsistent brand experience

Printed materials, business cards, menus, and provider information did not feel connected.

02

Pricing confusion

Customers could see one menu at the front desk but encounter different pricing from individual providers.

03

Fragmented booking process

Customers had to navigate main salon calls, personal stylist phone numbers, Messenger links, and paper appointment books.

04

Missing digital home base

The salon did not have one reliable place for customers to understand services, pricing expectations, provider options, and contact paths.

The Opportunity

Studio 22 did not need to stop being a booth-rental salon. It needed a better customer-facing system.

The goal was to create clarity while preserving each provider's independence.

AREAS REVIEWED



BRANDING

Printed materials, cards, and visual consistency



PRICING

Menu clarity and provider price expectations



BOOKING

How customers reach and schedule with providers



WEBSITE

The salon's digital home base and routing



FINDING 1 OF 4

INCONSISTENT BRAND EXPERIENCE

What Was Happening

Each provider created their own business cards, menus, and promotional materials. At the front desk, customers could see several unrelated card designs displayed together.

While this reflected the independence of the providers, it also made the salon feel visually disconnected.

Why It Matters

First impressions affect trust.

When customers see mismatched materials, unclear provider information, and inconsistent design, they may question how organized the business is behind the scenes.

Customer Impact

- The salon lacks a recognizable visual identity.
- Customers may not know which information is official.
- Printed materials do not create a cohesive first impression.
- The business can appear less polished than the services being provided.

Recommended Fix

Create a flexible salon brand system that allows each provider to remain independent while still looking connected to the shared salon. This could include:

- A standard business card layout
- Shared fonts, colors, and logo placement
- Consistent salon contact information
- Individual provider details inside the shared system

PFD TAKEAWAY

The goal is not to erase individuality.

The goal is to make the whole salon feel intentional.



FINDING 2 OF 4

PRICING CONFUSION

What Was Happening

Individual providers set their own prices. One printed menu was displayed at the front desk and often functioned as the salon's unofficial baseline, while another provider had a separate menu with different pricing at their station.

Even when menus were labeled with provider names, placement and visibility could cause customers to assume the front-desk menu represented salon-wide pricing.

Why It Matters

Pricing confusion creates tension at the exact moment trust matters most: before booking or at checkout.

Customers are usually willing to pay different prices when they understand why. They are less comfortable when pricing feels inconsistent, unclear, or unexpected.

Customer Impact

- Customers may expect the same price from every provider.
- Significant price differences can feel surprising.
- Customers may not understand why similar services cost different amounts.
- Lack of pricing clarity can reduce trust and retention.

Website Solution

The new website used a central service menu as a general pricing guide while clearly stating that:

- Providers are independent.
- Prices may vary by provider.
- Final pricing depends on stylist, service, hair needs, and consultation.

Recommended Next Step

Studio 22 should continue clarifying pricing through:

- "Starting at" service prices
- Provider-specific pricing notes
- Clear consultation language
- Price confirmation before services begin

PFD TAKEAWAY

*Clear pricing is not just a money issue.
It is a trust issue.*



FINDING 3 OF 4

FRAGMENTED BOOKING PROCESS

What Was Happening

Studio 22 did not use one central online booking system. Customers could:

- Call the main salon number
- Message a stylist through Facebook
- Call or text an individual stylist
- Ask the salon to check a paper appointment book

Each provider managed their own schedule, and appointment books were not always available at the front desk.

Why It Matters

A customer should not have to understand the salon's internal structure just to book an appointment.

When the booking process is unclear, customers may give up, delay booking, or choose whichever provider is easiest to reach.

Customer Impact

- Customers may be passed between contact methods.
- Providers can miss potential appointments.
- Calls and messages may go unanswered.
- Clients may unintentionally shift to another stylist.
- Staff may not be able to view provider availability.

Recommended Booking Model

For Studio 22, the best fit is not one forced salon-wide booking system. The best fit is a central stylist directory.

EACH PROVIDER PROFILE SHOULD INCLUDE

- Photo
- Bio
- Services or specialties
- Pricing notes
- Preferred contact method
- Clear booking / contact button

POSSIBLE BUTTON LABELS

- Book Online
- Call or Text
- Message Stylist
- Request an Appointment

PFD TAKEAWAY

*The website should not fight the booth-rental model.
It should make that model easier for customers to understand.*



FINDING 4 OF 4

MISSING DIGITAL HOME BASE

What Was Happening

Studio 22 did not have one reliable digital home base where customers could understand the salon, services, providers, pricing expectations, and contact options.

A broken website link on social media created additional confusion.

Why It Matters

For many customers, the website or social profile is the first impression.

If the link is broken, the service menu is unclear, or provider information is scattered, the business loses credibility before the customer ever calls.

Customer Impact

- Customers may not know where to find accurate information.
- New clients may hesitate to book.
- Existing clients may rely only on individual stylist contact.
- The salon misses the chance to present itself professionally online.

Website Solution

A new responsive website was created to act as Studio 22's digital home base. The website included:

- Salon overview
- Service and pricing guidance
- Independent-provider disclosures
- Stylist profiles
- Direct contact buttons
- Clearer customer routing

PFD TAKEAWAY

A website is not just a digital brochure.

For service businesses, it can become the front desk before the front desk.



RESULTS

WEBSITE IMPROVEMENTS

BEFORE

Studio 22's customer experience was split across different menus, personal phone numbers, Facebook communication, paper appointment books, and inconsistent printed materials.

Customers had to piece together the salon experience themselves.

AFTER

The new website created one central starting point. Customers could:

- Learn what kind of salon Studio 22 is
- Understand that providers are independent
- View general service pricing
- Read provider information
- Choose who to contact
- Use direct buttons to reach the right stylist

Most Important Improvement

The website did not force Studio 22 into a structure that did not fit. Instead, it supported the salon's existing booth-rental model by making the customer journey clearer.

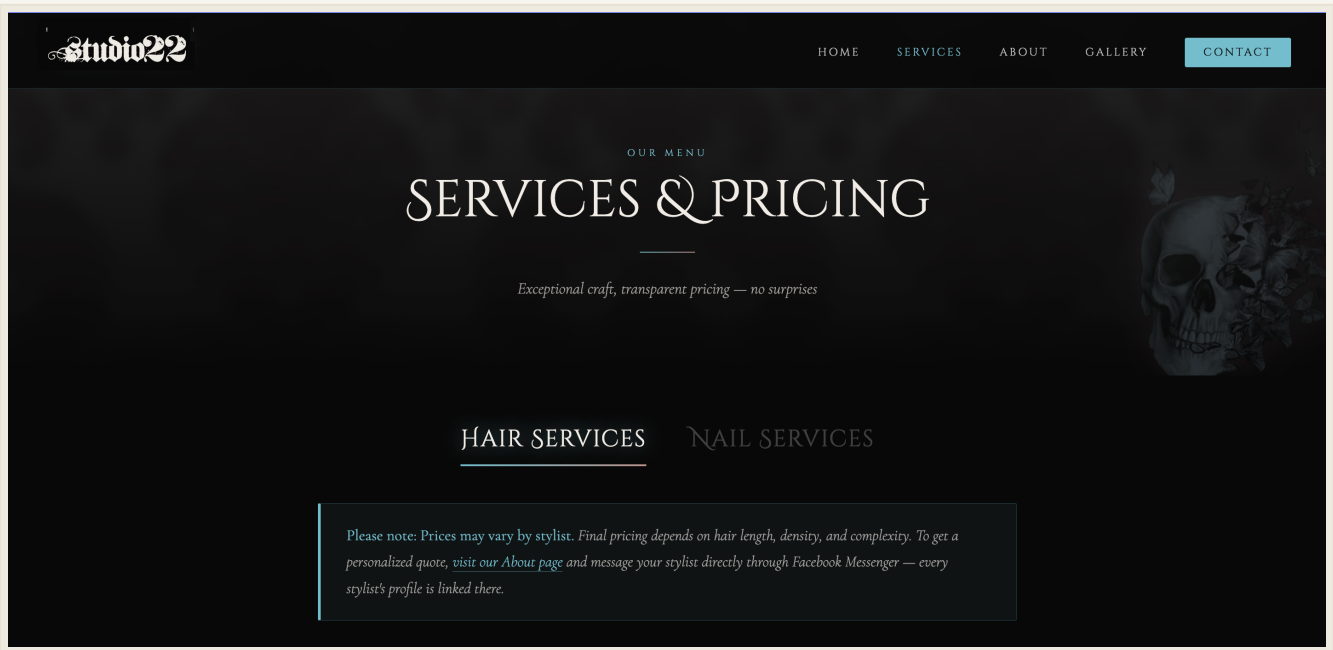
Strategic Value

The website helped solve the salon's digital communication problem while identifying the next layer of operational improvements.

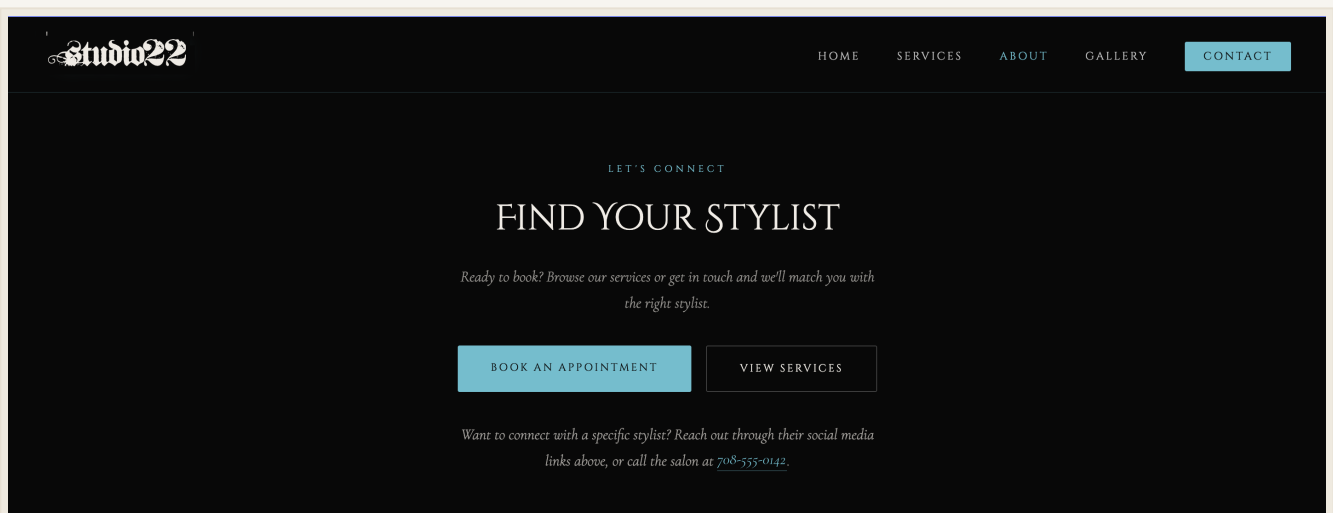


PROOF

THE NEW WEBSITE



CLEARER PRICING EXPECTATIONS



A SIMPLER PATH TO THE RIGHT STYLIST

PFD TAKEAWAY

*The customer journey did not need to be rebuilt.
It needed one clear place to begin.*



WHAT'S NEXT

RECOMMENDED NEXT PHASE

HIGH PRIORITY

1. Replace the broken social media website link.
2. Keep provider contact information current.
3. Standardize booking-button labels.
4. Add online booking links for any providers who use them.
5. Confirm pricing expectations before appointments.

MEDIUM PRIORITY

1. Create cohesive printed materials.
2. Replace the mismatched front-desk card display.
3. Create a shared provider-information sheet.
4. Establish a simple process for updating website information.

LONG-TERM

1. Evaluate individual booking platforms.
2. Encourage providers to use online scheduling where possible.
3. Create a shared appointment-request handoff process.
4. Build a flexible salon-wide visual system.
5. Improve the full customer journey from discovery to rebooking.

Recommended Booking Direction

Studio 22 should keep the central website directory and allow each provider to manage their own booking method.

This gives customers one place to start without requiring every independent provider to use the same scheduling system.

PFD TAKEAWAY

One starting point for the customer.

Full independence for the provider.



CONCLUSION

FINAL ASSESSMENT

Studio 22's main challenge was not that its providers were independent. The challenge was that customers experienced the business as one salon, while the systems behind the scenes were disconnected.

The website created a clearer digital experience by giving customers one central place to understand services, provider independence, pricing expectations, and contact options.

The next opportunity is to bring that same clarity into the in-person experience: booking, printed materials, provider information, and customer handoffs.

What This Shows

This audit shows how small service businesses can improve trust, reduce confusion, and create a more professional customer experience without completely rebuilding how they operate.

*Sometimes the best solution is not making the business simpler behind the scenes.
Sometimes the best solution is making it feel simpler to the customer.*



PRETTY *Functional* DESIGNS

Pretty Functional Designs helps local and service-based businesses clean up the messy parts of their customer experience — from websites and menus to booking flows, brand clarity, and digital systems.

Pretty design. Functional systems. Better booking.

REQUEST YOUR DIGITAL FIRST-IMPRESSION AUDIT

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