

PRETTY *Functional* DESIGNS



SAMPLE CASE STUDY

STUDIO 22

Service Menu Makeover

A confusing, provider-led price list transformed into a clear, categorized, booking-friendly guide.

BEFORE

Everything is listed. Nothing is explained.

Cuts / color / nails / extras / call for price

Root color 75 | root + gloss 95

Highlight 120+ | balayage 160+

Nails 25 / 30 / 35 / 45 / 60

Ask your stylist. Prices may vary.

AFTER

Customers can choose, compare, and book.

CUT + STYLE

COLOR + LIGHTENING

TREATMENTS

NAILS + BEAUTY

THE PURPOSE

Reduce booking friction by helping a first-time customer understand what to choose, what pricing means, and who to contact next.

Reconstructed sample based on the communication issues identified in the Studio 22 audit.

03 Provider variation is buried 04 No next booking step

AFTER

STUDIO 22

Services and starting prices

Choose a starting point. Your provider will confirm the final service and price.

HOW PRICING WORKS

Prices shown are starting estimates. Final pricing may vary by provider, hair length, density, product use, and complexity.

Cut + Style

Shampoo, cut + style	\$45
Shampoo + cut	\$35
Dry cut	\$25
Blowout	\$35
Special occasion style	from \$50

Color + Lightening

Root touch-up	\$75
Single-process color	from \$100
Gloss / toner refresh	\$50
Partial highlight	from \$120
Full highlight	from \$145
Balayage	from \$160
Vivid / corrective color	consultation

Treatments + Enhancements

Express keratin	\$150
Deep conditioning	\$20
Hair extensions	consultation
Lash lift + tint	consultation
Brow microblading	consultation

Nails + Details

No-chip manicure	\$30
Spa pedicure	\$45
Gel X	\$45
Builder gel full set	\$60
Nail art	from \$2

BOOKING MADE SIMPLE

01

Choose a service category

02

Choose your provider

03

Message them to confirm

Sample contact: 708-555-0142 | studio22.example/services

THIS WAS NOT A COSMETIC RESTYLE.

It changed what a customer could decide.



01 Group by customer intent

Services were reorganized around the decision a customer is trying to make, not the provider's internal workflow.

02 Standardize pricing language

Exact prices, starting prices, add-ons, and consultation-only services now use consistent labels.

03 Explain variation early

Provider independence and price variables are stated before the menu, where expectations are formed.

04 End with one next step

The menu tells customers how to move from browsing to confirming with the right provider.

WHAT THE MAKEOVER IS FOR

FEWER

repeat questions

CLEARER

price expectations

EASIER

provider selection

FASTER

path to booking

YOUR MENU SHOULD HELP PEOPLE BOOK

Clear categories. Honest pricing cues. One next step.

REQUEST A SERVICE MENU MAKEOVER

hello@prettyfunctionaldesigns.com

Studio 22 is a fictionalized case study based on common independent-provider salon challenges. The before menu is a reconstruction, and identifying details have been adjusted for portfolio use.