

Strategic Website Blueprint

Serene Haven Spa

PROJECT OVERVIEW	
Location:	Scottsdale, Arizona, USA
Target Audience:	Affluent adults aged 35-65, predominantly female (70%), residing in Scottsdale
Primary Goal:	Increase online bookings by 40% within 6 months

BRAND COLORS

Color 1	Color 2	Color 3
#E5E0D8	#B7AFA3	#7A6C5D

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Customer Overview

BUSINESS TYPE

Luxury Wellness & Beauty Services Spa

LOCATION

Scottsdale, Arizona, USA

TARGET AUDIENCE

Affluent adults aged 35-65, predominantly female (70%), residing in Scottsdale, Phoenix, and nearby upscale areas. Household income of \$100K+, including health-conscious professionals, retirees, and luxury lifestyle enthusiasts. They value premium, personalized experiences, prioritize self-care and wellness, are willing to pay for quality, seek stress relief and relaxation, and are active on Instagram and Facebook.

PRIMARY GOAL

Increase online bookings by 40% within 6 months

Page Structure & Recommendations

Page structure data not available in this blueprint format.

Visual Direction

Color Palette:

#ffffff #000000 #ff6600

TYPOGRAPHY:

Headers:

"WELCOME TO THE BRAND"

Body Text:

"Modern design meets simplicity"

Main font: Helvetica; Accent font: Georgia

DESIGN RATIONALE

Professional design approach tailored to business needs and target audience psychology.

Strategic Recommendations

Strategic recommendations not available in this blueprint format.