

## SITE AUDIENCE SPECIFICATION FOR

# Provision Esthetics Website

The Georgia Secretary of State, Board of Cosmetology requires the after receiving their license, master cosmetologists, estheticians, nail technicians and hair designers must take five (5) hours of continuing education every two (2) years in order to renew their state license.

Three (3) hours of the required five (5) hours must be obtained in health and safety courses developed by the Georgia Department of Technical and Adult Education. The remaining two (2) hours may be completed by attending a trade/product show or by completing other courses in health and safety, industry trends, computer skills, business management or related areas of practice.

Continuing education courses taken via the Internet, by home study or some other electronic method will be acceptable for completing continuing education requirements, as long as the courses are registered with the Georgia Board of Cosmetology. These courses will also have to follow the 3-hour curriculum developed by the Department of Technical and Adult Education.

### Target Audience Profile #1

**Positions:** Master cosmetologists, Estheticians, and Nail technicians.

**Gender:** Predominantly female.

**Age Group:** 18-60 years old.

**Education:** High school diploma, GED, various certifications and degrees, all with state issued Cosmetology licenses.

**Operating System/Browser:** Microsoft Windows/Internet Explorer, Firefox, Chrome, IOS/Safari, various mobile devices/browsers.

**Technical knowledge:** It is expected that all will have basic internet abilities and will able possess basic point and click skills.

**Demographic orientation:** This group will be primarily seeking information related to Continuing Education Classes (CEUs) for the purpose of license renewal. They will be looking for specific types of classes. They are most interested in:

- *What classes are offered?*
- *How much class time is involved?*
- *Are class materials supplied?*
- *Is this a hands-on class, theory, or both?*
- *Class location?*
- *Number of CEUs awarded?*
- *Size of the class?*
- *Cost?*
- *Are there pre-requisites to attending?*
- *If the class requires a model, will I be required to provide my own or will one be provided for me?*

### Target Audience Profile #2

**Positions:** Models for treatment oriented courses.

**Gender:** Predominantly female. Since there are so very few male treatment models, there will be additional emphasis on recruiting males for select services.

**Age Group:** 18-50 years old.

**Education:** High school diploma, GED, various certifications and degrees.

**Operating System/Browser:** Microsoft Windows/Internet Explorer, Firefox, Chrome, IOS/Safari, various mobile devices/browser.

**Technical knowledge:** It is expected that all will have basic internet abilities and will possess basic point and click skills.

**Demographic orientation:** This group will actually have services performed on them by students taking the courses. They may or may not have previous experience as a model in a salon setting, so some orientation may be necessary. Services may range from skin and spa body treatments, hair removal by waxing or threading, makeup application. They will be expected to sign a waiver of liability in exchange for treatment services. The information they are most interested in:

- *Is there a cost to me?*
- *What types of services may be performed?*
- *What is expected of me as a model?*
- *Will I be paid or compensated for my time?*
- *Who will be performing services on me?*
- *How much time will be involved?*
- *Will I be a model for more than one person?*