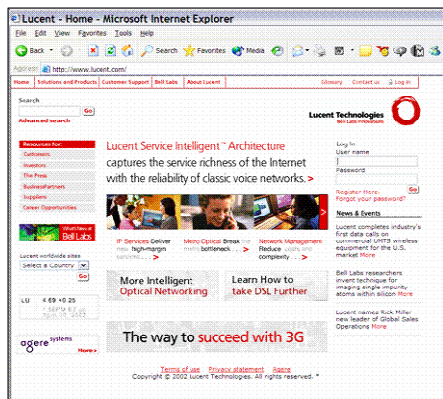


About this document

The following provides new or repurposed content for **StayDryCapes.com**, commonly referred to as **launch content**. The launch content follows the logical flow and organization of the desired website. In addition to the core information, the launch content also offers changes to nomenclature, titles, headers, and buttons, as appropriate. Moreover, recommendations for information architecture and visual design are provided as screen shots of various best-practice websites. For ease of readability, each section of the site and its respective launch content are listed on a separate page.

Homepage



Lucent's homepage clearly showcases its logo and brand and quickly communicates its products and corporate mission. The navigation is easily accessible, and images are visually appealing and help translate ideas and services. Overall design and information are clean, organized, and balanced.

Welcome

As the cosmetology and barber industry evolves and grows increasingly competitive, more than ever, patrons demand first-rate customer service and personable, customized care. Coupled with this fact, hair salons must employ exclusive, quality products that not only ensure client satisfaction, but also client sustainability.

We get it; we understand—a visit to the hair salon should be a pampered escape, not a panged episode.

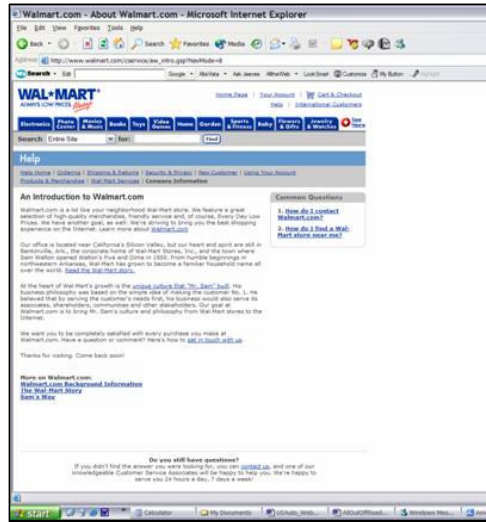
This is where innovation meets positive experience. As hair designers and stylists ourselves, we have created a product that mitigates customer frustration and maximizes comfort and customer care.

We are proud to introduce **Stay Dry Capes**, which fully protect the body and clothing during all stages of hair care, from relaxing and shampooing to coloring, cutting, and styling. Stay Dry Capes also adjust to any individual's size, and they are comfortably designed to fit both children and adults.

We invite you to browse our site to find out more information about our exciting product, Stay Dry Capes.

When it comes to exceptional stylist performance and elevated customer satisfaction, we have you covered with Stay Dry Capes.

About us



Wal*Mart's company information page follows a logical and organized content flow with a headline, concise paragraphs, and appropriate links to important information. Very smart "Common Questions" side box further simplifies the customer experience by anticipating potential user questions and providing answers on this page in addition to an FAQ section.

Who we are

When your customers leave the hair salon, they not only don a new style, but they also endorse your talent, profession, and commitment to service. As such, one minor inconvenience or negative experience during their visit with you as a hair designer or stylist can turn positive publicity into a public relations nightmare.

As hair designers and stylists ourselves, we understand that salons must marry capable, creative professionals with quality, cutting-edge products, which collectively ensures a rewarding and recurring customer experience.

Based in Alpharetta, Georgia, we're not vendors; we're partners, working with you to sustain the satisfaction and service your customers desire. With more than 20 years in the cosmetology industry, we have designed an innovative, useful product, [Stay Dry Capes](#), which enhances stylist performance and client care.

Comment [e1]: Blue type indicates link to Products page/screen.

Stay Dry Capes fully protect the outer and under clothing during all stages of hair care. Also, the capes are flexible and adjustable to any individual's size and can fit both children and adults. Moreover, Stay Dry Capes can be customized according to a salon's brand, which promotes a collaborative and professional work environment.

The viable relationship with your clients begins with a warm hello and ends with satisfaction. Everything in between is the melding of talent, attention to detail, and distinguished service.

Our mission is to offer a best-practice product, Stay Dry Capes, which affords you excellence and exceptional customer service.

Common questions

Q: How does the Stay Dry Cape protect my body and clothing from water or harsh chemicals?

A: The Stay Dry Cape is 42" long and 43" wide in the back. The front is 51½" long and 54" wide. The neck of the cape features flexible and comfortable Velcro adjustments.

Q: Are the Stay Dry Capes available in more than one size?

A: The Stay Dry Capes are "one-size-fits-all," with flexible and comfortable Velcro adjustments that adapt to any individual's size; and the capes fit both children and adults, comparably.

Q: Who designed the Stay Dry Capes?

A: The Stay Dry Capes were designed by experienced cosmetologists who clearly understand the industry and its needs and commitment to customer satisfaction and care.

Q: How can I find out more information about the Stay Dry Capes, or I would like to order the garments, what do I do?

A: Visit our [Contact Us](#) page to select your preferred method of communications. Once contacted, we will answer all of your questions and will be more than happy to assist you further with ordering.

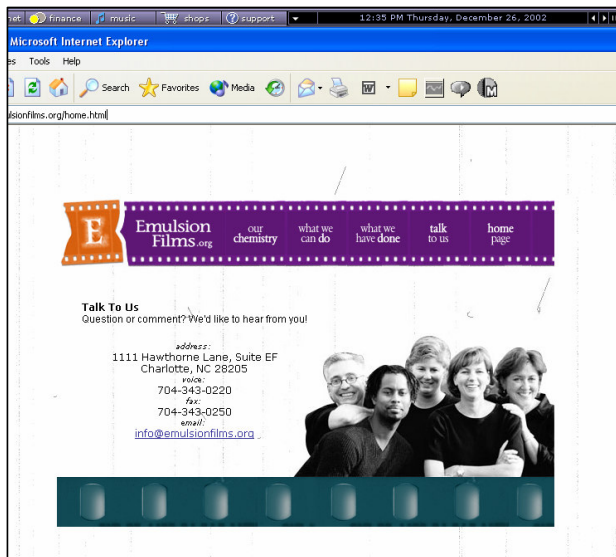
Comment [e2]: Link to Contact Us page.

Q: What if, upon ordering and receiving, my Stay Dry Cape is defective or does not provide the protection as advertised?

A: We are certain that you will be pleased with your Stay Dry Cape, but if you are not, simply return the product, and we will refund 100% of your money within 60 days of purchase.

We will replace any cape for up to six (6) months if it is determined to be defective in material or manufacturing.

Contact us



Emulsion Arts, a full-service production company, has fun yet maintains professionalism on its Contact Us page. Oftentimes, customers prefer to see a “face” to the products they are purchasing, yet, use the better judgment, especially if a company is devoid of diversity or gender balance.

In the information age, customers should be provided with all means of contacting a company—smart!

Let's hear from you

We're moving in the same direction you are ... toward innovation. Let us help you maintain the valuable connection between customers and care.

For more information about our Stay Dry Capes, please e-mail us at contact@staydrycape.com. We will respond promptly to your inquiry.

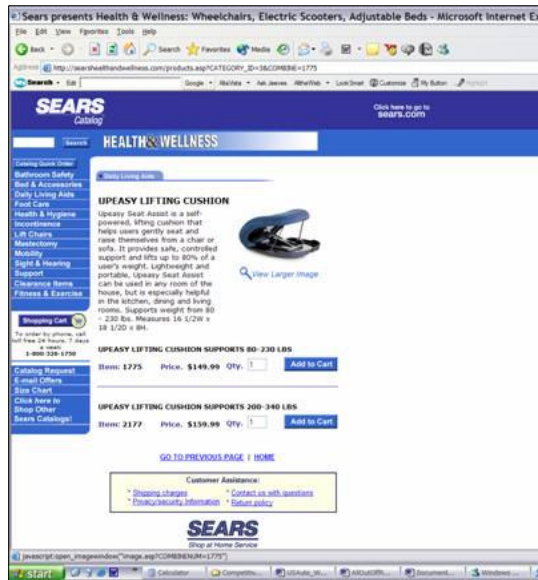
If you'd like to contact us immediately, please call 678.366.5080.

Our mailing address is:

Stay Dry Capes
555 North Point Center East – 4th Floor
Alpharetta, GA 30033

Stay Dry Capes ... we have you covered.

Products



Like Sears.com, StayDryCapes.com should use photos with product information, with clear images that depict particular parts of the cape such as the neckline with Velcro strip as well as front and back of cape to illustrate length and width of the garment.

For future-focus, inclusive of e-commerce, consider this screen shot of the Sears product catalog; design effectively helps visitors make informed decisions about purchasing the products they'd prefer. Some detailed information includes product description, manufacturer warranty, specs, image of product, price, etc.

Unique, occupational capes

Innovation meets customer care and functionality with **Stay Dry Capes**. Unlike traditional capes, we have designed Stay Dry Capes to properly and fully protect the body and clothing during all stages of hair care, from relaxing and shampooing to coloring, cutting, and styling.

Derived from the strategic vision of experienced cosmetologists, the Stay Dry Capes are available in two colors (black and gray) and three styles:

- Shampoo Cape—100% vinyl
- Styling Cape—100% nylon
- Barber Cape—100% nylon

Stay Dry Capes are lightweight, easy to clean (machine washable), and can be customized according to your company's brand.

Product specifications

The Stay Dry Cape is 42" long and 43" wide in the back. The front is 51½" long and 54" wide. The back is attached to the front with a seam at the left shoulder and fastens across the right shoulder with a Velcro attachment.

The Velcro strip is 15" across the front of the neck for fastening ease: Velcro extends across the entire front. A 10" strip of Velcro is located in the center of the inside of the back neck of the cape (Velcro is 5" from open end). This allows the garment to be fastened on the right shoulder.



The overlapping of the back on the top of the front portion of the cape allows water to escape. The garment features rounded corners and flares at the border to allow easy movement and flexible appeal.

For more information about our Stay Dry Capes such as pricing, ordering, and shipping, please [contact us](#) today at 678.366.5080.

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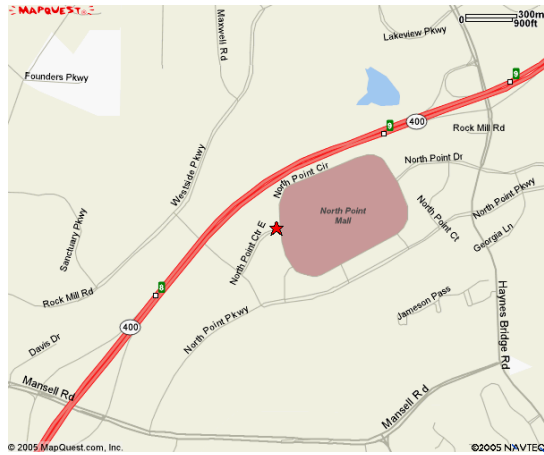
Full guarantee

Stay Dry Cape purchases are backed by a 100% satisfaction guarantee.

We are certain that you will be pleased with your Stay Dry Cape, but if you are not, simply return the product, and we will refund 100% of your money within 60 days of purchase.

We will replace any cape for up to six (6) months if it is determined to be defective in material or manufacturing.

Location



Where we're located

Stay Dry Capes
555 North Point Center East – 4th Floor
Alpharetta, GA 30033

If you are located in the Greater Atlanta area, please use MapQuest to find your way to Stay Dry Capes from your address.

[Go to MapQuest](#)

Comment [e4]: Links to MapQuest.com