

Analysis of the current version of the site and recommendations for updating usability

Desktop/PC + Mobile/Smartphone

1. Specify all possible phones with applications (WhatsApp, Facebook Messenger)
2. Add a Contacts page. Place complete contact information on it.
3. Add photos and names of managers who process customer communications.
4. Add a section of reviews and post up-to-date reviews with information on directions and linking specialists.
5. Add a section of certificates to confirm the competencies of specialists working in the company.
6. Register the correct links to Yelp and Whatsapp in the footer of the site.

Molfars, Las Vegas, NV, 89109, USA +1 725 254 7222 molfarsus@gmail.com



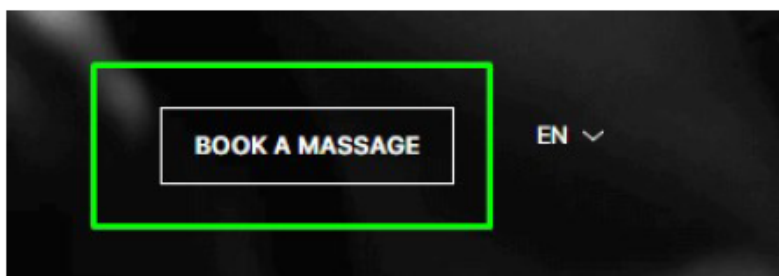
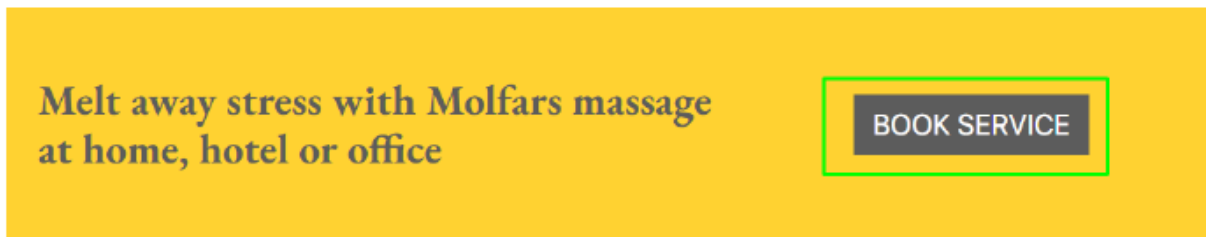
7. Add a phone number at the top of the page to be visible in the first two seconds of visiting the site.
8. Create a 404 error page and design it in the site style with links to the main sections, categories, and social networks.
9. Duplicate links to the main sections of the site in the footer.
10. Add an "Up" button to quickly move to the top of the page to the computer version of the site.
11. Specify region-relevant information on all pages of the site.
 - removal of the keratinized upper layer of the epidermis;
 - normalization of blood circulation and lymph flow;
 - removal of toxins and toxins;
 - activation of the excretory function of the epidermis;
 - muscle relaxation;
 - getting rid of fatigue.

Our prices for massage services on Livoberezhnaya (Kyiv) are democratic, so everyone can enjoy complete relaxation and recovery without significant damage to the budget.

12. Disable other language versions until the content is prepared to display them adequately.



13. Set up the correct operation of the service order.



14. On the site's internal pages, add a link with a link to the Home page by the logo.



er

Massage

15. Change the style of the site's main page - implement the format in the same way as internal pages without a massive banner on the Main page.

16. Update the slider style so you can go to the section after clicking on the section title (Personal Stylist / Hair / Lashes) and not just on the banner below.



Personal Stylist

Hair

Lashes



Similarly, on internal partitions.



Prenatal Massage

Deep Tissue Massage

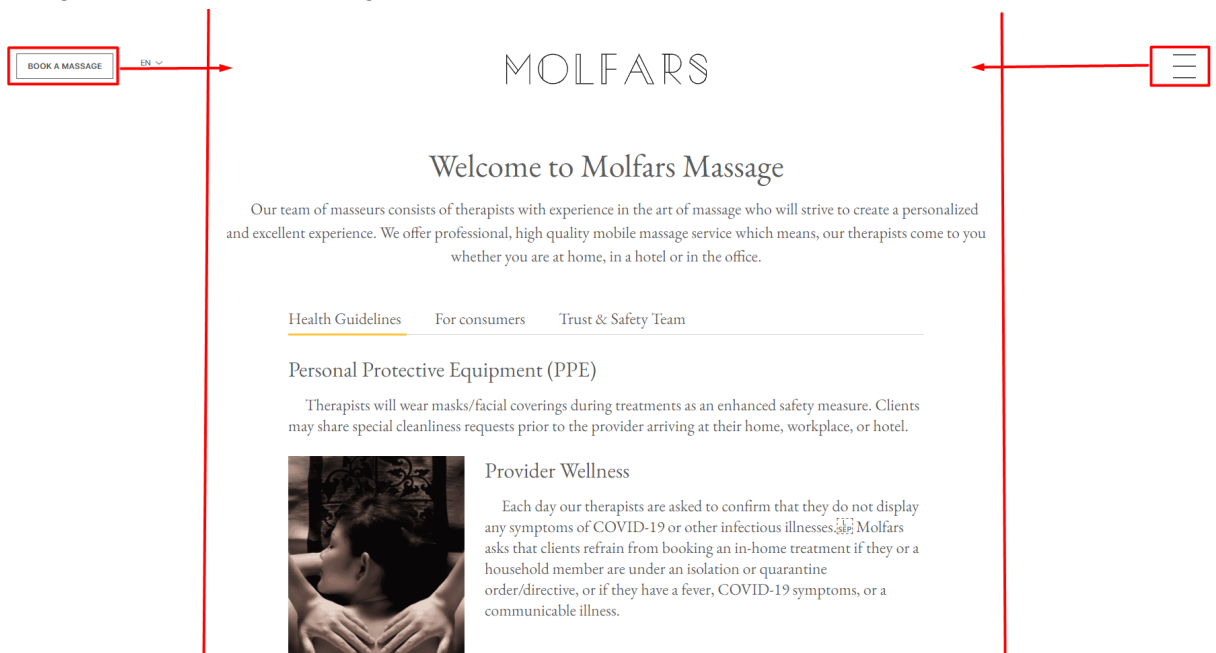
Relaxing massage



17. Provide in the admin panel of the site the ability to change the phrase in the footer, depending on the category in which it is displayed;

Melt away stress with Molfars massage at home, hotel or office

18. Update the layout of the pages so that, regardless of the screen's width, the main navigation elements do not go wider than the text block.



19. Update the text on the "BOOK A MESSAGE" button to a more universal one or provide for the possibility of changing it from the admin panel regarding the service section on which it is displayed.
20. Reduce the use of vertical tabs to the maximum.



It is optimal to show the text entirely or replace it with horizontal ones.

Molfars comes to you

Molfars thinks of you

Just to remind

We offer a full range of mobile massage treatments to keep you feeling relaxed and looking fabulous.

As well as traditional massages we also offer a range of special treatments, including corporate massages and couples massages for those seeking to share this uniquely refreshing experience with a loved one!

21. Minimize the use of pop-up forms/windows. It is optimal to show the application form immediately on the page, and if it is complex, you can break it down into steps (here, vertical Tabs will be relevant).

First Name	Last Name
Email address	I'm Interested In... Services for Individuals ▼

Contact Zeel

22. Implement a breadcrumb at the top of the page.
23. Create a separate Price page with prices for all services divided into categories, and it is also possible in the format of horizontal Tabs.
24. Change the structure of the content presented on the pages of the Category - move links to subsections and directions to the bottom while providing the ability to expand connections to the third level of nesting in the top menu and burger menu.
25. Change the principle of operation of the navigation chain with links to rules in such a way that the relationship between the blocks vertically is clear.

Natural Makeup



It is advisable to add an inscription or style that will combine the line above with the image below because the relationship manifests itself only at the time of the hover effect's implementation, so it needs to be corrected.

26. Update the order of the items on the service page to the following:

(a)

What happens during the massage?

Before your deep tissue massage, your massage therapist will want to know about your problem areas. A deep tissue massage can involve your entire body or just one area. Once ready, you'll be asked to lie on your back or stomach, under a sheet. Your level of undress is based on your comfort, but the area being worked on will need to be exposed.

The massage therapist will warm up your muscles using a lighter touch. Once you're warmed up, they'll start working on your problem areas. They'll use deep kneading and stroking with varying amounts of intense pressure.

60 minutes	\$120
90 minutes	\$180
120 minutes	\$200
150 minutes	\$220

BOOK NOW

b)

EXCEPTIONAL

Couples

Couples Swedish Massage full body from head to toes, medium touch.

- sports injuries
- fibromyalgia
- plantar fasciitis
- high blood pressure
- sciatica



EXCEPTIONAL

Single person

Chair massage is a type of massage that takes place on an traditional massage chair, designed to take the weight off the spine and give easy access to the head, neck, back, shoulders and arms.

It is designed to relax the muscles and improve flexibility and movement. The massage is most commonly done over the clothes and does not require oils or creams.

c)

BOOK NOW

**Melt away stress with Molfars massage
at home, hotel or office**

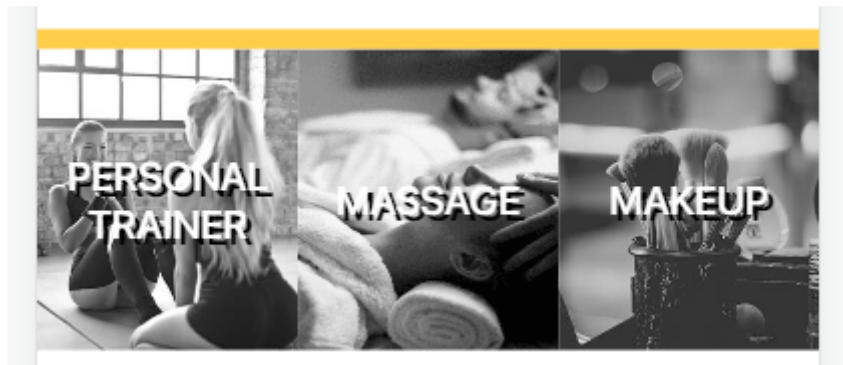
BOOK SERVICE

Important note - instead of Book Now, it is recommended to use the application form immediately presented in an explicit cast (disclosed, without pop-up).

27. Add a Blog section with subsections by directions.

Mobile/Smartphone

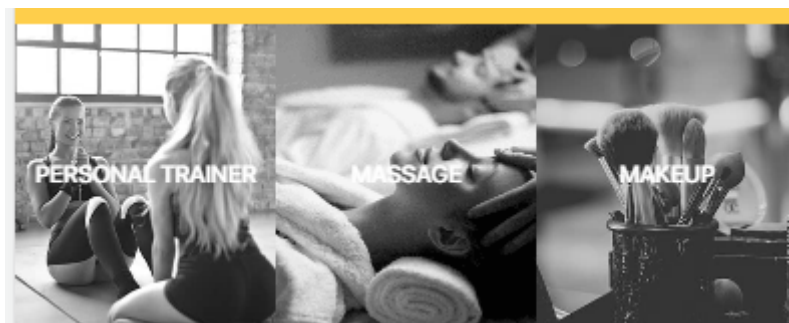
1. To increase the loading speed of the site for mobile devices-
https://pagespeed.web.dev/report?url=https%3A%2F%2Fmolfars.us%2F&form_factor=mobile, it is recommended to reduce the First Contentful Paint indicator from 2.8 to 1.8 seconds or less.
2. Add elements that visualize the presence of additional areas of work (scrolling around).



3. Adjust the vertical width of the burger menu element for a more harmonious display relative to the booking button.



4. Choose a different font and a more contractual color to better visualize category names.



5. Update the links on the mobile version so that both open the corresponding pages instead of <https://molfars.us/price/>.

Analysis of competitors' sites and recommendations for adding their solutions to your site

1. Work through and add a "Why Us" block.

Why Urban?



Easy

Enjoy spa and clinic treatments in the comfort of home.



Trusted

We check each therapist's paperwork, skills and hygiene practices.



Fair

Therapists keep 70%+ of the fee and 100% of tips.

2. Implement a link to "How it works" with the binding and specifics of each individual service through the admin panel.

How it works

01.

Choose your treatment

From deep tissue and sports massages to beauty, osteopathy and physiotherapy treatments.*

02.

Pick a time and place

A mobile massage therapist can come to your home or hotel any time from 7am-11pm.

03.

Relax

Get some towels ready, they'll come to you with everything else, including the massage table.

3. Show the team on the page about the company, as well as on the pages of individual services with specialization, and linking inside the professions of the benefits of those specialists who are competent in a particular service.

Mobile therapists you can trust

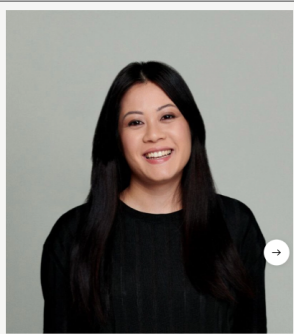
Qualified, hand-selected and empowered to work on their terms.

Find a therapist near you

Meet the therapists



Kelly
Years with Urban: Four
Expert in: Swedish massage, deep tissue massage, pregnancy massage



Lucy
Years with Urban: Two
Classic manicures and pedicures, eyebrow tinting and waxing, lash lifts and tints

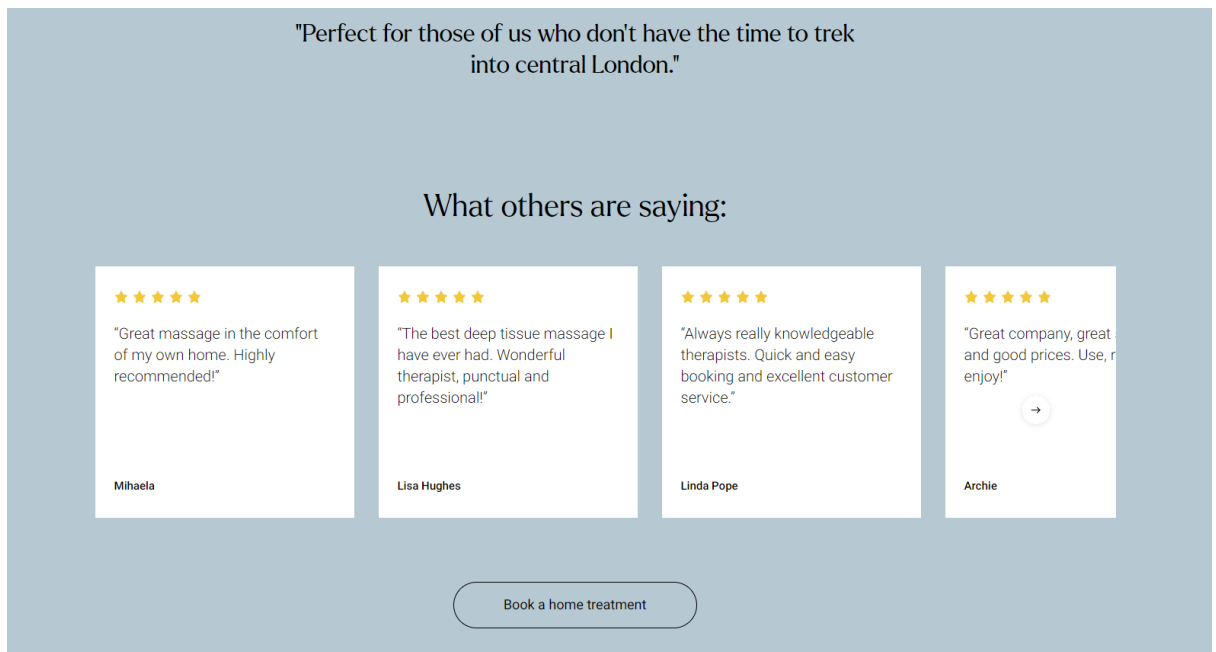
Ste

Year

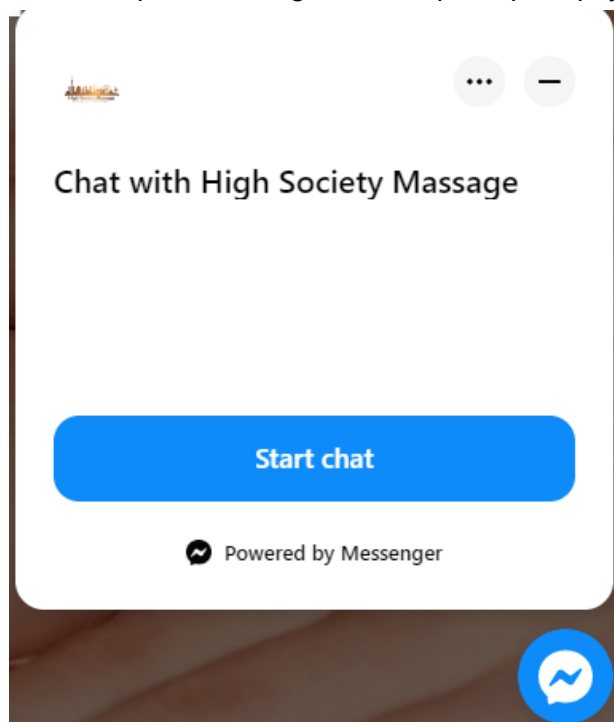
Deep

chai

4. Add and display reviews of real customers with confirmations from open sources + can be supported by screenshots from instant messengers, Instagram, etc.



5. Add an online consultant script if a manager can respond promptly.



6. Add answers to frequently asked questions to the services page.

More info about the Urban classic and Swedish massage

What is an Urban classic massage?	+
Is the Urban classic the same as a Swedish massage?	+
What's the difference between the Urban classic and deep tissue massages?	+
I'm pregnant, can I book an Urban classic?	+
When should I hold off on booking a massage?	+

7. Repackage the page about the company, show the people who are behind the company, tell the story, and possibly offer the staff.

 [Services](#) [Membership](#) [Gift Cards](#) [Events](#) [Partnerships](#) [Log in](#) [Become a Provider](#) [Book Now](#)

About Soothe

Founded in 2013, Soothe has quickly become the largest and most popular mobile wellness platform in the world.



About Soothe



Samer Hamadeh

FOUNDER & CEO

Founder & CEO Samer Hamadeh has launched, led, and advised dozens of startups and tech firms since the 1990s.

In 1997, Hamadeh co-founded [Vault](#), a pioneering platform for job opportunities and career information. He led the company as CEO until selling it in 2007 to a New York private-equity firm. Hamadeh entered the field of home delivery services in 2008 as an investor and board member of Dotmenu, a campus food delivery service, which sold to [GrubHub](#) (NYSE: GRUB) in 2011.

Since launching Zeel in 2012 with co-founders Ed Shen and Alison Harmelin, the company has regularly ranked among the Inc. 5000 and Crain's Fast 50, as well as the Financial Times' inaugural 500 Fastest Growing Businesses in the Americas.

Hamadeh is a venture partner at [Alpaca Ventures](#) and was recently an investment scout at [Lightspeed Venture Partners](#). In 2018 he was a finalist for the Ernst & Young Entrepreneur of the Year award, celebrating the nation's most innovative business leaders. A David Rockefeller Fellow, Hamadeh sits on the board of the PeaceWorks Foundation and is a graduate of Stanford University.

Our Leadership

8. Implement multi-block booking.

How To Book With Us

Now that you are ready to book a session with one of our massage artists, whatever works for you for communication works best with us. Give us a call if you have questions, and we will be able to provide you with specific answers (and address any follow-up questions you might have). It's not always possible to pick up the phone and call, so just text us if you'd like. You can email us if this works better for you. Whenever you are ready for a massage, complete relaxation and relief are just a few minutes away.

Call Now

Text Now

Email Now

9. Implement social media icons in their native colors for better identification.

Social Media



10. The team's presentation can be accompanied by a booking button "as it were" of this particular specialist.

Meet Your Providers



Mahri Relin

VIRTUAL WELLNESS INSTRUCTOR, COLORADO

Mahri Relin uses her extensive research and experience as a dancer, personal trainer, and nutrition expert to provide clients with personalized, intelligent, and joyful fitness experiences. Mahri is a NASM Certified Personal Trainer, Corrective Exercise Specialist, Certified Pre/Postnatal Exercise Specialist, and Certified Wellness and Nutrition Consultant.

"I love leading mindfulness sessions as much as I love practicing it myself! Even if we're not in the same room together, virtual wellness programs let me work directly with clients—addressing their unique wellness concerns with exercises they can use to continue building healthy practices that fit their lives."



11. Visualize explicitly how a massage session occurs at home, office, workplace, etc.

Call now to discuss (702) 994-4514.



12. Add an exit script with a coupon for a 10% discount on the first massage

Shhh...It's A Secret!

10% Off Your First Massage!!

Enter Your Information Below

First Name

Email

GET MY PROMO CODE NOW!!

13. Pack a price list with benefits and differences in the range of services.

Home / Hotel 60 Minute Massage \$100^{hr} ☆ 100% Customizable ✓ Home Massage ✓ Therapeutic Massage ◆ Hotel Massage ◆ Decompression Treatment SCROLL DOWN	Home / Hotel 90 Minute Massage \$150^{hr} ☆ 100% Customizable ✓ Home Massage ✓ Athlete's Revival ✓ Medical Rehab ◆ Hotel Massage ◆ The Aristocrat SCROLL DOWN	Home / Hotel 120 Minute Massage \$200^{hr} ☆ 100% Customizable ✓ Home Massage ✓ Athlete's Revival ✓ Medical Rehab ◆ Hotel Massage ◆ The Aristocrat SCROLL DOWN
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Massage Pricing in 95054

Prices shown are for a 60-minute massage in your area.

Single Appointment

\$159.00

No commitment

Book a Massage

Our standard 5-star experience:

Autobook therapist

Zeel picks the best available therapist for your request. Upon confirmation, you'll see your therapist's name, bio, and photo.

Learn More →

Member

\$139.00

8% savings with 2 month commitment

Subscribe and Book

Includes all Pay As You Go benefits, plus:

Membership flexibility

Cancel or pause at any time after your first two monthly payments.

A 60-minute massage each month

You're billed for one massage a month at the Member rate, no initiation fee. Credits roll over and never expire.

Preferred rate on all bookings

Book as many appointments as you like at the Member rate, anywhere Zeel is available.

Learn More →

Member Plus

\$119.00

17% savings with 12 month commitment

Subscribe and Book

Includes all Member benefits, plus:

Rebook therapist

Book exact times directly with your favorite providers.

A 60-minute massage each month

You're billed for one massage a month at the Member Plus rate, no initiation fee. Credits roll over and never expire.

Preferred rate on all bookings

Book as many appointments as you like at the Member Plus rate, anywhere Zeel is available.

Priority customer support

Be at the front of the line and receive prioritized responses to your support issues.

Learn More →

14. Focus on certificates, competencies, and experience

WELCOME TO VEGAS THAI MASSAGE

Luxury Mobile Massage

Enjoy resort spa massage therapy right in the comfort of your hotel room or vacation rental. Your stress will melt away with our signature massage packages.

Professional, Licensed Therapists

Our therapists are licensed CMTs with current certification in Nevada. You can book with confidence knowing that your muscles and joints will be rejuvenated and restored.

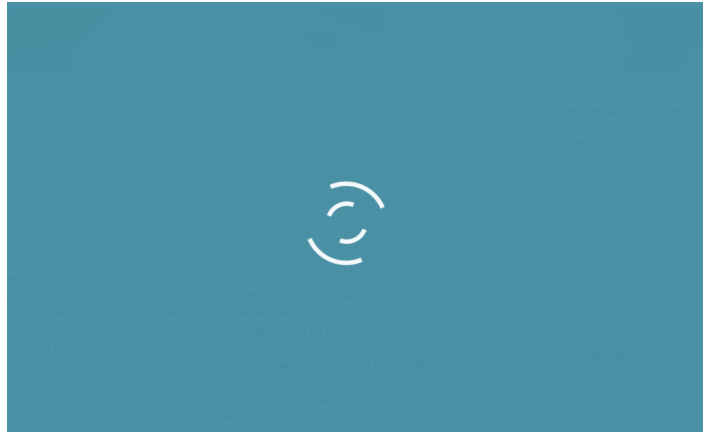
Tailored Experiences

Get a massage experience tailored to your specific tastes and needs. Just let us know how to make your session perfect, and we'll offer a package that you'll love.



Dao
Certified Massage Therapist

15. Add a preloader in case of long page loading (more than 2 seconds)



16. Choose the style of images and signatures in the menu for better identification of the service

Las Vegas massage services



Swedish massage



Prenatal massage



Chair massage



Percussive massage



Reference sources

- <https://urban.co/>
- <https://inroommassagevegas.com/>
- <https://massageblissvegas.com/>
- <https://highsocietymassage.com/>
- <https://vegasthaimassage.com/mobile-massage/>
- <http://mobile-massage-lasvegas.com/>
- <https://www.soothe.com/locations/las-vegas/>
- <https://www.zeel.com/in-home-wellness>