

## **Identifying Your Client & Target Audience**

### **A. Profile Of Your Client**

1. Who is your client? Summarize what they do, who they serve, and why.
  - My client is Jack Henderson, the URI Gaming Club President. Through the URI Gaming Club, Jack, alongside the rest of the club's E-Board, Sam (Vice President), Dominick (Treasurer), and myself (Secretary) serve the URI Community through hosting events such as game nights, tournaments, and watch parties, as well as provide a space for students to spend time while on campus.
2. What is your client's mission statement? What are your client's goals in creating this website?
  - The club's mission statement is to spread the love of gaming to the broader URI community and host cool events that get people involved. In creating a website, the club hopes to have an easier time promoting our events and get more people excited about what we do.
3. Does your client already have a website? If so, provide the URL link to it.
  - The club does not already have a website, save for the URI Involved page (<https://urinvolved.uri.edu/organization/gaming>)

### **B. Profile Of Target Audience**

1. Who is the primary audience that your client is trying to reach? Include the following details about your target audience:
  - Demographics
    - The main demographic of club members is URI students, so college age kids, more men than women but a decent mix. Students are from all over the country but all live in Rhode Island during the school year. The campus itself is decently urban but it's kind of in the middle of nowhere so I'd say it's a mix of the two. There are some outliers, as we have some non-students come to our events, ranging from ages late teens to 30s. These are also mostly men with a handful of women, from the southern New England area.
  - Socioeconomic Details

- Most are on the lower income side due to the nature of being broke college students, with college level education. The non-students range more heavily, from high school degrees to masters, some married, some single. Jobs range from internships to retail/food service, to full time, professional employment.
- Web Behavior
    - How often do they use the web?
    - What kind of device do they use to access the web?
    - College students and gamers alike use the internet a lot, whether it is mobile or desktop. The site would have to be responsively designed to work well on both.
2. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can create this chart manually or with AI tools like [ChatGPT](#).
  3. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or with AI tools like [ChatGPT](#).

(combined into one chart)

name	sex	age	location	occupation	income	Web use	Reason for visiting
Julie	female	18	RI	College Student	\$8k	frequent	A URI student who likes video games that wants to find out about the clubs on campus.
John	male	28	RI	Teacher	\$70k	frequent	A former competitive gamer who wants to get back into competing, decides to see if the college near him runs events.
Timmy	male	17	RI	High school student	\$0	limited	High school student who likes video games who is looking at colleges and wants to know what club options schools have.

# Planning Your Client Website

## A. Website Design Consult

You will meet with your client to discuss the vision and requirements for their website. By addressing the questions below, you'll gain valuable insights into how to design a website that meets their goals and expectations.

### 1. Define Purpose

- What is the primary goal of the website?
  - To get people involved with the URI Gaming Club community, informed about our events and what our club offers.
- What is the single most important action you want users to take on the website?
  - Join the discord / sign up for events!

### 2. Key Messages & Content

- What is the main message you want to convey to your audience?
  - We are a welcoming space for people to hang out and compete in the games they love.
- What are the most critical pieces of information users must see immediately on the homepage?
  - Club location
  - What we do / basic information about the club
  - Events we run
  - How to join the discord server
- Do you have any existing content or text for the website? If yes, please share it.
  - Not really
- Are there specific photos, videos, or graphics you'd like included? If yes, please share it.
  - Tons of pictures from the club's history which may have to be digitally scanned
  - Videos from URI tournaments from the RI Smash Bros youtube channel (<https://www.youtube.com/@HowlingRI>)
- Do you have a logo? If yes, please share it.



■ (Old Gaming Club Logo)

### 3. Desired Features

- What specific features do you want on the site?
- Which features are essential, and which are “nice to have”?
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Essential	Nice To Have
Links to all socials, discord, Twitter etc	Ability to register through tournaments directly through the website
Events section, info on events the club runs	Calendar of events
Information about the club room, where it is and what we have	Way of showing whether the room is open or closed (based on a discord message?)
	Login page/account to add events so it doesn't have to be done backend

### 4. Inspiration & Preferences

- Can you provide examples of websites you admire? What do you like about them?
- Are there any design elements or website functionalities you dislike? If so, why?
- What image, look, or feel do you want the website to convey (i.e., modern, minimalist, playful)?

- Do you have an existing style guide, color palette, or typography preferences?
  - URI Color Palette, no real style guide or specific typography
  - Easy to navigate, nothing hidden, accessible on both mobile and desktop
  - Important info available at a glance
  - Welcoming and playful, not too much though

## 5. Navigation & Structure

- What are the key pages or sections the website should include (i.e., About, Services, Contact)?
- What should the main navigation look like?
- Do you need subpages or dropdown menus? If yes, for which sections?
  - Homepage
  - Events (Calendar subpage?)
  - Photo/Video Album?
  - Menu/taskbar at the top of the page for easy navigation
  - Login page for club admins to update things

## 6. Competitor Analysis

- Who are your main competitors?
  - Other uri clubs?
- What do you like about their websites?
  - I don't think they have websites
- What do you dislike about their websites?
  - I don't think they have websites
- How do you want your website to stand out from theirs?
  - It will stand out by nature of our club's differences

## 7. Audience Engagement

- How do people currently find you online?
  - Twitter account, discord server (which most people join after visiting the club in person)
- Are your clients or customers one-time visitors, or do they return frequently?
  - Frequently returning people
- Are you active on social media? If so, which platforms?
  - Twitter and Discord
- Do you rely on referrals or customer reviews to drive traffic?
  - Kind of, most people find out about us through word of mouth

## 8. Maintenance & Updates

- How often will you need to update the website?
  - Likely whenever new events get announced

- Who will be responsible for maintaining the site (i.e., your client, a hired professional)?
  - The E-Board (probably the secretary)
- Do you anticipate needing assistance with updates or changes? If yes, how frequently?
  - If adding events is simple enough it should not be an issue

## B. Design & Prototyping

You will document your website's design and flow. This includes presenting your SDLC approach, timeline, fictional visitors, site maps, and wireframes to your client during your first consultation. Based on the feedback you receive, you will refine and finalize these elements to ensure they align with your client's goals and expectations.

Ensure regular communication with your client throughout this process. If your client identifies missing elements or specific behaviors they feel are essential, collaborate to incorporate these into your wireframes and overall design.

### 1. Refined SDLC Approach & Timeline

In your answer document, create a refined SDLC approach and timeline to build your website. Your plan should include:

- The SDLC model you've chosen (Waterfall, Agile, Scrum, etc.).
  - Waterfall
- A clear timeline of phases and milestones.
- A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).
- Reflects any feedback you received from your client during your consultation.
  - Homepage and nav bar (1-2 Weeks)
  - Events Page (1-2 Weeks)
  - Photo/Video Album Page (1-2 Weeks)
  - Login Page (1-2 Weeks)
  - Allow for updates by logged in users (E-Board) (1-2 Weeks)
  - Backend integration to gauge interest for events (1-2 Weeks)

**2. Original Client Logo**

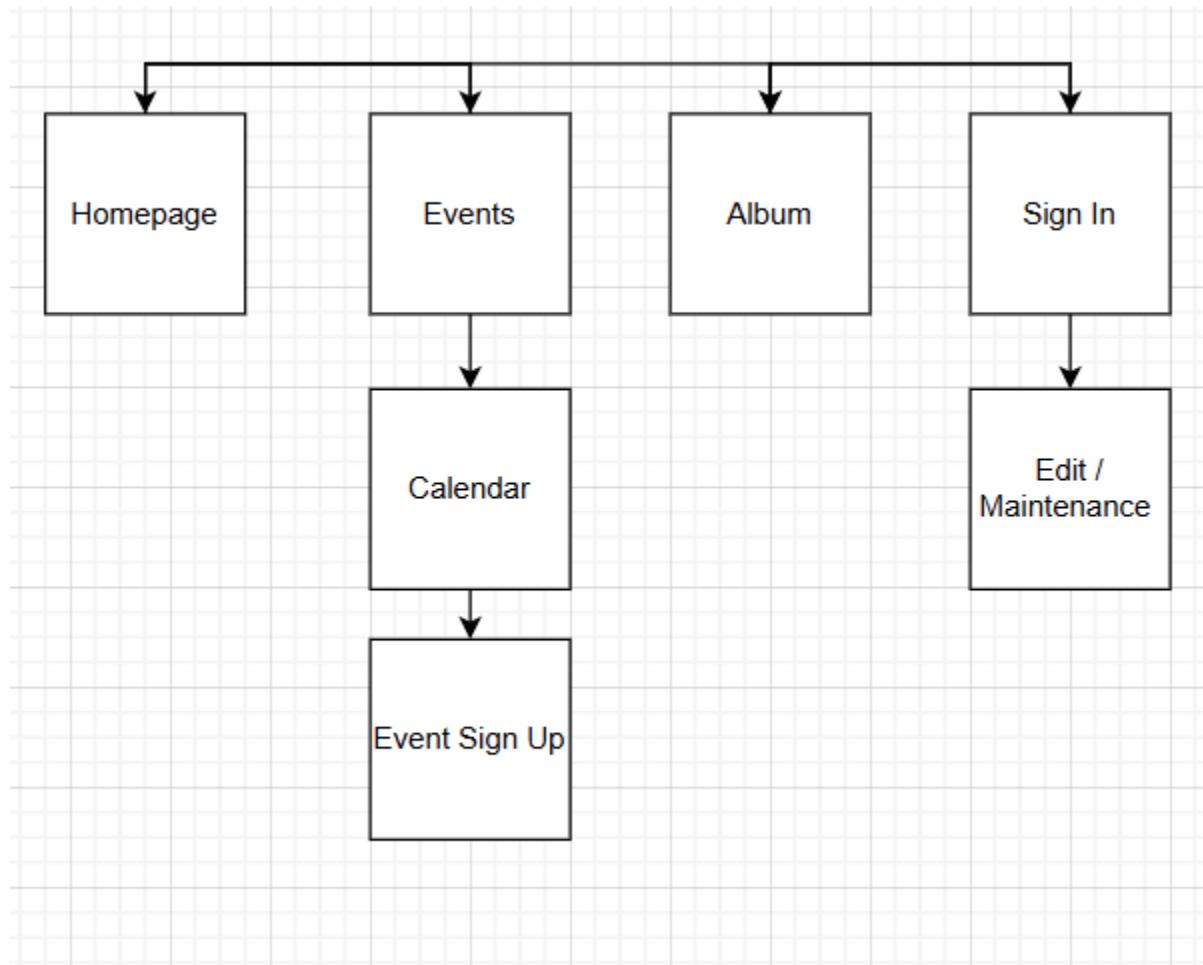
Design a logo for your client that incorporates:



### 3. Refined Site Map

Create a refined site map that shows how your site will be structured and how users will navigate between pages. Your site map should:

Pages will be navigated via a navigation bar at the top of each page. Sub pages will be accessed from their respective main page.



### 4. Refined Wireframes

