

A. Profile Of Your Client

Answer the following questions in your document:

1. Who is your client? Summarize what they do, who they serve, and why.

My client is my mother, she is a software engineer who works for Pfizer. She has a degree in computer science from URI and has lots of experience with programming.

2. What is your client's mission statement? What are your client's goals in creating this website?

My client's mission is to have an effective process design tree planner website that helps computer scientists visualize algorithms and workflows efficiently.

3. Does your client already have a website? If so, provide the URL link to it.

No, my client does not already have a website.

Answer the following questions in your document:

1. Who is the primary audience that your client is trying to reach? Include the following details about your target audience:

- Demographics

- What is the age range of your target audience?

- anyone over the age of 16 interested in computer science

- What is the gender distribution?

- 50/50 both male and female

- Which country do your visitors live in?

- Mostly America but can be from anywhere in the world

- Do they live in urban or rural areas?

- Both rural and urban areas

- Socioeconomic Details

- What is the average income of visitors?

\$60,000 - \$100,000

- What level of education do they have?
Undergraduate or graduate in computer science
- What is their marital or family status?
Married or single
- What is their occupation?
CS jobs related to programming
- How many hours do they work per week?
Average of 40 hours per week

○ Web Behavior

- How often do they use the web?
All of the time since their occupation is centered around it
- What kind of device do they use to access the web?
Mostly desktop or laptop devices

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](#).

Fictional Visitor Profiles (Target Audience)						
Name	Sex	Age	Location	Occupation	Income	Web Use
Alex Martinez	Male	22	Providence, RI, USA	Computer Science Student	\$20,000	Uses the web daily for coding practice, online classes, and research
Priya Shah	Female	29	San Jose, CA, USA	Software Engineer	\$95,000	Uses the web constantly for development tools, documentation, and planning workflows
Jordan Lee	Non-binary	41	Austin, TX, USA	Senior Systems Architect	\$120,000	Heavy daily web use for system design, collaboration, and technical resources

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](#).

To plan and visualize algorithms

Visitors come to the site to break down algorithms into clear, tree-based diagrams before writing code.

Assigned Visitor: Alex Martinez uses the site to create algorithm trees for class assignments and exam preparation.

To design and optimize software processes

Users visit the site to map out workflows, dependencies, and logic for software projects.

Assigned Visitor: Priya Shah uses the site to plan backend service workflows before implementing features at work.

To model large-scale system architecture

Advanced users come to design and evaluate complex system architectures using structured process trees.

Assigned Visitor: Jordan Lee uses the site to design scalable system architecture and compare design approaches.

To learn and practice computer science concepts

Students and self-learners use the site to better understand recursion, decision trees, and algorithmic thinking.

Assigned Visitor: Alex Martinez practices core computer science concepts through interactive diagrams.

To collaborate and share technical ideas

Users visit the site to share their designs with classmates or coworkers for feedback and collaboration.

Assigned Visitor: Priya Shah shares exported process trees with her development team during design discussions.

1. Define Purpose

- What is the primary goal of the website?
To provide computer scientist with an effective planning design tree website to help break down tasks to visualize and solve problems
- What is the single most important action you want users to take on the website?
Create and save a process design tree.

2. Key Messages & Content

- What is the main message you want to convey to your audience?
This website makes it easy to visually plan programs before you code them by breaking them down into smaller manageable pieces.
- What are the most critical pieces of information users must see immediately on the homepage?
-what the website does
-who the website is for
-key benefits
- Do you have any existing content or text for the website? If yes, please share it.
no
- Are there specific photos, videos, or graphics you'd like included? If yes, please share it.
no
- Do you have a logo? If yes, please share it.
Not yet

3. Desired Features

- What specific features do you want on the site?
-proccess tree builder
-js animations
-export options
- Which features are essential, and which are "nice to have"?
The js animations are nice to have but the tree builder and export options

are essential

4. Inspiration & Preferences

- Can you provide examples of websites you admire? What do you like about them?
draw.io and lucidchart.com I like the design of these websites and js animations. I also like the simplicity and ease of access for users
- Are there any design elements or website functionalities you dislike? If so, why?
The features I don't like is the fact they make you sign up just to use the flowchart builder. This makes me not want to use the website because I don't want to put in credentials I just want to use the website
- What image, look, or feel do you want the website to convey (i.e., modern, minimalist, playful)?
I want the website to have a minimalist feel with modern design elements
- Do you have an existing style guide, color palette, or typography preferences?
- I would like to use darker colors like black blue and green to give it a more programmer feel.

5. Navigation & Structure

- What are the key pages or sections the website should include (i.e., About, Services, Contact)?
-Home page
-create tree planner/flowchart
-templates
-contacts
-gallery
-my projects
- What should the main navigation look like?
Home | Create Tree | | About | Contact| My Projects
- Do you need subpages or dropdown menus? If yes, for which sections?
I would need dropdown menus for the templates section

6. Competitor Analysis

- Who are your main competitors?
Other design tree flowchart websites
- What do you like about their websites?
The minimalist feel with smooth js animations
- What do you dislike about their websites?
That you have to sign up just to use the tree/chat maker
- How do you want your website to stand out from theirs?
I want my website to have no login pages with a very minimalist feel.

7. Audience Engagement

- How do people currently find you online?
My client does not currently have a website. But may be found through websites like pfizer or linked in
- Are your clients or customers one-time visitors, or do they return frequently?
They will return frequently because this planner can be used for all sorts of coding projects.
- Are you active on social media? If so, which platforms?
Facebook and linked in
- Do you rely on referrals or customer reviews to drive traffic?
Mostly customer reviews to drive traffic

8. Maintenance & Updates

- How often will you need to update the website?
Every few months
- Who will be responsible for maintaining the site (i.e., your client, a hired professional)?
I will be responsible for maintaining the website

- Do you anticipate needing assistance with updates or changes? If yes, how frequently?

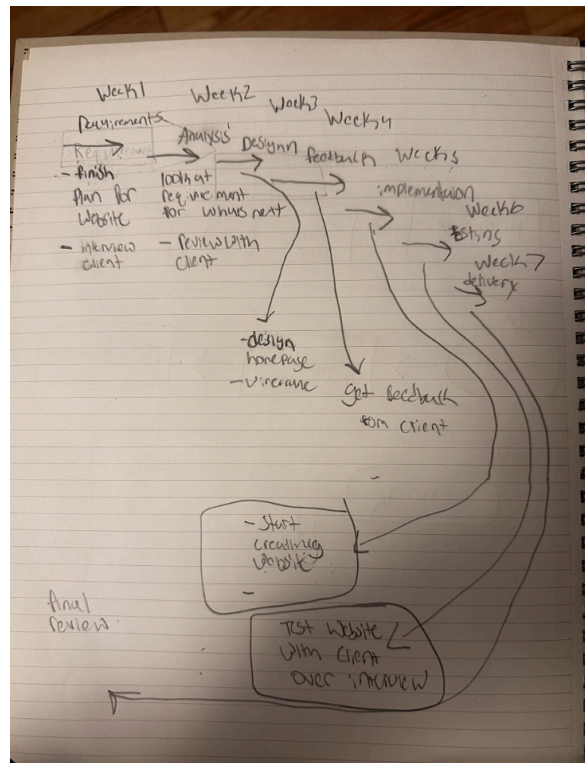
No assistance with will be needed

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



- Reflects any feedback you received from your client during your consultation.

You may create this manually or with AI tools ([ChatGPT](#), [Gantt Chart AI](#)).

2. Original Client Logo

Design a logo for your client that incorporates:

- The name of your client's website.

ThinkTree

- An image, icon, or design that represents your client.
- A transparent background (export as PNG).



Use free tools like [Pixlr X](#) to create your logo. You can check out a [video tutorial](#) or [written tutorial](#) on how to create a logo in Pixlr X.

3. Refined Site Map

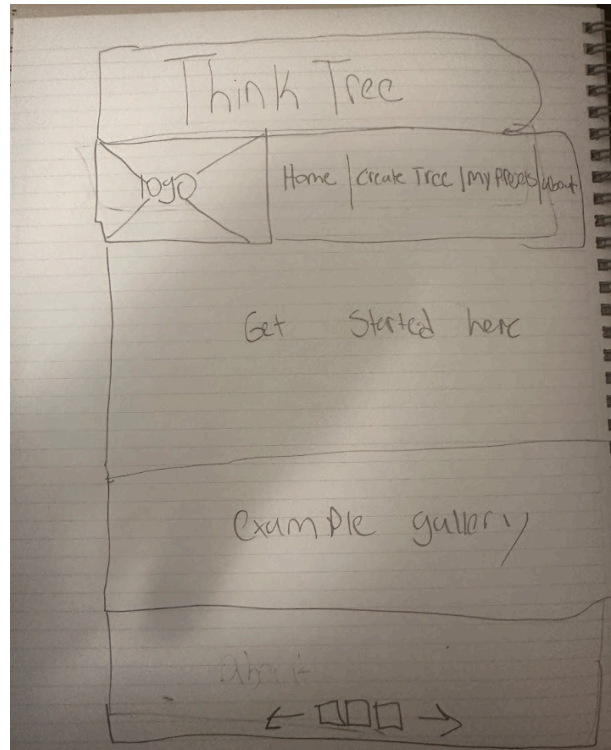
Create a refined site map that shows how your site will be structured and how users will navigate between pages. Your site map should:

-
- Reflects any feedback you received from your client during your consultation.

You can create your site map manually on paper, using [draw.io](#) or with AI tools ([Slickplan](#), [Octopus.do](#)).

4. Refined Wireframes

Create refined wireframes for core pages of your site. Your wireframes should:



- Reflect any feedback you received from your client during your consultation.

A. Client Verification

Provide evidence confirming the identity of your client. This must be an email from your client with a short written statement that includes:

- Their name and title/role.
- The name of their organization, business, or team.
- A brief acknowledgement that they are partnering with you on this project and approve your role as their web developer.



B. Consultation Confirmation

Document your first consultation with your client by submitting a summary that includes:

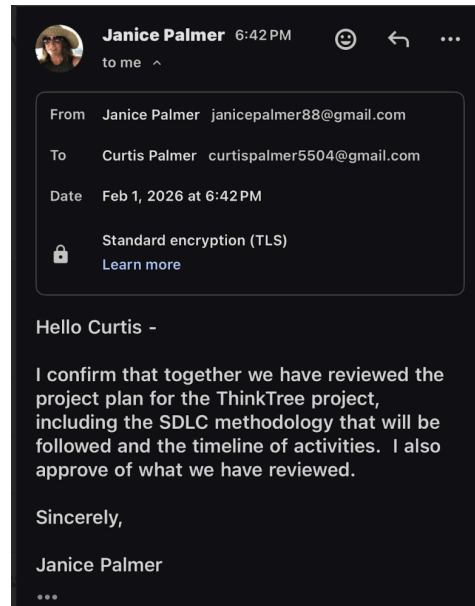
- Date and time of when the meeting took place.
 - Whether the meeting was in person, via Zoom, phone call, or another platform.
 - Summary of key points discussed including feedback on your SDLC approach, timeline, logo, site map, and wireframe.
 - Outline of any changes or refinements your client requested.
- 2/1/2026
 - -Phone call
 - Discussed Client interview questions, feedback on timeline, logo, sitemap and wireframe design.

- Requested some change to wireframe for more clean design of website home page.

C. Client Approval

Obtain formal approval from your client for your SDLC approach, timeline, logo, site map, and wireframes. Acceptable forms of approval include:

- A signed document from your client explicitly stating they have reviewed and approved.
- An email or written message from your client explicitly stating they have reviewed and approved.
- A screenshot or recording of a written or verbal acknowledgment during your consultation. If recorded, ensure your client consents to being recorded.



D. Reflection on Client Feedback

Write a short reflection on how your client's feedback influenced your design and planning process. Include details on:

- Specific changes or refinements you made based on their input.
- How these updates improved alignment with your client's goals and expectations.

-Changes to website Wireframe to include a more clean look for homepage such as moving the logo and navigation bar
 - create projects and my projects instead of create tree for simplicity
 - Add simple shapes and smooth animations for simplicity
 - add export and print features

