

# **Website Proposal**

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## Client & Topic

The website I will be designing will be an influencer website. An influencer website is a marketing platform for social media influencers to further build their brand.

## Development Process & Engagement

I am creating this website for a client who is trying to grow his online presence, engage with his followers, sell merchandise, and attract clients. I plan on involving my client in the process by assessing his needs. This means discussing the things he wants to incorporate into his website, incorporating his style, and learning of his expectations of me during this process. My client will also review mockups and be able to give me feedback at any time so edits can be made.

## Testing

I will test the product by launching it on multiple different browsers and screen resolutions to ensure it comes out the way I intended. I will use Safari, Google Chrome, Firefox, and Microsoft Edge. I will also test responsiveness on an iPhone and a tablet. After I have tested the website, I will have peers test the website. This will allow me to get feedback on any mistakes and to understand whether the website is user friendly.

## Description

My client is a social media influencer and generates revenue for himself as well as the companies he works with. He acts as a brand ambassador for a wide array of companies. My

client's goal is to provide exposure to a brand. He not only helps that business grow but informs his followers of products and services that may be useful to them.

The purpose of my website is to give my client a homebase for his followers, customers, clients, and potential clients to engage with my client. His website helps to market himself to potential clients while providing the information to contact him. His followers will get to learn more about him through his about page. They will also be able to see exclusive content and sign up for his newsletter. His customers will have access to see upcoming merchandise along with links to businesses who sell his products.

The target audience for my client are Black males between the ages of 16 and 36. The impact this audience has on me will be ensuring that I provide a masculine aesthetic to the website. I want to incorporate some Black culture while still making the website inclusive to everyone.

I will be in charge of user experience, user research, technical writing, and web development. Content that I will get from other sources will be video embedding from YouTube, linking other websites, images, and Google fonts. The website's content will need to be updated quarterly. The client will only need updates to add new merchandise, offers, etc.

### Growth & Maintenance

The website will evolve over time as pop culture evolves. My client's interest and content will change as new things become popular. My client makes YouTube videos, streams on Twitch, and creates TikTok's. Entertainment is rapidly changing and growing and because of that the website will grow with it.

In terms of technology, the website will keep up with current design trends to remain relevant. As AR and VR gain popularity, the website will need to adapt to find its place in virtual and augmented e-commerce. However, if the website can stand out and change with the times, there won't be any issues finding success in the future.

When it comes to maintaining the website, keeping an extensive design system will allow for simple upkeep. Tasks required to maintain the website consists of monthly general website check-ups for issues such as bugs, errors, and security breaches. More specific website checkups for things such as responsiveness, SEO, and content gets checked quarterly.

### Organization

The diagram pictured below displays a hybrid layout. This layout allows the user to navigate the flow of the website vertically and horizontally.

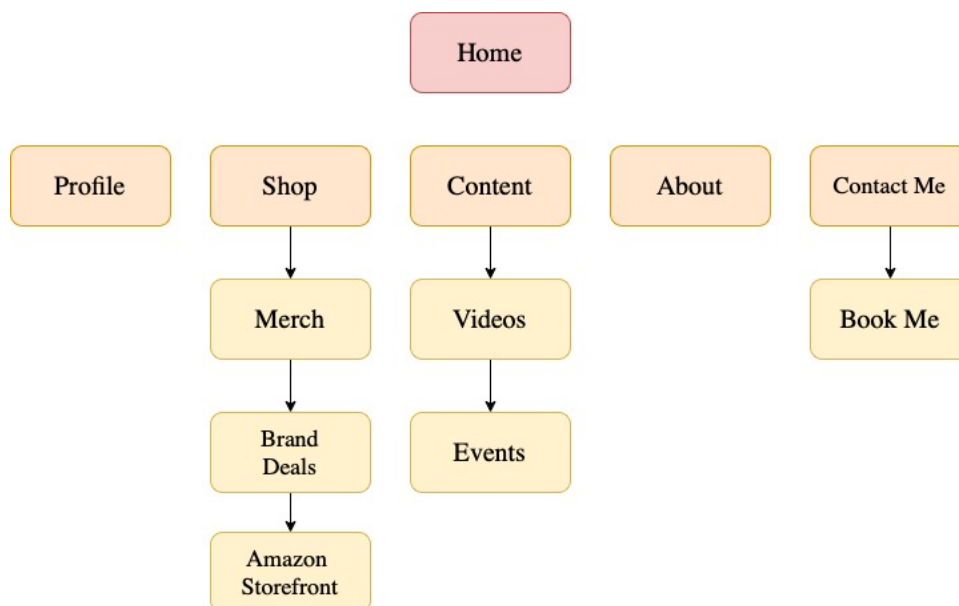


Fig. 1 Flowchart of Website

This layout showcases all the topics and subtopics the website will include. From the Homepage the user will have the options to choose Content and view content from exclusive videos and events. Users can view the Shop page to see the new merchandise that will be releasing soon along with information and links on where to buy. The Brand Deals page allows users to see what brands my client is affiliated with along with links and discount codes for their products and services.

My client's Amazon Storefront is also linked, and users can know what my client's favorite things are from Amazon in case they would like to purchase something for themselves. The Profile page will house all user information and the About page will be a short biography of my client. Lastly, the Contact page will have information on how users can contact, support, and even send things to my client through his P.O Box. The Book Me page will be for businesses to book my client for brand deals.

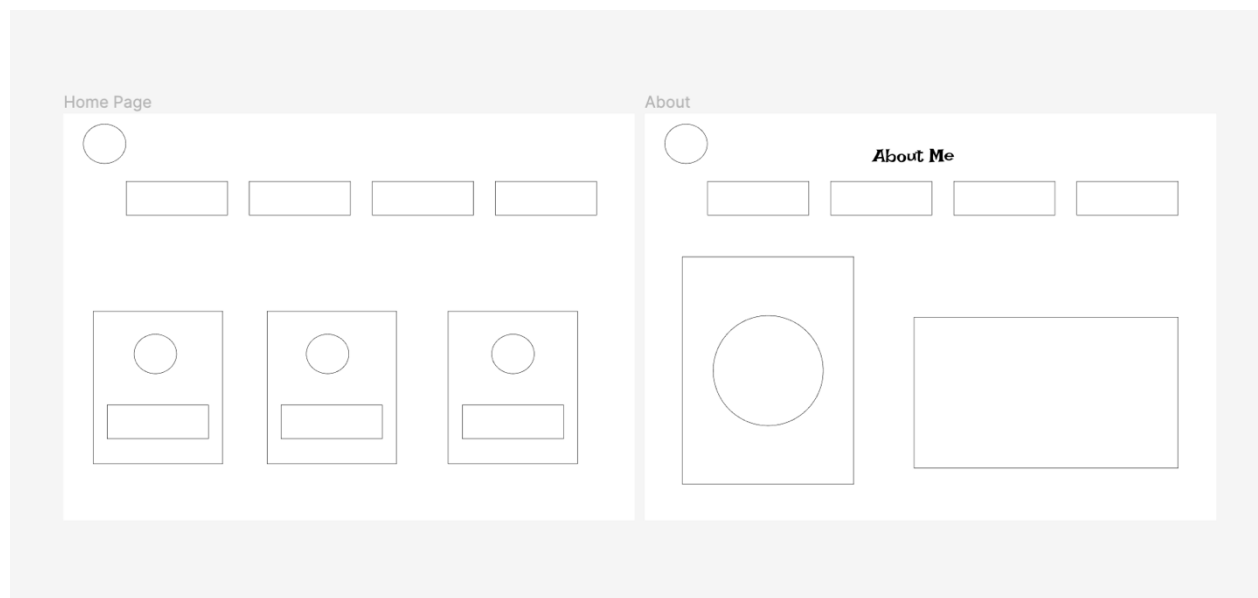


Fig. 2 Wireframes of Homepage & About Page

## Security

Content on the website will be password protected. The user will be signing up and sensitive information like phone numbers and emails will be stored. It is important to keep that content secure. The website will allow users to create accounts, but it is not necessary to enjoy the website.

## Web Hosting

The process in which I will select a web host will consist of three major factors. Speed is the first factor I take under consideration because website lag can not only reduce the number of unique visitors that come to the site but also drive away existing customers. Security is the next most important thing to consider because a lack of security and strong firewalls can put customers in jeopardy. A non-secure website can come across as untrustworthy and drive away potential customers. Support is the third factor, being able to rely on the company maintaining my website is crucial. I need to know that the host company can offer 24/7 monitoring in case of an outage or crash.

The programming languages the website will need to have supported are Java, JavaScript, and MEAN. These languages are widely used making them very versatile. They enable fast website speeds and are great with debugging. They also work well with HTML and CSS.

The domain name I have chosen for the website is imdantai.online. I found that .online is a popular alternative to the traditional TLDs and is becoming more widely used. As for the domain name, it is the name of my client's brand, so I felt it would be good to keep things consistent

## Marketing

The website will be marketed by leveraging social media, data analytic tools and SEO.

Search engine optimization is vital when it comes to marketing a business. Good SEO will have a website at the top of the search engine results list. This in turn, boosts website visibility and credibility and will drive in more traffic.

The SEO element that can be covered in website planning is keyword research.

Researching relevant keywords and collecting long-tail variants of those keywords is essential to moving your website up the search engine list.