## **Criterion A: Planning**

**Client**

The client for this problem is going to be one of the owners of an advisory company called Arboris. This owner is called José Paulo, he is an expert in business advisory.

**The problem and solution**

The client’s company is currently targeting advisory for business groups that are owned and operated by families, they only operate in Portugal, therefore their website is in Portuguese. As of recently, with all the economic issues because of the conflicts in the world most businesses have decided to save money instead investing it in advisory services, therefore my client has had a reduced amount of client in the past year, which has cause him to want to turn his company international so he can increase the amount of clients he has so the business can keep making profit. That means I need to create a website that is in English and is appealing to international companies. This website is very important as it is going to be a redesign of the Portuguese website with a new functionality, which is the login system.

**Consultation**

After meeting with my client, we have discussed about the solution and we have come to the conclusion that we will use his Portuguese website and redesign it, fully translate it and modify it to his liking due to the difference in culture between his Portuguese clients and international clients.

My website will therefore have to be fit to the target audience. It will have to be fully functional and have an appropriate design, not just functioning. The website will consist of different sections that each answer a key question for the client in an appealing way, for example, what is our purpose?

The website will have information on every page to inform the client of the full business model of Arboris, it will also include information about the partners, their past experience, and their qualifications. The website’s goal is to catch the target audiences attention while also showing the impressive qualifications of the business to attract more clients.

**Django and Python**

For this project I will be creating the website using Django, a framework that uses the Python coding language. Django is very good for this website because unlike the main website my website will have a login page that will give access to another page to create or edit news that will then be on the News page. This can only be made because of Django’s database which will be greatly used.

**Success Criteria**

* Website has to be in formal English.
* The website needs to be easy to login to.
* The website’s design is formal and appealing to the target audience.
* The partners can add news to the website easily.
* The website has clear subpages and are user friendly to find.
* The website cannot be too bright or too dark for the users.