**WEBSITE FOR GLORY METAL WORKS**

**Business Goals**To get more customers and advertise

**Target Audience**  
People building houses

**Industry Standard**  
Having a homepage, a portfolio display and a contact

**Desired Features**Contact form  
Projects  
Call to action  
Locations  
pricing  
overview  
Client review  
Social media  
  
**Design preferences**  
Trust  
Engaging Content  
High Quality images  
Minimalist/Organized

**Content Strategy**I will create the content  
Content must be SEO optimized

**Budget and Timeline**ghc 2000  
6 weeks

**User Research and Personas**Objective: Understand the target audience's needs, behaviors, and preferences to create user personas that guide the design and functionality of the website.

**User Personas:**

Persona 1: "Home Builder Harry"

Demographics:

Age: 35

Gender: Male

Occupation: Self-employed contractor

Location: Suburban areas

Goals:

Find reliable metal works services for various home-building projects.

Ensure quality and timely completion of metal work.

Pain Points:

Difficulty in finding trustworthy metalwork companies.

Concerned about the quality and durability of metal works.

Preferences:

Prefers detailed portfolio displays with high-quality images.

Looks for clear pricing information and transparent processes.

Persona 2: "Renovator Rita"

Demographics:

Age: 45

Gender: Female

Occupation: Homeowner/DIY enthusiast

Location: Urban areas

Goals:

Renovate her home with custom metal works, such as railings and gates.

Get inspiration and ideas from completed projects.

Pain Points:

Limited knowledge of metalwork options and customization.

Concerns about cost and getting a fair quote.

Preferences:

Prefers engaging content and visual inspiration.

Values client reviews and testimonials to ensure quality.

Persona 3: "Architect Andy"

Demographics:

Age: 50

Gender: Male

Occupation: Architect

Location: Mixed urban and rural areas

Goals:

Find a reliable partner for metal works in architectural projects.

Ensure that the metal works meet design and structural requirements.

Pain Points:

Requires high precision and adherence to design specifications.

Needs a responsive and communicative partner.

Preferences:

Looks for detailed project descriptions and technical capabilities.

Values a professional and minimalist website design.

**Post-Launch Support**Objective: Provide ongoing support and maintenance.

Services:

Regular updates and backups.

Performance monitoring.

Bug fixing and troubleshooting.

Training the client on using the CMS.

Discuss future enhancements or additional features.