

# Joab Garcia

This past weekend, I had the chance to meet with my client, Kim. She is an aromatherapist. For those of you who don't know, an aromatherapy consist of using aromatic plant compounds, such as herbs or oils, for your psycholological or physical well-being. Often times people seek aromatherapy as an alternative for medicine, which has sparked plenty of controversy. Kim is also my coworker. So I approached her with the necessary questions, but it didn't go exactly as planned. She has many ambitions for this website, perhaps some that go beyond what her audience needs. Nonetheless, she has options. And I have some work to do.

The essential question is, why does she need a website? Well for starters, she makes her own products. The products in this case, are oils and herbs. She does not want to sell her products online, though. She wants to inform her clients of what she offers, to persuade them to make an appointment. Her main priority is to establish a larger clientele. Her current and past clients have all been local, and she hopes to expand her reach.

So how does she expect that to happen through this website? Through simple information. If a client has a question, she wants to be the one to provide an answer. But if customers can't get ahold of her quick enough, she doesn't want to discourage them either. The site must be able to answer simple questions. If the client wants to know what oil can help with stress, the answer could be there. However, how to use the product, or other options is a question she can answer with more detail. The audience will have both options.

Exactly how a potential client will get their information, is where things got interesting. She wants to be the go to person for information. Her plan, as I mentioned before, is ambitious. The site will have her contact information as well as links to partners and/or her personal resources. Resources being where she buys her materials, or who she goes to when she can't answer a question. Email/contact/comment form will be the main feature available to site viewers. What she really wants, is a instant message feature for quick communication. But I feel that is excessive and unnecessary for her vision. I told her it wasn't out of the question, but I will leave that as an afterthought for now. For information on products, a page will be dedicated to what she has to offer in stock, and what she uses/recommends in general. She doesn't expect everyone to be convinced. But she wants to be able to provide insight on aromatherapy in general. That information will be provided as well.

Ultimately, it seems she wants to offer more than she can give personally. I will see what I can do, delivering what is necessary for her growth and worrying about extras later. I made that clear, and she was fine with that. She has never worked with another designer before so I want her first experience to be a great one.