Katie Shannon

Needs Assessment

Into to web design

10/26/16

Heather Ketcham Jewelry designs.

My client needs a website to be able to reach out to more people and be able to sell more of her products. She currently goes to local stores and asks to display her jewelry to make profits, or she gets requests from people to make specific jewelry for them. Most customers come to her for special occasion jewelry.

The purpose of the website is so that Heather can sell her jewelry online, and increase the interest in her brand and also make it more convenient for customers to find her products. The website will display her jewelry with a small description of what it’s made of, the size, and the price, it will also display all of her contact information, and allow for customers to make special requests. And it will also allow for customers to design what jewelry they would like through the website, by choosing the style, such as necklace, bracelet, or earrings. They can also choose the specific beads they would like and what clasp to put on it. The website will also allow customers to select an event and be able to see specific jewelry made for the events.

The website will eliminate the need for Heather to depend on other stores to show her jewelry. The website will be targeted at women of all ages, Heather makes jewelry for all occasions such as prom, and weddings but also jewelry for casual wear. Heather plans on comparing the amount of sales made on the website compared to the amount of sales made in local stores, to measure the success. Heather does not currently have a website nor has she worked with a designer before.