



# Planning Your Client Website

## Part II: Identifying Your Client & Target Audience

Throughout the semester, you will be designing and constructing a website for an actual client using the materials and skills you learn in the course. The client could be a community based nonprofit organization, a business, a club, or a team, but it should NOT be a portfolio site for you! The goal is for you to work with a real client and build a high quality, usable and accessible website based on your client's needs.

Since you are building a website for an actual client, make sure you understand and abide by the following rules:

- You are building a website for your client—not yourself! Your client's website should meet their expectations. It is not meant to suit your preferences.
- This website will be published and represent an actual client. Make sure you take great care in your work and check frequently with your client to ensure the site is a favorable representation of their organization/business.

In this part of the assignment, you will begin by identifying your client and the types of users that are expected to visit their website.

### A. Profile Of Your Client

Answer the following questions in your document:

1. Who is your client? Summarize what they do, who they serve, and why.

The client I will be building a website for is a new upcoming tool rental company called Rocket Rentals. They are a business that rents out a wide variety of tools while being based from their own home so all tools are delivered / picked up by them. I chose this company because it is a business that a close friend of mine is working on.

2. What is your client's mission statement? What are your client's goals in creating this website?

Rocket Rentals' mission is to make tool access easy, affordable, and convenient for everyday people who need tools for home projects, repairs, or small jobs, without having to buy expensive equipment they'll only use once. They aim to provide reliable service by delivering tools directly to customers and handling pickup, saving customers time and effort.

The main goal of the website is to give Rocket Rentals an online presence where customers can see what tools are available, learn how the rental process works, and easily request or reserve tools. The website should make the business look trustworthy and organized, clearly explain delivery and pickup, show pricing, and answer common questions. It should also help the owners manage requests more efficiently and attract more local customers who might otherwise go to big companies like Home Depot.

3. Does your client already have a website? If so, provide the URL link to it.

No, my client does not already have a website.

## B. Profile Of Target Audience

### Primary Audience

Rocket Rentals is mainly trying to reach **local homeowners and renters** who need tools for short-term projects but don't want to buy expensive equipment.

---

### Demographics

- **Age Range:**  
Mostly 25–55 years old  
(People old enough to have homes, apartments, or regular DIY responsibilities)
- **Gender Distribution:**  
Fairly balanced, but slightly more male (60%) than female (40%), since tool rentals are still more commonly associated with male DIY users, though this is changing.
- **Country:**  
United States
- **Urban or Rural:**  
Mostly urban and suburban areas (ex: places like Pawtucket, Providence, surrounding towns). These areas have:
  - Smaller storage space
  - More renters

- People doing home improvement without owning every tool
- 

## Socioeconomic Details

- **Average Income:**

Around \$40,000-\$85,000 per year

(Middle-income individuals who want to save money instead of buying tools)

- **Education Level:**

High school diploma, trade school, or college degree

Many are practical, hands-on people rather than contractors.

- **Marital / Family Status:**

- Single renters
- Couples
- Small families with homes or apartments

- **Occupation:**

- Office workers
- Trades assistants
- Retail workers
- Teachers
- Small business owners  
Basically, normal working adults, not full-time contractors.

- **Work Hours per Week:**

Usually 35-45 hours per week

This means they value convenience, since they don't have tons of free time.

---

## Web Behavior

- **How Often They Use the Web:**

Daily. They use the internet for:

- Shopping
- Looking up how-to videos
- Comparing prices
- Local services

- **Device Used:**

Mostly smartphones, then laptops.

So the website should be mobile-friendly.

Name	Sex	Age	Location	Occupation	Income	Web Use
Jason R.	M	32	Pawtucket, RI	Warehouse Worker	\$48k	Daily phone use
Maria L.	F	41	Providence, RI	Teacher	\$62k	Laptop + Phone often
Chris D.	M	27	Central Falls, RI	Retail Worker	\$40k	Heavy phone user

## **Part II: Planning Your Client Website**

It may be tempting to immediately start constructing your website, but there are a lot of questions you need to ask your client first so that your website is built exactly for their needs. You don't want to end up producing a beautiful website that is useless in terms of their goals and objectives. These questions will help you hash out a specific plan for designing and building your website for your client.

Review the following **tips to prepare for the consultation** with your client:

- Provide your client with the consultation questions ahead of time. This will give them the opportunity to thoughtfully consider their answers and provide more detailed feedback.
- Request that your client share links to websites, visuals, or specific design elements they find inspiring. This will help you align your designs with their vision.
- Be prepared to present your initial SDLC timeline, fictional visitors, site map, and wireframes during the consultation. Use this opportunity to gather specific feedback for refinement.
- Record everything your client shares during the consultation, including notes on their feedback for your SDLC timeline, site map, wireframes, and overall design. Pay close attention to any suggestions for refinement.

If any answers are vague or unclear, ask follow-up questions to gain a deeper understanding of their goals, preferences, and expectations. Focus on actionable insights for improving your SDLC plan, site map, and wireframes.

### **A. Website Design Consult**

You will meet with your client to discuss the vision and requirements for their website. By addressing the questions below, you'll gain valuable insights into how to design a website that meets their goals and expectations.

Conduct a detailed consultation with your client and document their answers to the following questions:

#### **1. Define Purpose**

- What is the primary goal of the website?

To do 99% of the business online; Renters go onto the web app, reserve tools for their specified dates, clients pay, and the company fulfills delivery and drop offs given the information.

- What is the single most important action you want users to take on the website?

Being able to reserve their desired tools selected.

#### **2. Key Messages & Content**

- What is the main message you want to convey to your audience?

The main message we want to convey is that the platform is meant to give customers ease of use when renting tools, removing the hassle of going to a rental location.

- What are the most critical pieces of information users must see immediately on the homepage?

Users must immediately see that this website is a tool rental platform that performs all the rental actions in one place,

- Do you have any existing content or text for the website? If yes, please share it.  
No I do not.
- Are there specific photos, videos, or graphics you'd like included? If yes, please share it.  
Not at the moment.
- Do you have a logo? If yes, please share it.  
They are still designing one, so there isn't one yet..

### **3. Desired Features**

The Rocket Rentals website should be simple, clear, and focused on helping customers quickly understand the service and request tools. Since this is a small, home-based rental business, the site needs to build trust and make the rental process feel easy and professional.

#### **Essential Features (Must-Have)**

These are the core features the website *needs* in order for the business to function properly online.

- **Tool Catalog Page**

A page that lists available tools with:

- Tool name
- Short description (what it's used for)
- Price (daily or weekend rate)
- Photo of the tool

- **Rental Request Form**

A form where customers can:

- Choose the tool(s) they want
- Select rental dates
- Enter contact information
- Provide delivery address

- **How It Works Page**

A simple explanation of:

- How renting works

- Delivery and pickup process
  - What happens if tools are returned late or damaged
- **Contact Information**  
Clear phone number, email, and/or contact form so customers can ask questions.
- **Mobile-Friendly Design**  
Since most users will probably visit from their phone, the site must look clean and work well on mobile devices.
- **Pricing Information**  
Clear and upfront pricing so users know what to expect before requesting a rental.

## Nice-to-Have Features

These features are not required at first but would improve the experience and help the business grow.

- **Online Payments / Direct Deposits**  
Allow customers to pay rental fees and deposits directly through the website instead of only cash or manual payment.
- **User Accounts**  
Let repeat customers create an account to:
  - View past rentals
  - Rent tools faster in the future
- **Availability Calendar**  
A system showing when tools are already booked.
- **Reviews / Testimonials Section**  
Helps build trust by showing feedback from previous customers.
- **FAQ Page**  
Answers to common questions like:  
“What if I return it late?”
  - “Do you require a deposit?”
  - “What areas do you deliver to?”
- **Admin Dashboard (for the business owner)**  
A private area where the owner can:
  - View rental requests
  - Mark tools as unavailable
  - Track upcoming deliveries

### **3. Inspiration & Preferences**

- Can you provide examples of websites you admire? What do you like about them?

For inspiration, I look to both The Home Depot Tool Rental site and [Quality Rental Center](#). From [Home Depot](#)'s rental website, the most appreciated aspects are the level of detail given for each product and the structured way tools are organized into clear categories. This makes it easy for customers to understand what each tool does and helps them browse based on their specific project needs. The overall structure also feels professional and reliable, which is important when customers are renting higher-value equipment and want to feel confident in the service.

From Quality Rental Center's website, I prefer the simpler and more straightforward design. The site is easy to look at, not visually overwhelming, and focuses on the tools rather than excessive design elements. The cart-style approach is also more appealing, since customers often need multiple tools for one project and should be able to think of their rental as a group of items rather than separate reservations. The local-business feel of Quality Rental's website also matches the size and personality of Rocket Rentals.

- Are there any design elements or website functionalities you dislike? If so, why?

In terms of dislikes, I do not like how Home Depot's rental system treats each tool as an individual reservation. This can make the process feel repetitive and less convenient for someone renting several tools at once. The client also wants to avoid a website that feels cluttered, overly corporate, or difficult to navigate on mobile devices, since many users will be visiting from their phones and looking for a quick, easy experience.

- What image, look, or feel do you want the website to convey (i.e., modern, minimalist, playful)?

The overall image and feel the client wants the website to convey is modern, clean, and slightly minimalist, while still appearing organized and trustworthy. The site should feel friendly and approachable, reflecting a small local business, but still structured and professional enough to build confidence. The goal is to combine the strong organization and detail of Home Depot with the simplicity and ease of use seen on Quality Rental's site.

- Do you have an existing style guide, color palette, or typography preferences?

Since Rocket Rentals does not have an existing website, this project will also help establish its visual identity. The proposed color palette includes a deep blue or dark gray to represent trust and professionalism, paired with light gray or off-white backgrounds for a clean and modern look. An accent color such as orange or green can be used for buttons and important actions to draw attention. For typography, simple modern sans-serif fonts are

preferred because they are easy to read on both desktop and mobile devices. Headings should be slightly bold to create structure, while body text should remain clean and well spaced for readability.

#### **4. Navigation & Structure**

- What are the key pages or sections the website should include (i.e., About, Services, Contact)?

The website should include several key pages that help customers quickly understand the service and take action. A Home page should introduce Rocket Rentals, explain the main idea of tool delivery and pickup, and guide users toward browsing tools or making a request. A Tools page will act as the main catalog, where customers can view available tools, see photos, read short descriptions, and check pricing. An About page should briefly explain the business, its local focus, and the convenience of its delivery-based model. A How It Works page will walk users through the rental process, including requesting tools, delivery, pickup, and basic policies. A Contact page should provide a contact form, email, and phone number. There should also be a Cart / Request section where customers can review selected tools and submit their rental request.

- What should the main navigation look like?

The main navigation should be simple and clear, following the minimalist and organized style inspired by the reference sites. A top navigation bar should include links such as Home, Tools, How It Works, About, Contact, and Cart. This keeps everything easy to find without overwhelming users. The navigation should stay consistent across all pages and work well on mobile with a clean menu icon that expands into a vertical list.

- Do you need subpages or dropdown menus? If yes, for which sections?

Subpages and dropdown menus will be helpful mainly under the Tools section. Tools should be grouped into categories such as power tools, lawn and outdoor equipment, and specialty tools, allowing users to filter based on their project needs. Each category can act as a subpage or dropdown option to keep browsing organized. Other sections should remain simple and not overloaded with submenus, keeping the experience straightforward and easy to navigate.

#### **5. Competitor Analysis**

- Who are your main competitors?

When looking at the market for tool and equipment rental, there are several clear competitors Rocket Rentals either overlaps with or differentiates from. On the *big corporate* side, major players like The Home Depot have extensive tool rental services tied into their nationwide stores. Other industrial giants like United Rentals and Sunbelt Rentals are large equipment rental leaders with far bigger inventories and professional clientele, though they operate traditional brick-and-mortar locations without a purely delivery-focused model.

There are smaller, more local competitors who blend rental with delivery. For example, NYC Tool Rental offers tool and equipment rentals with delivery services in the New York City area, making it easier for customers who don't want to pick items up in person. Similarly, Total Tool Rental in Brooklyn provides delivery across the five boroughs, which is closer to Rocket Rentals' service model. Another example is Rent A Tool NY, which rents and delivers tools and

equipment within its market. These local delivery-friendly services are the closest real competitors in terms of convenience.

- What do you like about their websites?

From these competitors' websites, there are elements worth appreciating. Larger companies like Home Depot generally have very detailed product information, clear pricing breakdowns, and strong categorization of tools which help users compare and understand what they're renting. The sheer depth of inventory and organization creates confidence for customers, something Rocket Rentals can borrow from. Smaller local sites that provide delivery often have straightforward interfaces that make it easy for users to request delivery and see essential details quickly, which is aligned with the user experience Rocket Rentals wants to build.

- What do you dislike about their websites?

The Home Depot tool rental system, while comprehensive, treats each tool as a separate reservation, making the process feel repetitive and not optimized for multi-item rentals. This was part of the reason Rocket Rentals prefers a cart feature where customers can group multiple tools in one booking rather than completing separate reservations for each item. Many local rental websites also lack mobile optimization or modern visual design, feeling outdated or cluttered, which can make navigation confusing, something Rocket Rentals should avoid.

- How do you want your website to stand out from theirs?

Rocket Rentals can stand out by combining the best parts of both worlds: the *professional structure and product clarity* of big rental sites with the *simplicity and convenience of local delivery-oriented competitors*. A mobile-friendly, modern minimalist design with a shopping cart flow and integrated delivery scheduling will set it apart, especially for DIYers and project planners who want the convenience of home delivery without the hassle of in-store pickup or multiple reservation steps. Integrated online payment and direct deposits will also push the user experience ahead of many competitors who still rely on phone calls or in-person payments.

## 6. Audience Engagement

Rocket Rentals is a new business, so it does not currently have an online presence. At the start, customers will mainly find the company through word of mouth and local connections, with plans to grow visibility through social media once the business is established.

Customers may be both one-time and repeat visitors. Some people will rent tools for a single project, while others who regularly do home improvements may return multiple times. Because of this, the business plans to encourage repeat use.

Rocket Rentals aims to use platforms like Instagram and Facebook in the future to promote tools, share project examples, and advertise deals. Referrals will also be important, supported by a referral program and a 15% first-time renter discount to attract new customers and build trust.

## 7. Maintenance & Updates

- How often will you need to update the website?

The website is expected to require only occasional updates rather than constant changes. Most updates will be related to adding or removing tools from the inventory, adjusting pricing, or improving how delivery and pickup are managed within the system. Over time, enhancements may include features that help with quality assurance, such as allowing drivers to upload photos or videos of tools at drop-off and pickup.

- Who will be responsible for maintaining the site (i.e., your client, a hired professional)?

I will be maintaining the site as I will be working with the company as their Technical Lead. This role will focus on maintaining site performance, implementing new features, and improving system functionality as the company grows.

- Do you anticipate needing assistance with updates or changes? If yes, how frequently?

Assistance with larger technical upgrades or new feature development is anticipated occasionally, especially as the delivery and pickup workflow becomes more advanced. These updates will happen as the business scales rather than on a fixed schedule.

## B. Design & Prototyping

You will document your website's design and flow. This includes presenting your SDLC approach, timeline, fictional visitors, site maps, and wireframes to your client during your first consultation. Based on the feedback you receive, you will refine and finalize these elements to ensure they align with your client's goals and expectations.

Ensure regular communication with your client throughout this process. If your client identifies missing elements or specific behaviors they feel are essential, collaborate to incorporate these into your wireframes and overall design.

### 1. Refined SDLC Approach & Timeline

For the Rocket Rentals website, an **Agile (iterative) approach** will be used. Since the business is new and still evolving, requirements may change as the client sees the system develop. Agile allows features to be built in small stages, reviewed, and improved based on feedback. During consultation, the client emphasized wanting a simple launch first (tool listings and rental requests) and then adding more advanced features like online payments and delivery tracking later. This makes Agile a better fit than Waterfall because it supports gradual expansion and continuous improvement.

---

## Project Phases & Timeline

The project will be completed over approximately **8 weeks**.

### **Week 1 – Planning & Requirements**

- Finalize website goals and core features
- Review inspiration sites and design preferences
- Define tool categories and content needed

### **Week 2 – Design**

- Create wireframes for main pages (Home, Tools, How It Works, Contact, Cart)
- Choose color palette and typography
- Get client approval on layout and style

### **Weeks 3–4 – Development (Core Site)**

- Build navigation and page structure
- Create tool catalog layout
- Develop rental request form
- Ensure mobile responsiveness

### **Week 5 – Functionality Integration**

- Implement cart-style rental flow
- Add form validation and data handling
- Connect request system for admin viewing

### **Week 6 – Testing**

- Test site on mobile and desktop
- Fix layout or functionality issues

- Check forms and navigation

### **Week 7 – Enhancements**

- Prepare structure for future online payments
- Organize admin-side management layout
- Improve usability based on feedback

### **Week 8 – Deployment**

- Final review with client
- Launch website
- Basic training for managing tool listings

### **Visual Timeline (Milestone View)**

<b>Week</b>	<b>Phase</b>	<b>Main Outcome</b>
1	Planning	Requirements finalized
2	Design	Layout & style approved
3–4	Development	Pages and structure built
5	Functionality	Rental/cart system working
6	Testing	Bugs fixed & mobile ready
7	Enhancements	Prep for future features
8	Launch	Site deployed

### **Client Feedback Incorporated**

During consultation, the client stressed:

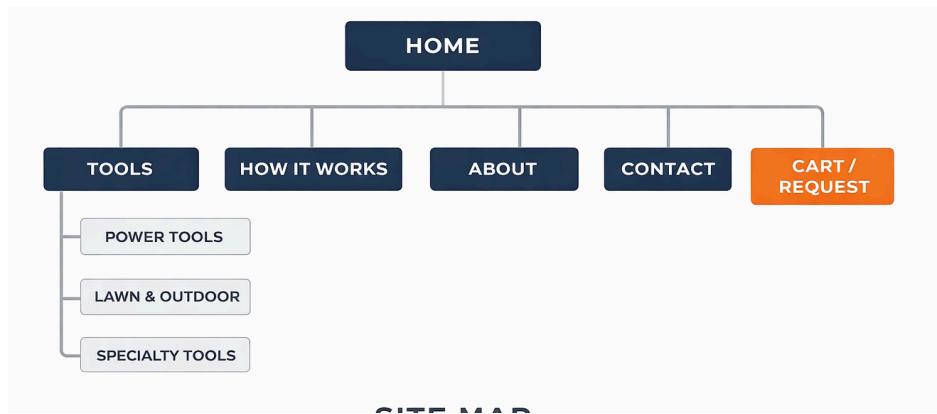
- Keeping the design simple and not cluttered
- Having a cart-style system instead of separate reservations
- Prioritizing mobile usability
- Planning for future features like online payments and delivery tracking

These points shaped the Agile approach, where the first release focuses on core rental functionality, and future iterations expand features as the business grows.

## 2. Original Client Logo



## 3. Refined Site Map



## 4. Refined Wireframes

The image displays three refined wireframes for a tool rental website, each featuring a header with the "Rocket Rentals" logo and navigation links for HOME, TOOLS, HOW IT WORKS, ABOUT, CONTACT, and a shopping cart icon.

- Home Page:** Headline: "FAST & EASY TOOL RENTALS DELIVERED TO YOUR DOOR". Subtext: "Rent top-quality tools and equipment without leaving your home." A search bar with placeholder "Search tools..." and a magnifying glass icon. Below it, a section titled "Tools & Equipment Categories" with three icons: "Power Tools", "Lawn & Outdoor", and "Specialty Tools". A "View All Tools" button. At the bottom, a "How It Works" section with three steps: "Choose Your Tools" (Icon: wrench and screwdriver), "Request Delivery" (Icon: briefcase), and "Get to Work" (Icon: wrench).
- Tools & Equipment Page:** Headline: "TOOLS & EQUIPMENT". A sidebar titled "Categories" with checkboxes for "Power Tools", "Lawn & Outdoor", and "Specialty Tools". The main content area shows a grid of tool items. Each item has a thumbnail, a title "Tool Name Here", a description, and a price table. For example, one item is "Tool Name Here" with a description: "Brevetez votre entreprise de travail. Step 1: choisissez l'outil nécessaire pour votre projet. Step 2: choisissez la durée de location. Step 3: ajoutez à votre panier." Price table: 4 Hours \$2.00, 24 Hours \$10.00, Weekly \$1.00. An "Add to Cart" button is also present.
- How It Works Page:** Headline: "HOW IT WORKS". Subtext: "Renting tools made simple in 3 easy steps." A three-step process:
  - Choose Your Tools:** Icon of a toolbox, description: "Browse our selection of tools and equipment from this tools page and select the item you want."
  - Request Delivery:** Icon of a delivery truck, description: "Provide our selection of fast delivery options or select or request freight shipping on your order."
  - Get to Work:** Icon of a hammer, description: "Click your tools when you're ready, a pickup will be there to pick up your tools."A "Request Now" button is located at the bottom right.

**REFINED WIREFRAMES**

## Part III: Client Verification & Approval

To ensure you are working with a real client and that your initial designs align with their expectations, you will submit additional materials as part of the client verification and approval process. These materials will confirm your client's identity, the details of your consultation, and their approval of your refined designs and plans.

### A. Client Verification

The screenshot shows an email interface with the subject "Confirmation of Website Project". The sender is "Alexander Sosa <rocketrentals.ri@gmail.com>" and the recipient is "to me". The date is "Wed, Jan 28, 3:52 PM (4 days ago)". The email body contains the following text:

Hi Emmanuel,

My name is Alex Sosa, and I am a Co-Founder and Business Partner at Rocket Rentals. Rocket Rentals is a new local tool rental business focused on delivering tools directly to customers and handling pickup after use.

I am confirming that we are working together on the development of our company website, and I approve of your role as our web developer and technical lead for this project. We have discussed the overall design, structure, and future direction of the site, and I am looking forward to continuing to build this platform together.

Thanks,  
Alex Sosa  
Co-Founder  
Rocket Rentals

### B. Consultation Confirmation

#### Date & Time:

January 30, 2026 – 7:00 PM

#### Meeting Format:

In-person meeting

#### Summary of Key Discussion Points:

During our consultation, we reviewed the overall plan for the Rocket Rentals website. We discussed the Agile SDLC approach and agreed that building the site in stages makes sense since the business is new and will continue evolving. The client liked the 8-week timeline and the idea of launching core features first, then adding advanced features later such as online payments and delivery tracking.

We reviewed the logo concept and agreed on a simple, text-focused design with a small rocket icon to keep the brand modern but not overly busy. The client approved the site map structure, especially the clear navigation and tool categories. The cart-style system for rentals was emphasized as very important, since customers often need multiple tools for one project.

For the wireframes, the client liked the clean layout, strong navigation bar placement, and focus on mobile-friendly design. The homepage layout, tool catalog structure, and "How It Works" section were all well received.

## **Requested Changes / Refinements:**

- Keep the design minimal and not too flashy
- Make sure the cart system is a core feature
- Plan ahead for delivery/pickup tracking features
- Leave room in the system for adding online payments later

## **C. Client Approval**

Website Plan & Design Approval External Inbox × Print Forward

Alexander Sosa <[rocketrentals.ri@gmail.com](mailto:rocketrentals.ri@gmail.com)>  
to me ▾

Fri, Jan 30, 8:01PM (2 days ago) Star Reply More

Hi Emmanuel,

This email to confirm our meeting on how I've reviewed the SDLC approach, project timeline, logo design, site map, and wireframes for the Rocket Rentals website. Everything aligns with what we've discussed previously and matches the direction we want for the business.

I approve moving forward with this plan and design.

Thanks,  
Alex Sosa  
Co-Founder  
  
Rocket Rentals

## **D. Reflection on Client Feedback**

Client feedback helped shape the project into something more practical and aligned with real business needs. One key change influenced by the client was emphasizing a cart-style rental system rather than separate reservations, which improves usability for customers renting multiple tools. The client also stressed keeping the design simple and not overly flashy, which led to a more minimalist layout and clear navigation.

Additionally, planning for future features such as online payments and delivery tracking was added earlier in the design process so the system can grow without major restructuring. These updates improved alignment with the client's goal of building a professional but easy-to-use platform that can scale as Rocket Rentals expands.

## **Submission**

When you're finished, complete the following steps to submit your work:

- Export your **lastname\_design** document as a **PDF file AND save it inside** your **documentation** folder. Refer to the following for documentation on how to do this:
  - [Google Docs](#) (*File → Download → PDF Document*)
  - [Microsoft Word](#) (*File → Save As / Export → PDF*)
  - [Pages](#) (*File → Export To → PDF*)
- Export your **original logo**, **site map**, and **wireframes** as **image files** (.png or .jpg) and save them **inside** your **documentation** folder. Be sure each file is clearly named (i.e., **logo.png**, **site\_map.jpg**, **homepage\_wireframe.png**).
- Include a copy of your **client verification email**, **consultation documentation**, **client approval** and **reflection** **inside** your **documentation** folder. Be sure each file is clearly named (i.e., **client\_verification.pdf**, **consultation.pdf**, **client\_approval.pdf**, **reflection.pdf**).
- Upload all your changes to GitHub.
  - If you're using GitHub Desktop (GUI)**, complete the [Uploading Changes \(GitHub Desktop\)](#) section to upload your changes from your local device to GitHub.
  - If you're using Git (CLI)**, complete the [Uploading Changes \(GitHub CLI\)](#) section to upload your changes from your local device to GitHub.

Paste the URL of your GitHub repository in the provided textbox in Brightspace. Click the blue *Submit* button to successfully submit your work for this assignment.

## Grading Rubric

You can refer to the **Planning Your Client Website grading rubric** given in Brightspace for this assignment to find details on how your submission will be graded.