Step 1: Define Audience / Tone

Who will visit your site? Potential employers? New clients or customers?
Natalie Perry Design is a website featuring my personal and professional work as a graphic designer. Those viewing my site would be potential employers as well as people looking to hire me for freelance work. Would likely be people unfamiliar with my work who are looking to see the breadth of what I do and get a feel of my style.

What can make you and/or your product stand out against your competitors?
The content of the my site as in the gallery of images showcasing my work. I have a specific background in Email and Responsive Design and want to feature those things as the main content.

How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?
I want my site to be thoughtfully presented—an easy user experience in which they can easily navigate through my work and clearly understand what I have have experience in. This will be done through touches of my personal style as in the logo, color palette and easy, hopefully delightful, user experience. The layout will be clean, with minimal colors allowing the content of the gallery to stand out.

What colors represent you or your product?
Mostly black and white. Depending what pieces of work I'd like to feature on my site, potentially a bright and bold blue and/or a bright green as accent color.

What images illustrate your message?
I will be pulling my personal and professional work that is mostly digital that will be displayed in device. Since I do enjoy photography, it would be nice to incorporate some photos into the site as well. Not sure how yet...

Step 2: Define Site Structure

What are the three-to-five pages titled?
Work, About, and Contact

What will be the purpose for each?
Work
Showcase my personal and professional work that is mostly digital
Contains: title, nav, images of work, title and description about piece, any collaborators, when it was made

About
Who I am, schooling, where I have lived, what I'm striving toward
Contains: title, nav, self portrait, bio/personal write up

Contact
List out email, LinkedIn, Instagram, Pinterest
Contains: title, nav, icons and body text