# CSCI-1210 Semester Project – Phase 1

### Group 4 “Wizards of HTML”

Team Lead – Nick Raxter

Document Manager –

Lead Designer –

Lead Developer –

Quality Manager –

### Description of Client

The client, Hannah, is interested in hosting a website for her imaginary Speech Language Pathology (SLP) practice, Speech Reach, LLC. Speech Reach will provide therapy services to both adults and children. Speech Reach is committed to helping clients with speech and language difficulties and needs a website that will help clients easily connect with the services they need.

### Description of Site

The home page will immediately provide the phone number for Speech Reach as well as a ‘Request Appointment’ button that links to the portal to set up an appointment. This way prospective clients can quickly contact the business without further browsing. The home page will also provide a brief description of the practice as well as a short list of the types of services provided. There will be a navigation bar at the top with these elements as well as quick navigation links to the other pages on the site. The other pages will include an ‘About Us’ page, a ‘Services’ page, a ‘Testimonials’ page, and a ‘Contact/ FAQ’ page.

### Site Mission Statement

Speechreach.com is a streamlined destination that strives to connect parents, clients, and healthcare professionals to the services they need with minimal fuss. We strive to be the first step in a transformative journey for our clients.

Key components of our site include a crisp and clean home page that immediately lets users find the information they need, a simple navigation bar that sticks to the top of the page, detailed descriptions of services offered, photos and bios for our staff, a testimonial section showcasing stories of success and growth, and a straightforward contact interface to connect clients with our expert team. The site is designed with simplicity in mind, so that all users can navigate our site with ease and find the information they need on their path to better communication.

### Target User Groups

1. Parents of Children with Speech and Language Disorders
   * Common characteristics:
     + Age range: 20-45
     + Goals: To find effective support for their children with speech/ language disorders
     + Education, occupation, computer experience level, and type of equipment used are likely to vary significantly.
2. Adults with Speech and Language Disorders
   * Common characteristics:
     + Age range: 18+
     + Goals: To find effective therapies for their speech/ language disorders
     + Education, occupation, computer experience level, and type of equipment used are likely to vary significantly.
3. Other Healthcare Professionals
   * Other healthcare professionals who may seek to refer patients to a Speech Language Pathologist
   * Common characteristics:
     + Age range: 24-65
     + Goals: To find quality practitioners to refer their patients to.
     + Education: Advanced degrees (MD, PhD, etc.)
     + Occupation: Pediatricians, general practitioners, psychologists, neurologists, and other specialists
     + Computer experience: High, likely will have significant experience with the web due to occupation.
     + Type of equipment used: Laptops and desktops widely used in medical settings.
4. Students in Speech Language Pathology
   * Students who may be seeking degrees in the field may be looking for opportunities for observations hours or internships.
   * Common characteristics:
     + Age range: 18-30
     + Goals: Find information about observation hours or internships
     + Education: High school or bachelor’s degree, some in process of getting bachelor’s, some in process of getting master’s degree
     + Computer experience: High, likely will have significant experience with the web due to school and age factors.
     + Occupation and the type of equipment used are likely to vary.
5. Speech Language Pathology Practitioners
   * Professionals in the field who may be looking for work or collaboration opportunities.
   * Common characteristics:
     + Age range: 24+
     + Goals: Finding work in their field, looking for career information
     + Education: Advanced degrees
     + Occupation: Speech Language Pathology

### Personas

#### Group 1

* Name: Emily Johnson
* Age: 35
* Occupation: Middle School Teacher
* Background: Emily is the mother of a 4-year-old, Lucas, who has been showing signs of a stuttering disorder. She is proactive about seeking help and resources to support her son’s development.
* Goals: Find reliable information on stuttering in children, find therapy options for young children and how to begin the process
* Challenges: Feeling overwhelmed by the amount of information found online, not all of it is reliable, balancing her busy work schedule with her son’s needs
* Quote: “I want to better understand how I can help my son overcome his speech difficulties.”

#### Group 2

* Name: David Looper
* Age: 51
* Occupation: Software engineer
* Background: David recently experienced a mild stroke that has left him struggling with [aphasia](https://en.wikipedia.org/wiki/Aphasia). As an analytical person, he wants to understand his condition and find the best options for therapy.
* Goals: Find reliable information on his condition, read success stories of other adults who have overcome similar difficulties, find therapy options
* Challenges: Finding therapy options with flexible schedules, navigating the emotional impact of his speech difficulties
* Quote: “I want to get on the path to recovery as soon as possible.”

#### Group 3

* Name: Angie Fellows
* Age: 39
* Occupation: Neurologist
* Background: Angie works as a neurologist and is looking to refer a patient with [dysarthria](https://en.wikipedia.org/wiki/Dysarthria) to an SLP for therapy.
* Goals: Find information about the types of therapies offered at the practice
* Challenges: Finding a therapist that fits the specific needs of her patients
* Quote: “My patients deserve a good referral to a qualified professional.”

#### Group 4

* Name: Sally Richardson
* Age: 20
* Occupation: Retail
* Background: Sally is a student seeking her degree in speech disorders and is looking for a practicing SLP to observe for her required clinical hours for her degree.
* Goals: Find information about observation opportunities
* Challenges: Balancing her busy school schedule with work and observation hours
* Quote: “I want to learn from the best.”

#### Group 5

* Name: James Elk
* Age: 35
* Occupation: Speech Language Pathologist Assistance
* Background: James is moving to a new city and is looking for employment at a new practice
* Goals: Find career information and other information that will help him consider his options for employment
* Challenges: Finding a place of work that he can commute to while in the midst of a busy move
* Quote: “I want to work somewhere that works for me.”