

# Project Overview

This repository documents the planning and discovery phase for a client-based website project. The goal of this project is to design and build a high-quality, usable, and accessible website for a real client based on their needs, goals, and target audience. This site is intended to represent an actual business and will be developed with professionalism, care, and regular client consultation.

---

## Client Profile

### Client Name

**Louis Dynia**

### Client Description

Louis Dynia is a trade school graduate who is launching an at-home traveling mechanic business. His service focuses on providing routine vehicle maintenance directly at clients' homes, eliminating the need for customers to visit traditional auto-body shops.

### Who the Client Serves

- Individuals who lack the time to visit a mechanic
- Individuals with limited mobility or transportation access
- Senior citizens seeking convenient and trustworthy at-home services

### Mission & Website Goals

The primary goal of the website is to help establish the business and build a steady client base over the summer. The site will:

- Collect customer and vehicle information
- Communicate trust, reliability, and professionalism
- Make it easy for clients to request services

### Existing Website

The client **does not currently have a website**.

---

# Target Audience Profile

## Primary Audience

People who do not have the time, ability, or convenience to bring their vehicle to a traditional auto-body shop.

## Demographics

- **Age Range:** 30–80
- **Gender:** Not a significant factor
- **Country:** United States
- **Geographic Area:** Urban and rural areas of Northern New Jersey

## Socioeconomic Details

- **Average Income:** \$80,000+ annually
- **Education Level:** Varies; client is trade-school educated
- **Marital/Family Status:** Varies
- **Occupation:** Wide range; client is a mechanic
- **Work Hours:** Client currently works ~40 hours per week

## Web Behavior

- **Web Usage:** Average/intermediate web users
- **Devices:** iPhone and laptop

---

## Fictional Visitor Personas

Name	Sex	Age	Location	Occupation	Income	Web Use
Alex Martinez	Male	21	Providence, RI	Computer Science Student	\$18,000/year	Heavy daily use; laptop and smartphone; GitHub, Stack Overflow, YouTube, Discord, Reddit

Samantha Lee	Female	28	Boston, MA	Marketing Coordinator	\$62,000/year	Frequent mobile and desktop use; social media, analytics dashboards, online shopping
Jordan O'Connor	Non-binary	35	Portland, ME	Freelance Graphic Designer	\$75,000/year	High-intensity web use; Figma, Adobe, portfolio sites, cloud storage

---

## Reasons Users Visit the Website

- Request at-home vehicle maintenance
- Submit vehicle and service information
- Learn about the company and its mission
- Build trust before booking a service
- (Future) View customer reviews

## Assigned Tasks by Persona

- **Alex Martinez:** Online form submission, learning about services
  - **Samantha Lee:** Evaluating trustworthiness, booking services, returning customer
  - **Jordan O'Connor:** Reviewing professionalism, assessing design and usability
- 

## Website Planning & Client Consultation

### Primary Website Purpose

To collect client and vehicle information so technicians can efficiently and accurately service vehicles.

### Key User Action

Users should feel comfortable submitting their vehicle information and confident that they will receive the service they requested.

---

# Key Messages & Content

- **Main Message:** Trustworthiness and stability
  - **Critical Homepage Content:**
    - Company mission statement
    - Overview of services
  - **Existing Content:** None
  - **Media Assets:** None currently available
  - **Logo:** Not yet created
- 

# Desired Features

## Required Features

- Clear navigation with separate tabs for sections
- Service request / ticket creation system

## Nice-to-Have Features

- Customer reviews and testimonials
- 

# Design Inspiration & Preferences

## Inspiration Website

- [SOS Plumbing & Heating](#)

## What the client likes:

- Strong value proposition on the homepage
- Clear explanation of services

## What the client dislikes:

- Video-heavy content instead of images

## Desired Look & Feel

- Gritty, hardworking, and reliable

- Feels like experienced trade professionals
- Comparable to an “old-school gym” from the golden era of bodybuilding

## Style Guide

No existing style guide, color palette, or typography preferences at this time.

---

## Navigation & Site Structure

### Key Pages

- Contact Information
- Company Mission Statement
- Services
- Customer Reviews
- Ticket / Service Request Creation

### Navigation Style

- Simple, clear, and reliability-focused
  - Includes subpages and tabs for different sections
- 

## Competitor Analysis

### Main Competitors

- SURV
- Other local at-home handyman and mechanic services

### Competitor Strengths

- Friendly and readable websites

### Competitor Weaknesses

- Poor internal navigation for employees

## Differentiation Strategy

This website will stand out by presenting a gritty yet trustworthy aesthetic while remaining clean, readable, and user-friendly.

---

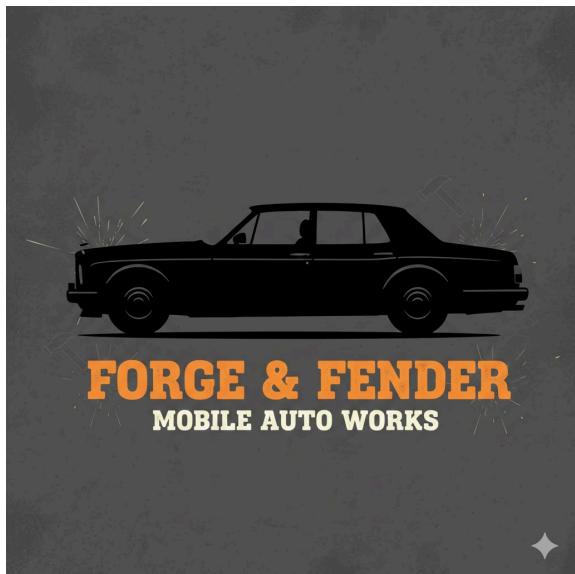
## Audience Engagement

- **How Clients Find the Business:** Social media
- **Visitor Type:** Mix of one-time and returning clients, with emphasis on repeat business
- **Active Platforms:** Instagram, LinkedIn
- **Traffic Drivers:** Referrals and customer reviews



---

## Website Information



## Website concept

The website concept for 'FORGE & FENDER' consists of three main pages:

- Homepage:** Features a dark header with the company logo and navigation links for 'MISSION' and 'BOOK NOW'. The main section is titled 'HEAVY DUTY HOUSE CALLS' with a subtitle 'Your mashavics, at your door. Nenhem NJ'. It includes icons for gear, wrench, and handshake, and buttons for 'OUR MISSION', 'WHAT WE DO', and 'WHY CHOOSE US'. A small note at the bottom states: 'Tout travail est couvert par une garantie limitée de deux ans à compter de la date d'achat. Veuillez lire les termes et conditions pour détails.' Below the main section is a footer with social media icons and a 'MENTION LEGALE' link.
- Services Page:** Shows a dark header with the company logo and navigation links for 'SERVICES', 'BOFFERS', and 'BOOK NOW'. The main content area is titled 'OUR SERVICES' and includes a section for '2. VEHICLE DETAILS' with a 'BOOK A SERVICE' button. Below this is a list of services:
  - ROTATING OIL CHANGES
  - BRAKE INSPECTIONS & REPAIR
  - BATTERY CHECKS & REPLACEMENT
  - TIRE ROTATIONS
  - DIAGNOSTICSAt the bottom of this section are buttons for 'MAKES WE SERVICE', 'SERVICE AREAS', and 'SERVING CIJUEE'. Below these are buttons for 'SALES OF SALES/RENTALS', 'SITTING AUSSÉE', and 'PUSHING'.
- Request Service Page:** Shows a dark header with the company logo and navigation links for 'SERVICES', 'BOFFERS', and 'BOOK NOW'. The main content area is titled 'REQUEST SERVICE' and includes a section for '1. YOUR CONTACT INFO' with fields for Name, Year, Model, Make, Year, Month, Day, and Zip. Below this is a section for '3. SERVICE REQUEST' with a dropdown for 'Service, le date service', a date picker for 'DATE', a text input for 'Détails de votre issue', and a 'SUMMIT REQUEST' button.

## **1. Client Identity Confirmation**

### **Subject: Project Partnership Confirmation - Forge & Fender Website**

#### **Requested Changes & Refinements**

- Visual Content: Louis specifically requested we avoid heavy video backgrounds and stick to high-quality still photography of tools and engine bays.
- Navigation: Requested a clear "Book Now" or "Request Service" button that stays visible in the navigation bar on all pages.
- Trust Signals: Louis asked to include a small section or badge highlighting his trade school background to build immediate trust with senior citizens.