

# 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.

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## 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.**

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# 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

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## 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

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## 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
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## 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.

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## 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
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## Desired Features

### Required Features

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

### Nice-to-Have Features

- Customer reviews and testimonials
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## 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.

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## **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
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## **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.

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## 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

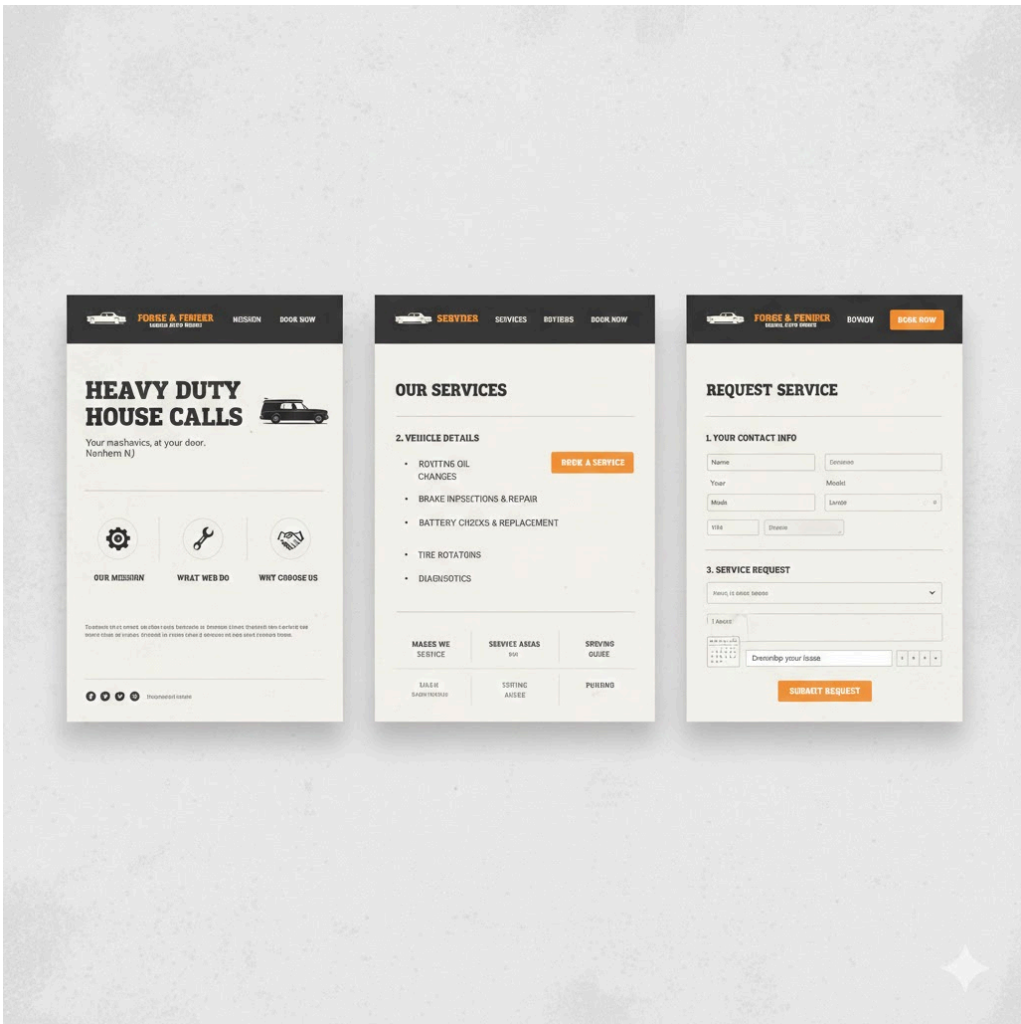


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## Website Information



Website concept





## **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.