# **Client Profile**

*Name: Vicious Cycles:*

*Industry: Bicycles*

*Products: Bikes for riding, not off-road/mountain bikes. Bikes for kids, family-oriented bikes, bikes for the street, etc. Primarily mechanical bikes.*

*Services: Maintenance, repair, anything related to mechanical bikes and bike parts/accessories will be sold here.  
Bike customization and special custom painting/detailing/decal services are available.*

Contact Information:

Vicious Cycles   
1234 Bicycle Drive, Raleigh NC, 27602  
(919)-555-3498

Hours of Operation: 7am - 7pm Monday through Friday, 2pm – 6pm on weekends.

* Use stock images of people riding bicycles
* Warm colors
* Font complimentary to coloring (softer font)

# **Brand**

*Vicious Cycles has strong family values and wants to offer the experience of you and your family sharing a beautiful bike ride somewhere or something. Family values, emphasis on providing services for families. Family friendly store, child friendly environment.*

# **Goals and Objectives**

*In numbers or plain language, what are we trying to achieve with this web development project? These are some examples:*

- To attract customers (marketing)

- To increase awareness of a locally owned bike shop

- Help share passion for bikes with others

- Promote services related to bike maintenance

# **Deliverables**

*One of the most important objectives of a website brief is to keep everyone on the same page regarding what is expected. This means you’ll want to include all the agreed-upon deliverables.*

# **Competitors**

*It’s also smart to know your client’s competitors (direct and in-direct). This can help you define core features to set the new website apart. You can start by examining their sites to understand their businesses and unique selling points. You’ll want to take note of what they’re doing right or wrong*

# **Target Audience**

*As specifically as possible, who are we talking to?*

*You’ll want to identify the ideal end-user for the website. This will include gathering demographics, firmographics, and psychographics. These might include age, gender, values, job title, media consumption habits, and other relevant details that may shed light on what might resonate the most with them. A clear understanding of this information will enable you to design a site that is effectively geared towards its target audience.*

# **Web Design Requirements**

*What additional design specifications are required for successful completion of this web development project? Outline all design specs and include any relevant reference materials below.*

*information on the tone or voice of the site’s content, for both text and visuals (including color scheme).*

*For example, you’ll need to determine important features that are required to make the design a winner. This can be* [*Call to Action (CTA) buttons*](https://elementor.com/widgets/call-to-action-widget/)*,* [*social media integration*](https://elementor.com/widgets/social-icons-widget/)*, or even a simple* [*contact form*](https://elementor.com/features/form-builder/)*.*

# **List the Design Requirements and Specs**

*Including all the relevant technical requirements and specifications upfront can save you several rounds of revisions in the future. This can also help you to avoid scope creep, and save the client any additional costs.*

# **Additional Information**

*Is there anything else that’s relevant to this web development project? Anything that would make our job — and our client’s — easier?*

# **Schedule**

|  |  |
| --- | --- |
| Deliverable | Deadline |
|  |  |
|  |  |
|  |  |
|  |  |

# **Final Project Due:**