

Profile Of Your Client

1. Who is your client?

The client is a group called the fountain brothers

2. What does your client do? What products and/or services do they offer?

They are a group of people looking to give back to their local community.

3. Does your client already have a website? If so, provide the URL link to their current website.

They don't have a website currently.

4. What is your client's mission statement? Summarize what they do, who they serve, and why.

Their mission is to give back to their community through donations, contributions, etc.

5. What are your client's goals in creating this website?

Their goal is to showcase the work they've done for their community and encourage visitors to join the cause.

Profile Of Target Audience

1. Who is the primary audience that your client is trying to reach? Include the following details about your target audience:

- Demographics

- What is the age range of your target audience?

The age range is generally adults, most likely age ranges 40 and above

- What is the gender distribution?

The website caters to all genders, with a balanced distribution of male and female visitors. The organization's community-focused mission attracts engaged citizens regardless of gender

- Which country do your visitors live in?

Visitors would most likely live in the United States, or Nigeria.

- Do they live in urban or rural areas?

Most visitors would live in urban areas, but some may live in rural areas. The majority should be people living in urban areas

- Socioeconomic Details

- What is the average income of visitors?

The average income of the visitors would be about 85k USD

- What level of education do they have?

The visitors would be individuals with at least a high school diploma

- What is their marital or family status?

Marital status doesn't really matter for the users, but most would most likely be married and have a family.

- What is their occupation?

The occupation for the audience doesn't matter for the audience of the website

- How many hours do they work per week?

The number of hours the audience works a week doesn't really matter for the audience of the website

- Web Behavior

- How often do they use the web?

The audience most likely spends a significant amount of time on the web, a minimum of 10 hours a week.

- What kind of device do they use to access the web?

The devices the users use would be split between a laptop and a mobile device. Most would use a laptop.

2. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can complete this step manually or by using [ChatGPT](#).

name	sex	age	location	occupation	Income (yearly)	Web use (weekly)
Ola	female	47	Massachusetts, USA	Nurse	90k USD	18
Nifemi	male	53	Lagos, Nigeria	Banker	80M Naira	28
Tobi	male	42	New Jersey, USA	Business manager	75k USD	20

3. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or by using [ChatGPT](#).

Ola (47, Nurse from Massachusetts):

- Looking for local community service opportunities to participate in during her off days
- Wants to donate medical supplies from her hospital's approved donation program
- Interested in joining organized community health outreach programs

Nifemi (53, Banker from Lagos):

- Searching for ways to contribute to educational initiatives from abroad
- Interested in setting up recurring monetary donations
- Wants to connect with other Nigerian professionals for mentorship programs

Tobi (42, Business Manager from New Jersey):

- Looking to partner his business with community initiatives
- Wants to volunteer his business expertise to local entrepreneurs
- Interested in networking with other community-minded professionals

Website Design Consult

1. Define Purpose

- What is the primary goal of the website?

The primary goal is to create a digital platform that showcases the Fountain Brothers' community impact and facilitates easy engagement for potential donors and volunteers

- What is the single most important action you want users to take on the website?

The most important action for users to take is to sign up for either volunteering opportunities or make donations

2. Key Messages & Content

- What is the main message you want to convey to your audience?

The main message is Empowering communities through collective action and sustainable support.

- What are the most critical pieces of information users must see immediately on the homepage?

Current community projects, upcoming events calendar, clear calls to action for donations and volunteering, etc.

- Do you have any existing content or text for the website? If yes, please share it.

There is no existing content at the moment

- Are there specific photos, videos, or graphics you'd like included? If yes, please share it.

There is no existing content at the moment

- Do you have a logo? If yes, please share it.



3. Desired Features

- What specific features do you want on the site?

Event calendar, Project showcase gallery, Contact form, registration system, Member portal, Blog section, Newsletter sign-up, social media integration

- Which features are essential, and which are “nice to have”?

Essential: Event calendar, Project showcase gallery, Contact form, registration system.

Nice to have: Member portal, Blog section, Newsletter signup, social media integration.

4. Inspiration & Preferences

- Can you provide examples of websites you admire? What do you like about them?

The client liked the layout and clear navigation of these sites:

<https://www.fcni.org/>, <https://www.ekoclubinternational.org/>.

- Are there any design elements or website functionalities you dislike? If so, why?

The client said they wouldn't like cluttered design

- What image, look, or feel do you want the website to convey (i.e., modern, minimalist, playful)?

Minimalistic, modern

- Do you have an existing style guide, color palette, or typography preferences?

None for now.

5. Navigation & Structure

- What are the key pages or sections the website should include (i.e., About, Services, Contact)?

Home, About Us, Our Impact, Get Involved, Projects, Donate, Contact

- What should the main navigation look like?

Horizontal menu bar.

- Do you need subpages or dropdown menus? If yes, which sections?

Dropdowns may be needed for Projects (Current/Past), Get Involved (Volunteer/Donate/Partner)

6. Competitor Analysis

- Who are your main competitors?

The main competitions are local community foundations and NGOs

- What do you like about their websites?

They liked the professional presentation of the website

- What do you dislike about their websites?

They disliked the complex donation processes, outdated information

- How do you want your website to stand out from theirs?

The website should stand out by focusing on direct community engagement and transparency

7. Audience Engagement

- How do people currently find you online?

Referrals from friends and families, social media.

- Are your clients or customers one-time visitors, or do they return frequently?

Mix of one-time donors and regular volunteers

- Are you active on social media? If so, which platforms?

They are the most active on WhatsApp, Facebook, and Instagram.

- Do you rely on referrals or customer reviews to drive traffic?

yes

8. Maintenance & Updates

- How often will you need to update the website?

The frequency of website updates depends on the frequency of events

- Who will be responsible for maintaining the site (i.e., your client, a hired professional)?

I will be responsible for maintaining the site

- Do you anticipate needing assistance with updates or changes? If yes, how frequently?

I don't think I need assistance.

Design & Prototyping:

1. Refined SDLC Approach & Timeline

- Use your chosen SDLC process (Waterfall, Agile, Scrum, etc.).
- Use a diagram, Gantt chart, or detailed bullet points to outline the key phases and milestones.
- Highlight updates based on client feedback from your consultation.



2. Original Client Logo

Design an original logo for your client that incorporates:

- The name of your client's website.
- An image, icon, or design that represents your client.
- A transparent background.
- At least two distinct colors.

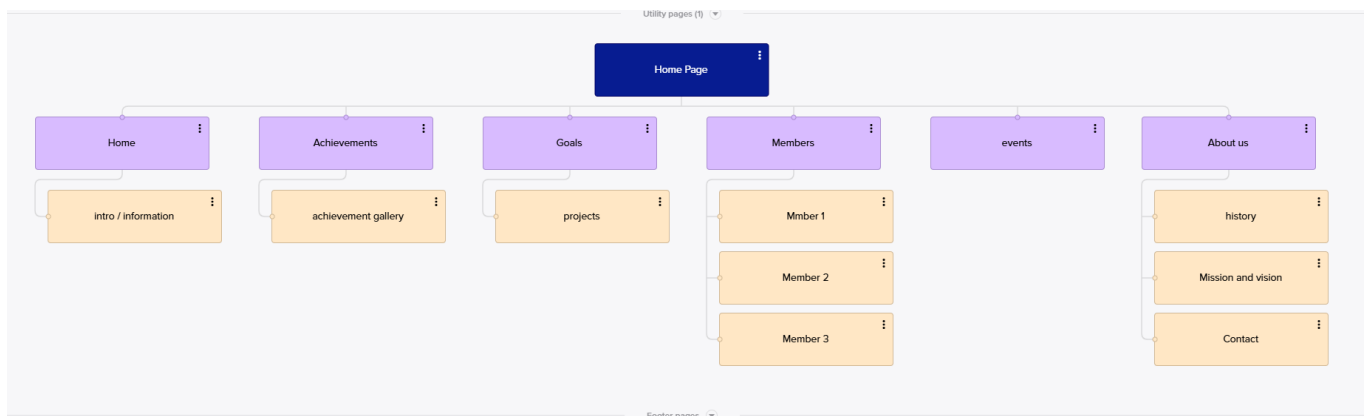


1. Refined Site Map

Create a refined site map that:

- Illustrates the structure and grouping of your website's pages.
- Clearly shows how users will navigate between the pages.
- Highlights updates based on client feedback from your consultation.

You can create your site map manually using draw.io or by using [Slickplan](https://Slickplan.com).



2. Refined Wireframes

Create refined wireframes for each web page that:

- Clearly sketch where key information and interactive elements will be located. This must include placement of navigation bar and logo, and a layout of content across web pages.
- Focus on the homepage and at least two other pages.
- Highlight updates based on client feedback from your consultation.

You can create your wireframes manually using draw.io or by using [Uizard](https://uizard.io).

A. Client Verification

Provide evidence confirming the identity of your client. This must be an email from your client with a short written statement that includes:

- Their name and title/role.
- The name of their organization, business, or team.
- A brief acknowledgement that they are partnering with you on this project and approve your role as their web developer.



B. Consultation Confirmation

Document your first consultation with your client by submitting a summary that includes:

- Date and time of when the meeting took place.
- Whether the meeting was in person, via Zoom, phone call, or another platform.
- Summary of key points discussed including feedback on your SDLC approach, timeline, logo, site map, and wireframe.
- Outline of any changes or refinements your client requested.

The meeting took place on Sunday February second in person at 5:30pm. We discussed the overview of the project; we discussed target audience demographics and user needs. I presented an Agile development plan through April 30th. I presented an updated alternative for the logo, the logo will be shown to other members to get their feedback. I reviewed the sitemap with him, and I made a few changes which are reflected in the final image. The client requested the original image still be used. A refinement was to add social media redirections to the website which was originally not included. He also wanted a page added to the site showcasing members and their information. I don't have a wireframe yet so that will be discussed later

C. Client Approval

Obtain formal approval from your client for your SDLC approach, timeline, logo, site map, and wireframe. Acceptable forms of approval include:

- A signed document from your client explicitly stating they have reviewed and approved.
- An email or written message from your client explicitly stating they have reviewed and approved.
- A screenshot or recording of a written or verbal acknowledgment during your consultation. If recorded, ensure your client consents to being recorded.

Website development Inbox x



Kehinde Adewumi
to me ▾

Hi Shina,

This is to confirm that I have reviewed and approved the sitemap, logo, and the other elements for the Fountain Brothers website project

Regarding the wireframes, I understand these are still in development and will be presented at our next meeting. We'll review and provide feedback on them separately.

Looking forward to seeing the project progress according to the timeline we discussed.

Kehinde.

Thanks for the feedback!

Noted with thanks.

Thank you and see you soon!

D. Reflection on Client Feedback

Write a short reflection on how your client's feedback influenced your design and planning process. Include details on:

- Specific changes or refinements you made based on their input.
- How these updates improved alignment with your client's goals and expectations.

Some refinements I made were adding social media to the website plan, created a page dedicated to members and their information. Social media integration improved alignment with the client's goals and expectations since that could provide community engagement by providing real-time updates, enable easier sharing of success stories and impact. Adding a member's page enhances transparency by showcasing the team behind the initiative, and aim to trust by putting faces to the organization