**Proposal:**

Brief background:

We have to present and to create a web-based platform for interior designer Elizabeth Devon. Our goal is to establish a web presence and to induce more clientele to her business.

Keywords:

* + Interior design
  + Designer
  + Cape town
  + Experienced
  + For Hire

Domain name:

Superior-Interior-Design.co.za

Competitors:

* + - Homify.co.za
    - Deborahgarth.co.za

Technologies and features:

* + - Html5 – For structure
    - Css – for styling
    - PHP- for backend server scripting.
    - JavaScript – for animation

# Persona

***Name and Job Title:***

* Elizabeth Devon: Interior Designer

***Age***:

* 41

***Photo:***



***Location:***

* Cape Town ,Woodstock, South Africa

***Online behaviour :( tech savvy? Time spent online.)***

She uses the following social media platforms:

* Facebook
* Twitter
* Instagram
* Linkin

She is socially active, due to being frequently online.

***What is this persona looking for on our site?***

* Professionalism
* Creativity
* Her designs included
* Interactiveness

***What are their needs and motivations?***

* To increase her clientele, to broadcast and display her designs.

***Audience:***

* Artists
* Start-up business owners
* Architects
* Etc.