Client: Karate Classes

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This business scenario is from the prospective of a Karate Classes business. The business is called Dojo Tots. The business owner is looking for a user friendly website that will highlight his services and draw new customers. He currently does not have a web presence so I will be creating his first website. Through my research of similar businesses, I was able to generate 20 questions and answers to assist with the visualization of a website for my client needs.

Question 1: What do you expect to accomplish with your website?

Answer: The client feedback of what he expects to accomplish from his website is to provide information of his practice such as (about) his background and experience/ what his business does and what clients should expect by participating in his lessons, (location) his business location, types of services his business offers and length of programs.

Question 2: Who is your target audience?

Answer: the clients target audience is orientated towards youth karate lessons. His services offer youth programs so the client website would like to make a youthful appearance but at the same time have a user friendly appearance so that adults can navigate the pages easily without distractions.

Question 3: how can their visit be successful?

Answer: Client feedback was that a patron’s visit to his website will be successful because they would have access to the client’s mission statement, Testimonials from current patrons, a photo gallery of the karate studio as well as the benefits from participating in the clients programs while also accessing the class list and times.

Question 4: Where will the photography and Content come from?

Answer: Photography and content will come from open source photo libraries. And content cleated by the client.

Question5: what are the must have content/ links that your website must have to be effective?

Answer: a Homepage, About page, Schedule page, contact us/location page, programs page. With content that is in line with what the page is about.

Question 6: Who do you expect to use it?

Answer: Client expects that his customers and Employee will be using it.

Question 7: How often will you have to update the web site?

Answer: Client will have the website update at least every 3 months to update the schedule page.

Question 8: Who will do the updates?

Answer: Client has stated that he will be doing the updates to the schedule page.

Question 9: How will you advertise and promote the site to get people to use it

Answer: business cards will be made to include a website link so that customers will be able visit the site.

Question 10: Are there any color schemes you prefer?

Answer: the color scheme will be shades of black to give a formal business look and feel while giving it character with spots of bright colors to give a kid friendly appearance.

Question 11: Do you have Ideas of a domain name?

Answer: client will kike to go with domain name that reflects the customer base his programs are orientated towards, such as [www.DojoToTs.com](http://www.DojoToTs.com) or www.DojoMunchkins.com

Question 12: Are three special consideration for your visitors?

Answer: content will be kept to a minimal to reduce website clutter. Having an over pact website with many links and content could be distracting and too time consuming for users to navigate. Although content will be minimum it will have the essentials to give the website the look and feel the user wants to convey while providing the material that will help his customer base discovery what his karate practice entails.

Question 14: How do you envision your site achieving its goals?

Answer: the site will help customers in informing them of the current scheduled times that they are currently participating in as well as finding the clients business location.

Question 16: What competitors site do you dislike and why?

Answer: http://www.kimacnh.com/ the initial message that is used to convey their website can be misleading, also the structure appears like unwanted advertisement that would from initial view turn away potential clients.

Question 17: What hosting service to use?

Answer: client will likely be using Go daddy’s web hosting service. Based on the client needs this will suit his websites must have and also provide needed customer service.

Question 18: Out of all your competitors online, which sites do you like and why?

Answer: <http://reddragonkarate.com/> because it has a neat and orderly navigation page that provides useful links that customers will find the most helpful. The color scheme also provides a clean, easily viewable webpage that looks modern and up to date.

Question 19: Will your website need to be mobile friendly

Answer: Website will and should be mobile friendly. Given that the majority will most likely be active parents. Having a mobile friendly website where they have access to program schedules would be beneficial.

Question 20: what are 3 most frustration problems you currently have without a website that you hope having a website will relieve?

Answer: access to scheduling of classes, business location, and age group that business is currently orientated towards.

Research Resources:

<http://www.martialartsfl.com/>

<http://www.martialarts-kids.com/>

<http://mmaorlando.com/>

<http://www.dojokarate.com/>

<http://reddragonkarate.com/>

<https://www.godaddy.com/hosting/web-hosting>

http://www.cobradefense.com/weekly-class-schedule/