

Training Day 3 Report

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Topic: Understanding Client Requirements and Web Planning

Today's session emphasized the importance of planning a website by clearly understanding client requirements and objectives. The training focused on how strategic planning influences layout decisions, content organization, and overall user experience.

Key Areas Covered

1. Role of Requirements Gathering

- Collecting client goals, target audience, branding style, and functional needs.
- Translating business objectives into design priorities.
- Asking the right questions to guide design direction and scope.

2. Planning the Website Structure

- Creating site maps and content hierarchies.
- Organizing information logically across sections/pages.
- Sketching wireframes for homepage, service page, and contact forms.

3. Defining User Journey and Flow

- Mapping how users navigate from entry to conversion points.
- Identifying key actions: signing up, contacting, or exploring products.
- Prioritizing content based on audience behavior and goals.

4. Tools Introduced

- Paper wireframing and low-fidelity sketches.
- Basic use of online flowchart tools.
- Introduction to Notion and Google Docs for project documentation.

Case Study Reviewed

Examined a client brief for a bakery website needing online orders and location info. Planned homepage wireframe prioritizing visual branding, menu accessibility, and mobile-first layout.

Key Takeaways

- Web planning starts with deep client understanding and empathy.
- A successful website layout is guided by clear goals and audience insights.
- Wireframes and flowcharts are essential to translate ideas into structure.
- Good planning minimizes design errors and improves development efficiency.