

A. Profile Of Your Client

Answer the following questions in your document:

1. Who is your client? Summarize what they do, who they serve, and why.

My Client is my friend Irfaan who makes clothes for his brand Aurum. He produces streetwear that blends in with his creativity. Works to serve young adults who are interested in unique apparel. The purpose of his brand is to give people clothing that feels personal and meaningful building a recognizable creative identity.

2. What is your client's mission statement? What are your clients already have? If so, provide the URL link to it.

B. Profile Of Target Audience

Answer the following questions in your document:

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

- o Demographics

- What is the age range of your target audience?

Young adults 18-30

- What is the gender distribution?

Balance anyone can wear Aurum

- Which country do your visitors live in?

United States

- Do they live in urban or rural areas?

Mostly Urban and suburban areas where streetwear and creative communities are more common

- o Socioeconomic Details

- What is the average income of visitors?

Low to middle income 20-60k

- What level of education do they have?

Varies but college

- What is their marital or family status?

Single

- What is their occupation?

Students, part-time workers, retail, design

- How many hours do they work per week?

20-40

- Web Behavior

- How often do they use the web?

Very often multiple times a day mainly for social media.

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

They mostly use there phone and 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 create this chart manually or with AI tools like [ChatGPT](#).

Name	Sex	Age	Location	Occupation	Income (Annual)
Jordan	Male	21	Providence, RI	College Student	18,000
Aaliyah	Female	26	Brooklyn, NY	Freelance Graphic Designer	45,000
Marcus	Male	29	Atlanta, GA	Marketing Coordinator	60,000

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 with AI tools like [ChatGPT](#).

People would come to the site for several key reasons. Some visitors are looking to browse new clothing drops and see what products are currently available, while others want to learn more about the brand story and what makes it different from other streetwear labels. Many users visit to check pricing, sizing, and fit details before deciding to buy, and others return to track limited releases or confirm drop dates. Some visitors also come specifically to make a purchase or to follow the brand on social media for future updates.

Jordan would visit the site mainly to browse new drops, check prices, and see if items fit within a student budget before buying. Aaliyah would come to explore the brand's creative direction, read the story behind the clothing, and purchase statement pieces that align with her personal style. Marcus would use the site to quickly check upcoming releases, review product details, and make a purchase when a drop aligns with his interests.

A. Website Design Consult

You will meet with your client to discuss the vision and requirements for their website. By addressing the questions below, you'll gain valuable insights into how to design a website that meets their goals and expectations.

Conduct a detailed consultation with your client and document their answers to the following questions:

1. Define Purpose

- What is the primary goal of the website?
The main goal of the website is to showcase the clothing brand and convert visitors into customers.
- What is the single most important action you want users to take on the website?

Purchase an item or sign up to stay informed about upcoming drops.

2. Key Messages & Content

- What is the main message you want to convey to your audience?
Brand offer creative, limited-run streetwear that emphasizes self-expression and storytelling
- What are the most critical pieces of information users must see immediately on the homepage?
Brand Identity, latest drop
- Do you have any existing content or text for the website? If yes, please share it.

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

3. Desired Features

- What specific features do you want on the site?
Online shop , product pages,email sign up, and social media links
- Which features are essential, and which are “nice to have”?

Essential features: Shop, product pages, checkout, mobile responsiveness.

Nice to have: Blog or lookbook section, animations, and behind-the-scenes content.

4. Inspiration & Preferences

- Can you provide examples of websites you admire? What do you like about them?
Other street wear
- Are there any design elements or website functionalities you dislike? If so, why?
Slow load time confusing navigation
- What image, look, or feel do you want the website to convey (i.e., modern, minimalist, playful)?
Modern, creative, visually bold
- Do you have an existing style guide, color palette, or typography preferences?

5. Navigation & Structure

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

- What should the main navigation look like?
Home, Shop, About, Contact
- Do you need subpages or dropdown menus? If yes, for which sections?
Product categories

6. Competitor Analysis

- Who are your main competitors?
Small streetwear brands
- What do you like about their websites?
Clean product display
- What do you dislike about their websites?
Lack of brand personality
- How do you want your website to stand out from theirs?
Strong narrative, more playful creative identity

7. Audience Engagement

- How do people currently find you online?
Social media and word of mouth
- Are your clients or customers one-time visitors, or do they return frequently?
Repeat visitors
- Are you active on social media? If so, which platforms?
Yes post content weeks before drops
- Do you rely on referrals or customer reviews to drive traffic?
Yes

8. Maintenance & Updates

- How often will you need to update the website?
Whenever he plans on dropping
- Who will be responsible for maintaining the site (i.e., your client, a hired professional)?
The client will
- Do you anticipate needing assistance with updates or changes? If yes, how frequently?
Yes occasionally with design changes

B. Design & Prototyping

You will document your website's design and flow. This includes presenting your SDLC approach, timeline, fictional visitors, site maps, and wireframes to your client during your

first consultation. Based on the feedback you receive, you will refine and finalize these elements to ensure they align with your client's goals and expectations.

Ensure regular communication with your client throughout this process. If your client identifies missing elements or specific behaviors they feel are essential, collaborate to incorporate these into your wireframes and overall design.

1. Refined SDLC Approach & Timeline

In your answer document, create a refined SDLC approach and timeline to build your website. Your plan should include:

- The SDLC model you've chosen (Waterfall, Agile, Scrum, etc.).
- A clear timeline of phases and milestones.
- A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).
- Reflects any feedback you received from your client during your consultation.

You may create this manually or with AI tools ([ChatGPT](#), [Gantt Chart AI](#)).

A modified Agile SDLC approach will be used to build the website. This model allows flexibility, fast iteration, and regular feedback, which fits a creative clothing brand where visuals, layout, and messaging may evolve during development.

Timeline & Phases (6–8 weeks total):

- **Week 1 – Planning & Discovery:** Define goals, target audience, site structure, and required features. Client feedback emphasized simplicity, strong visuals, and mobile-first design.
- **Week 2 – Content & Wireframing:** Create wireframes for key pages (Home, Shop, About). Review layout and navigation with the client before design begins.
- **Weeks 3–4 – Design & Branding:** Apply brand colors, typography, logo, and imagery. Client feedback at this stage focuses on tone, visuals, and overall feel.
- **Weeks 5–6 – Development:** Build the site, integrate e-commerce features, optimize for mobile, and connect social media and email signup.
- **Week 7 – Testing & Revisions:** Test usability, links, checkout flow, and responsiveness. Adjust based on client feedback.
- **Week 8 – Launch & Review:** Final approval, site launch, and post-launch review with notes for future updates.

Visual Timeline (Flow-style):

Planning → Wireframes → Design → Development → Testing → Launch

2. Original Client Logo

Design a 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 (export as PNG).

Use free tools like [Pixlr X](#) to create your logo. You can check out a [video tutorial](#) or [written tutorial](#) on how to create a logo in Pixlr X.

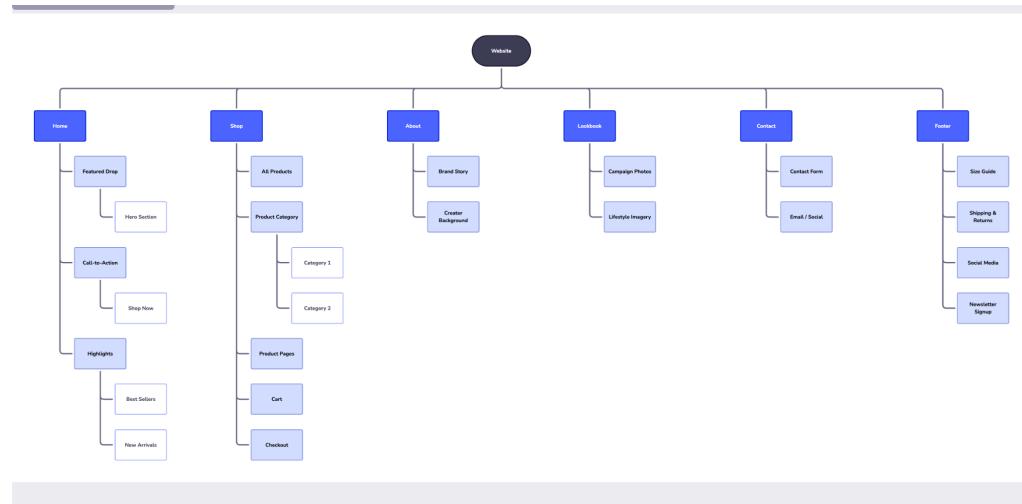


3. Refined Site Map

Create a refined site map that shows how your site will be structured and how users will navigate between pages. Your site map should:

- Illustrates the structure and grouping of your website's pages.
- Clearly shows how users will navigate between the pages.
- Reflects any feedback you received from your client during your consultation.
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You can create your site map manually on paper, using [draw.io](#) or with AI tools ([Slickplan](#), [Octopus.do](#)).



4. Refined Wireframes

Create refined wireframes for core pages of your site. Your wireframes should:

- 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.
- Reflect any feedback you received from your client during your consultation.

You may create this manually or with AI tools ([ChatGPT](#), [WAVE](#), [Google Lighthouse](#)).

Homepage Wireframe

- **Top Navigation Bar (fixed):**
Logo on the left; navigation links on the right (Home, Shop, About, Contact).
Simple, uncluttered layout.
- **Hero Section:**
Full-width image or video showcasing the latest drop, with a short brand tagline and a clear “**Shop Now**” button centered or slightly offset.
- **Featured Products Section:**
Grid of 3–4 product cards with image, name, and price. Each card links to an individual product page.
- **Brand Snapshot Section:**
Short paragraph introducing the brand’s purpose and style, paired with a lifestyle image.
- **Email Signup / CTA:**
Simple signup bar encouraging users to join the mailing list for drop updates.
- **Footer:**
Social media icons, secondary links (Size Guide, Shipping & Returns), and copyright info.

Shop Page Wireframe

- **Top Navigation Bar:**
Same layout as homepage for consistency.
- **Page Header:**
Simple title (“Shop”) with optional short descriptor.
- **Product Grid:**
Clean grid layout displaying all products with image, name, and price. Clicking a product opens its detail page.
- **Optional Filters (nice to have):**
Category or availability filters placed above or beside the grid.
- **Footer:**
Matches homepage footer for consistency.

About Page Wireframe

- **Top Navigation Bar:**
Logo and navigation remain consistent.
- **Hero Image or Banner:**
Visual that represents the brand's identity or creative direction.
- **Brand Story Section:**
Larger text block explaining the brand's background, inspiration, and values.
- **Creator Section:**
Image of the designer/creator with a short bio to humanize the brand.
- **Footer:**
Social links, contact info, and supporting links.

Part III: Client Verification & Approval

To ensure you are working with a real client and that your initial designs align with their expectations, you will submit additional materials as part of the client verification and approval process. These materials will confirm your client's identity, the details of your consultation, and their approval of your refined designs and plans.

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.

C. Client Approval

Obtain formal approval from your client for your SDLC approach, timeline, logo, site map, and wireframes. 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.

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.