The website is for an architect who has turned independent consultant. It will accomplish by get information out to those that are looking for it. Those that will be looking for it, will be looking for someone to design their building projects while being the middle man between the construction companies and the potential client.

It will include information that the client could possibly be looking for, such as contact information or possibly what this consultant is about, if he’s trying to “sell” or trying to give the client the best possible options for their project.

He will want a clean, simple, and functional website that will give the information needed with an emphasis on the mobile end. He knows that the potential client upon getting his business card will more than likely go immediately on his phone and check out his website. The responsive design will make the website easy to view whether they are on a laptop, tablet, or phone. As far as I know of there are probably plenty of competitors out there, in the sense that there are always consultants out there in their particular field, I have to make the website stand out from the rest of the architectural consultants out there.

Short term goals of the site is to bring people to the site and to make sure that the mobile end is going first before the pc end. Long term is to have word of mouth, via business cards, and just googling for consultants, that his site will be functional enough for those to choose him as their consultant.

He knows that to make his business grow and stay in business, he needs to have a web presence and to maintain that presence by keeping the site up to date with projects he’s working on either by photo’s or by a blog or a combination of both. The website will be more billboard type in that it’s giving information rather than being very interactive with the user.

The users will be male or female and they would be adult (ages 21-65) as they would be in positions to contact him for a job they might need done. The user will be looking at the website to gather information on what this consultant does and how he works, get a feel for the quality of work he does. They more than likely won’t really have a reason return to the site. They are gathering information, the only reason they might return is in curiosity of other projects he might be working on.