

## Client Needs Essay

My client, Carolyn Vighh Heath and Wellness Coaching, is in need of a simple and easy to navigate website to advertise and sell its wellness coaching services. The site must be attractive and easily accessible to both younger and older audiences, including people up to their 50s. Clients will need to be able to find information about what exactly wellness coaching is, the different levels of services provided, and information of Carolyn and her wellness philosophy to make sure it matches with what they want from a coach. The latter will be done both through an about page and with a blog, which she will regularly update with articles and wellness advices.

This business offers several services packages for different levels of involvements, from quick consultations to 8-week sessions. Clients should be able to find information on all these different services and then purchase them through the website using an online store. For the purposes of this assignment, the store will be a mock-up without ecommerce functionality. Each of the four service packages should have a corresponding attractive illustration that meshes with the feel of the site.

Visually, the website should have a simple, minimalistic design, with a focus on the content. Color should be used sparingly, if it all, and only to accent important elements. Legibility and ease of navigation takes priority over looking flashy and exciting. The client has expressed a preference for sites which are mostly driven by typography. She would prefer a common organizational scheme, with a header and navigation bar at the top and the content below, to anything involving sidebars. However, she would like subtle animated features, such as hover link transitions and page transitions, which are not attention-grabbing but still enough to make it seem like a polish, professional site.

For the blog, each post would need a space for the title, a large image, the post content, and tags. There should also be space allocated for banner ads if she chooses to have them in the future. The navigation bar should have a search bar, and there should be links to her facebook and instagram somewhere on the site, whether in the navigation or in the contact page. The contact page should have an email form. She would also like an area where interested clients can sign up for an email mailing list.

Ultimately, visitors of the site should be able to learn exactly what Carolyn Vighh Heath and Wellness Coaching offers quickly and easily. A look into her wellness philosophy should be immediately available in the site's about pages and blog, and the process for purchasing services should be obvious and straightforward.