Planning a site

-My goals: To get students so I can start an art class

-The challenges: To get enough students so that I can do classes for a few ages

-Success will be when I get students

-I will be teaching an art class in LA

-I’ve painted for many years and now I want to give over my love of art to others who are creative and have a desire to draw and paint

Users

-Frum mothers who have young children at home around the ages of 8 until 18. They live in LA and they want to give their children a creative outlet- something to do outside of school and does not involve work. These mothers also would like an hour or two of free time without their child. Their financial bracket is in the rich or middle class- they have enough money to pay their needs and have leftover to do what they would like which is usually giving to their children a new opportunity to do something. Through the art class, I will take their child and teach him to use his creativity and potential to produce gorgeous art pieces.

-Frum teenage girls who have too much time on their hands and are not motivated enough with school. They would like a creative outlet to show what they can produce outside of the school environment. They come from families who have money- not necessarily rich.

-Middle age women whose children are in school and they either don’t work or only work half a day. They are financially well off and have time to fill up in the day and they always wanted to develop their creative side and see what it can produce

-Frum fathers who have young unmarried children and wants to provide for their children and give them the best. They want their children to be happy and feel content and accomplished. Therefore, they want to allow their child the opportunity of an art class which will allow the child to feel fulfilled.

Core values

-I come from a frum Jewish family and I am creative, interesting, open

-The ideal customer is someone creative, giving

-I want my art class to sound that it’s for children of all ages, will develop the children’s artistic side, patient, sophisticated, organized, nurturing

-The customer should feel energized, happy, fulfilled, praised

-Value= great accomplishments for the money spent

- I am unique because I am organized, patient with the children, will give them lots of care and love and encouragement, artistic, think of creative projects