Planning a site

* Goal-Get the word out about my services
* Challenges-to attract customers to my website
* Success- business comes to me through my website

Users

* Business owners looking for a great web designer
* Graphic designers looking for a web designer to collaborate with
* Social status-successful professionals

Analyse markets

* Other businesses demonstrate the great features that they could provide for your business
* Like how the designers’ websites are breath-taking and clearly demonstrate that they can offer this service/design to you as well.

Culture

* Enthusiastic
* Dynamic
* Exciting
* Helpful
* Clear
* Passionate

Customer

* + Eager
  + Driven
  + Determined
  + Educated

Personality

* + Trustworthy
  + Knowledgeable
  + Helpful
  + Professional

Feeling

* + Professional
  + Smart

Impact

* Sophistication
* Easy to use
* Clever

Unique value

* + Qualified
  + Passionate
  + personal

Define the brand

* + Dynamic
  + Determined
  + passionate
  + smart
  + clever

What: a web design service

How: communication by phone email skype

Where: online

Why: to offer my great service to enhance a person’s business

When: daytime hours

Chassia Robinson provides a web design service to determined customer in a dynamic environment, with a helpful voice; helping them feel smart and sophisticated.

Unique value

Passionate in helping people enhance their businesses’ customer base by getting out the word through a brilliant and attractive website.