Website for a school.

Planning a site:

* Goal: Update site , make it more user friendly, provide up to date info
* Challenges:
* Success: Positive feedback from parents, donations from donors.
* Service: Information for parents and donors.

Users:

* Mother of many kids. Trying to start a small home business. Very small budget. Limited on time.
* 55 year old man. Grandfather of 5. Philanthropist. Family man.
* Father of 6. Working learning. Very involved in his kids education.
* 58 year old insurance agent. Marrying off children. Health declining. Wants to donate to School as a Zechus forhis health.

Common thread: All want an easy to use sight inorder to accomplish their goals quickly.

What this site offers: Access to info and ability to donate money.

Analyze the Market:

Core Values:

Provide top education in kodesh and chol with emphasis on middot.

Define the Brand:

Provide top education in kodesh and chol with emphasis on middot.

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