Planning a site:

* Goal: Display my portfolio in order to attract clients.
* Challenges: Attracting clients.
* Success: Bringing in customers.
* Service: Web design, global.

Users:

* Mother of many kids. Trying to start a small home business. Very small budget. Limited on time.
* Single man. Needs an online presence for his store. Small budget.
* Teenage blogger. Wants to start a blog about her hobbies. Looking to stand out among her friends. Has her father’s credit card.
* 58 year old insurance agent. Marrying of children. Health declining. Wants to boost business with an online presence. Doesn’t like to deal with the internet.

Common thread: All want an online presence. Most not willing to spend too much.

What I offer: I can give them an online presence, without braking the bank.

Analyze the Market:

There are many other web designers out there.

I would like to emulate their clean and modern designs and use friendly sites.

I would like to charge a bit less than them.

Core Values:

I aim to provide professional service and up to date sites at affordable prices.

Define the Brand:

I aim to provide professional service and up to date sites at affordable prices.