

# Needs Assessment

*Ciarán Crawley*

Hi Ciarán, we were just discussing a need for a website for our homeschool group. Would that be something that would fit into this project? I am interested in your website project! I am writing a book on journaling with kids (hopefully to come out early winter 2019) and I will need an author website with an emphasis on journaling and that gives info about the book, etc. I could actually use a website for my doula business if you still need to make one for school. I'd love to help and it would be a big help to me. It is for my law office, or could be for another business idea. What kind of information do you need from me? I'd love to take you up on helping with a website. I am working with two of my business partners to put one in place now to sell a product. We are set up on Shopify. When can we connect?

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## Overview

This purpose of the website is to **provide information for parents interested in the client's upcoming book**. My book is about journaling as an interactive practice between a parent and child.

The site needs to present the idea of journaling together in an appealing way that causes readers to want to know more.

Many people have never considered the idea that **journaling can be shared or that shared journaling can begin even before a child can write**.

# Client Wants

To explain their background and qualify themselves as the writer of a book about journaling

Design elements related to journaling

# Success Markers

## Client:

Whether people sign up for an email newsletter on journaling with children or

Whether they sign up to receive updates on when the book is released

## Designer:

Increasing interaction with author

Increasing interaction with book/ increase in awareness of book and materials

Clear communication of the educational values of journalism

## **No current website, client owns two domains:**

SKWarner.com

JournalingTogether.com

Client said they could provide images but have not yet delivered.