My audience will be those seeking to attract and serve clientele through their websites and applications. They need these two essential things for their business to thrive. With my expertise, I will create websites and other applications that are stunning enough to catch the eye and garner visual appreciation from viewers. Then, when they have noticed my audience, they will be looking to use the website or application. If it doesn’t work, if it doesn’t even feel like a smooth experience, my audience can and will lose potential and current business. It’s my job to ensure that everything works to satisfaction.