Unit 1: Design Documentation Review

Site Description

The purpose of my site will be to display information about my relatively new small business, Grow With Graeme. I provide online web development services for other small businesses and local shops that want to sell their products online. I have around 2 years of workplace co-op experience, working on a team developing websites for clients. This has given me the opportunity to do some web development work as a side business while in school. Most of the work I do involves working on e-commerce platforms like Shopify or Etsy for these local businesses. I help these small businesses build a Shopify store from scratch or customize and troubleshoot their existing store. Whether they have a certain look in mind for their store or maybe a pesky bug that has been giving them issues, I provide help wherever it is needed. I also help clients set up integrations for their stores like connecting their Instagram and Facebook accounts. This allows the client to easily display their products on their social media pages without having to make an individual post for each product.

I want to create my own website so I have an online presence for my business and I can list information on the different services I provide. I've been quite busy with school as well as doing the actual work for clients, I haven't had a chance to build a site of my own. As someone who builds and upgrades websites by trade, it is a necessity to have a site of my own! This course will be a great opportunity to take the necessary steps to build a perfect website for my business.

Personas

Raphael Smith

Age: 17

Pronouns: he/him

Hobbies/Interests: Gardening, rock-climbing

Occupation: Small Business Owner / Artist

Skills: Graphic Design, custom artwork,

Goals: Start selling his products online

Use of the site:

Raphael is looking for someone to help him setup an

online store for his business. He is looking for potential agencies or developers on his iPad to

help get him up and running.

Georgia Johnson

Age: 24

Pronouns: she/her

Hobbies/Interests: Cycling, reading novels

Occupation: Teacher (also a friend of mine)

Skills: Working with children, educating

Goals: Stay in touch with high school friends

Use of the site:

She heard that I had started working with local

businesses to build their online presence. She was browsing on her iPhone to learn more about

my services because she has some friends that run small business and could be interested in

my services.

Gabriella Donaghue

Age: 58

Pronouns: she/her

Hobbies/Interests: Birdwatching, woodworking

Occupation: Restaurant Owner

Skills: Cooking Italian food, managing people

Goals: Grow her restaurant, accept online orders

Use of the site:

Looking for someone to build her a site for her restaurant in order to build an online presence to attract more customers. She is using a very old version of Internet Explorer to browse the web.

Alex Carter

Age: 36

Pronouns: they/them

Hobbies/Interests: Horseback-riding, rock climbing

Occupation: Software Engineer

Skills: Managing servers, building iPhone apps

Goals: Learn about website building as a side gig

Use of the site:

They heard that a lot of web developers and folks with web development skills (her included) were starting their own businesses building sites for small business owners. They are interested in making some money on the side to supplement their main income.

Scenarios:

Identify at the very least six scenarios, at most 20, including at least one for each

persona. Explain why they might come to your site, what they would be looking for, etc.

1. Craft business owner (like Raphael)

   • Looking for someone to build an online store for them. He has a decent budget to spend

   and after seeing my services and pricing he feels I could be a good fit for his business

2. Professional, friend of mine (like Georgia)

   • Browsing the web in her free time when she sees on social media that I had started my

   own website development business. She is a good friend of mine and wants to see what I

   have to offer. She views the site which mentions Etsy shop owners which reminds her of

   a friend who runs an Etsy shop. She reaches out to her friend to tell her about my

   services. Now that friend could be a future potential customer of mine.

3. Small restaurant owner (like Gabriella)

   • Wants to start accepting online orders for her small restaurant she sees my site through a

   social media ad and clicks to learn more. She sees that I offer website building services

   and thinks I could be a good fit. She is located in the same neighbourhood as myself and

   is happy to be supporting another local business.

4. Software engineer (like Alex)

   • Rent is due, money is tight, and they realize that they haven't gotten a raise in quite some

   time. They think now might be the time to start a side gig to bring in a bit more money.

   They start searching on LinkedIn for people who work in the same industry as her and

   comes across my page that advertises my small website development business. She

   visits my site and decides she should start a similar business as a competitor to myself.

5. Multi-location restaurant owner (let's call him Bill)

   • Bill is also looking for a website like Gabriella, but he has a very tight timeline as he wants

   to go online by the end of the week. He finds my site, looks around, and finds out that I

am a 22 year old software engineering student running this business by myself. He decides that I likely don't have the means to build several websites for each of his chain restaurants at once and won't be able to finish on time. Bill decides I would likely not be a good fit.

6. High school student (let's call them Joe)
   - Joe is a techy high school student who is looking to make some extra money. They find my site and also reads I am a 22 year old software engineering student who started this business by themselves. They think with some connections through their parents they could also run a smaller scale version of my business.

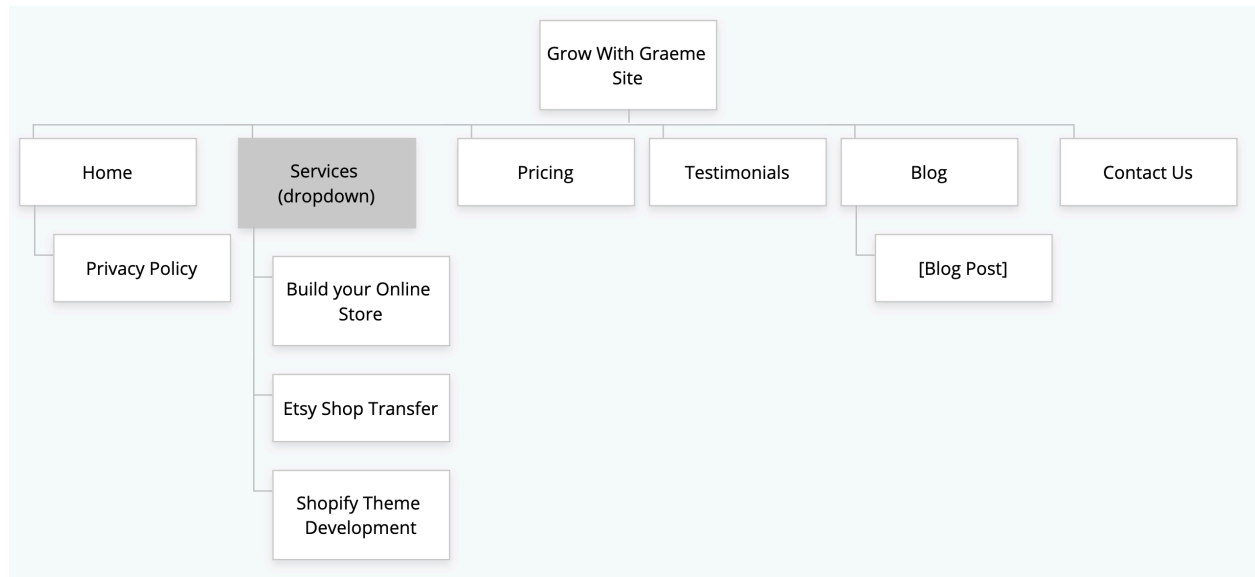7. Used clothing store owner (let's call her Jenna)
   - Jenna runs a low cost used clothing store. She is looking for a website but has a very tight budget. She finds my site and goes straight to the pricing page. Since I am fairly experienced, I have mid-level rates and I'm not the cheapest developer she has seen. She decides I am likely not a good fit for her.

Other Considerations:

Since I will be the only one working on the site I am not bound by corporate structures, many legal considerations, or the need to follow strict formatting guidelines to allow others to work on this site. However I will want to write clean, maintainable code so months later I can easily fix or add elements to my site. If I was to host this site myself, I wouldn't want to design anything to advanced as far as server functional goes, as I am not willing to spend much money on servers.

Sitemap:

Built using <u>GlooMaps</u>.

Wireframe:

Built using <u>Mockflow</u>.

Grow With Graeme

Services Slider

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Testimonials Snippet

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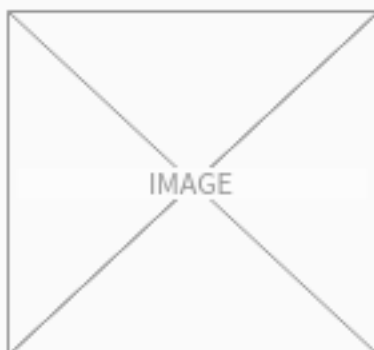
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Grow With Graeme

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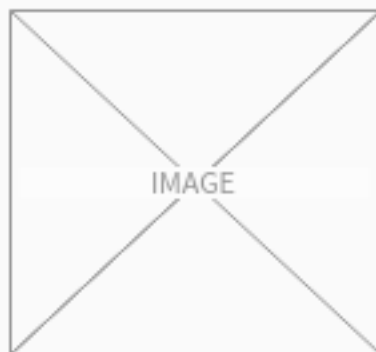IMAGE

Sunday, 16th January

Blog Post Title

By Author Name

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Grow With Graeme

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