**Assignment -1**

Mandate definition: ***Sony***

1. What the customer wants to be done?

Ans: The customer wants to make a sony website for their products .

2. What are the client's expectations .

Ans: Being upfront from the very beginning is key to managing client expectations. This mean that the client will have to place their trust in you (always helpful!), and it also means they'll better understand the creative process and will have more realistic expectations moving forward. The customer wants a flexciable website so that everyone can know about their products easily .

3.What are the constraints?

Ans: A constraint, in project management, is any restriction that defines a project's limitations; the scope, for example, is the limit of what the project is expected to accomplish. In the project management triangle, it is assumed that making a change to one constraint will affect one or both of the others. To remember the Six Constraints, think “CRaB QueST” Cost, Risk, Benefits, Quality, Scope and Time.

4. For what reasons?

Ans: Applying constraints to a website can be useful, and provide some important benefits such as reliability and consistency of your data. The following are a few reasons you might consider for applying constraints to a website.One reason for adding constraints is **to prevent invalid data** in the website. This is very important, because invalid data can cause issues and unexpected results from calculations. We do not have to worry about new data being added that might otherwise violate our constraints and cause bigger issues.

5. What are the primary and secondary goals at short, medium and long terms?

Ans:Short-term goals can be achieved in fewer than two months. Medium-term goals may take from two months to three years to achieve. Long-term goals require three or more years to achieve. Long-term goals may be built upon short-term goals.For example,short term goals is a Earn a new certificate or degree etc.

6. In what market?

Ans: A target market is a group of customers within a bussines services avaliable in market at which a business aims its makreting efforts and resources. A target market is a subset of the total market for a product or service.

The target market typically consists of consumers who exhibit similar characteristics (such as age, location, income or lifestyle) and are considered most likely to buy a business's market offerings or are likely to be the most profitable segments for the business to service.

7. Targeted to what segment(s)?

Ans: The four main [types of market segmentation](https://blog.alexa.com/types-of-market-segmentation/) are:-

1.demographic segmentation: age, gender, education, marital status, race, religion, etc.

2.[Psychographic segmentation](https://blog.alexa.com/psychographic-segmentation/): values, beliefs, interests, personality, lifestyle, etc.

3. bhavioral segmentation: purchasing or spending habits, user status, brand interactions, etc.

4. Geographic Areas: neighborhood, area code, city, region, country, etc.

8. What image does the customer want to present?

Ans: **Positioning**is an essential part of launching your product and company in the market. Positioning creates an image of your company’s product in the mind of your target customer. The term “positioning” should be viewed both as a verb and a noun.As a verb, it can be defined as deploying a set of tools and processes used to influence and control the market’s perception of your product or company in relation to any competing alternatives. As a noun, it can be defined as an attribute or condition associated with your product.

9. Within what period of time?

Ans: A marketing plan is an operational document that outlines an advertising strategy that an organization will implement to generate leads and reach its target market.. Metrics that measure the results of marketing efforts and their reporting timelines.

10. Within what budget limit?

Ans: In economics, a budget constraint represents all the combinations of goods and services that a consumer may purchase given current prices within his or her given income. Consumer theory uses the concepts of a budget constarinand a preference map to analyze consumer choices. Both concepts have a ready graphical represantation in the two-good case. The consumer can only purchase as much as their income will allow, hence they are constrained by their budget.

11. Does the client have content material

Ans: Gathering content from clients is a huge bottleneck in many digital agencies. This post is meant to be a first step in eliminating that problem. You’ll find a checklist that can be used as a template for gathering website content from your clients on time.

12. What involves the project in matter of work (content creation or only design and production?)

Ans: Content creation is the contribution of information  to any media and most especially to digital media for an end-user/audiance in specific contexts. Content is "something that is to be expressed through some medium, as speech, writing or any of various arts" for self-expression, distribution, marketing and/or publication. Typical forms of content creation include maintaining and updating web sites, blogging, article writing, photography, videography, online commentary, the maintenance of social media accounts, and editing and distribution of digital media . A Pew survey described content creation as the creation of "the material people contribute to the online world."