

# Assignment 1: Planning Your Client Website

*Javier Sin Pelayo*

## Part I: Identifying Your Client & Target Audience

### A. Profile Of Your Client

1. Who is your client?

My client is going to be my girlfriend from Spain.

2. What does your client do? What products and/or services do they offer?

My client is in her last year of studies in Biotechnology. She also teaches students as a private tutor for different subjects and age ranges.

3. Does your client already have a website? If so, provide the URL link to their current website

No, she does not have a website already.

4. What is your client's mission statement? Summarize what they do, who they serve, and why.

As I said, she teaches students as a private tutor. She's independent and people contact her to hire her services as a tutor for a wide range of subjects.

This way, after speaking with her, she told me that she would like to have a website to manage her classes, an appointment web for her to give her students to facilitate the appointment reservations, track the unpaid classes, and organize everything in just one place.

5. What are your client's goals in creating this website?

Her goals are to be more efficient in terms of managing the appointments, as now she just talks with her clients via WhatsApp and has to tell them every time her availability, her schedule and everything. This is a bit messy as maybe two students may book a class at the same time so she has to tell one of them that it's already booked, and make them choose again a different time.

Also, she wants to have everything in just one place so that it's more simple to manage her job affairs, saving time and effort.

## **B. Profile Of Target Audience**

1. Who is the primary audience that your client is trying to reach? Include the following details about your target audience.

### Demographics:

She's trying to reach kids ranging from 10 to 19 years old, as she loves kids and more than that, teaching them.

She doesn't have any preference about gender, so everyone is able to request her private lessons.

Her clients live in Spain, being more specific, in Zaragoza, the city where she and I live. This is because she goes to the clients' houses, instead of teaching them online or in an office.

The clients live in the urban area of Zaragoza.

### Socioeconomic Details:

The average income is about \$16/hour, and she has different amounts of hours depending on her personal situation and availability.

They use to be in Highschool, even though there's some of them that are already in a Bachelor's Degree.

As they're all kids, they live in their parent's house and are either single or have a couple.

Their occupation is going to Highschool/College.

They don't usually work as they're young people.

### Web Behavior:

As the target audience is young, they're more than used to using their phones, laptops and PCs, so they browse the internet every day.

The majority of them only have a smartphone, but also they or they're parents could use a laptop/PC to access the website. This way the website must be responsive taking into account all sorts of device screen sizes.

2. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can complete this step manually or by using ChatGPT.

Attribute	Persona 1	Persona 2	Persona 3
Name	Laura Martínez	Carlos García	Sofía López
Sex	Female	Male	Female
Age	16	18	20
Location	Zaragoza	Zaragoza	Zaragoza
Occupation	High School Student	High School Student (Final Year)	University Student (Bachelor's in Biology)
Income	None (Supported by parents)	None (Supported by parents)	Part-time Job: 500€/month
Web Use	<ul style="list-style-type: none"><li>- Devices: Primarily Smartphone; occasionally laptop</li><li>- Activities: Daily browsing for school resources, social media, communicating with friends and tutor.</li><li>- Frequency: Multiple times a day.</li></ul>	<ul style="list-style-type: none"><li>- Devices: Smartphone and Laptop</li><li>- Activities: Research for college entrance exams, online learning platforms, scheduling classes, communicating with tutor.</li><li>- Frequency: Daily</li></ul>	<ul style="list-style-type: none"><li>- Devices: Smartphone and PC</li><li>- Activities: Academic research, accessing online course materials, scheduling classes, communicating with tutor, managing part-time job.</li><li>- Frequency: Multiple times a day</li></ul>

*\* Created using ChatGPT*

3. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or by using ChatGPT.

1. Book a tutoring session
2. View and manage upcoming classes
3. Make payments for classes
4. Track payment history and pending payments
5. Receive reminders for upcoming classes and payments
6. Provide feedback or rate past classes
7. Update personal profile and payment information
8. Search for available tutoring subjects and times
9. Access learning resources and materials
10. Contact the tutor for inquiries or support

Reason for Visiting	Laura Martínez	Carlos García	Sofia López
1. Book a tutoring session	Uses a smartphone to quickly find available slots and book classes.	Utilizes both smartphone and laptop to schedule sessions fitting study schedules.	Books sessions using PC during breaks from university and part-time work.
2. View and manage upcoming classes	Checks upcoming classes via mobile web app; requests rescheduling if needed.	Manages schedule through laptop; adjusts bookings to accommodate exam prep.	Uses PC to oversee multiple bookings and adjust based on workload.
3. Make payments for classes	Makes quick payments via smartphone; parents may assist with transactions.	Processes payments through laptop, ensuring timely payments for scheduled classes.	Manages payments using PC, possibly setting up recurring payments.
4. Track payment history and pending payments	Views simple payment status on mobile; relies on parents for detailed tracking.	Reviews detailed payment history on laptop to manage personal finances.	Analyzes comprehensive payment reports on PC for budgeting purposes.
5. Receive reminders for upcoming classes and payments	Receives SMS and push notifications on smartphone for reminders.	Gets email and smartphone notifications for upcoming classes and due payments.	Utilizes both email and PC notifications to stay organized with classes and finances.
6. Provide feedback or rate past classes	Submits quick feedback via smartphone after classes.	Provides detailed feedback through laptop to help improve tutoring services.	Leaves comprehensive reviews on PC, possibly including suggestions for additional resources.
7. Update personal profile and payment information	Updates basic profile information on smartphone; may have parents assist with payment details.	Regularly updates profile and payment methods on laptop to ensure accurate records.	Manages detailed profile settings on PC, including advanced preferences and multiple payment options.
8. Search for available tutoring subjects and times	Uses smartphone search feature to find subjects and book accordingly.	Searches through laptop interfaces to filter subjects and optimal times for booking.	Utilizes advanced search options on PC to find specific subjects and coordinate with university schedules.
9. Access learning resources and materials	Downloads or views supplementary materials on the smartphone for quick study sessions.	Accesses comprehensive resources on laptop to aid in exam preparation and project work.	Engages with extensive learning materials on PC for university-level coursework and research.
10. Contact the tutor for inquiries or support	Sends quick messages or uses chat features on the smartphone for immediate questions.	Uses email or integrated support forms on laptop for detailed inquiries or support needs.	Contacts tutor via multiple channels (email, support forms) on PC for both academic and administrative support.

\* Created using ChatGPT

## Part II: Planning Your Client Website

### A) Website Design Consult

#### 1. Define Purpose

- What is the primary goal of the website?

The primary goal of the website is to help her organize her classes to not forget any of them, have a payment tracking system, and it also can benefit the kids as they can book a class directly saving time.

- What is the single most important action you want users to take on the website?

To book a class whenever they want in a fast and easy way.

#### 2. Key Messages & Content

- What is the main message you want to convey to your audience?

She wants to claim that they can book classes at their desired times but they can't be cancelled a few moments before the class starts. She wants to know 4 hours in advance if she will have to modify her schedule, that would be the deadline.

- What are the most critical pieces of information users must see immediately on the homepage?

The pending classes they have as a way of a reminder, a button to book another one, and a button to pay.

- Do you have any existing content or text for the website? If yes, please share it.

No.

- Are there specific photos, videos, or graphics you'd like included? If yes, please share it.

Not particularly.

- Do you have a logo? If yes, please share it.

No.

### 3. Desired Features

- What specific features do you want on the site?

A calendar, a secure payment method, a login system, a chat to solve any doubts from the clients. That would be it for now.

- Which features are essential, and which are “nice to have”?

The most important thing would be a nice good looking calendar that allows the users to book classes effectively, and then it would be nice to have a login system so that a user books a class for himself and not for a random user in the app, followed by the rest of the features.

### 4. Inspiration & Preferences

- Can you provide examples of websites you admire? What do you like about them?

Google Calendar. She likes that it has a light and dark mode and that it has a smooth user experience.

- Are there any design elements or website functionalities you dislike? If so, why?

She hates the chat-bots as she doesn't want an AI to answer them but herself, as it's her job to teach them.

- What image, look, or feel do you want the website to convey (i.e., modern, minimalist, playful)?

She wants it to be minimalistic. Less is more.

- Do you have an existing style guide, color palette, or typography preferences?

Not in particular, but maybe the pastel colors.

### 5. Navigation & Structure

- What are the key pages or sections the website should include (i.e., About, Services, Contact)?

A login page, the main page with the calendar and classes, another one for the chat, and another one for the payment.

- What should the main navigation look like?

She wants to include the pending classes on top, then the calendar, then the chat section, and finally the payment section. Not a specific menu, but everything based on buttons and icons.

- Do you need subpages or dropdown menus? If yes, for which sections?

Yes, for the login, chat and payment sections.

## **6. Competitor Analysis**

- Who are your main competitors?

Maybe Google Calendar (creating a separate calendar and sharing it), and any appointment-like web page.

- What do you like about their websites?

The facility to create events and organize the days and weeks.

- What do you dislike about their websites?

That you can neither pay nor chat with the clients.

- How do you want your website to stand out from theirs?

With the ability to have a chat within the app, and also the possibility to forbid the user to modify the appointment 4 hours prior to the beginning of it.

## **7. Audience Engagement**

- How do people currently find you online?

Now they know me by my reputation. They can't find me online.

- Are your clients or customers one-time visitors, or do they return frequently?

They all come back.

- Are you active on social media? If so, which platforms?

Not specially.

- Do you rely on referrals or customer reviews to drive traffic?

Of course, that's her main source of traffic nowadays.

## 8. Maintenance & Updates

- How often will you need to update the website?

Not very often as one good version of it should work perfectly.

- Who will be responsible for maintaining the site (i.e., your client, a hired professional)?

A hired professional, primarily you as you're the one that is creating the site.

- Do you anticipate needing assistance with updates or changes? If yes, how frequently?

No, as I hope that my hired professional will create the website correctly.

## B) Design & Prototyping

### 1. Refined SDLC Approach & Timeline

I'll be using an Agile methodology as the chosen SDLC, as I think that it fits better with my philosophy and it will be interesting to be receiving feedback from my client as often as the model allows it.

#### Detailed plan:

##### 1) *Project Initiation and Planning*

- **Define the project vision and scope**
  - Clarify overall objectives (managing appointments, schedules, payments, and communicating between tutors and students)
  - Identify key functionalities:
    - User authentication (separate logins for tutors and students)
    - Calendar display & scheduling
    - Class blocking system
    - Real-time chat between tutors and students
    - Payment processing, history tracking, and reminders
    - Feedback/rating system and profile management
    - Search for tutoring subjects and access to learning resources
- **Gather requirements and create user stories:** Document detailed user stories
- **Setup tools and environment**
  - Select project management tools
  - Set up version control and establish a basic CI/CD pipeline
- **Milestone:** Approved project plan, initial backlog, and a clear vision statement.



## 2) *Design Phase*

- **Create wireframes and prototypes**
  - Design key interfaces:
    - Login/Signup pages for tutors and students
    - Dashboard showing upcoming classes, calendar view, and notifications
    - Booking interface with calendar integration
    - Payment portal and history dashboard
    - Chat interface and profile management page
- **Define information architecture and navigation flow**
  - Map out the site structure and user flows to ensure intuitive navigation.
- **Obtain feedback on designs**
  - Share design with my client for early feedback
- **Milestone:** Approved UI/UX mockups and interactive prototypes.

## 3) *Iterative Development (Implementation Phase)*

Break development into iterative cycles (1-2 week iterations) to deliver working increments.

- **Iteration 1: Infrastructure and User Authentication**
  - Set up the development environment, project repository, and CI/CD tools.
  - Implement user registration and login systems for both tutors and students.
  - **Milestone:** A working authentication system with secure login and user role differentiation.
- **Iteration 2: Calendar and Scheduling Functionality**
  - Develop the calendar view and allow tutors to post their availability.
  - Enable students to view available slots and book appointments.
  - **Milestone:** Functional calendar integration and appointment booking feature.
- **Iteration 3: Chat and Communication Module**
  - Integrate a real-time chat system for direct communication between tutors and students.
  - **Milestone:** A seamless chat interface integrated with the user dashboard.
- **Iteration 4: Payment Processing and Financial Tracking**
  - Integrate a payment gateway (such as Stripe, PayPal) to handle transactions.

- Implement features to track payment history, pending payments, and send automated payment reminders.
- **Milestone:** Fully functional payment module and financial tracking dashboard.
- **Iteration 5: Additional Features & Enhancements**
  - Add functionalities for:
    - Providing feedback and ratings for past classes.
    - Updating personal profiles and payment information.
    - Searching for tutoring subjects and times.
    - Accessing learning resources and contacting support.
  - **Milestone:** Complete core feature set integrated into the app.

#### **4) Testing and Quality Assurance**

- **Conduct Various Levels of Testing**
  - **Unit Testing:** Test individual components and functions.
  - **Integration Testing:** Verify that features work together as expected.
  - **User Acceptance Testing:** Simulate user interactions to validate the overall experience.
- **Bug Fixing and Iterative Refinements**
  - Address identified issues during testing cycles.
- **Milestone:** All functionalities pass testing with minimal critical bugs.

#### **5) Deployment**

- Prepare the production environment
  - Configure hosting, databases, domains, and SSL certificates.
  - Set up monitoring tools to track performance and uptime.
- Deploy the application
  - Release the final build to a production server.
- **Milestone:** Successful deployment of the application to production with a stable release candidate.

#### **6) Post-Deployment and Maintenance**

- Monitor and Gather User Feedback
  - Track performance, usage patterns, and any post-deployment issues.
  - Collect feedback from early users (tutors and students) for continuous improvement.
- Plan for Ongoing Updates
  - Schedule periodic maintenance, updates, and potential feature enhancements.
- Document Lessons Learned
  - Maintain updated technical and user documentation.

- Reflect on the development process to refine your workflow for future projects.
- **Milestone:** A stable production environment with an established plan for ongoing support and iterative improvements.

## 7) **Documentation and Reflection**

- Maintain Detailed Project Documentation
  - Record architecture decisions, code comments, and user guides.
  - Update documentation as features evolve.
- Conduct Self-Retrospectives
  - Regularly review your progress, note what works well, and identify areas for improvement.
- **Milestone:** Comprehensive project documentation and a personal improvement log for future reference.

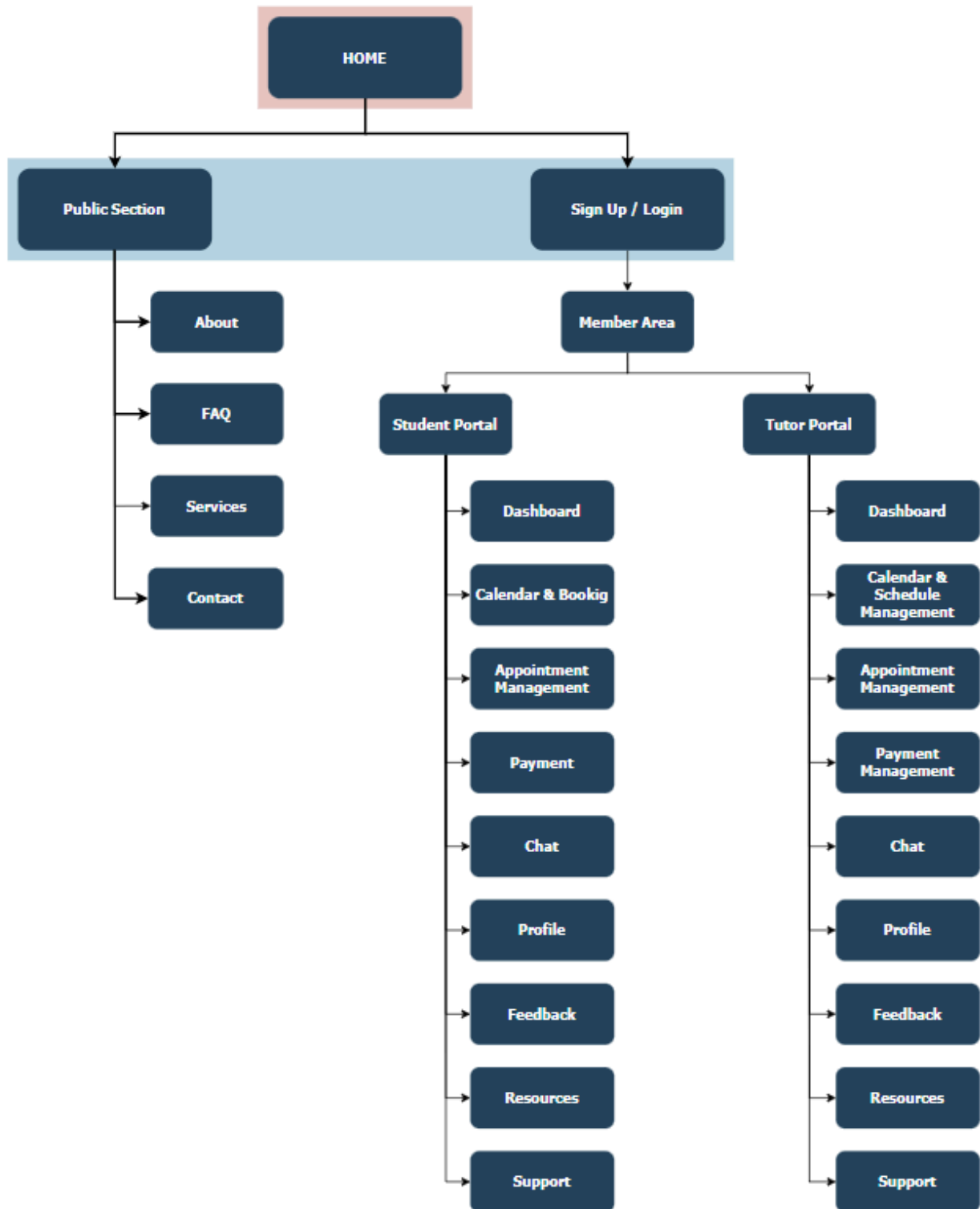
## 2. **Original Client Logo**

This is going to be my logo for the website:



**ClassConnect**

### 3. Refined Site Map



### **1) Homepage (Public Landing Page)**

- Features:
  - Overview of tutoring services
  - Key benefits
  - Sign Up / Login buttons
- Navigation Menu (Header):
  - Home
  - About
  - Services
  - FAQ
  - Contact
  - Sign Up / Login

### **2) Public Section (Before Login)**

- About
  - Tutor's bio, qualifications, and the story behind ClassConnect
- Services
  - Detailed descriptions of the tutoring subjects and types of sessions offered
  - Explanation of how the appointment system works
- FAQ
  - Answer to common questions about scheduling, payments, and tutoring procedures
- Contact
  - Inquiry form for general questions or support requests
- Sign Up / Login
  - Unified access page where visitors can create an account or sign in

**Navigation flow:** Visitors enter through the Homepage and can explore About, Services, FAQ, or Contact pages. They use the Sign Up / Login page to access the member areas.

### **3) Member Section (After Login)**

Once users sign in, they are directed to a personalized dashboard based on their role (Student or Tutor). Both portals feature a consistent header/menu that allows easy navigation among key pages.

## **a) Student Portal**

### **i) Dashboard (Student)**

- Overview Panel:
  - Upcoming classes summary
  - Notifications (class reminders, payment alerts)
  - Quick-access buttons for key actions
- Calendar and Booking:
  - Interactive calendar displaying available tutoring slots
  - Booking interface to reserve or reschedule sessions
- Appointment Management
  - Detailed view of upcoming and past classes with options to cancel or modify appointments
- Payment
  - Payment Portal to securely process class fees
  - Payment History and Pending Payments tracker
- Chat
  - Real-time messaging interface for direct communication with the tutor
- Profile
  - Personal information and settings (contact details, payment information, preferences)
- Feedback
  - Rating and review system for completed classes
- Learning Resources
  - Access to supplementary study materials and tutoring resources
- Support
  - Contact form or direct messaging for inquiries and technical assistance

**Navigation Flow (Student):** After logging in, students start at their Dashboard. From here, they can click on navigation menu items (Calendar, Appointment Management, Payment, Chat, Profile, Feedback, Resources, Support) to reach the corresponding pages. Quick actions on the Dashboard guide them to book a class or view upcoming sessions.

## **b) Tutor Portal**

### **i) Dashboard (Tutor)**

- Overview Panel:
  - Schedule summary (calendar view of upcoming classes)
  - Payment alerts (pending and received)
  - Recent chat updates
  - Notifications for rescheduled or new bookings
- Calendar & Schedule Management
  - Interactive calendar to post availability and view booked sessions
  - Interface to update available time slots
- Appointment Management
  - List view of all class bookings with options to confirm, reschedule, or cancel appointments
- Payment Management
  - Detailed payment dashboard showing received payments, pending dues, and automated payment reminders
- Chat / Communication
  - Messaging interface for real-time communication with students
- Profile
  - Personal and professional information management (bio, qualifications, payment details)
- Feedback
  - View and respond to student feedback and ratings
- Resources (Optional)
  - Option to upload or share study materials with students
- Support & Inquiries
  - Manage incoming support requests and inquiries from students

**Navigation Flow (Tutor):** After logging in, tutors land on their Dashboard, which highlights key metrics and upcoming sessions. The navigation menu then guides them to manage their schedule, appointments, payments, and communication channels. They have direct access to update profiles and address feedback as well.

#### 4. Refined Wireframes

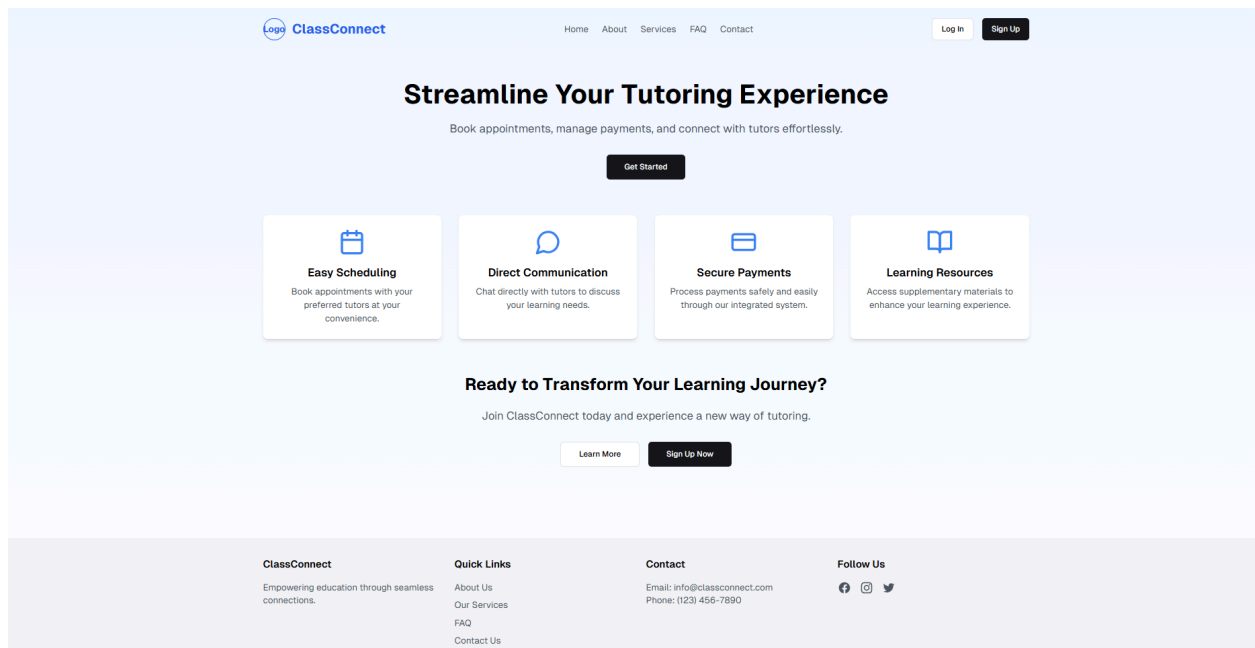


Figure 1: Home page

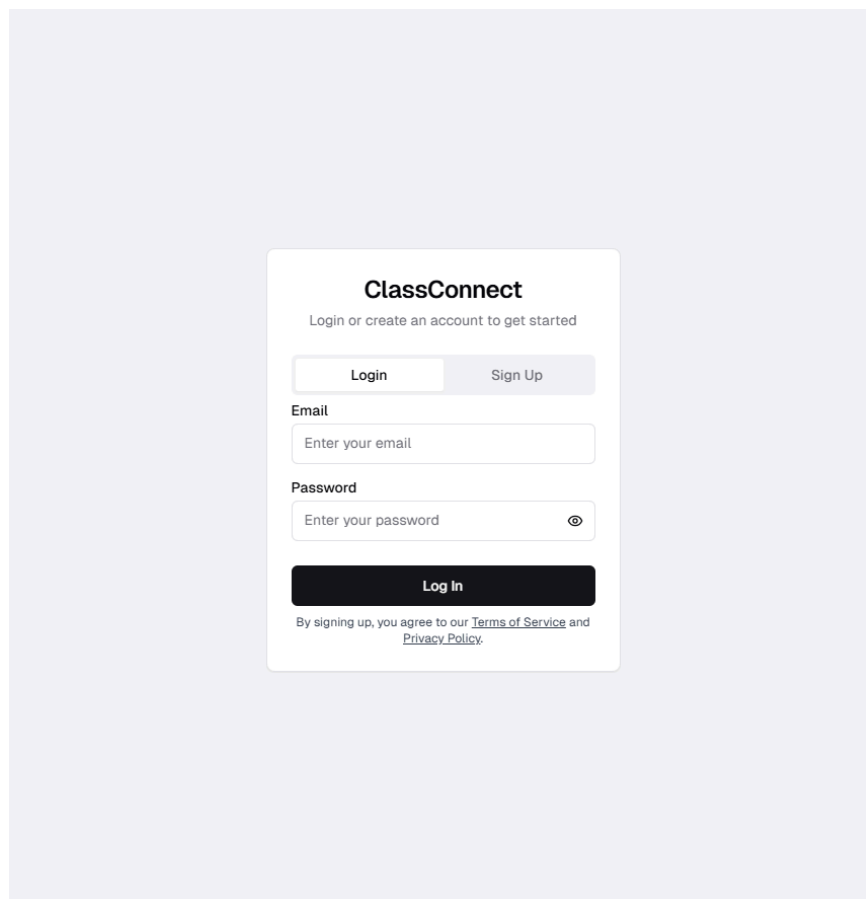


Figure 2: Login & Sign Up page (Login view)





## Part III: Client Verification & Approval

### A. Client Verification

Collaboration on "ClassConect" Project

External

Inbox x

Claudia

to me

7:07 PM (1 hour ago)

Dear Javier Sin Pelayo,

My name is Claudia Gómez and I am studying at University while teaching private lessons. As an independent tutor, I am excited to collaborate with you on "ClassConnect", a web designed to connect students with tutors more efficiently.

I acknowledge and approve your role as the web developer for this project and look forward to working with you.

Best regards,  
Claudia Gómez Vicente

Welcome aboard!

It's a pleasure to work with you.

Thank you for your email.

Reply

Forward

### B. Consultation Confirmation

The meeting took place on 01/31 at 4.30pm (10.30pm in Spain, my client's location). It was held at a WhatsApp video conference, and we discussed the main parts of the project. She made clear her preferences and fully answered the questions from [Part II \(A\)](#). After that, we discussed and arranged a weekly meeting, the style for the logo, and the main pages that she wanted to have within the web page.

The client requested the presence of many intuitive buttons so that the users are able to go to the desired part of the website faster and clearer.

### C. Client Approval

Approval for "ClassConnect" Project

External

Inbox x

Claudia

to me

7:14 PM (1 hour ago)

Dear Javier Sin Pelayo,

I have received the refined SDLC approach, timeline, logo, site map and wireframe for the "ClassConnect" project. After careful review, I hereby formally approve the proposed elements of this project.

I look forward to seeing the development of the web.

Best regards,  
Claudia Gómez Vicente

Thank you for your support!

Thank you for your feedback.

Congratulations!

Reply

Forward

### D. Reflection on Client Feedback

My client's feedback influenced me to add more buttons in the dashboard, as she requested them. In the overall design I didn't had to change a lot of things as it was quite similar the presented drafts and the idea that she proposed.