In this lecture, we will discuss…

Visit with the Client

Visit with the Client

Most clients have NO IDEA what they want!

- ✧ **It's YOUR JOB to ask questions to figure it out**
- ✧ **Bring web site examples of similar businesses**

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Visit with the Client

LESS (information) IS MORE!

- **Encourage your client not to cram information on the site**

Visit with the Client

Find a way for the client to INVEST in the project

- **Especially true if you're doing this for free just to build up your portfolio.**
  - **E.g., have them commit to pay for product photography**

Visit with the Client

Have client designate ONE PERSON responsible for decisions

Visit with the Client

Limit number of revisions UPFRONT

- **If it's a paying job, limit number of FREE revisions**

Visit with the Client

Google for
‘web development client questionnaire’

Visit with the Client

Involve others if needed

- Contact a local college and see if a graphic design student wants to join you by providing free design services
- Same for photography, if your site needs one

Visit with the Client

Get an idea of what the client has right now

Summary

- Bring examples of other sites to help client figure out what they want
- Encourage client to use less information
- Client should invest in the project
- Client should have one person as the decider
- Limit number of revisions
- Involve others to help you produce a great product

Field Trip!!!!