**1.1 Client Interview and Identify Client Needs**

Client Name: Jonghun Park

Developer Name: Jonghun Park

Date: 28.04.2022

**Complete the Target Audience criteria below and answer the questions**

*Type your clients answer directly under each question. You will submit this work document for assessment.*

Target Audience

• Age

Early late 50’s ~ early 60’s

• Location

Port Hedland

• Gender

Female

• Income level

80K ~ 120K per annum

• Education level

Year 10 ~ Bachelor Degree

• Marital or family status

Single, Married

• Occupation

Hospitality, Administration, Mining Operator

• Ethnic background

Indigenous, Maori, White

Target audience summary (Use 1-8 above)

Target audiences live in a small mining town, late 50’s to early 60’s, single or married female who have different background mostly, Indigenous, Maori and White. They are working in various industries such as hospitality, administration and mine site operator. Their income level is between $80,000 and $120,000 per year and education level has a broad range between year 10 and bachelor’s degree.

**Goals**

Describe the kind of website are you looking for, what is the theme?

We are looking for the website which displays our play schedule and board members’ contact numbers so members are able to access to the information and join the events we are going to hold in the future. Also, people interested in joining our club can find what they want from the website. Our theme outlines a strong readability and an easy accessibility to contents considering our member’s age.

**Content**

What topics should be covered in this project?

Upcoming events

Contacts

Sponsors

What contact information do you want included, if any?

Committee member’s contact phone numbers

Email address

Location of the club

**Design requirements**

Should certain colours, fonts, graphics, or logos be included in the design? Describe these. Can you provide them?

We don’t have specific requirements for designs but we can provide you with our logo and we want the webpage has a harmonious match with our logo.

Are there any colours or fonts you don’t want used?

We surveyed our members about colours and fonts and we agreed that we do not want to have strong red and blue colours because those colours are the representing colours for our rival team. However, we do not have any preference for fonts.

What are some similar projects that you like? Describe the design elements you like about each, such as colours, layout, fonts, and other design elements.

We want our website to move faster and have small data usage due to the internet conditions (ex) frequent signal drop-off) in regional area. We reviewed some templates and chose a basic layout with minimum animation usages. Our theme colours are orange and purple. There’s no preference for fonts but it must be an extra-large size for visibility.

**Client Needs**

Read the above target audience, goals, content and design requirements to summarise your client’s need in 1-2 paragraphs.

Our Target audiences are late 50’s to early 60’s, single or married female who have different background mostly, Indigenous, Maori and White living in a small mining town.. Their income level is between $80,000 and $120,000 per year and education level has a broad range between year 10 and bachelor’s degree. They are working in various industries such as hospitality, administration and mine site operator

The client is looking for the website which displays our play schedule and board members’ contact numbers so it can entice people to join their club and each member is able to access to the information. The information should contain following elements.

* Upcoming events
* Contacts
* Sponsors
* Committee member’s contact phone numbers
* Email address
* Location of the club

The client doesn’t have specific requirements for designs but we need to utilise their logo and make it look uniform with our project. They want us not to use certain colours which are ‘red’ and ‘blue’. However, they do not have any preference for fonts but it must be an extra-large size for visibility. They expect a fast web site with less data use due to a poor internet environment in up north. Therefore, they select a basic layout with minimum animation usages.