Needs Assessment

My client is a coin and precious metals buyer and seller. He needs a website that he can conduct his business from. He requires a website that will bring in other buyers of precious metals, and have it accessible enough for them to be able to find items he possesses that they are looking to buy, and be able to purchase them at any time they wish. The main objective of the website will be that the buyers will be able to find the product they are looking for as well as any information that they require in order to feel secure in their purchase. That information will include the prices, pictures of the coins and metals, information about each coin, as well as including a coin identifier guide. It will also have his contact information as seen on his business card. There may be a picture of the business card on the main page of the website. He has shown me other coin and precious metals buying and selling websites to use as inspiration, as well as ideas for how to organize as they are easy to navigate and include all the same information he requires on his website. The website will be targeting precious metals buyers, specifically “investors who are looking to recession proof their current investments”. For example, those who are seasoned buys and already know what they are looking for, as well as new investors who are frustrated with the typically investment systems, banks, and the low interest return rates: people who need to make money on their savings, but the bank will only give them less than 1% back each year.

My client plans to measure the success of his website by including a ‘hit-counter’ to keep track of how many people visit the website, as well as keeping track of how much he sells through the new website. He does not currently have a website, so the success rate will not be able to be compared to the success of another website. He will also be comparing the amount of metals he sells through the website to the amount he sells through his forums, as well as through personal connections and existing pawn shops. He has worked with a designer before to create a website for his other business, a photography business, and had a very good experience with it. Despite it being expensive, the designer fulfilled the needs of my client, as well as never over reacted to those requests that seemed absurd or ended up undoing the work he had already done. The client has already provided me with lots of content for the website, including pictures of coins, details about each set, a business card, links to websites to use as references so inspiration as well as identifying which coins are which, as well as an example of a coin identifier guide that he would like on his site.