



PROJECT GOALS

The goal of the project is to redesign the client's current website. We will add a new selection of images and some of the template set-ups. The redesigned website would look more professional and accessible to their potential clients. It would also allow our client to do more customization.



TARGET AUDIENCE

The audience targeted are female of color from 35 to 50 years old, in the middle of a career change, voluntarily or otherwise, who are middle to upper income. They would be coming out of a difficult situation such as a health issue, job loss, caring for aging parents, etc...



TIMELINE

Starting from April, 13th to May 17th



MADE BY

Julie Long & Melissa Scott

DESIGN BRIEF