Melissa Scott, Julie Long

DES 327, SP’20

4/19/2020

**Design Brief / Stakeholder Discussion**

**Bluford Consulting / Tanya Bluford**

(project goals, timeline and target audience.)

* Redesign the client’s current website that was built with Godaddy. (<https://blufordconsulting.com>)She is unhappy with their selection of images and some of the template set-ups. She’s like to be able to do more customization.
* The timeline will be to have the current three pages redesigned by the end of the semester, and any additional pages that are developed will be completed at a later date outside of the timeline.
* Tanya’s target audience is individuals that are:
  + 35-50
  + Female
  + People of color
  + In the middle of a career change, voluntarily or otherwise
  + Coming out of a difficult situation (health issue, job loss, caring for aging parents, etc.)
  + In any career industry
  + Middle to upper income bracket
  + Place?

Discuss what the business owner wants out of the website including:

* Branding
  + Wants the look to be professional, approachable and showcases her personality – her website is an extension of who she is, uplifting, vibrant, and positive.
* calls to action
  + She wants her potential clients to find out about her services (and pricing to come,) have access to the link to her blog, and potentially resources available outside of her site, like books or future services she wants to add.
* customer retention
  + Her clients will stay engaged thru offering new content (on blog and in resources) and products (in the future, like mastermind group sessions,) but ultimately once she has provided coaching sessions, she does not foresee a client returning for the same service.
* Who are their direct competitors
  + Mandy Hamilton, career coach - <https://www.mandyhamilton.com>
  + Amber Rosenburg, life/career/executive coach - <https://www.pacificlifecoach.com>
  + Love Your Mission, leadership coaching - <https://www.loveyourmission.com/takeaction>
* Who are their indirect competitors
  + Torchiana, outsourcing/talent solutions firm - <https://www.torchiana.com/career-transition>

What could be added? Changed?

Logo: Better quality and colors

Home page: text

Services page: