Profile Of Your Client

Answer the following questions in your document:

1. Who is your client? Summarize what they do, who they serve, and why.

My client is Cristobal Bustos. He runs a photography business called Ichacaps. He focuses mostly on sports photography, his services include pictures at sporting events. He focuses on high school and college athletes both individual and teams.

2. What is your client's mission statement? What are your client's goals in creating this website?

To capture the passion, dedication, and unforgettable moments of high school and college athletes through professional photography. Empowering athletes, families, and teams to celebrate and preserve the spirit of the game.

3. Does your client already have a website? If so, provide the URL link to it.

He does not only instagram. https://www.instagram.com/ichacaps/?hl=en

Profile Of Target Audience

Answer the following questions in your document:

1. Who is the primary audience that your client is trying to reach? Include the following details about your target audience:
   ○ Demographics
      ■ What is the age range of your target audience?

16-55
      ■ What is the gender distribution?

60% male and 40% female
      ■ Which country do your visitors live in?

United States
      ■ Do they live in urban or rural areas?

Urban
   ○ Socioeconomic Details
      ■ What is the average income of visitors?

$15,000
      ■ What level of education do they have?

Non
      ■ What is their marital or family status?

Single
      ■ What is their occupation?

Student
      ■ How many hours do they work per week?

10-15

   ○ Web Behavior

■ How often do they use the web?

Daily

■ What kind of device do they use to access the web?

Mobile or Desktop

2. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can create this chart manually or with AI tools like ChatGPT.

Name	Sex	Age	Location	Occupation	Income	Web Use
Lisa Chen	F	34	Orlando	Nurse	$155,000	Heavy: Books services and shops online frequently.
Marcus Johnson	M	20	Boston	Retail	$12,000	Heavy: Social media, online shopping
Daniella Rivera	F	18	Atlanta	Fast Food	$8,000	Heavy: Social media, online services, streaming and shopping

3. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or with AI tools like ChatGPT.

Lisa Chen	1. Browse service packages & pricing. 2. View scheduling availability for next month. 3. Complete booking and payment for a "Senior Session" package for her brother.
Marcus Johnson	1. View the portfolio extensively, especially basketball galleries. 2. Check pricing for the most basic package. 3. Find and read client testimonials.

Daniella Rivera	1. Get inspiration for her soccer highlight reel shots. 2. Follow the photographer on Instagram. 3. Use the "quick quote" or contact form to ask about a payment plan.

A. Website Design Consult

You will meet with your client to discuss the vision and requirements for their website. By addressing the questions below, you'll gain valuable insights into how to design a website that meets their goals and expectations.

Conduct a detailed consultation with your client and document their answers to the following questions:

- **Define Purpose**
  - What is the primary goal of the website?

To serve as my main business hub where athletes and families can book my photography services, see my best work, and understand exactly what I offer and how much it costs. I want to move away from texting and DM'ing about availability and prices.

  - What is the single most important action you want users to take on the website?

The number one thing is to book and pay for a session. I want them to pick a package, choose a date on my calendar, and put down a deposit—all without me having to be involved in the back-and-forth.

- **Key Messages & Content**
  - What is the main message you want to convey to your audience?

That I capture the passion, hard work, and key moments of their sports journey with professional quality. It's about preserving the feeling of the game and helping athletes look their best for recruitment, social media, or family memories.

 - What are the most critical pieces of information users must see immediately on the homepage?

- My best, most dynamic sports photo. Something that makes them say 'wow.'
- A clear headline like 'Game Day Photography for Athletes Who Hustle'
- A prominent 'Book Now' or 'View Packages' button
- The main sports I cover (football, basketball, soccer)
- A quick intro to who I am — maybe "Hi, I'm Jackson" with a short blurb

      ○   Do you have any existing content or text for the website? If yes, please share it.

"I capture timeless moments"

"DM to book lets work!"

      ○   Are there specific photos, videos, or graphics you'd like included? If yes, please share it.
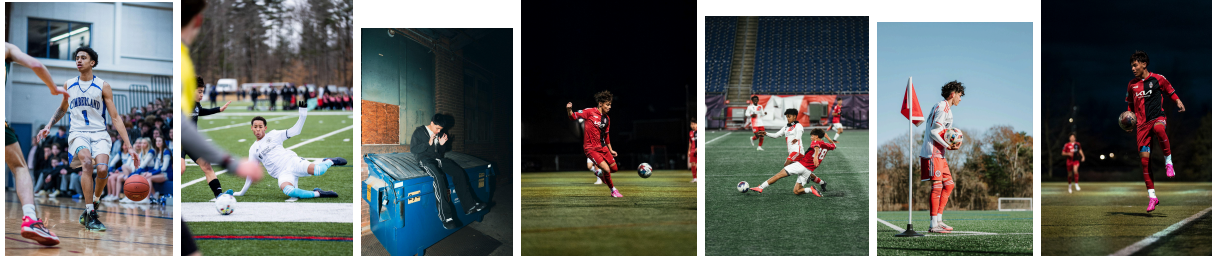
      ○   Do you have a logo? If yes, please share it.

No

- **Desired Features**
  - What specific features do you want on the site?
- Online Booking/Scheduling System (lets clients pick date/time & package)
- Online Payment (deposit or full payment)
- Portfolio Gallery (filterable by sport: Football, Basketball, Soccer)
- Service/Package Page with clear pricing (e.g., 20 pics, 50 pics, video)
- Contact Form
- Client Login Area to view their photos after the shoot (for digital delivery)
- Testimonials/Reviews Section
- FAQ Section
- Blog/News Section (for posting about upcoming games or tips)

      ○   Which features are essential, and which are "nice to have"?

Essential (MVP):
- Online Booking & Payment
- Portfolio Gallery
- Service/Package Page
- Contact Form

Nice to Have (Phase 2):
- Client Login/Photo Delivery Portal
- Blog/News Section
- FAQ (can start as a simple page)

- **Inspiration & Preferences**
  - Can you provide examples of websites you admire? What do you like about them?

https://www.squarespace.com/

It is very clear and I can provide a video in the back

       ○   Are there any design elements or website functionalities you dislike? If so, why?

I like the black and white theme, clear and easy to read

       ○   What image, look, or feel do you want the website to convey (i.e., modern, minimalist, playful)?

Modern, not a lot of tabs, the black and white going on

       ○   Do you have an existing style guide, color palette, or typography preferences?

Red, black, white

- **Navigation & Structure**
  - What are the key pages or sections the website should include (i.e., About, Services, Contact)?
- Home
- Portfolio (with filtering)
- Services & Pricing (packages listed)
- Book Now
- About Me
- Contact
- Client Gallery/Login (for delivered photos)

  - What should the main navigation look like?

Home | Portfolio | Services | Book Now | About | Contact

  - Do you need subpages or dropdown menus? If yes, for which sections?

Portfolio will be a drop down to all the sports so soccer, basketball, football

- **Competitor Analysis**
  - Who are your main competitors?

Other photographers and companies schools may hire

  - What do you like about their websites?

Many are outdated or don't even have site

  - What do you dislike about their websites?

Outdates

  - How do you want your website to stand out from theirs?

Modern, fast and easy booking

- **Audience Engagement**
  - How do people currently find you online?

Instagram

  - Are your clients or customers one-time visitors, or do they return frequently?

Frequent

  - Are you active on social media? If so, which platforms?

Yes Instagram

  - Do you rely on referrals or customer reviews to drive traffic?

Yes, referrals

- **Maintenance & Updates**
  - How often will you need to update the website?

Update more pictures

  - Who will be responsible for maintaining the site (i.e., your client, a hired professional)?

Me

  - Do you anticipate needing assistance with updates or changes? If yes, how frequently?

No

B. Design & Prototyping

You will document your website's design and flow. This includes presenting your SDLC approach, timeline, fictional visitors, site maps, and wireframes to your client during your first consultation. Based on the feedback you receive, you will refine and finalize these elements to ensure they align with your client's goals and expectations.

Ensure regular communication with your client throughout this process. If your client identifies missing elements or specific behaviors they feel are essential, collaborate to incorporate these into your wireframes and overall design.

1. **Refined SDLC Approach & Timeline**
   In your answer document, create a refined SDLC approach and timeline to build your website. Your plan should include:

   - The SDLC model you've chosen (Waterfall, Agile, Scrum, etc.).

Agile waterfall hybrid

   - A clear timeline of phases and milestones.
2. Week 1-2: Finalized sitemap & brand guide (logo, colors, fonts)
3. Week 3-6: Wireframes → Client approval → High-fidelity mockups
4. Week 7-12: Development phase (core pages → booking system → mobile optimization)
5. Week 13: QA testing & content population
6. Week 14: Launch & handoff

   - A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).

   - Reflects any feedback you received from your client during your consultation.

You may create this manually or with AI tools ([ChatGPT](), [Gantt Chart AI]()).

2. **Original Client Logo**
   Design a logo for your client that incorporates:

   - ○ The name of your client's website.

   - ○ An image, icon, or design that represents your client.

   - ○ A transparent background (export as PNG).

   Use free tools like [Pixlr X]() to create your logo. You can check out a [video tutorial]() or [written tutorial]() on how to create a logo in Pixlr X.


3. **Refined Site Map**
   Create a refined site map that shows how your site will be structured and how users will navigate between pages. Your site map should:

   - ○ Illustrates the structure and grouping of your website's pages.

   - ○ Clearly shows how users will navigate between the pages.

- Reflects any feedback you received from your client during your consultation.

You can create your site map manually on paper, using draw.io or with AI tools (Slickplan, Octopus.do).
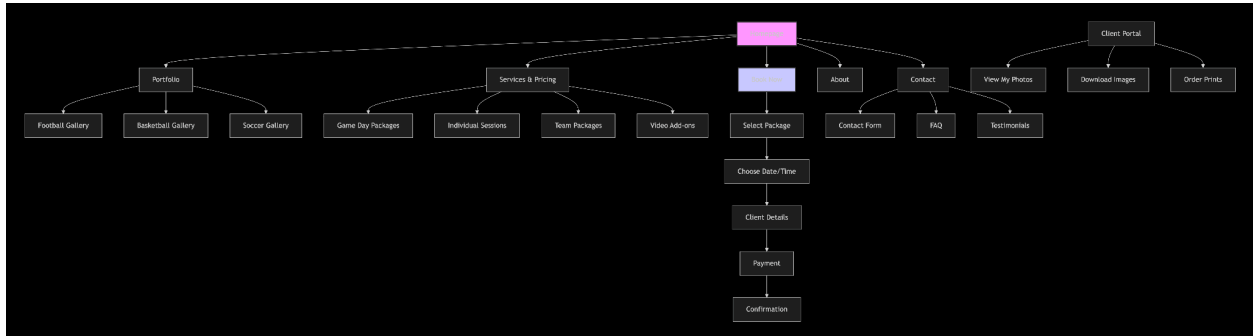

4. **Refined Wireframes**

Create refined wireframes for core pages of your site. Your wireframes should:

- Clearly sketch where key information and interactive elements will be located. This must include placement of navigation bar and logo, and a layout of content across web pages.

- Focus on the homepage and at least two other pages.

- Reflect any feedback you received from your client during your consultation.

You may create this manually or with AI tools (ChatGPT, WAVE, Google Lighthouse).
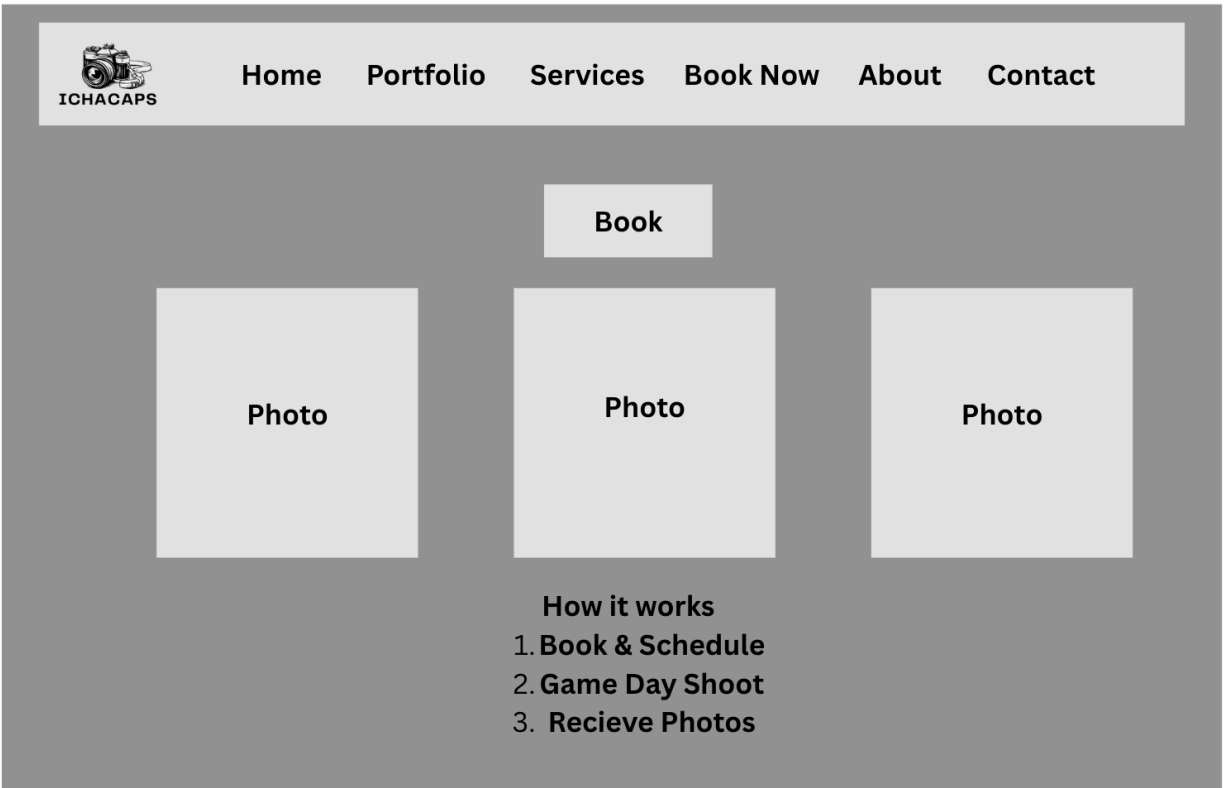
Part III: Client Verification & Approval

To ensure you are working with a real client and that your initial designs align with their expectations, you will submit additional materials as part of the client verification and approval process. These materials will confirm your client's identity, the details of your consultation, and their approval of your refined designs and plans.

A. Client Verification

Provide evidence confirming the identity of your client. This must be an email from your client with a short written statement that includes:

- Their name and title/role.
- The name of their organization, business, or team.
- A brief acknowledgement that they are partnering with you on this project and approve your role as their web developer.

B. Consultation Confirmation

Document your first consultation with your client by submitting a summary that includes:

- Date and time of when the meeting took place.
- Whether the meeting was in person, via Zoom, phone call, or another platform.
- Summary of key points discussed including feedback on your SDLC approach, timeline, logo, site map, and wireframe.
- Outline of any changes or refinements your client requested.

The meeting took place Friday @ 5PM over the phone. We went over the site structure and what my client wanted to see. He liked my ideas and wanted to proceed with me.

C. Client Approval

Obtain formal approval from your client for your SDLC approach, timeline, logo, site map, and wireframes. Acceptable forms of approval include:

- A signed document from your client explicitly stating they have reviewed and approved.
- An email or written message from your client explicitly stating they have reviewed and approved.
- A screenshot or recording of a written or verbal acknowledgment during your consultation. If recorded, ensure your client consents to being recorded.

D. Reflection on Client Feedback

Write a short reflection on how your client's feedback influenced your design and planning process. Include details on:

- Specific changes or refinements you made based on their input.
- How these updates improved alignment with your client's goals and expectations.

Revise the logo later on but besides that my client liked everything and is excited to see it.