## Planning a site

* Graphic Design, Web design, Branding, Freelancing
* My goals are to get my name out there and get more clients
* My challenge is getting my name out there
* Getting more clients and having a way to show clients my work
* Located in Israel (Jerusalem, Kiryat Gat) and online as well
* After learning graphic design I decided to start my own company

# Create some users

* Users
  1. Someone who just joined and office job and needs a personal business card
  2. Someone who wants to redesign there logo
  3. Someone who wants to create branding for a new business
  4. Someone who wants to create a flyer to publicize an event

# Analyze the Market

* Some similar businesses only specialize in a specific type of graphic work, for example logo designs only
* I like clean work with vibrant colors

# Define the Core Values

* Culture: Originally from Baltimore, Maryland moved to Israel in August 2016
* Customer: creative, has an eye for color, organized
* Voice/personality: artistic, sophisticated
* Feeling: listened to, in order to get the results the customer had in mind
* Impact: customer will have the design they envisioned but could not create on their own

## Define brand

* Keren Agrich Designs provides graphic design services to creative customers in a American/Israeli environment, with an artistic voice; helping them feel listened, and achieve the design they had in mind