Group Information
Section 123
- Iliana Paleva (ip97)
- Leopoldo Pena (lpd49)
- Jay Tappen (fjt37)
- Joshua Briscoe (jyb7)

Describe the Client
Leigh Tappen (Jay's mom) and Cathy Jarhling are starting an art and pottery business and need a website. It will serve as the company's web presence, provide information about the business and its work including offers and events, and hopefully provide some way for customers to make contact, maybe in the form of adding themselves to an email list. There is no current website.

Describe the Target Audience
Primary
- Parents and other caregivers of children ages 0-14, possibly children themselves, looking for recreational and educational activities for children when school is not in session
- Homeschooling families and families with young children not yet in school any time of year

Additional
- Teenagers and adults ages 14-60+, looking for recreational and how to classes in a private or social setting
- Teachers looking for new ideas and referral activities for students and parents, possibly continuing education credit
- People with interests in home decorating and home organizing
- People with interests in developing parenting/teaching skills
- Audience may or may not have any background in arts/crafts

Personas
1. Busy, working parent viewing the site from work computer or late at night or on mobile device—wants to plug in activities for child(ren) either in advance or on short notice because of their work schedule, last minute changes in child care arrangements. Often another adult will be bringing the child(ren). Will often get information for activities or events during non-business hours due to their work schedule; they need all of the information to be online. They love a streamlined process of reservations and scheduling as they are often glued to their iCal or Google calendar.
2. Stay at home parent viewing the site from home computer, tablet or mobile device—may be viewing it in advance in order to plan a day, or maybe viewing it on short notice on

their phone because of changes in weather (planning to play outside but it rains, so they look for fun indoor activities). Might be making group arrangements. This person is sually the one bringing the child(ren).

Audience Needs

Needs *(List your target audience's needs and wants one by one)*	Design choices *(Justify your design choices correspond to their needs)*	Memo *(Any additional comments you have to justify your design choices or things you want TAs to know)*
Browse and get information from home and on the go	Responsive design to be compatible with desktop, mobile, and tablet	From home if planning ahead. On the go if the parents have a change of plans, maybe it started raining
Streamlined scheduling and reservations	Online scheduling capabilities.	Will often want everything planned out ahead of time or have things happen last minute.
Connect on social media	Use traditional icons to indicate ability to "follow," "like," etc.	So that they can stay up to date on events and see fun creative ideas shared online
Ease of use	Simple theme, organization, and language	Audience may not be tech savvy. May also not speak English as a first language