NEEDS ASSESSMENT

**Why does the client need a website?**

Client has worked in the fashion industry for many years. Client has a design degree from RISD and now works ion fashion design in Manhattan. Client wants to start her own business online, marketing clothes along the line of Net-a-Porter, Matches, YOOX etc.

**What is the purpose of the website?**

The purpose is to put her fashion background towards a new business that she understands and interests her.

**What specific objectives will the website accomplish? In other words, what problems does the client hope the website will solve?**

Because there are already websites that accomplish this purpose, that **is** pulling designer clothes that match the business owner’s taste (that is the fun of it; that is part of it), it would be to add other agenda. Maybe more mid-range budget options. Maybe more sportswear. Maybe highlighting more American designers.

**At whom is the website targeted?**

Targeted to women 18+ who have access to the internet, and a sense of design.

**How does the client plan to measure the success of the new website?**

They will probably sub contract out to a specialist. This client is totally not analytical.

**If the client already has a website and you are redesigning the site: what issues does the client’s current site have that a redesign will need to ad­dress? What do users think of the current site?**

We are starting from scratch; we really like the net-a-porter template but we just do not want to go so broad or so expensive.

**Has the client ever worked with a designer before? If so, what kind of experi­ence did the client have?**

Client is a clothing designer abut is not internet savvy. But she probably knows good design when she sees it.

**Can the client provide you with some sample content (text and imagery) within a week?**

We can try.