**LUIS GIRALDO PORTFOLIO**

Why do we need a web site?

The main idea of the portfolio website is to have a prove of your projects, a place where your customer can go and check what kind of projects you have done.

What is the purpose of the website?

The purpose of the website is to show off all your projects to potential customers that are interested to build a website for their own businesses.

What are the problems that we want to solve, building a web site?

* Having a presence on the internet
* Showing your professionalism though the website
* To Have a background of projects to show to your customers
* Reach as much customers as possible through the internet and social media
* A place where your customers can give feedback to you and future potential customers about your products

Understanding the Audience:

Target audience:

* Small and medium business owners (seeking for big companies as well), who don’t have a presence on the internet, and the ones that already are on the internet but need to improve their website or get more customer to it, doing that through and upgrade or adding new information of oroducts to their website.
* Initially targeting customers who live in the Massachusetts area, and expanding through the whole country.
* Targeting customers who are and are not social media users.