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Project Goal and Statement

I want to develop a website about one of my main hobbies and passions: interior design. My goal is to reach at least 400 visitors per day and allowing the users to find ways of saving money and making even the smallest of spaces more organized. The users will be able to find curated deals on furniture and decor from various stores, as well as tutorials, from how to declutter to how to transform pre-owned house items. The website aims to inspire users to make the most of what they own to create their dream environment by showing them that it is possible to achieve their goals through thought-out investments, space planning, and DIYs.

Although the website is open to anybody interested in decorating and organizing, I am aiming for a young audience. I want to target people between the ages of 18 and 33, both male and female, who are either still in college, or have joined the workforce, but have a minimum wage of 7 to 8 dollars per hour. College students, who are between the ages 18 to 23, usually dorm; so the website would help them find ways of decorating their rooms and organizing it to make the most of it. For those who have graduated and have moved out, they most likely are not living in their dream house, but rather in whatever is affordable with their recently acquired salary. The website would help them figure out ways to transform their spaces into desirable and aesthetically pleasing environments without going broke.

My website will have three main sections: DIY section, a “Get Organized “section, and a “Deals of the Day” section. The DIY section will focus on tutorials on how to transform objects the user already owns or effortless ways of making self-decoration. The Get Organized section will focus on how to declutter and ways of planning out room space. The deals of the day section will have curated picks of affordable items ranging from decor to furniture.

I hope that the visitor leaves the site inspired to have fun with their space. The main goal, however, is to have them subscribe to the website's newsletter after visiting it. They will be able to receive updates about new tutorials, articles on discount decoration, and furniture. They can unsubscribe without an issue if at any point they don't want to receive more updates.