

## **A. Profile Of Your Client**

Answer the following questions in your document:

1. Who is your client? Summarize what they do, who they serve, and why.
  - My client's name is Christie. She is a hairstylist and she primarily works with young adults but also teenagers and older adults just less frequently. Her services are for people who need hair care, styling and maintenance.
2. What is your client's mission statement? What are your client's goals in creating this website?
  - The goal of the website is to book appointments, preview different styles, have a portfolio and leave reviews.
3. Does your client already have a website? If so, provide the URL link to it.
  - Yes, a site they started working on but didn't finish

## **B. Profile Of Target Audience**

Answer the following questions in your document:

1. Who is the primary audience that your client is trying to reach? Include the following details about your target audience:
  - o Demographics
    - What is the age range of your target audience?
      - 16 to 45 years old
    - What is the gender distribution?
      - even(male and female)
    - Which country do your visitors live in?
      - United States
    - Do they live in urban or rural areas?
      - both
  - o Socioeconomic Details
    - What is the average income of visitors?
      - Around \$50000

- What level of education do they have?
    - Highschool
  - What is their marital or family status?
    - Any status
  - What is their occupation?
    - Any occupation
  - How many hours do they work per week?
    - Above 10 hours
- Web Behavior
- How often do they use the web?
    - daily
  - What kind of device do they use to access the web?
    - Primarily mobile, but other devices work as well

2. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can create this chart manually or with AI tools like [ChatGPT](#).

Name	Sex	Age	Location	Occupation	Income	Web Use
Jasmine	Female	22	Miami, FL	College Student	\$20,500	Daily (Mobile)
Marcus	Male	18	Atlanta, GA	Highschool student	\$10,200	Daily (Mobile/Desktop)
Elena	Female	41	Austin, TX	Office Assistant	\$65,800	Daily (Mobile)

3. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or with AI tools like [ChatGPT](#).

- Book a hair appointment
- View hairstyle options
- Check pricing and services
- Read or leave reviews
- View Christie's portfolio
- Browses hairstyle photos

## Part II: Planning Your Client Website

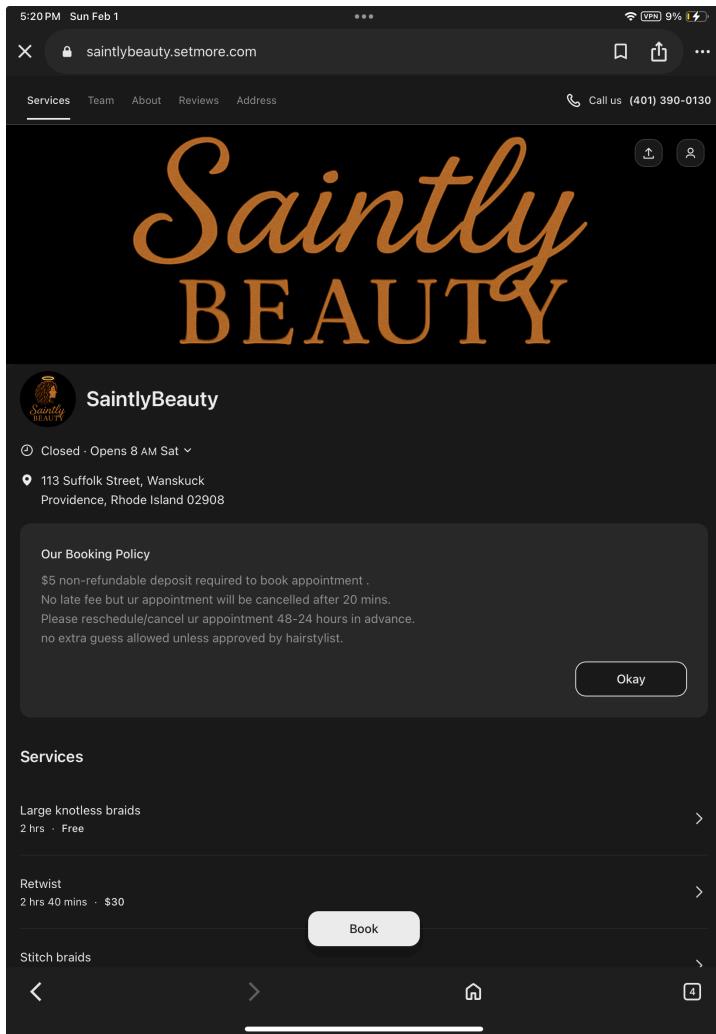
### A. Website Design Consult

#### 1. Define Purpose

- o What is the primary goal of the website?
  - To provide a service
- o What is the single most important action you want users to take on the website?
  - To have clients set appointments through the website

#### 2. Key Messages & Content

- o What is the main message you want to convey to your audience?
  - Idk that u need a websites to make us business better
- o What are the most critical pieces of information users must see immediately on the homepage?
  - My logo, my bio and/or my portfolio
- o Do you have any existing content or text for the website? If yes, please share it.
  - Yes I have a logo (and a rough draft)
- o Are there specific photos, videos, or graphics you'd like included? If yes, please share it.
  - Yes



- Do you have a logo? If yes, please share it.
  - Yes if u think u can come up with a better logo lmk



### 3. Desired Features

- What specific features do you want on the site?
  - Set Appointment, set confirmation, reminders and canceling, preview different styles, have a portfolio and leave reviews
- Which features are essential, and which are “nice to have”?
  - Nice to have : Able to pay through the app

### 4. Inspiration & Preferences

- Can you provide examples of websites you admire? What do you like about them?
  - Apple it's modern and clean
- Are there any design elements or website functionalities you dislike? If so, why?
  - Temu it's overwhelming
- What image, look, or feel do you want the website to convey (i.e., modern, minimalist, playful)?
  - Modern, minimalist but stylish
- Do you have an existing style guide, color palette, or typography preferences?
  - Black, white and an accent color. Cursive writing

### 5. Navigation & Structure

- What are the key pages or sections the website should include (i.e., - About, Services, Contact)?
  - Services, review, time available, contact, portfolio
- What should the main navigation look like?
  - It should be top of the page navigation
- Do you need subpages or dropdown menus? If yes, for which sections?
  - Not sure would need to see what it would look like yet

## 6. Competitor Analysis

- Who are your main competitors?
  - Other more known hair stylists
- What do you like about their websites?
  - That it's clean and easy to navigate
- What do you dislike about their websites?
  - That they all look alike
- How do you want your website to stand out from theirs?
  - I'm not sure yet

## 7. Audience Engagement

- How do people currently find you online?
  - My personal accounts
- Are your clients or customers one-time visitors, or do they return frequently?
  - They return frequently
- Are you active on social media? If so, which platforms?
  - Yes tiktok and Instagram
- Do you rely on referrals or customer reviews to drive traffic?
  - Yes, both

## 8. Maintenance & Updates

- How often will you need to update the website?
  - mostly for new features
- Who will be responsible for maintaining the site (i.e., your client, a hired professional)?
  - Not my client, as the developer I will
- Do you anticipate needing assistance with updates or changes? If yes, how frequently?
  - Yes but not frequently

## B. Design & Prototyping

incorporate these into your wireframes and overall design.

### 1. Refined SDLC Approach & Timeline

In your answer document, create a refined SDLC approach and timeline to build your website. Your plan should include:

- The SDLC model you've chosen (Waterfall, Agile, Scrum, etc.).
- A clear timeline of phases and milestones.
- A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).
- Reflects any feedback you received from your client during your consultation.

You may create this manually or with AI tools ([ChatGPT](#), [Gantt Chart AI](#)).

- The SDLC will be agile
- Timeline:
  1. Planning & Requirements
  2. Design & Wireframes
  3. Core Development (Homepage, appointment, review, etc)
  4. Core Testing
  5. Advanced Features Development
  6. Final Testing & Deployment

## 2. Original Client Logo

Design a logo for your client that incorporates:

- The name of your client's website.
- An image, icon, or design that represents your client.
- A transparent background (export as PNG).

Use free tools like [Pixlr X](#) to create your logo. You can check out a [video tutorial](#) or [written tutorial](#) on how to create a logo in Pixlr X.

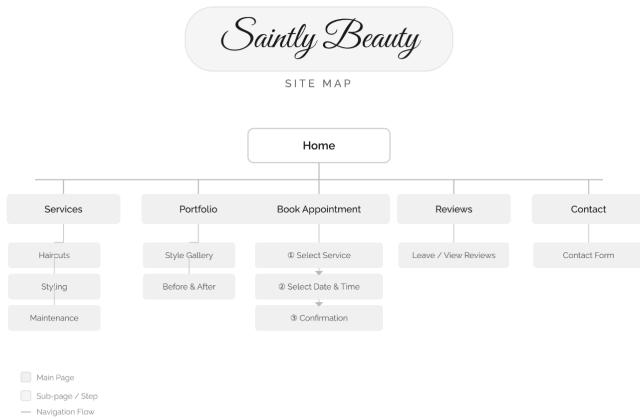


### 3. Refined Site Map

Create a refined site map that shows how your site will be structured and how users will navigate between pages. Your site map should:

- Illustrates the structure and grouping of your website's pages.
- Clearly shows how users will navigate between the pages.
- Reflects any feedback you received from your client during your consultation.

You can create your site map manually on paper, using [draw.io](#) or with AI tools ([Slickplan](#), [Octopus.do](#)).

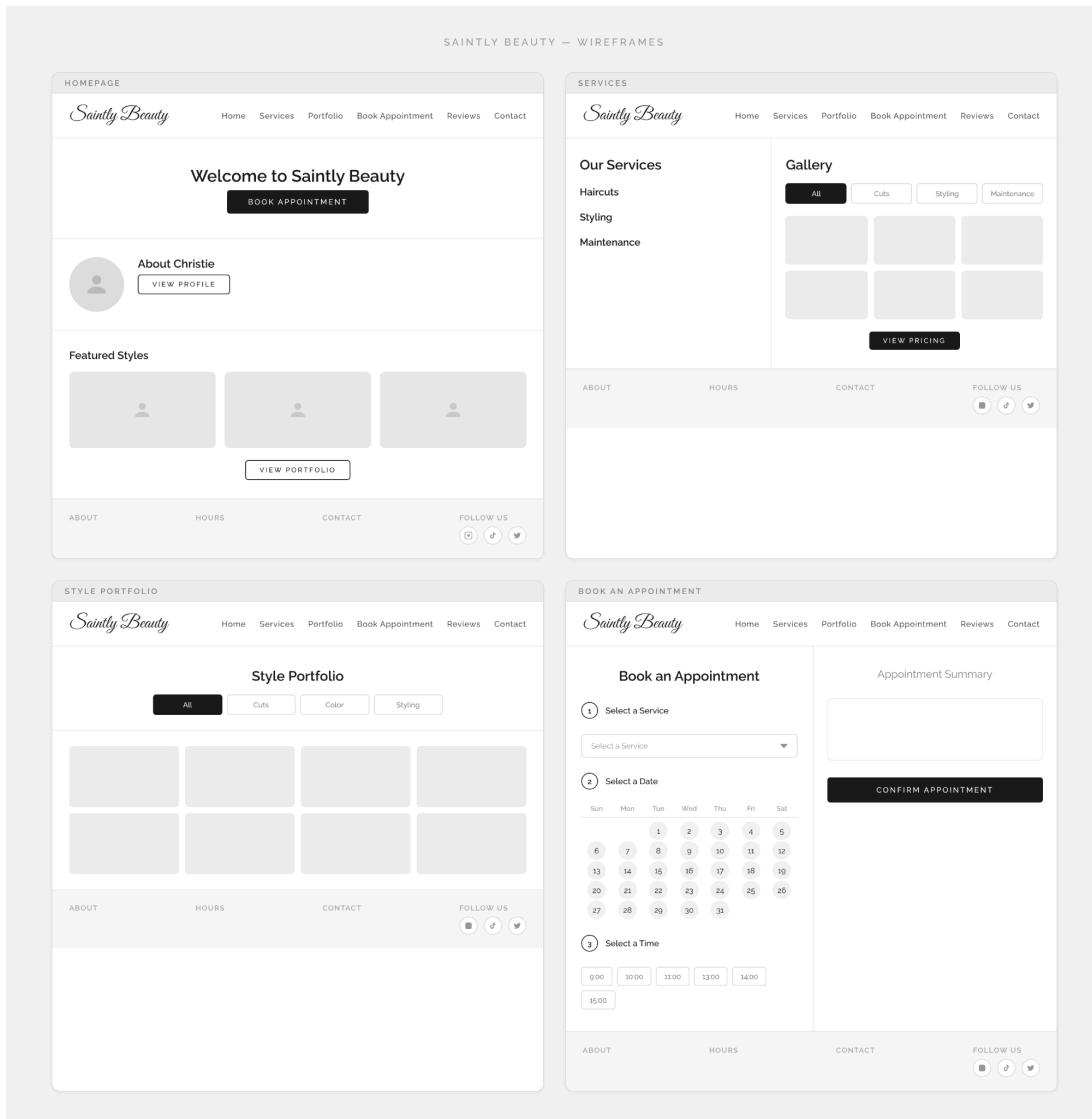


#### 4. Refined Wireframes

Create refined wireframes for core pages of your site. Your wireframes should:

- Clearly sketch where key information and interactive elements will be located. This must include placement of navigation bar and logo, and a layout of content across web pages.
- Focus on the homepage and at least two other pages.
- Reflect any feedback you received from your client during your consultation.

You may create this manually or with AI tools ([ChatGPT](#), [WAVE](#), [Google Lighthouse](#)).



## Part III: Client Verification & Approval

### A. Client Verification

Provide evidence confirming the identity of your client. This must be an email from your client with a short written statement that includes:

- Their name and title/role.
- The name of their organization, business, or team.
- A brief acknowledgement that they are partnering with you on this project and approve your role as their web developer.

## **B. Consultation Confirmation**

Document your first consultation with your client by submitting a summary that includes:

- Date and time of when the meeting took place.
- Whether the meeting was in person, via Zoom, phone call, or another platform.
- Summary of key points discussed including feedback on your SDLC approach, timeline, logo, site map, and wireframe.
- Outline of any changes or refinements your client requested.

## **C. Client Approval**

Obtain formal approval from your client for your SDLC approach, timeline, logo, site map, and wireframes. Acceptable forms of approval include:

- A signed document from your client explicitly stating they have reviewed and approved.
- An email or written message from your client explicitly stating they have reviewed and approved.
- A screenshot or recording of a written or verbal acknowledgment during your consultation. If recorded, ensure your client consents to being recorded.

## **D. Reflection on Client Feedback**

Write a short reflection on how your client's feedback influenced your design and planning process. Include details on:

- Specific changes or refinements you made based on their input.
- How these updates improved alignment with your client's goals and expectations.