



FINAL PROJECT: NEEDS ASSESSMENT

**CASSIDY
JACKSON**

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MEET CASSIDY

Cassidy Jackson is a junior in the Dietetics Program at the University of New Hampshire. She is passionate about nutrition and fitness as it relates to the overall well-being of an individual. She believes in spreading knowledge about the body, but more importantly how the body is able to stay healthy. And believes improvements through nutrition and fitness are essential.

WHY?

Cassidy doesn't have a website, yet. She needs a website because she wants to get her name out there. Creating an online presence will give her the ability to introduce herself and to share her ideas. She is currently in school, but wants to start working on her professional appearance before she graduates and enters the professional world.









PURPOSE

The purpose of this website is to introduce Cassidy as an ambitious individual that is serious about nutrition. She wants to share what she has learned and her personal beliefs on the importance of nutrition. Cassidy believes that generic nutrition plans are less successful for individuals. This site will explain her beliefs on that and allow viewers to contact her, so that she can explain that personalized plans are more successful. Although she believes in personalized plans she wants to offer tips on lifestyle changes that can help her viewers.

Once she graduates, the site will help her attract possible clients or employers.



OBJECTIVES

Cassidy's main goal is to educate people on nutrition and to spread her message. Since she does not have a website already, this site will provide her with a professional online presence. In the future, she will be able to refer possible employers or clients to her site. This website will make it easier for anyone to reach out and contact her while also learning some information about Cassidy's nutrition beliefs.



TARGET AUDIENCE

The target audience of this website is anyone wanting to learn about nutrition, athletes, and health conscious people. Also possible employers or clients.

MEASURING SUCCESS

Cassidy plans to measure the success of her website through monthly visits and through how many people contact her. In the future, she will measure the success through clients gained.

RESEARCH & ENVISION

CASSIDY'S ENVISION

Cassidy also mentioned stylistic and visual elements that she is hoping for. She wants a clean and clear site with a simple and minimalistic aesthetic. She also mentioned wanting pictures to illustrate what she is trying to explain, for example a side by side comparison of food that is good and bad.

Starting my research, I immeadiately thought of someone Cassidy and I both know, Julie Nicoletti. Julie owns a company called Kinetic Fuel. Her company assissts athletes and others by providing them with nutrition plans.

I also found two other sites that I found useful and relateable to Cassidy's ideas. Marci RD Nutrition and Dietitian Cassie both have sites focused on nutrition.

These sites function as places for potential clients to do research and connect with the businesses. Cassidy is not accepting clients at the moment, so this site is will be more of an introduction and as a place for her to share her passionate ideas and opinions. Despite the differences, I found these sites useful for their navigation, layout, and hierarchy. It is helpful to see what is already out there, to figure out what works and what does not.

Kinetic Fuel Performance Based Nutrition

home . services . nutritional plans . testimonials . partners

Here's What People Are Saying...

The Bruins are excited to be teaming up with Julie Nicoletti and Kinetic Fuel to provide the optimal performance based sports nutrition to all of our players. Proper nutrition and education are essential and uniquely linked to each individual player. Kinetic Fuel will be supplying the Boston Bruins with the most up-to-date knowledge that is necessary to gain an edge and increase player performance.

Don Sweeney
General Manager, Boston Bruins

JULIE NICOLETTI
Sports Nutritionist

ATHLETES + COACHES

Marci RD NUTRITION
FOOD & BODY IMAGE HEALERS™

NUTRITION COUNSELING | CLINICIAN TRAINING | SPEAKING | BLOG

NUTRITION COUNSELING

Nutrition Counseling for Food and Body Image Healing

Building enduring strategies for overcoming eating disorders and the backlash of chronic dieting

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Boost Your Metabolism in 5 Minutes or Less!

FIRST NAME EMAIL YES!

**REAL TALK
REAL FOOD
REAL LIFE**