

WEBSITE PROJECT BRIEF

Client: George DiMaggio, guitar teacher.

Purpose of site: promote George's guitar teaching practice.

Specific Goals:

- Increase the number of phone and email inquiries by potential students.
- Provide a place on the web where potential students (or their parents) can learn about George's experience and teaching philosophy.

Target Audience(s)

Brooklyn residents of both sexes and all ethnic backgrounds. They are adults looking to start playing the guitar, or parents looking for a guitar teacher for their school-age children. They have at least some education above high-school level and the means to afford private lessons.

Content:

- Teaching philosophy
- Biography
- Testimonials
- Contact information
- A photo of George.

Functionalities: reading, email link.

Supported platforms: desktops, latest browsers.

Style: The site should look friendly but straightforward, simple and clear.