**Phase 1: Strategy Document (2 pages max | 20 points)(due Sunday 4/9/2017 by 11:59PM)**

1. Describe what type of product will you be making?

-Content Oriented

* 1. Name of your site and group

Name of Site: Minor Details

Name of Group: The Greatest

1. **Product(Website) Objectives (5 points)**
   1. What do you want to get out of the site

What we want to get out of this website is to attract more customers by marketing to our target audience, provide a space for clients and prospective clients to review/rate Minor Details services, provide information to prospective clients and guests, provide clients inquiry form to fill out for booking, and also provide a means of communication between clients and the owner, Ilysha Minor.

* 1. What’s is your motivation

This motivation behind this website is to use technology to showcase the talent and gifts of a local business and market Minor Details LLC to people around the globe.

* 1. What’s the purpose?

The purpose of this website is to

1. **User Needs (5 points)**
   1. Who is your intended audience?

The intended audience for this website would be all adults. The market audience or focus would be business professionals who would like assistance planning social, formal, and/or small intimate events.

* 1. What do they need from a website?

The intended audience needs event planning services and the means to book these services with being fully informed of expectations, pricing, and an open line to a live event planning specialist.

* 1. Why do they this website?

The intended audience needs this website because this is an independent, small business that would not have the opportunity to reach a broader range of people.

1. Create and discuss success metrics that you plan to implement **(5 points)**
   1. The first would be measuring the amount of quality customers. This can be done by using surveys or accounting for the amount of people who join the email list
   2. The other will be user experience, that will be measure through user acceptance testing
2. Create 2 Personas that fit your intended users **(5 points)**
   1. The first persona would be the over-worked young/middle aged professional that would like to plan a social event for leisure, but doesn’t necessarily have the time to do so
   2. The second persona would be an individual who may have the time to plan an event and knows what they want, but may not have the expertise, connections, or skills to do so.
3. Create a github repo and name it “YourTeamName\_Project” & create “gh-pages” branch create a folder named “”Phase1” with all of your files for this and submit the github repo link
4. Submit all to Moodle by due date