



Planning Your Client Website

Overview

For this assignment, you will identify an actual client that you will work with and build a website for throughout the semester. Your goal is to collaborate with a real client and create a high-quality, usable, and accessible website tailored to their needs.

In addition to conducting a thorough analysis of your client and their audience, you will consult with your client to plan and design their website. Using this feedback, you will plan, design, and document the website to align with your client's expectations.

Part I: Setting Up Your Workspace

For this course, you'll create a GitHub repository to store all your coursework, including weekly labs, assignments, and the client website you'll develop throughout the semester. Think of your GitHub repo as a digital binder that keeps your code organized, tracks your progress over time, and makes it easy to collaborate or share your work with others.

⚠ If you have NOT already done so:

- Complete the [Install Your IDE section](#) to install an IDE on your local device that specializes in web programming.
 - Complete the [Create A GitHub Account section](#) to create a GitHub account.
 - Complete the [Create A GitHub Repository For Your Course Projects section](#) to create a repository where all your coursework and projects will be stored.
 - Choose **ONE** of the following options:
 - Complete the [Installation & Authentication section](#) to install and authenticate **GitHub Desktop (GUI)** on your device.
 - Complete the [Installation & Authentication section](#) to install and authenticate **Git (CLI)** on your device.
 - If you're using GitHub Desktop (GUI)**, complete the [Clone Your csc372 projects Repository section](#) to clone your GitHub repository on your device.
 - If you're using Git (CLI)**, complete the [Clone Your csc372 projects Repository section](#) to clone your GitHub repository on your device.

Once you have cloned your GitHub repository onto your device, do the following:

- Navigate to and open the **csc372_projects** folder you cloned to your local device (not the one on GitHub.com).
- Inside your **csc372_projects** folder, create a new folder named **client_site**.
- Inside your **client_site** folder, create a new folder named **documentation**.
- Create a new document called **lastname_design** where **lastname** should be replaced with your last name. You may use any of the following tools to create your document:
 - [Google Docs](#)
 - [Microsoft Word](#)
 - [Pages](#)

Part II: Identifying Your Client & Target Audience

Throughout the semester, you will be designing and constructing a website for an actual client using the materials and skills you learn in the course. The client could be a community based nonprofit organization, a business, a club, or a team, but it should NOT be a portfolio site for you! The goal is for you to work with a real client and build a high quality, usable and accessible website based on your client's needs.

Since you are building a website for an actual client, make sure you understand and abide by the following rules:

- You are building a website for your client—not yourself! Your client's website should meet their expectations. It is not meant to suit your preferences.
- This website will be published and represent an actual client. Make sure you take great care in your work and check frequently with your client to ensure the site is a favorable representation of their organization/business.

In this part of the assignment, you will begin by identifying your client and the types of users that are expected to visit their website.

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 is ASA's e-board. The Asian Students Association is an inclusive organization that aims to share different Asian cultures through activities, outings, and dance performances. They serve the students at the University of Rhode Island and want to spread Asian cultural awareness around campus and give students a safe space.

2. What is your client's mission statement? What are your client's goals in creating this website?

ASA promotes ethnic and cultural awareness in the appreciation of diversity. The client's goals are to showcase what the Asian Students Association is about, how people can get involved, and some photos to represent them.

3. Does your client already have a website? If so, provide the URL link to it.

Not an official website, but they have a Beacon where they have photos from their events.

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?

18-23

- What is the gender distribution?

It is pretty mixed

- Which country do your visitors live in?

USA

- Do they live in urban or rural areas?

Suburban

- o Socioeconomic Details
 - What is the average income of visitors

N/A

- What level of education do they have?

In university or graduated

- What is their marital or family status?

N/A

- What is their occupation?

Students; some may have a job like a TA, on-campus job, off campus job

- How many hours do they work per week?

On average, 5-12.

- o Web Behavior
 - How often do they use the web?

I'd say daily

- What kind of device do they use to access the web?

Most use laptops, but some also use iPads and mobile.

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](#).
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](#).

Part II: Planning Your Client Website

It may be tempting to immediately start constructing your website, but there are a lot of questions you need to ask your client first so that your website is built exactly for their needs. You don't want to end up producing a beautiful website that is useless in terms of their goals and objectives. These questions will help you hash out a specific plan for designing and building your website for your client.

Review the following **tips to prepare for the consultation** with your client:

- Provide your client with the consultation questions ahead of time. This will give them the opportunity to thoughtfully consider their answers and provide more detailed feedback.
- Request that your client share links to websites, visuals, or specific design elements they find inspiring. This will help you align your designs with their vision.
- Be prepared to present your initial SDLC timeline, fictional visitors, site map, and wireframes during the consultation. Use this opportunity to gather specific feedback for refinement.
- Record everything your client shares during the consultation, including notes on their feedback for your SDLC timeline, site map, wireframes, and overall design. Pay close attention to any suggestions for refinement.

If any answers are vague or unclear, ask follow-up questions to gain a deeper understanding of their goals, preferences, and expectations. Focus on actionable insights for improving your SDLC plan, site map, and wireframes.

A. Website Design Consult

You will meet with your client to discuss the vision and requirements for their website. By addressing the questions below, you'll gain valuable insights into how to design a website that meets their goals and expectations.

Conduct a detailed consultation with your client and document their answers to the following questions:

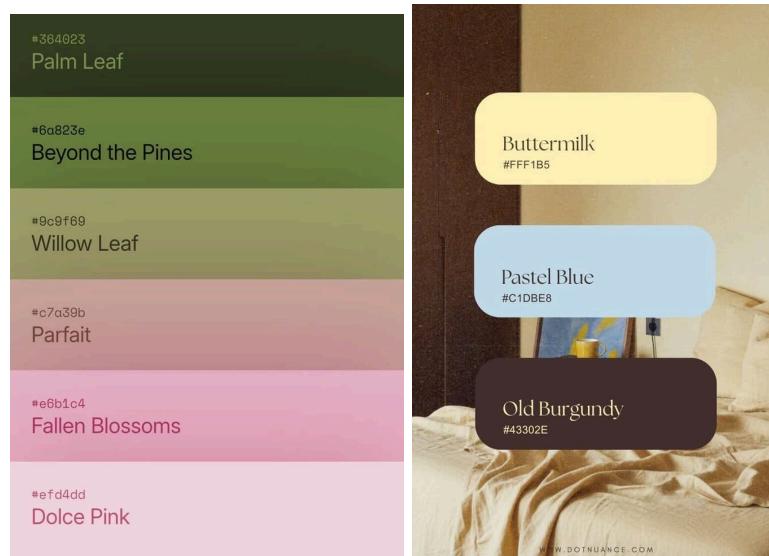
1. Define Purpose

- What is the primary goal of the website?
To spread cultural awareness to Asian culture.
- What is the single most important action you want users to take on the website?
We want people to see our close community at these clubs and how we bring people together through their diverse cultures and shared beliefs.

2. Key Messages & Content

- What is the main message you want to convey to your audience?

- A community where we can provide a safe space for people to talk to those with similar ethnicities.
- What are the most critical pieces of information users must see immediately on the homepage?
The Asian Students Association logo, when it was founded, what university we are apart of
 - Do you have any existing content or text for the website? If yes, please share it.
For text, not yet.
 - Are there specific photos, videos, or graphics you'd like included? If yes, please share it.



- Do you have a logo? If yes, please share it.



3. Desired Features

- What specific features do you want on the site?
Photo gallery, performance videos, meeting schedules, event dates.
- Which features are essential, and which are “nice to have”?
Everything I mentioned above is essential because it is all of the content they already put out anyway.

4. Inspiration & Preferences

- Can you provide examples of websites you admire? What do you like about them?
I don't have any specific examples.
- Are there any design elements or website functionalities you dislike? If so, why?
I don't have any dislikes.
- What image, look, or feel do you want the website to convey (i.e., modern, minimalist, playful)?
Probably a cozy and playful vibe with soft colors.
- Do you have an existing style guide, color palette, or typography preferences?
I put them above.

5. Navigation & Structure

- What are the key pages or sections the website should include (i.e., About, Services, Contact)?
About, E-board, Media, Schedules, Events
- What should the main navigation look like?
Different tabs along the top and some scrolling capabilities for media.
- Do you need subpages or dropdown menus? If yes, for which sections?
Yes, likely a subpage for PGA, definitely dropdowns for each category for both ASA and PGA.

6. Competitor Analysis

- Who are your main competitors?
We don't really have any specific competitors
- What do you like about their websites?
N/A
- What do you dislike about their websites?
N/A
- How do you want your website to stand out from theirs?
I feel like a lot of clubs don't have their own website besides info about their club on URInvolved, so having their own website could stand out and publicize them more.

7. Audience Engagement

- How do people currently find you online?
Through TikTok or Instagram. They got semi-famous last year when PGA performed in the dining hall. Since then, there have been more members joining.
- 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?
Somewhat, yes. I am mostly active on Discord and Instagram, and they are mostly active on Instagram and TikTok.

- Do you rely on referrals or customer reviews to drive traffic?
No.

8. Maintenance & Updates

- How often will you need to update the website?
Probably each semester.
- Who will be responsible for maintaining the site (i.e., your client, a hired professional)?
The public relations chair of ASA, and also myself if necessary.
- Do you anticipate needing assistance with updates or changes? If yes, how frequently?
I probably won't, since the website is for a club, so it's more chill.

B. Design & Prototyping

You will document your website's design and flow. This includes presenting your SDLC approach, timeline, fictional visitors, site maps, and wireframes to your client during your first consultation. Based on the feedback you receive, you will refine and finalize these elements to ensure they align with your client's goals and expectations.

Ensure regular communication with your client throughout this process. If your client identifies missing elements or specific behaviors they feel are essential, collaborate to 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.).
SCRUM
- A clear timeline of phases and milestones.
First phases will focus on basic visuals, next phase, more advanced visuals, and functionality will be one of the last things since it takes the longest in my opinion.
- A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).

TIME



Phase 1

Basic Visuals



Phase 2

Advanced Visuals



Phase 3

Functionality



- Reflects any feedback you received from your client during your consultation.

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

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](#)).

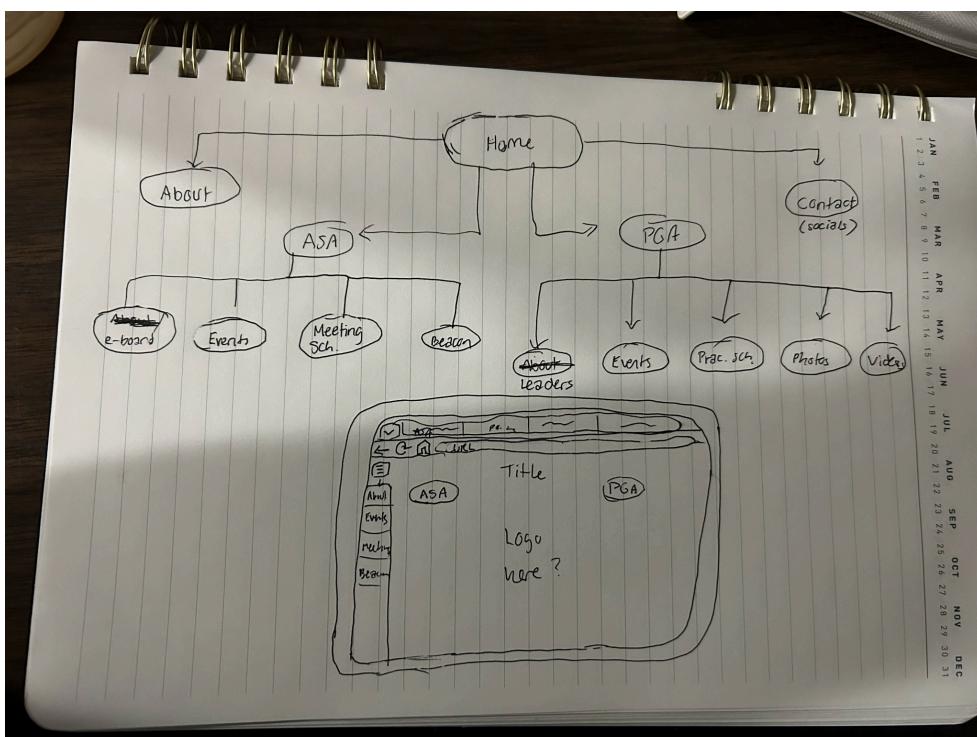
(sitemap and wireframe shown below)

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

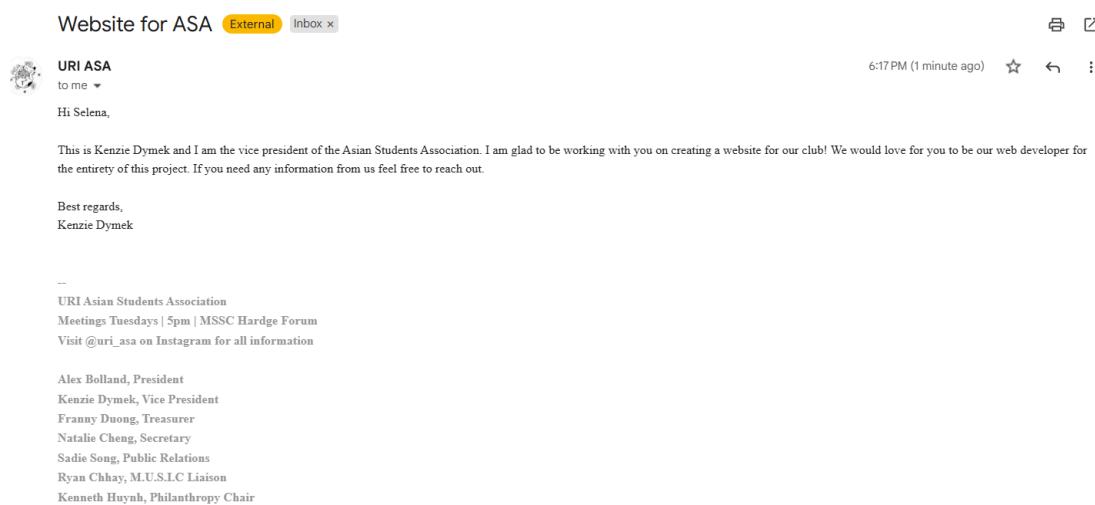
To ensure you are working with a real client and that your initial designs align with their expectations, you will submit additional

materials as part of the client verification and approval process. These materials will confirm your client's identity, the details of your consultation, and their approval of your refined designs and plans.

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.

The meeting took place on 1/29 at 5pm in the Memorial Union. We discussed what kind of vibe they wanted for the website, visuals, color palettes, etc. A full official wireframe still needs to be discussed, but they did approve my draft.

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.

The screenshot shows an email inbox with one new message. The message is from 'URI ASA' (represented by a small profile picture) and is titled 'ASA Website Project'. The message content is as follows:

Hi Selena,

Thank you again for offering to do this project for us! We have looked over the drafts and we all think they look great. You can proceed with starting the website.

Thank you,
Kenzie Dymek

Below the message, there is a signature block:

--
URI Asian Students Association
Meetings Tuesdays | 5pm | MSSC Hardge Forum
Visit [@uri_asa](#) on Instagram for all information

At the bottom of the email view, there are two buttons: 'Reply' and 'Forward'.

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.

Their main aesthetic that they use when making slide presentations for their meetings, as well as their social media posts has inspired and influenced how I designed and planned this website for them. I also went up to them at their meeting to ask some basic questions and also reached out to the president via Instagram to send photos of a potential color palette.

Submission

When you're finished, complete the following steps to submit your work:

- Export your **lastname_design** document as a **PDF file AND save it inside** your **documentation** folder. Refer to the following for documentation on how to do this:
 - [Google Docs](#) (*File → Download → PDF Document*)
 - [Microsoft Word](#) (*File → Save As / Export → PDF*)
 - [Pages](#) (*File → Export To → PDF*)
- Export your **original logo**, **site map**, and **wireframes** as **image files** (.png or .jpg) and save them **inside** your **documentation** folder. Be sure each file is clearly named (i.e., **logo.png**, **site_map.jpg**, **homepage_wireframe.png**).
- Include a copy of your **client verification email**, **consultation documentation**, **client approval** and **reflection** **inside** your **documentation** folder. Be sure each file is clearly named (i.e., **client_verification.pdf**, **consultation.pdf**, **client_approval.pdf**, **reflection.pdf**).
- Upload all your changes to GitHub.
 - If you're using GitHub Desktop (GUI)**, complete the [Uploading Changes \(GitHub Desktop\)](#) section to upload your changes from your local device to GitHub.
 - If you're using Git (CLI)**, complete the [Uploading Changes \(GitHub CLI\)](#) section to upload your changes from your local device to GitHub.

Paste the URL of your GitHub repository in the provided textbox in Brightspace. Click the blue *Submit* button to successfully submit your work for this assignment.

Grading Rubric

You can refer to the **Planning Your Client Website grading rubric** given in Brightspace for this assignment to find details on how your submission will be graded.