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Professor Barbra Masters

DESN 214

Project Design Document

Website: Construction

Intended Audience:

- homeowners
- wholesale real estate
- construction workers (those looking for work as well as those who need certain products)

Primary Purpose:

Promote and market construction products as well as showcase construction projects.

Site Goals:

- easily accessible and usable user interface
- allow clients to book appointments/consultations through the website
- allow clients to view a portfolio of construction projects
- allows clients to browse products sold
- allow clients to message and contact us

Competitors:

- Home Depot
- Lowe's
- Ace Hardware

Market Analysis:

- **What is your market?**

This business would market construction supplies as well as construction services. It would market towards homeowners, construction workers, etc.

- **Who is your user? Create a user archetype.**

User Archetype: John Appleseed

-45 years old

-homeowner

-wants to renovate his kitchen

-wants it done ASAP and at an affordable price

