For my final project, I will be designing a website for one of my coworkers and her husband, Ricky Lajoie. Ricky is a certified scuba instructor who likes to teach and also go on dives with other experienced divers. Ricky would like a website to help him advertise himself and his want for diving with others. Ricky hopes that with a professional looking site, this will help him reach more clientele and hopefully serve as a mentor to them, while also broadening his understanding of diving and the ocean. So far, Ricky gets his opportunities through word of mouth and through mutual friends. Ricky will hope that this website will help him organize and create a schedule of dives, and also show potential clients and friends his experience diving.

As far as who Ricky is trying to reach with his website, the target audience will be adults with prior diving experience. These “Clients” will be people who will like to go exploring and gain more experience diving, but already have a substantial experience diving in the big ocean, and want to gain more expertise from a more experienced diver. Since Ricky receives all of his requests through word of mouth, Ricky will measure the success of this website by monitoring the amount of people contact him; who he doesn’t know, through the online email form I will be providing. Ricky has worked with many designers in the past. Ricky works for a print shop, so he deals with designers on a daily basis when receiving requests for printing. In addition, I have worked with Ricky one on one before on many other design projects in the past. Lastly, Ricky has already provided me with content for the website.