

Nico Moving

A03 - Project Scope

What type of written information is the potential user of this site looking for and/or wanting to gain by coming to this site?

Both a recruiter and client would seek out a brief personal statement on my about page, as well as written descriptions of my portfolio work and contact information. Some examples might be brief descriptions of each web portfolio piece or painting in my portfolio, typically kept from between one to three sentences in length. Written documents such as my resume and CV would also be sought out.

What type of written information is the client looking to convey to the user with this site and why?

I aim to communicate the unique qualities of my design work and web development through clear and concise writing that provides enough information to inspire potential users to seek me out for hire. Ideally, the writing will be kept brief enough to achieve what is necessary but grab the user's attention. This will require a great deal of editing, keywords and buzzwords as well as knowing my audience.

What is the perception, attitude and tone that the user will feel most comfortable with and why?

Both a professional recruiter and personal user (my two user profiles) will appreciate a positive, confident tone that is aimed to sell my products to them, rather than draw inward. I wish to take this approach in order to steer away from an "about me" feeling, preferring to keep that brief, in favor of focusing on what I can provide to users. Bright colors, minimal design and a welcoming tone will keep the focus of this website on my work and not myself.

What perception, attitude and tone does the client want to convey to the user and why?

I wish to convey the intent of my work. I work for the joy of working, and to provide a product. As an artist, my goal is to create, and in the end see a result that is aesthetically pleasing and functional. Often, artists can fall into a trap of focusing too much on their identity or self in order to strengthen their work.

Although my identity is part of my art, it is not necessary for my clients to know thoroughly. I wish to keep personal and professional separate to some degree, but still retain a fine balance of accessibility through a positive, happy tone that is inviting to others.

What might be some typical questions the potential user might ask about your site's business or organization? (Write at least 20 questions.)

1. How long have you been working in the design field?
2. How long have you been working in the web development field?
3. Why did you leave customer service in order to pursue web work?
4. When did you begin taking professional clients?
5. Could I see some samples of your work in _____ medium? (Examples: charcoal, watercolor, etc)
6. Could I see some samples of your _____ work? (Example: Architectural (design), drafting (design), JavaScript (development), server work (development))
7. Which of these projects did you work on with a team?
8. How long did you work on each project?
9. Do you design for corporate level companies? (I wish! Maybe someday..)
10. Do you do in-person consultations?
11. How can I see your work in person? (Traditional art)

12. Do you have your work on display currently?
13. How comfortable do you feel with ____ language?
14. Have you ever designed for ____ type of company? (Examples: television, radio, educational, advertising..)
15. Would you be willing to go outside of your aesthetic/style and design _____ style of work? (Examples: historical styles, such as specific art movements)
16. Is your pricing flexible?
17. Are you available for site maintenance?
18. May I see your references?
19. Are you willing to learn a new language for ____ project?
20. Are you willing to learn a new digital medium for ____ project?

**What are the answers your client should provide to the users' questions?
(Answer questions you described above as this will eventually become
"content.")**

1. I currently have not begun my professional career and am still a student.
2. I am currently a student and have not begun my professional design career.
3. I left the customer service field to pursue a career that resulted in a product.
Although I enjoyed customer service, I wanted to create a career that combined my skills in art with my skills in design and web development that resulted in a useful and pleasant product.
4. I have taken three professional clients previously, but they were all close friends.
5. Of course. All work that is not included in my portfolio is up for viewing if available.
6. If available, all web development and design work is up for viewing.
7. I have currently worked on one web team project.
8. Each web project I have made has taken between one and three months.
9. I would be happy to design for a corporate level company, and all levels of companies for that matter.
10. I would be happy to meet for a consultation in the future.

11. My work is viewable in person to an extent. Larger works such as my paintings are less flexible for viewing.
12. My work is currently not on display anywhere.
13. I feel comfortable with HTML, PHP and JavaScript. I am experienced with CSS.
14. I have not designed for any companies currently.
15. I am absolutely open to designing outside my typical style.
16. My pricing is flexible depending upon the project and demands.
17. I am available for site maintenance depending upon the flexibility of the user.
18. References are always available upon request.
19. I am open to learning a new language.
20. I am open to learning a new digital medium.