Project Scope
Nicole Mears - Web 160

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

    a. The potential user of this site is looking for information about me as it relates to web design. They will want to know what my specific skill set is, perhaps a bit about my previous experience along with what my work flow is like, and maybe even personal information such as a biography.

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

    a. I am looking to convey that I am a qualified web designer. I want to come across as educated and professional with a flair for web design.

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

    a. The tone the user will feel most comfortable with is professional and inviting. The user should feel that I am qualified and confident in my profession, but that I am a friendly person they would be happy to work with.

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

    a. I want to convey a professional and respectful tone. I want to come across as someone who potential employers would be eager to hire.

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

    a. What are your web development skills?

        i. I am most familiar with HTML and CSS. I am also comfortable working with JavaScript, jQuery, and PHP.

    b. What are your design skills?

       i.   I have experience with both Adobe Illustrator and Adobe Photoshop. I can do logo creation along with wireframing and redlining.

c. Can you create wordpress themes?

       i.   Currently, I am not versed in any content management systems but that is coming up in my schooling.

d. How much do you charge?

       i.   I charge between $40 and $50 per hour depending on the project given that I am still a student.

e. Can I see samples of your work?

       i.   There are live sites as well as static images of my work you can peruse on the previous work tab.

f. Can you create mobile websites?

       i.   I can create websites that are responsive, meaning that will be usable and look good on only and all screen sizes.

g. Can you redesign my old website?

       i.   I can make new websites as well as redesign old ones.

h. Can you make my website appear 1st in search engine results?

       i.   I can do my best to increase your search engine optimization using meta tags but what ultimately determines your search engine optimization is how much quality content you have on your website.

i. Can you make a shopping cart?

       i.   I cannot make a shopping cart but I can help install a third party application so you can sell your products online. This application will cost you money, though.

j. How long will it take you to build my website?

       i.   As a student/beginner, it will take me longer to build your website than it would for an experienced web designer. It takes me on average about 140 hours or a month if I work on it full time.

k. Do I have to do anything to build a website?

    i. You will have to purchase the domain you want. I can help you with this. You will have to contact me for updates you want made to the site. In the future I can transfer it to wordpress and show you how to update it on your own.

l. What is your educational background?

    i. I have a bachelor's of science in psychology from western washington university. I have in the process of completing my AA in web design from Seattle Central College.

m. Do you have any references?

    i. References are available upon request.

n. How do I contact you?

    i. There is a tab on this website called contact me. Feel free to fill out the contact box and I will get back to you within 24 hours!

o. Will we need to meet in person for you to make my website?

    i. Most of our correspondence will be done over email. I will have a client staging area where I post deliverables for you to look at and approve or request changes. Initially, I like to meet with my clients face to face so we can establish what you are looking for.

p. How long have you been doing this?

    i. I have been dabbling in HTML as a side hobby for several years. Only in the past 7 months have I started formal training to be a web designer.

q. Will you write the content and gather the graphics for my website for me?

    i. I usually only create website with filler (lorem ipsum) text and placeholder images. However, I can refer you to copywriters and professional photographers.

r. Will I make money off my website?

      i.   Whether or not you make money off your site depends on the content. You can choose to allow advertisements on your site that will make you a small commision, however ads are unfavorable to the user experience.

s. Will I know how many people are visiting my websites?

      i.   Yes, I will show you how to check the analytics of you website using google.

t. When will you be done with school and ready to work full time?

      i.   My expected completion date is January 2018.