

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?*

Any user visiting the site is most likely because they are looking for a translator. A potential customer that visits her website would most likely go to her bio page to read about her and what she can do for them, first. If that client is interested in using her services after reading about her experience, they will most likely move onto attempting to obtain an estimate on their own and potentially contact her through email or by phone.

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

The main message she would like to convey for her targeted audience is that she is able to perform the the services with professionalism. Explaining her experience education and background and posting sample work.

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

After visiting Estela Translations' site we want them to feel as though they are coming to a professional and informative site. We want the clients to leave the site confident about Estela's experience, professionalism, and competency about the services she provides. Adjectives she would like her website to be described as is professional, easy to the eye, organized, complete, informative and appealing.

4. *What might be some typical questions the potential user might ask about your site's business or organization?*

- Will the website be available in Spanish as well?

- How does she accept payment?
- How will she ensure privacy of documents?
- How do I qualify for discounts?
- What languages do you translate?
- Are you certified?
- How long does translating a document take?