



Project Scope

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 user of this site will be looking for explanations of the types of services provided and the associated cost and time. They will want to know about my technical background, my education, and the types of software that I have worked with. They will also want to know a little about me as a person to see if I am someone that they would want to work with.

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

I want to demonstrate to the user that I am a skilled web and graphic designer that they should hire! Written information such as an explanation of my technical skills and my design process will help convey this message, in addition to my “about me” section which will describe my style and background.

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

The user will expect a direct, informed and yet friendly tone when describing the types of services provided. They will want someone that is savvy in web development terminology, but can also explain the work they are doing in terms that a person that doesn't work in the web field will understand. This will help them know that I am knowledgeable in my field, but that I am easy to work with and can explain things in layman's terms.

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

I want to convey an attitude that shows I am confident in my abilities, but still friendly and approachable. I don't want users to think that I am someone who will overwhelm

them with technical terms and language to confuse them. I want the user to know that I would love to work with them and I think they will love working with me.

5. What might be some typical questions the potential user might ask about your site's business or organization? What are your answers to these questions?

→ What services do you provide?

I consider myself a designer first, and everything else second. I design websites, logos, brand imagery, stationary, posters, book covers, signage, business cards and almost anything else you can think of. I also build websites, can create content and copy, and produce and obtain assets for your website

→ Do you also do web development?

Absolutely! I would love to design and build a website for you. Whether you want to use a content management system like Wordpress or Squarespace or if you want to get your own hosted space to upload your site to, I can help you figure which option works best for your site!

→ Can you use HTML and CSS?

I am VERY familiar with HTML and CSS. I have a certificate in Web Design from Seattle Central College and I have built websites from scratch for several clients.

→ Do you know JavaScript and jQuery?

I learned JavaScript and jQuery in my certificate program and using Lynda.com and CodeAcademy tutorials. I enjoy creating and including interactive elements in websites using these scripting languages.

→ What programs do you work with?

For designing websites, I use Photoshop for wireframing and Dreamweaver for coding and testing. I will sometimes use other code editors and FTP tools such as Brackets and FileZilla. For graphic design work, I use Photoshop, Illustrator, and InDesign.

→ Can you do print work as well?

I certainly do! I can integrate my designs or your existing brand imagery into any number of printed media options such as business cards, posters, and brochures. I can work with you to create a style guide for your company too!

→ How long will it take you to finish my logo or website?

It is difficult to give a timeline without knowing the specifics of the project, but I can generate a logo with a minimum of 10 days and can create a basic, multi-page, non-ecommerce website in about 20 days.

→ How much do you charge?

Again, costs vary project to project but I can give you a cost estimate if you contact me! I just need some details from you to determine the scope of the project.

→ Can you do redesigns?

Of course! A redesign can be a good idea if you already have an established logo or website, but are looking to refresh the look.

→ Do you work alone or with a team?

I currently work independently, but I have worked with teams in the past and frequently work with peers on multifaceted projects. I strive to make sure you get exactly what you want, and sometimes that means bringing in an extra pair of hands!

→ Are you familiar with mobile design?

I am certainly familiar with mobile design. Every website I create starts with mobile first, and then I build out using a responsive design so that your site's visitors get the best experience no matter what device they are using.

→ Why do I need a logo or website?

To be perfectly honest, you need a website and logo because it is what your customers will expect! Having a website means that anyone searching on the web for a business like yours can find you quickly and contact you in an instant. Having a great logo on that website or on your business card shows your customers that you are a successful and legitimate business. Think of your logo and website as tools that help you to reach out and establish a connection with your customers.

→ What education/training do you have?

I have an AAS from Everett Community College and a certificate in Web Design from Seattle Central College. I have also completed courses with Codecademy. I have been designing since I worked on my high school newspaper!

→ What kinds of companies/industries have you worked with in the past?

I have mostly worked with individuals and small businesses to create websites and logos. I have designed and developed websites and logos for wedding photographers,

coffee shops, restaurants, and rental properties. Feel free to check out my work in my Portfolio!

→ What is your design process?

My first step is to meet with you and learn about your business and style. I prefer to meet at least twice before presenting you with the finished product to ensure we are on track! After our first meeting, I will begin to sketch and design for the project. This step usually takes about 3 days at minimum! Then we will meet again so that you can pick your favorite concept and we can discuss final details like color palettes, imagery, and content. After finalizing these particulars, I will refine and complete your website or logo!

→ How many options will you give me?

I like to provide 3-5 concepts for initial consideration on graphic designs and 2-3 designs for websites.

→ Why should I hire you?

You should hire me because I want you to succeed! I am here to help you forge connections with your customers through brand identity and beautiful technology. I know how to create designs that engage people and make you stand out. Let's work together and I can show you what I mean!

→ Can you maintain my site for me?

Not a problem! After creating your site, we can discuss long term options for maintenance and upkeep.

→ Can you work with a non-local company?

Sure! Thanks to technology like Skype, we can connect and discuss your needs even if you do not live in the Puget Sound area.

→ When can you start?

Today! Let's grab a coffee and get crackin'.