Girls on the Run of Central Maryland

(Client's Goal Summary)

What does your client want to get out of this project?

Clients expects Site's Usability Evaluation as proposed. Client's excited to know 'where does their site stand on usability front', as she/they think site's got good scope for improvement. My current client Jessamine Duvall, Executive Director wants to get the site evaluated and wishes to propose the outcomes of evaluation with her boss (parent organization GOTR.org) and see if suggested recommendations can be implemented.

What does your client like about the current site?

Over the telephonic conversation client mentioned that her husband is an UI designer, who have notice site has poor usability though it's eye-pleasing to which she agrees. Client follows/uses the template provided by parent organization and she feels that template lacks in various ways which can be evaluated and treated to make the site more user-friendly.

What are your client's major usability concerns?

Website template provided by parent organization is eye-pleasing but might lack in various ways when it comes to usability of the site. She wants me to evaluate the website and provide a report which she can present to her boss and see if any of my suggested recommendations can be implemented.