

Client Brief

What does Your Company do?

Skiwi Ski Shop specializes in selling racing skis and poles, speed suits and other ski wear. They sell Season Passes for Boyne at discounted prices before the ski season begins. They offer Slalom Sister Race Training and Master Race Training. They also organize outings to a skiing simulator for training when you can't get to the hill.



What is your primary goal for the website?

The goal of Skiwi is to build brand awareness, sell ski wear, organize training, organize outings for skiing and the ski simulator.



What makes your company unique?

Skiwi's ski wear is stylish and is sold at a competitive price. The Slalom Sister Race Training and Master Race Training are for intermediate and advanced skiers while the skiing simulator outings are for skiers of all skill levels.



Who's your target audience and market?

Skiwi's target audience are computer savvy 15 through 25 year old women and families looking for deals on ski passes and ski wear.

Who's your competitors?

There is a lot of competition for ski clothing, especially from Amazon. Not as much competition for training and very little competition for outings for the ski simulator.

What features do you want on your site?

A sidebar is a good feature for this website because it provides easy navigation and an app for current up to the minute weather conditions. A blog is a good fit for this website as well as social media links and a shopping cart.



How will you measure your success?

Building brand awareness is key for this website. A 25% increase in sales is also the customers goal.



What's the budget and time schedule?

There is a limited budget for this project so a wordpress template would be a good fit for this website for the limited time schedule.