Christopher Johnson

Crystal Chapman

Jaden Chapman

Kenneth Garrison

**Introduction**

Hello Paw Paw’s Bakery, we would like to thank you for considering us for designing and creating your future website. We here at JCGC designs have worked hard on this design and hope it is something that you will enjoy showcasing to your customers.

It is our goal to provide you with an elegant yet playful website that will lead to future collaboration. With every design we strive to provide a user-friendly site that provides beauty and ease of access to everyone no matter the level of experience with technology.

Through color palette choices, image usage, and creative design elements, we want to provide a website that will capture your audience’s attention, provide a pleasant customer experience, and encourage repeated customer interaction.

We would now like to give you a brief walkthrough of the website, showcasing the structure of the website and the design choices we made.

**Page Walkthrough**

Each Page Described by its author.

Home, Splash, Letter Page, Navigation bar and Footer – Christopher Johnson

About Page – Crystal Chapman

Store and Specials – Jaden Chapman

Contact Page – Kenneth Garrison

**Testing**

We submitted a test build of this design to a small group of consumers to evaluate the designs feel, usability, and function. These alpha testers provided us with valuable feedback that we are implemented into our finalized proposal. Our design has also been evaluated for accessibility to include browser support, added visual impairment features, and is responsive to a broad range of device screen sizes.

\*\*need to include real user results, readability results, and page speed results\*\*

**Next Steps**

Moving forward, we would like to receive your review of our designs so far, and work together to provide the final product that is best for you and your customers.

One of the features we would like to implement going forward is a full storefront to provide your customers with the convenience of online shopping and a complete resource for the products you offer.

We would also like to work with you to acquire and host this website with a service that best meets your needs, and a domain name that reflects your business.

**Conclusion**

We would like to thank you for this opportunity, and we look forward to hearing back from you. If you have any questions or concerns, please do not hesitate to reach out to us.