

CA1: Web Design and Development

Module Title: Web Design and development

Module Code: B8IT114

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1. Executive Summary

My name is Camila Ciol, current enrolled at Dublin Business School, I'm delighted to submit my tender proposal to Gillian Moore for the design and development of your new website.

Constantly upskilling myself, I regularly do deep dive explorations into design trends, UX improvements, mobility changes and new technologies available. As a web developer I keep on top of the latest technological advances in relation to programming languages and databases.

I like to focus on clear business objectives and in an ideal world specific targets. To that end I envisage working with the Gillian Moore's team to clearly specify what success looks like and then work to deliver it.

2. Objectives & requirements

My approach and process are designed to ensure we make this happen. I understand that not everybody wants to read through long and complicated process documents, so I provide a brief summary of my approach in this core document.

Objectives:

Deliver an outstanding interactive experience that clearly communicates the benefits of the Gillian B&B range of professional services and reflects the position of Gillian B&B within the market today.

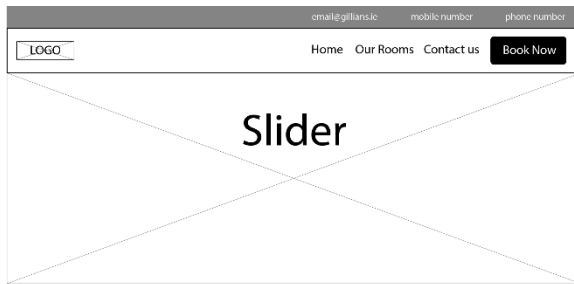
- Build a fully responsive website using the latest technologies available such as HTML5, CCS3 & JavaScript.
- Design an interactive, luxury and easy to use UX & UI where the end user can easily book a room, check the local attractions and find the Gillian B&B location.
- Update or transition to a new CRM to fully support the required functions of the NCBI website.

Project plan

3. Gillian B&B New Website

Project Task	Days/Units
Wireframe design x 3 key pages (Homepage, Book now, Our Rooms)	3 days
Choose colour pallet, imagery & fonts	2 days
Responsive HTML5/CSS3 implementation	3 days
Remaining pages (Book Now, Contact us & Our rooms)	3 days
Apply forms validation (contact us & Book now)	2 days
Insert content	1 day
Final amends, testing & launch	3 days

Wireframe sample (Home page):



Heading 1

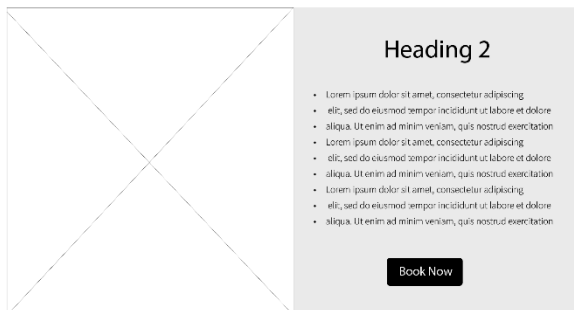
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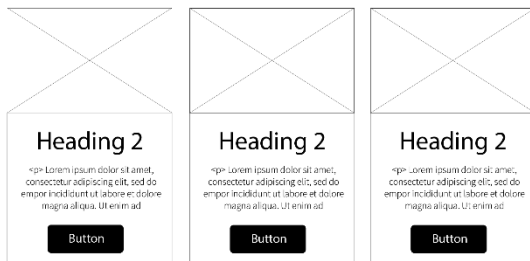
I look in detail at ‘paths to conversion’ in the online environment and build out the interaction designs that make it happen. My approach is broad - and informed by the first two stages of the process. That means that I’ll aim to build whatever works for you rather than dictate a standard approach.

Lastly, I build out wireframes and a sitemap so Gillian Moore have a clear understanding of what implementation will feel like before I get moving.

When wireframes are done, I get to any design work required. From the detail of the home page to full site designs, my goal is to bring class-leading design work to any aspect of the project.

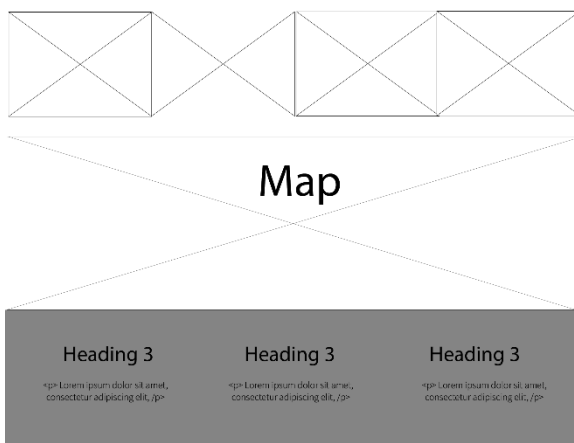


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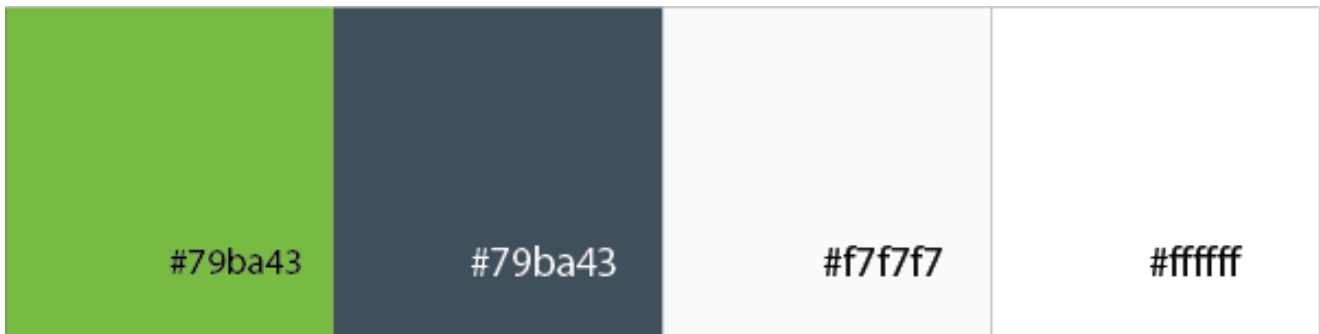


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Colour pallet:



This new website is essentially Gillian B&B's home online. That means it needs to be an accurate representation of your brand and colour is a massive aspect of branding. An effective website is not just about sales, it's also about brand recognition and remembering. Base colour and the particular colour combination in the new website will help Gillian to shape their own image of the brand.

I decided to use as primary colour, green because not only represents Ireland very well but also inspires life, growth, nature and freshness and the dark grey as the secondary colour to bring the authority, maturity, security and stability feelings.

I also wanted to bring a simple and clear colour palate and consistent throughout the site.

Responsive website sample:

I believe responsive website it's not something fancy or for high tech companies anymore, it's basic, every single website must be responsive nowadays, and my goal to bring the best experience possible whatever device your consumer prefer. Below you'll see what the end product will look like on mobile, tablet and desktop, ensuring that no matter what channel the consumer is in they'll get the best possible experience.



4. Reflection

Developing Gillian B&B it was a very rewarding experience. My intention is to become a web developer myself. I've done a few courses about website development already, but I feel that every time I have an opportunity to apply the skills that I've been learning throughout those courses I become a better web developer, and that is my goal.

This is the third HTML, CSS and JS project that I've worked with so far and I'm delighted to see how much I have improved, specially about using CSS grids more across the website. For me, the best to way to learn is by practicing. Projects like this makes me feel even more confident that web development it is what I want to do from now on.

I feel that I still need to work a bit more with JavaScript, this is something that I will deep dive in the near future, not just JS but also its libraries, Angular and React.

For this project I wanted to split my tasks in a similar way that I suppose I will find in the market, creating wireframes, choosing a colour palate, fonts etc. By splitting my project in small parts it has actually helped to better structured my projected.