

# Project Brief

Web Design for Beginners

# ABOUT ROBERT FOX

Robert Fox is a 30-year old freelance UI designer and web developer based in New York.

He worked with big companies like Apple and Microsoft to design and code websites and mobile apps.

Robert is available for freelance work and can be contacted using the following information:

**Email:**

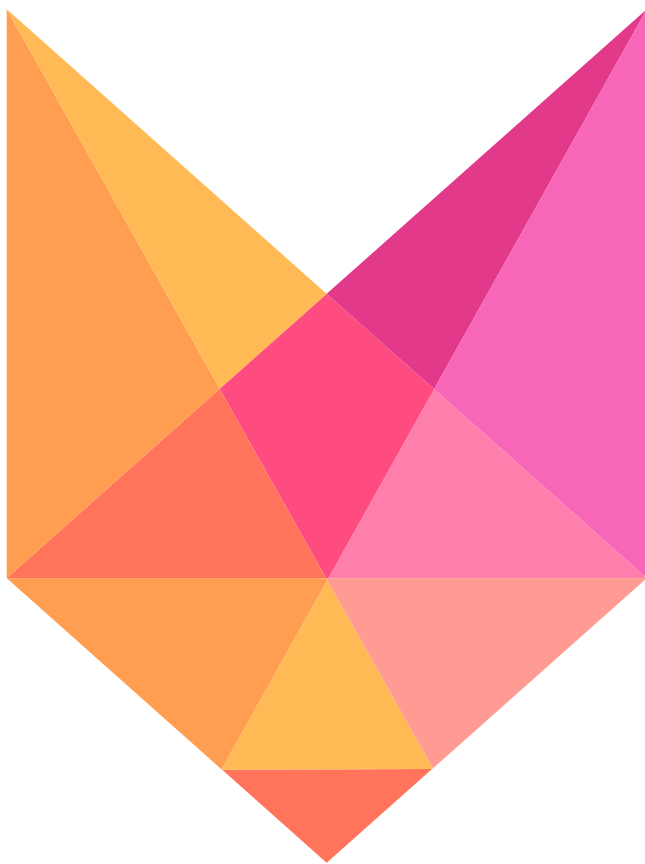
hello@robertfox.design

**Phone number:**

(704) 555-0127

## Logo

Robert provided us with his logo.



# WEBSITE STRUCTURE

Robert would like a 3-page website that would showcase his work, provide information about his services and allow potential customers to contact him. The 3 pages are:

- Homepage
- About Me
- Contact

## Home Page

The homepage should show a short description of who Robert is and what he does, along with a collection of his projects and a call-to-action to the contact page.

He would also like to see logos of companies he worked with and maybe some testimonials.

### **About Me Page**

The about me page should provide more information about Robert, some pictures of him, his services and main advantages, testimonials and a list of tools Robert uses for design and development.

### **Contact Page**

The contact page is all about providing ways for clients to reach Robert: contact form, phone number and email.

Also, Robert would like an F.A.Q. section.

# Header & Footer

The header and footer will be relatively the same for all pages and contain the following elements:

## Header

- Logo
- Navigation menu
- Social media icons (Twitter, Instagram, Dribbble)

## Footer

- CTA area that links to the contact page but also offers immediate contact information (email, phone number) \*
- Copyright text
- Links: Privacy Policy, Terms & Conditions
- Social media icons (Twitter, Instagram, Dribbble)

\* *The CTA area is only displayed in the home and about pages.*

## CTA - Call to Action area

# WEBSITE CONTENT

Here is the website content that needs to be displayed.

## Home Page

### Hero section

**Title:**

Freelance UI Designer & Web Developer

**Subtitle:**

Hey there, I'm Robert

**Description:**

I help business grow by crafting amazing web experiences. If you're looking for a designer and developer that likes to get stuff done, let's talk.

The hero area should also display:

- Contact email and phone number
- Button for scrolling down to the portfolio section

### **Client section**

Display a list of a few prominent client logos:

- Amazon
- Adobe
- Apple
- GitHub
- Microsoft



### Portfolio section

**Title:**

My Work

**Description:**

I specialize in website design and development, but I've also designed successful iOS and Android apps.

Display a list of client projects featuring a single image or a collage of images.

Also display a testimonial showing:

- Quote
- Author name, position, avatar

# About Me Page

## Description section

I was born in Henderson, Nevada almost three decades ago. From an early age I showed interest for computers and that grew into a passion during high school.

I got into web design and development in college. Attending the Carnegie Mellon University in Pittsburgh was the best decision I ever made because it showed me what I wanted to do for the rest of my life.

Currently I help businesses all around the world by designing and coding websites and mobile apps.

I had the pleasure of working with big companies like Apple, Microsoft and Amazon, just to name a few.

Right now I'm based in New York.

### Services section

**Title:**

I can design and build a responsive and accessible website

**Description:**

My goal is to build accessible and responsive user interfaces for the web and mobile, while preserving the best practices for proper user experience.

**Title:**

I can design and build an eCommerce store

**Description:**

I have extensive knowledge of development on the front-end and back-end so I'm able to deliver a completely functional eCommerce website.

**Title:**

I can design and build a mobile app for iOS and Android

**Description:**

I recently started designing and coding mobile apps and I love it. It's a different process compared to traditional website design but I've been successful in all projects so far.

### Advantages section

#### Section title:

Regardless of project size, you will always get:

#### Title:

1. On-time delivery

#### Description:

I know time is money so I don't want to waste yours. Or mine. So I guarantee that I will always deliver what you pay for as promised.

#### Title:

2. Quality

#### Description:

I don't want to put my name on something subpar so my first concern is always quality. No matter what, you will love the end result.

### Tools section

#### Tools I use for design:

- Sketch
- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator

#### Tools I use for development:

- Visual Studio Code
- Codekit
- iTerm
- Homebrew

### Testimonials section

**Quote:**

“Working with Robert has been an absolute pleasure and we’ll definitely turn to his expertise for new projects.”

**Author:**

James Wittings, Marketing Director at Amazon

**Quote:**

“Robert is great. We worked together really well and we’ll definitely contract his services in the future.”

**Author:**

Sandra Marks, Creative Director at GitHub

# Contact Page

## Intro section

**Title:**

If you're looking for a designer and developer that likes to get stuff done, let's talk.

**Subtitle:**

I'm currently available for freelance work.

Also display the phone number and email here.

## F.A.Q section

**Section title:**

Before sending me a message, here are some things you should know:

**Question:**

What timezone are you in?

**Answer:**

I live in New York so EST (UTC -5).

**Question:**

Do we make a contract?

**Answer:**

Absolutely. A contract protects us both and ensures that both parties have a good collaboration.

**Question:**

How much do you charge for a website?

**Answer:**

There is no fixed price. Every website is different and I'll only be able to give an accurate offer once we've had a talk.



**Question:**

Do you charge by the hour?

**Answer:**

I do not charge by the hour. I prefer to eliminate the stress of counting the hours. Instead, I charge a flat fee per project, regardless of duration.

**Question:**

Are you working with a team?

**Answer:**

Not at the moment. I'm flying solo.

### Contact form section

#### Section title:

Got a project in mind? Use the form to give me as much detail as possible and I'll get back to you as soon as I can.

#### Form structure:

- Name
- Email address
- Project details
- Budget range
- Timeline
- Submit button: Let's do this

# DESIGN GUIDELINES

Robert wants a modern looking website that would be easy to use by anyone. He likes to keep things clean and simple and loves designs with lots of whitespace.

In terms of color, he really likes the color scheme of his logo so the website should probably mirror that in some shape or form.

He will be developing the website himself and will be making it responsive so we need to make sure our design works well on other screen sizes.