

Project Description:

Dream Furniture Limited Website

Overview

Dream Furniture Limited is a furniture manufacturing and retail company based in Kigali, Rwanda. The company aims to provide high-quality and affordable furniture for residential, commercial, and institutional use. To reach more customers and establish a strong online presence, the Dream Furniture Limited website was developed as a comprehensive platform to showcase its diverse range of products, improve customer engagement, and offer essential business information.

The website is designed with a **clean, maroon-themed aesthetic**, representing the company's branding. It offers a user-friendly interface that displays different categories of furniture such as living room sets, dining furniture, bedroom furniture, kitchen items, library shelves, and school furniture. The website also includes customer reviews, service details, and contact information to create a holistic and engaging experience for visitors.

Project Objectives

The main objectives of the website development project include:

- **Showcasing Products Visually:** Provide high-resolution images of various furniture items with clear pricing and category descriptions.
- **Organized Navigation:** Make it easy for users to find specific furniture categories or information through a responsive and intuitive navigation menu.
- **Promoting Company Identity:** Reinforce Dream Furniture Limited's brand through consistent use of color (maroon), logo placement, and tone across all pages.

- **Customer Engagement:** Include testimonials, contact details, and location maps to encourage potential customers to interact and trust the brand.
 - **Accessibility:** Ensure the website is mobile-responsive and accessible across various devices and screen sizes.
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Website Structure

The site includes the following main components:

1. Navigation Bar

The top of the website features a fixed navigation bar that contains the company logo on the left and evenly distributed menu links across the remaining space. The design is responsive and maintains a professional look across devices.

2. Product Categories

Each main page section represents a furniture category (e.g., Living Room, Dining Room). Within each section, a **product grid layout** showcases individual items, including:

- A product image
- A short description
- The price in Rwandan Francs (RWF)

This visual approach ensures visitors can quickly assess the product range and compare options.

3. Customer Reviews

The **Customer Review page** presents testimonials from satisfied clients using a clean card layout. Each review includes a name, review summary, and an optional image placeholder, enhancing credibility and user trust.

4. Services Page

This section outlines the services offered, such as custom furniture design, home/office delivery, installation support, and repair services. These are presented in list format with brief explanations.

5. Contact Page

The contact page includes:

- A physical address of the workshop
 - An embedded video tour of the showroom
 - Phone and email contact information
 - A link to the company website
 - A footer with a branding tagline
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Design Considerations

- **Color Theme:** The primary color used is maroon (#800000), giving the website a rich and elegant appearance. Accent colors (like tomato red) are used for interactive elements like hover states.
 - **Typography:** Clear, readable fonts are used for both headings and paragraphs to ensure accessibility.
 - **Mobile Responsiveness:** The website uses a flexible grid and media queries to adjust layout for smaller devices without compromising design quality.
 - **Performance:** Images are optimized, and layout spacing is carefully managed to reduce page load time and improve usability.
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Future Improvements

To enhance the website further, the following features may be added in the future:

- A product filtering or search system

- An inquiry or order form
 - Integration with a payment system for e-commerce capabilities
 - A blog or updates section for new arrivals and promotions
 - Live chat or Whatsapp integration for real-time customer support
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Conclusion

The Dream Furniture Limited website successfully achieves its goal of presenting the brand in a modern, accessible, and visually appealing format. It provides essential product information while building trust with customers through testimonials, contact accessibility, and a consistent design. This project not only supports the company's marketing efforts but also lays a strong foundation for future digital growth and customer engagement.