

Web Project Documentation

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Course: Web design and development

Business statement:

Rodasa's mission is to be a competitive company, which will lead to the quality of the product and services offered. This generates value for our customers and employees. Rodasa's Vision is to be the best option in distributing parts to satisfy the market needs. Also to offer a solution to many problems that can come up in different companies machinery. Some of the company's principal values are honesty, social responsibility, innovation, passion, trust, and integrity. In general, Rodasa wants to build a good relationship with all of the customers. And give the best attention possible to everyone.

The project objectives:

- Make a modern and responsive website for Rodasa's growth.
- Make an easy way to contact the business WhatsApp chat.
- Increase sales.
- Petrarry well-organized content.
- Improve the interaction with existing and potential customers.

This project is a simple minimalistic website made to enhance sales and interactions with the companies' costumers. This website will work on both desktop and mobile, making the website more accessible to everyone that wants to contact the company.

How will the business benefit from your design?

I made a minimalistic design for this web page, focusing on showing the product and services. Some information is shown on the website; however, it is not much. I think the company will benefit from this design because the webpage has a lot of CTA's and buttons that open the WhatsApp chat directly and promotes communication with the customer. The company has no simple prices for things; they have specialized products for each customer. Instead of buying the product directly, communication is emphasized so that the customer has the best experience on ordering the product or services.

Flow of the Web Pages

The flow of the webpage will start from the homepage. The home page has several buttons and ways to get to every page of the website. You can either go directly to the order of a product or go to the product and services page. There is also a section of "who we are," which links directly to the about us page. This page will be the less interactive of all of them; the about page's purpose is to get the customer familiar with its history and philosophy. After reading about the company's history, you will end up in the footer where you can go to any web page sites. The product and services pages are almost identical. The purpose is to show all the products and

services we offer and have a direct contact button to order either a product or ask for a service. Finally, the contact page will include a contact form and a feedback form if the customer wants to fill it. The feedback form is entirely optional. In conclusion, there are many ways excluding from the navigation tab on the home page, to get to the other pages. And then, each page will be the focus on what the page is offering.

Sources:

There are some sources I was liking to cite, about how some ideas were inspired:

Kevin Powell:

For example, there are some ideas like the way the nav looks was inspired by the youtuber Kevin Powell; many short ideas were inspired by this youtuber:

<https://www.youtube.com/kepowob>

The WhatsApp widget:

The WhatsApp widget was taken from the free website:

<https://elfsight.com/whatsapp-chat-widget/>

Images:

The images that weren't taken from pexels, they were taken from the SKF website which they are an affiliate from the company RODASA.:

<https://www.skf.com/group/support/splash>