Client and Topic:

I am looking to get approval to make a website for the company I currently work for, Alpha Logistics and Transportation. They are a small company that currently works as a delivery service partner for Amazon, so I am looking to make them a website that would help with the growth of the company.

Development Process and Engagement:

I will be making this website for my employer, so there will be some back and forth on discussions when it comes to design and the contents of the pages. I would involve them in the development process by reaching out to them to get feedback and have them be involved in design decisions to make them a website they would be happy with.

Testing:

When it comes to testing the website, the main thing I will use is user testing. I would find some prospective users to check how users would interact with the website when given various tasks to achieve. I would then take user feedback to iron out any user experience issues that arise. The browsers used for testing will be the three major browsers, Microsoft Edge, Google Chrome, and Mozilla Firefox.

Description:

Alpha Logistics and Transportation is a small company that works to supply delivery drivers to Amazon for package delivery. To put it in business terms, we are Amazon contractors who serve the area around us, and the way we grow is by doing our jobs well. Since this is a small company, the main purpose of the website would be to grow the business, both in a personnel sense and a business sense. Because of that, the target audience of the website would be prospective employees and prospective business partners. Thus, the website must have a very professional feel, and the content will reflect that, highlighting the best of our company. Most of the content will not have to be updated, aside from occasionally updating statistics about the company.
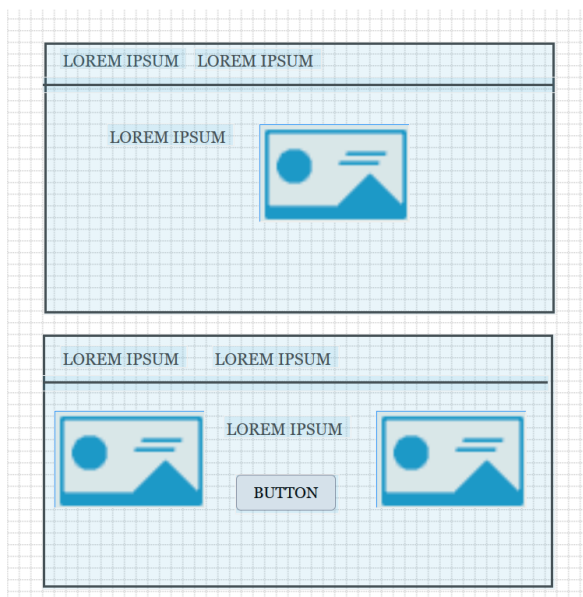
Growth and Maintenance:

The main thing I can do to grow and maintain the website is to make it more automated such that I do not have to manually update it. I would try and develop a backend to keep statistics about the company to present to the users, that would automatically update with statistics. There would be some interesting questions about how I would ensure that the data is collected correctly and accurately, which would be difficult but if I could make it

work it would be massive for maintenance. Otherwise, I would do maintenance on the site biweekly to make sure things are running smoothly.
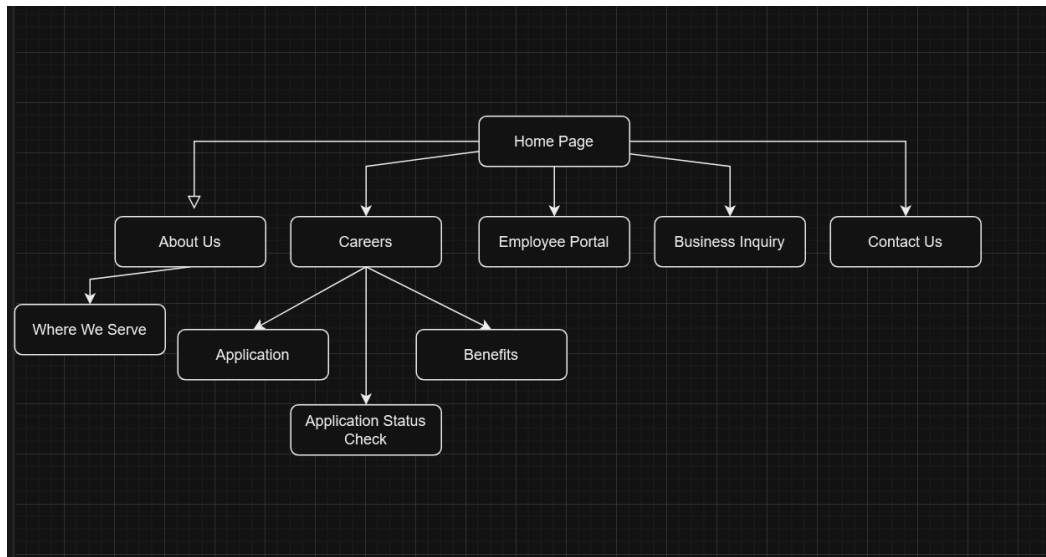
Organization:

The general layout of the website will be basic, with a home page and a navigation bar leading to various parts of the site that suit various needs. So, the main pages would be a home page, and About Us page, a Careers page which has three subpages of Application and Application Status, an Employee Portal page, and a Benefits page. There will also be a Business Inquiry page, a Where We Serve page where we show a map of areas we deliver to and a Contact Us page. While there will be a few sub-pages, the organization will be a Home Page that works as a hub spot that leads to all the other main pages by using a navigation bar on the top of the page.

Some wireframes to show basic layout of a home page and one of the pages that leads to an external site:

Flow Chart:

Security:

Currently, there are no plans to include any sort of sign in or ecommerce in the website design. Those types of parts of the website (say for job applicants or current employees to access work tools) would be linked to external sites where already existing resources for the company are located. This site is meant to be a hub for company information. Since there will be no real confidential information included most of the security measures will be handled by the web host.

Web Hosting:

The web hosting portion of this website is honestly simple, I just need to have a host that can provide good security for the site so that it does not get taken over. There only really needs to be support for HTML and CSS, as the implementation of the website will mostly focus on those two languages. Thus, no real special technologies will need to be available for use by the host. Lastly, the website name is something that I must put some consideration into, as the full company name is rather long to be easily accessed as a URL. After looking at various options, I found alphadelivery.com to be available, so that would be my first choice of the available domain names, as it not only shows what we do, but is one of the shorter names I could think of.

Marketing:

The main principles of marketing that will be implemented onto the website will be that of ensuring that the meta tags and keywords make it so that users looking for the company's site can find it. Otherwise, marketing needs to also help the company reach a wider audience of potential business partners, so the tags and keywords need to appease both intended audiences.