**Website Proposal for Spotless Car Wash**

**Project Overview:**  
Spotless Car Care requires a modern, user-friendly website to showcase its car cleaning and detailing services, attract new customers, and streamline bookings. The site will highlight service offerings, fleet packages, eco-friendly options, and provide easy contact and booking features.

**Objectives:**

* Present Spotless Car Care as a professional, trustworthy brand
* Clearly display service categories and fleet packages
* Enable customers to book appointments online
* Provide contact information and an About Us section
* Ensure accessibility and mobile responsiveness

**Key Features:**

* **Home Page:** Introduction, navigation, and visual appeal
* **Services Page:** Detailed service categories (Basic Wash, Premium Detailing, Eco-Friendly Options, Fleet Packages) with benefit-focused descriptions and bullet points
* **Booking Page:** Online appointment form with confirmation pop-up
* **Contact Page:** Contact form and company details
* **About Us Page:** Company story, mission, and values
* **Navigation:** Consistent menu across all pages
* **Background Image:** Branded, visually appealing background
* **Smooth Scrolling & Readable Text:** Enhanced user experience
* **Responsive Design:** Works on desktops, tablets, and phones

**Technical Approach:**

* HTML5 and CSS3 for structure and styling
* JavaScript for interactive features (pop-up messages, previews)
* Optimized images and assets
* Accessibility best practices
* Option for future integration with backend booking systems

**Timeline:**

* Planning & Design: 1 week
* Development: 2 weeks
* Testing & Revisions: 1 week
* Launch: 1 day

**Deliverables:**

* Fully functional multi-page website
* Source files and documentation
* Deployment support

**Next Steps:**

* Approve proposal
* Finalize branding assets and content
* Begin design and development

1. Reference List:  
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3. Nielsen, J. (2000) *Designing Web Usability: The Practice of Simplicity*. Indianapolis: New Riders Publishing.
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