

Web Project Documentation

Name of the Website Business	StudioX Design
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Course Name	COMP 2681
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Business Statement

With over 25 years in the design and creative field, Studio X Design Inc. has been working with clients to come up with effective communication pieces. We are currently a team of two graphic designers. Sandy founded the company in 1996, and has since worked with large institutions, charitable organizations, as well as small businesses. In 2019, Danielle finished her design studies and joined Sandy to enjoy the challenging but rewarding process of communicating through graphic design. The mother-daughter team continually works and learns together to create compelling, timeless pieces. Specializing in captivating branding solutions, we bring your vision to life with creativity, experience and excellence.

Project Objectives

The project objective is to redesign and modernize the marketing website for Studio X Design to improve the businesses online presence and create leads that can convert into contracts. This will be achieved by giving a professional first impression through the overall website design, displaying a gallery of previous works to build credibility and reducing friction required to get into contact with the company. Additionally the website needs to be mobile friendly due to the high frequency of mobile web browsing in the present day. If these goals can be accomplished we expect to see an uptick in leads generated through search engines.

Benefit Description

Studio X Design Inc. would benefit from my website design through credibility, professional image and accessibility. A good website is crucial for a businesses online presence and overall success. A well-designed website gives a professional image and signals the legitimacy of the business. As a graphic design agency this is especially important for Studio X Design as it acts as a showcase for their work. It often is the entry point for customers to learn more about your business, products and services and is accessible at any time breaking the limitations of business hours. The current static website of Studio X Design (<http://www.studioxdesign.ca/>) is outdated and the business owners did not feel like it was a great reflection of the company. The new design will help to modernize the online presence of the Studio X Design.

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