

**Name of site/company.**

Modern Business – *Finance for Beginners*.

**Design concept/approach.**

Create a simple layout for money management best practices. Home page will give an overview of life priorities. Services page we will discuss financial strategies for beginners. About page will describe our business standards, vision, and goals. Portfolio section will share our success stories and different approaches for different financial needs. Blogs will be handled by our team of financial experts.

**What you hope to accomplish with your design concept/approach.**

We are going to keep our design clean, simple, and focused on specific life priorities. This approach will keep our financial solutions. Our business will help individuals who are new to the world of finance or are trying to improve their current finances.

**Other sites you looked at for inspiration.**

I did research some major financial institutes and see what solutions they have to offer. I have included links to their site and we can use some design ideas.

<https://www.bankofamerica.com/>

<https://www.wellsfargo.com/>

**Other sites for comparable businesses that justify your concept/approach.**

*The Balance* site has some good information on financial planning and solutions.

<https://www.thebalance.com/the-complete-beginner-s-guide-to-saving-money-358065>

**Target Audience.**

Minors – 3 to 18 years old.

Adults age – 18 to 50 years old.

Seniors citizens – 60 +