**[WLAB3 - Website Project Proposal](https://faytechcc.blackboard.com/webapps/assignment/uploadAssignment?content_id=_6286300_1&course_id=_36750_1&group_id=&mode=view)**

**Introduction**:

This website will be for a real estate holdings and management company. I recently took over the home portion of my father's estate (he passed right before the covid lockdowns). My wife and I wish to turn it into a bed and breakfast concept to make the most of the property and to memorialize my father's legacy. The home is already portioned into several apartments, so it will be intuitive to run with this project after clean-up and rehab. I will need photos of the home and location, maps for directions, and a summary of offerings and amenities for the website and concept. I envision a website that will be enticing and sleek, with intuitive links for location, stay instructions, history, potential menu offerings, contact info, and, if possible, an embedded calendar to manage bookings.

* **Site title:** ARM's Reach will be the title of the site. My father's initials spell out ARM. Further, we will operate an LLC called Hinoki Holdings.
* **Developer information:** The Developer will be me, Tahj Allen Merriman
* **Rationale/focus**: This site will give potential guests the ability to see the property and assess if a stay will be to their respective liking and interests. The website will be a launchpad for marketing campaigns to link back to when utilizing social media marketing. Further, the site will encapsulate the scope of offerings and provide a guide to amenities and availability for future bookings.
* **Target audience**: The home is located 45 minutes outside of Pittsburgh, PA. Recently there has been a market for "glamping." Glamping has been a minimally invasive weekend endeavor for urban locals. This activity intends to experience out-of-city relaxation close to nature without the need for excessive gear and the experience of some of the discomforts commonly associated with traditional camping. This trend has been growing in market interest for the past four years. In addition, other concepts such as"Getaway Cabins" (<https://getaway.house/>) have grown in popularity and are typically booked out months in advance. Typical offerings are modernly built and designed cabins where the tenants arrive with minimal gear, equipment, and food, and necessities are provided for them to enjoy their time in nature, recharge, and quickly return back to city living. Other considerations are safety and creating a verisimilitude of romance for the "campers."
* **Site Outline**: This site will include, aside from the home page:
  + A photo gallery page to include the rooms and surrounding nature.
  + A Map and directions page, which will include a road map from the city of Pittsburgh and surrounding communities.
  + A page for amenities: types of beds, fire pit locations, local waterfall, driving range, and appliances that will be available for the campers.
  + A page for the menu: this will be a projected menu for offering that will give examples of the style and scope of cuisine offered on location.
  + A page featuring the history of my father and the house. My uncle built the house in the 1950's and it was purchased by my father shortly after that. He spent most of his life there. The history page will highlight some of his perspectives on life and why the tenants would want to experience this location.
  + A page for reviews, ideally embedded social media postings. If possible, embedding a social media page such as Instagram or Twitter to be live and interactive for site visitors to see real-time interactions.
  + A calendar for availability, events, and booking.
* Other notes: the overall site should be modern in its appearance. The site will utilize navy blue, white, and brass color palates on the site. Easy to navigate menu task panel should be a priority.