

Richard Olney  
Dallas Fixtures Company  
Project Proposal

Project summary:

The goal of this project is to display understanding of workflow & skills needed for making a dynamic website using HTML, CSS, JavaScript, XML, PHP, MySQL, and AJAX. The project, while organized by teams, will be conducted individually to produce multiple options for the company. The desired launch date for the new site is the beginning of May.

The target audience for Dallas Fixtures is health professionals, hospitals, retailers, and general contractors who are looking to remodel, expand, or build their work environments.

The primary focus of the presentation of the site is to display information on custom designs and millwork, including examples from prior customers and contact information to facilitate ordering.

The desired perception for this project is “Inviting, captures the eye, innovative, easy to maneuver, clean and crisp, prestigious.”

The targeted message is mainly a focus on the quality of Dallas Fixtures’ products. An important feature for the project is mobile optimization.

Ikea’s website’s business section shows an example of the “clean and crisp” look that is desired, but a huge part of that image is in the consistent photography style throughout. The current Products page only provides me with monochromatic renderings from a scanned booklet. A huge improvement could be made with photographs of the products. On the topic of images, the custom-made section’s pictures mostly date back to film cameras. It wouldn’t be a problem in some cases, but film has a tendency to distort color and have a grainy look to it. If more recent projects could be photographed the site would benefit greatly.

The current communication of the website’s existence is only word-of-mouth and business cards, but when the new website is launched it will be included in the company’s marketing materials.