

Home page:

We tried to make the home page seem very personable in terms of the images and colors to give the idea that it was a friendly person or small business. We kept in line with the colors that she previously used on her Facebook page and in her logo (and, of course, are using the same logo as well). This is a cleaning service, thus the site should reflect that in appearing clean and uncluttered.

Contact:

Tried to make the contact form seem less like a quote box and more of a way to reach out and establish a relationship. This ties into the theme of the business being small and personal, instead of larger “enterprises” or “organizations”.

About:

Should describe similar feelings that it is a small and growing small business and be very personable. Users should feel like they are “meeting” an individual for the first time; someone that they trust letting into their home (it is a cleaning service, after all). Nothing too cluttered, just clean and friendly.

Services:

Pretty descriptive, should be every service offered and what is not ordered. This should be more methodical. The picture shown is one that is obviously un-styled, but the final page will be nothing more than a list of services offered that go along with the respective theme of the rest of the website (as far as colors, icons and shapes are concerned).

