

WDD231 - Project: Proposal – Limpa Sofá – site

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1. Project Subject

Creation of a Website for an Individual Company Specializing in Sofa and Upholstery Cleaning Services

The website will promote professional cleaning services for sofas, chairs, armchairs, mattresses, and other upholstered items, providing an accessible, responsive, and dynamic platform to attract clients, facilitate scheduling, and highlight the quality of the service.

2. Project Description:

The website will serve as a digital showcase for an individual upholstery cleaning company, featuring the following sections and functionalities:

- **Homepage:** Introduces the company with a striking headline, a hero image, button for scheduling.
- **Services Page:** Lists the offered services (cleaning of sofas, mattresses, chairs, etc.) with descriptions and an accessible image gallery (with alt texts).
- **About:** Shares the owner's story, the company's mission (e.g., focus on hygiene or sustainability), and service differentiators.
- **Contact and Scheduling:** Provides a contact form with HTML5/JavaScript validation and scheduling functionality.

3. Project Reason and Purpose:

The company needs an online presence to stand out in a competitive market, attract local clients, and facilitate service scheduling. Many upholstery cleaning businesses rely on referrals or social media, but a dedicated website offers greater credibility, accessibility, and control over the customer experience.

The website aims to increase the company's visibility, attract new clients, and simplify the scheduling process, reducing time spent on manual communications.

It also seeks to inform clients about the benefits of professional upholstery cleaning and highlight differentiators, such as eco-friendly products or personalized service.