Greenway USA

Proposal for Website Design and Development

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4. *Website Proposal*

**Purpose:** This website is for advertising Greenway USA and the services they provide. This will offer advertisement about what the company is about, show past projects, and allow people to reach out for more information. This is a redesign of the current website to offer a more streamlined look.

**Target Audience:** We will aim to showcase our services to potential clients in the construction industry and clients outside of the industry just looking for construction services.

**Preliminary Research:** Researching other sites in the industry a lot of the sites focused of photos more than text. Pictures of completed projects will be a showcase of the site as clients are more focused on what we have done instead of who we are.

**Site Design:** The site will be very streamline and photo driven. It will feature many dark gray colors and use highlighter yellow and orange. When focusing on darker colors for the theme of the site, the safety colors listed above will pop and make the site look more flashy. The main page navigation will show 4 different tabs showing Recent Projects, Our Values, Our Services, and Contact Us. And under Our Services they will see Why Greenway USA to better see what makes Greenway stand out from our competition.

**Scope of work**: For this site I’ll need a background of the company, description of what Greenway does and any other text to explain the services that are offered. Ill need photos of construction sites, photos of people in the company. Additional assets we will include are construction news links, featured employee and featured projects.

**Summary:** Greenway offers a wide range of services in the construction industry. This new and refreshed website will offer a subtle gray theme with bright safety colors in photos to showcase prior projects and what we do. To build on this site we will need details about the company, their services that are offered, and photos of prior projects. This prior project photos will help clients in and outside of the construction industry see what the company has done and can offer.

1. *Site Map*

Why Greenway USA?

Contact Us

Our Services

Our Values

Recent Projects

Home Page

1. *Project Schedule*

October 10th 2019, **Discovery Stage**: Website started and pages are created in the project. Content is submitted to website designer.

October 31st 2019, **Image/Asset Creation:** Photos and videos are added to the web page. Text is formatted.

November 10th 2019, **Content/Copy Creation**: Site starts to take form, site is in Alpha stage as we continue to format and move around content.

November 24th 2019, **Final Mockup Delivery:** Site is in Beta phase for testing and presented to client to alter and make any minor last minute changes.

December 5th 2019, **Final Project Delivery & Presentation**: Site is fully implemented and ready for deployment.