Chase Elliott Fan Page

By Ray McNamara

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# Website Proposal:

Purpose:  
The website will be made for fans of the NASCAR driver Chase Elliott. The website will provide information and stats about the driver along with a gallery for fans to enjoy and to gain new fans. The site will be a place to learn about the driver and his achievements in his ongoing career.

## Target Audience:

The target audience for this website will be for NASCAR fans especially those who are fans of Chase Elliott. It will also look to attract new fans to the sport and the driver.

## Research:

The drivers own site is slow and clunky. There is a lot going on when first brought onto the site and the site seems to be all over the place. The colors don’t seem to fit with the driver. The navigation menu doesn’t match the colors of the rest of the site and seems lazily made.

## Site Design:

The design of the site will be a simple, easy to use design. Navigation will be tied to buttons at the top of the screen for easy access to every page and simplicity. The color scheme will fit his main sponsor, NAPA, with blues and a main white background with some yellow trims. The fonts will be basic easy to read fonts that will be clear for all users to get the information across.

The site will have a home page with an overview to help navigate the user to the different pages they may want to access. The main goal is overall simplicity and ease of use. The site will be simple and efficient making the content always one or two clicks away.

## Scope of Work:

For this site to be completed it will require:

* Photos of Elliott and his wins
* Elliott’s stats from his career
* Home Page, About Page, Stats Page, Wins Page, Gallery

## Summary:

The website will be aimed at fans of the NASCAR driver Chase Elliott. The site should be made easy to use and efficient in getting to the information. The design of the site should match the colors of his main sponsor. The site will provide information about the driver’s life and career. The site will provide his stats over his young career and display his wins. There will also be a gallery for fans to enjoy pictures of his various paint schemes and moments from his victories.

# Site Map:

# Project Schedule:

**September 26th, 2019 - Proposal**

Proposal of the website will be delivered for review.

**October 24th, 2019 – Mock-up**

Mock-up for the design of the website will be submitted for review before the final design is finalized for the website.

**November 15th, 2019 – First 3 pages complete**

First three pages of the website will be complete and fully functional with the full final design implemented.

**November 28th, 2019 – All pages finalized**

All five of the pages for the website will be complete and fully functional and ready for testing before submission.

**December 3rd, 2019 – Website fully tested**

Website is fully tested and fully functional before submission. All bugs will be worked out before final submission and any faults in design will be adjusted.

**December 5th, 2019 – Website submitted**

Website will be submitted as a finished product.