**Space Web Consultancy Documentation**

**Purpose of the Website**

**Objective:**  
The main goal of the website is to establish an online presence for our Space Web Consultancy, showcasing our services, expertise, and success stories to attract potential clients and partners.

**Content:**

* **Promoting the Business:** Highlight our consultancy services, including Web Development, Content Creation, Branding, and Digital Marketing.
* **Providing Information:** Offer valuable resources and insights through consultation, research, and surveys.

**Impact:**  
The website will benefit visitors by providing:

* Comprehensive information on consultancy services tailored to their needs.
* Book a Free Consultation option.
* An interactive platform for inquiries and support, enhancing client engagement and satisfaction.

**Target Audience**

**Demographics:**

* **Age:** 18-55 years
* **Gender:** All genders
* **Location:** Primarily urban areas with a focus on business hubs
* **Education:** Higher education, particularly in business, IT, or related fields
* **Occupation:** Business owners, IT managers, and anyone seeking our services

**Interests:**

* Seeking reliable IT solutions to enhance business digital presence.
* Networking with IT professionals and industry experts.

**Behavior:**

* Frequent visits to industry-specific websites for information and updates.
* Expect a professional, easy-to-navigate website with clear and concise information.
* Preference for websites with engaging, interactive features and quick access to support.

**Website Pages**

**Page Count:** 6

**Overview:**

* **Home:** Introduction to the company, key services, and testimonials.
* **About Us:** Company history, mission, values, and team profiles.
* **Services:** Detailed descriptions of all consultancy services offered and pricing.
* **Portfolio:** Showcases our featured projects.
* **Contact:** Contact form, office locations, phone numbers, consultation hours, and social media links.
* **Book A Free Consultation:** A form to submit and book a free consultation.

**Graphics**

**Types of Graphics:**

* Professional photos of the team
* Hamburger menu for tablet and mobile navigation
* Social Icons in the footer
* Previous Project Screenshots.
* Background image for hero section aligned with theme.

**Sources:**

* Royalty-free image websites (e.g., Unsplash, Pexels)
* Previous Projects.

**Relevance:**

* Enhance visual appeal and professionalism
* Support content by visually representing services and information

**Color Scheme**

**Color Palette:**

* **Neutral Colors:** Black (sophistication, formality), White (cleanliness, simplicity)
* **Secondary Colors:** Gray (neutral, stability), Green (growth, success)

**Reasoning:**

* Black ensures a clean and modern look.
* Gray adds a neutral balance, while green signifies growth and success.

**Consistency:**

* All elements from backgrounds to buttons, follow the color scheme.
* Use a style guide to maintain uniformity across the website.

**Font Styles**

**Font Selection:**

* Monospace Font

**Readability:**

* Chosen fonts are modern, clean, and easy to read on all devices.
* Appropriate font sizes and spacing enhance readability.

**Brand Alignment:**

* The selected fonts reflect a professional and modern brand image, consistent with the consultancy’s identity.

**Features**

**Core Features:**

* **Navigation Menu:** Responsive menu for easy access to all pages.( changes to hamburger in tablet and mobile view using JavaScript).
* **Contact Form:** Simple form for inquiries and support requests.
* **Image Gallery:** Visual showcase of team and featured projects.

**User Interaction:**

* **Image sliding animations:** Display previous client logos for trust.
* **Forms:** Interactive forms for newsletter subscriptions and service inquiries.
* **Hamburger Menu :** Using JavaScript for toggling menu by clicking on icon in small devices.

**Functionality:**

* Enhance user experience by providing easy navigation and quick access to information.
* Use responsive design to ensure functionality on all devices.

**Accessibility:**

* Implement alt text for images, keyboard navigation, and readable font sizes.
* Ensure color contrast meets accessibility standards.