

Mrs. Terry Ankeny,

We just wanted to take a moment to follow up with you regarding our meeting we had earlier this week concerning D&D Travel Services website re-design. We are very excited to work side by side with you to create a clean, highly organized, modern and intuitive website that D&D clients will surely appreciate.

This project will feature the design of a website that will be organized and professional with clear navigation that emphasizes the promotional and travel focus of your business. You have identified a specific demographic of older adults and families that we need to ensure have a professional and personalized experience with every visit to your site.

We also realize that time is of the essence to meet your October 2nd deadline. Dylan Keefer, our lead designer, will immediately begin initial layout concepts, research, color schemes, image development and logo designs that utilize the current body text that you're site now uses.

The next step from this point is to get the above preliminary research and design started. In order to begin, please review the project estimate that is attached to this email awaiting your approval. It was a pleasure meeting you this week and we look forward to hearing from you as soon as possible to get this exciting project off the ground and into full production.

Sincerely,

The Karrot Design Team

Sheldon Davis
Project Manager

Dylan Keefer
Designer

Matt Tomich
Web Developer