



1000 Karrot Way Pittsburgh, PA 15212

412-555-1212

sed15@students.pti.edu

Ms. Terry Ankeny
1111 McKee Road
Oakdale, PA 15071
412-809-5382

Dear Ms. 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.

The project as discussed is to redesign the D&D Travel Services website, making it organized and professional with clear navigation. It should emphasize the promotional and travel focus of your business. D&D specializes in honeymoons, cruises, Disney trips, etc. D&D also has a credentialed expert staff that delivers first class customer service. You have identified a target demographic of adults and their families in their late 20's or older. We need to ensure this audience has a professional and personalized experience with every visit to your site. To accomplish this, we need to incorporate a responsive design (mobile devices), blog creation, and an attention grabbing slider carousel that will draw the user in with imagery that shouts vacation. We will not create new text content; we are to utilize the content currently on the site, rearranging it where needed.

The next step would be to begin preliminary research and design. Before we do, please review the attached project estimate and send us a deposit. Once that is taken care of, Matt and I will begin designing the site structure and flow, and Dylan, our lead designer, will begin initial layout and logo designs. We are eager to begin, since time is of the essence to meet your October 2nd deadline.

It was a pleasure meeting you this week. 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