**PROJECT DESCRIPTION**

The aim of this project is to build a website for Kemah Flowers & Company to exhibit their floral works. Kemah Flowers & Company is a driving organization owned by Jimmy Sims which is located at Kemah, Texas. The motto of this website is to attract the customers by displaying the works of Kemah Flowers & Company with an impressive and appealing picture of their works. The website contains their contact details so that the customers can contact them and book an order.

The company provides flowers and other decorates to various ceremonies like wedding, birthday, sympathy etc. So, the website contains various tabs for all the services provided by the company like wedding, birthday sympathy, other services, gallery, testimonials, contact us, about us. All the floral works of the company are displayed in the form of pictures on the main screen. The website takes all these latest pictures from the company’s Instagram page. Every day these pictures are updated to keep the website fresh and innovative. The home screen contains a special icon named “Social media” which redirects the customer to different social media pages of the company to get better details about the company and its works. A “Get a Quote” button is placed on the home page which takes the customer directly to the contact us page in which the customer could schedule an appointment.

The wedding page has some pictures related to the event and few sub tabs for various categories of services provided for wedding event such as bridal bouquet, cake toppers centerpieces etc., and each of these contains some pictures related to their work. The sympathy page also seems very close to the wedding page and it contains pictures related to funeral decorations. The categories present in this page are cremation, wreaths etc. The other services tab contains services related to other occasions like birthdays, valentine’s day and some other special occasions. Here a link is provided for their art & coffee shop. The gallery page contains all the pictures related to various works of the company and it acts like a treasury for the pictures.

The testimonials page contains the reviews and feedback obtained from the customers of the company and are displayed in a slideshow. The about us page contains all the details of the company such as its establishment and development, its work history and about the company’s workers. The contact us page has a form which is to be filled by the customer to book an appointment with the company’s florist. Once the customer fills the form, the company owner gets an email and a text message with all the details of the customer and they will contact the customer to fix the appointment. The website contains the address and directions to the company so that the customer can use that information to reach the company.

The Recommendations page enables user to send his recommended image to the manager. This page includes a browse and attach, through which user can attach an image either from his computer or internet. Some users are more likely to have a clear idea and imagination of which type of decoration do they need. This kind of users would be glad to have this recommendation feature enabled to the website. After attaching the image, two check boxes named “Exact as in the picture” and “similar to the picture” appear. These are two check boxes, which lets user to choose if he desires to get his event organized with exact kind of flowers shown in the image or if he is ok with any flowers similar to the flowers in the image and he is willing to make some modifications to it.