# Final Website and Report

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## WDD 130 – Web Fronted Development

## 7/18/2022

# Introduction

## Site Subject

I built the website for my bookkeeping/ Accounting Services Company – Christensen Financial, PLLC. Some of the content the site is meant to hold is a page that list the specific services that I offer and an about page that talks about the company’s vision and more about who I am.

## Site Audience

My target audience for this website is those who are in the upper-lower to upper- middle classes (financially). Another component of my target audience is small-local businesses and both components (the classes listed above and small businesses) are meant to be those shopping for the best deal on accounting services.

## Site Link

<https://taylorchristensen.github.io/WDD130/PersonalSite/index.html>

# Goals and Objectives

I want to create a space that allows potential customers to inquire about accounting services while being transparent about what I charge. I want to make it so customers can look through all my services and choose the ones they want within their budget. I will also offer discounts to related services such as Bookkeeping and business tax preparation. I will be able to do this because I will not have to spend as much time on the second task due to my understanding of the first. This will cater to my target audience of local small businesses and people in the classes I described above; they will want to use my site because of the offered savings!

# Design Process

* Addition of the four icons “Browse, Select, Submit, Receive”
  + I wanted to add this in to give the consumers and simple idea of how our service selection service works. I felt that placing it in a simple icon line it would not only look nice but would also help communicate our purpose to potential customers.
* Made the second image on my home page 100% wide
  + This was a change I made after consulting my wife who is a UX/ UI designer.
* Move the text from the bottom of homepage wireframe to overlay the second image
  + This was a way to connect the message that I wanted to convey to the image.
* Switch the placement of the services icons on the services page with the first paragraph
  + I wanted to provide these icons at the very top of this page to draw the attention of the user in and then carry their attention down the page, rather than forcing them to read right off the bat.
* Add two images to display the two “Offering Sectors” of Business and Personal
  + This will allow the user to go to an additional page by clicking on the photo. This function is not fully finished yet since it was not needed in the requirements of the assignments, but I will finish it once my finals are over.
* Make the second image on the “About Us” page smaller and not 100% width
  + This was a design change after consulting my wife who is a UX/ UI Designer.
* Add a newsletter page to the header
  + This page is only a link so far since is an additional subpage outside the parameters of the semester assignments. I want to add this page to give my customers the ability to inform themselves and make informed decisions based on market updates.
* Switch the careers link in the footer to a “Contact Us” Page
  + This was where I brought in my web component assignment.

# Conclusion

I learned that I can design on developing the front end of a website. Before this class and before this project I would have said that I had no clue how to use html but after I have gone through this course, I can say that I look at websites that I use differently. Now I see that in the future I am going to be able to help my wife with her business by developing the websites that she designs for her customers. This will help us build the company’s revenue and build the services that we can offer.