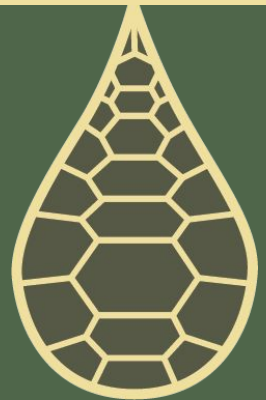


Turtle Drop Studio

CGT 411



Members

Alan McBee - Senior: Web Programming & Video Compositing

Ben Carpenter - Senior: Web Programming & Data Visualization

Zach Vallow - Senior: Web Programming & Minor in Management

Joseph Hoggatt - Senior: UX Design & Minor in Psychology

Business Plan

Web Firm

2 Currently Planned Projects

- Hodson's Bay Company - Bike Rental
- IKMF Indiana - Krav Maga Studio

1 Client with Project Opportunity

- Nectar Company - Cannabis Dispensary

Each planned for roughly one month

Hodson's Bay Company

Needs:

- Web host
- Updated design
 - Modern Features
 - Outdoorsy feel
- Web Pages
 - Home
 - About
 - Gallery
 - Service
 - Community



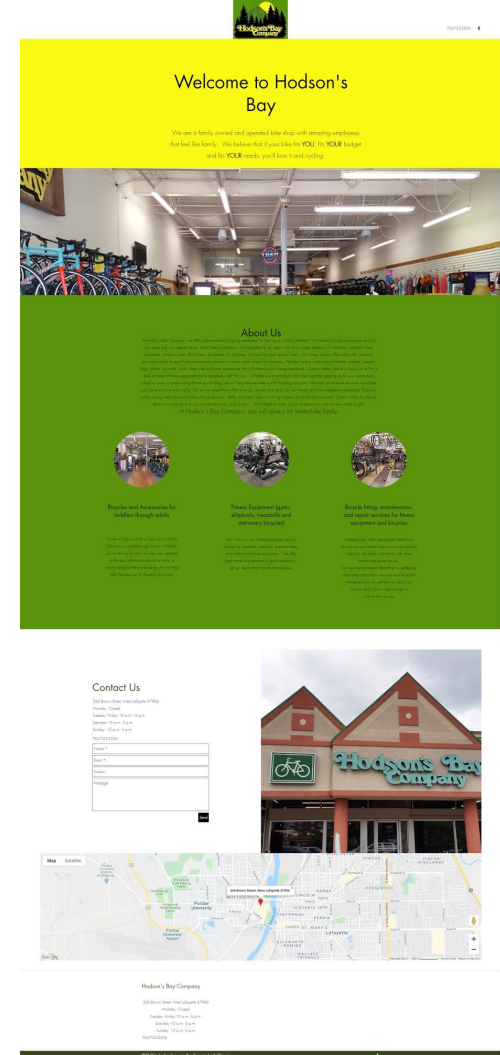
Stakeholders

- Hodson's Bay Company
 - David Meadows - Co-Owner
 - Jennifer Meadows - Co-Owner
 - Employees
- External Parties
 - Advisor - Perry Cox
 - Server Provider - Unknown
 - Database Provider - Unknown
 - Cyclists of the Lafayette/West Lafayette area



Scope

- Beginning
 - Analyse the current website
 - Identify issues
 - Understand their needs and wants
 - Formulate a plan
- End
 - Delivering a functional website
 - Perform stability tests
 - Gain approval from Hodson's Bay Company owners

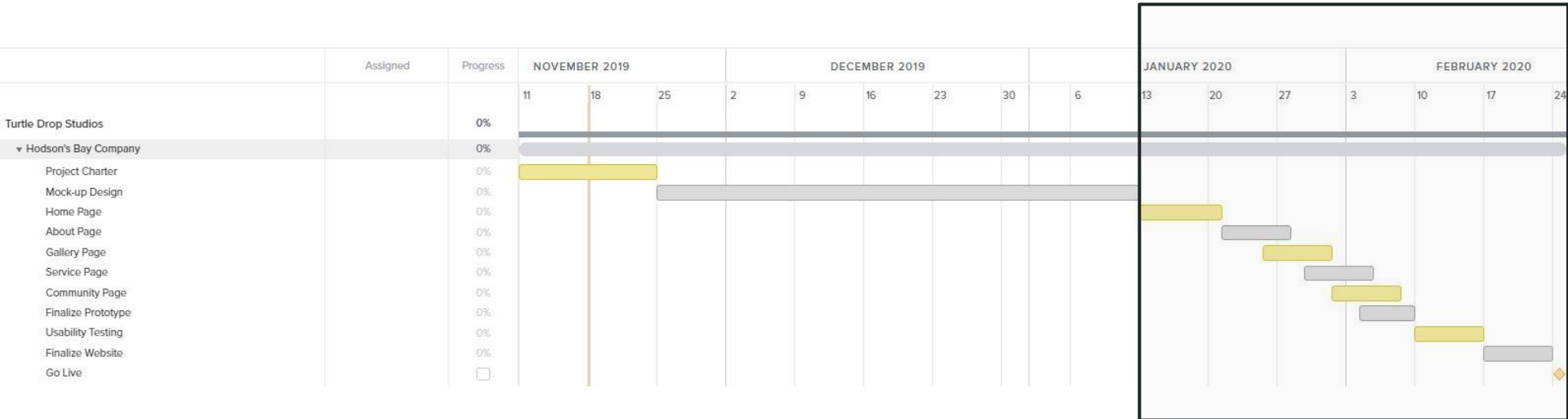


Deliverables

- Home Page
 - Showcases service that Hodson's Bay Company Provides
- About Page
 - In depth summary
 - Descriptions of current employees
- Gallery Page
 - Display of the current products
- Service Page
 - List/Descriptions of all possible repairs
 - Images of different repairs
- Community Page
 - A list of community businesses or clubs affiliated with Hodson's Bay Company.

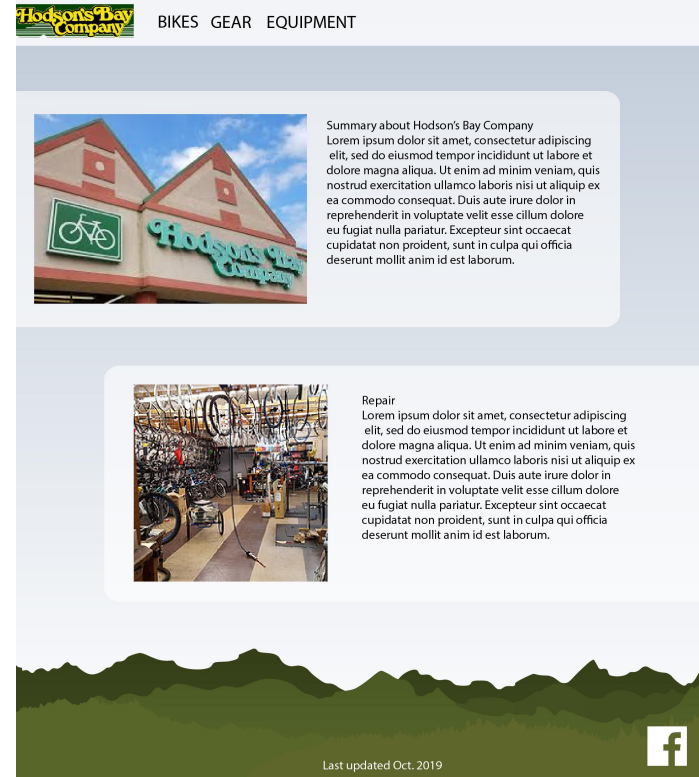


Schedule



Prototype

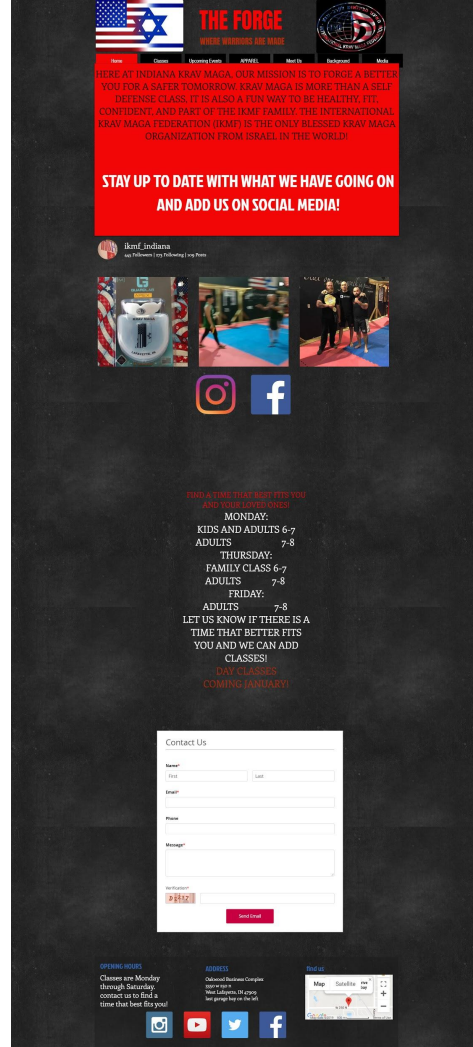
- Design
 - Outdoorsy feel
 - Clean
 - Pleasing Colors
- Modern features
- Must be approved by Hodson's Bay Company's owners.



IKMF Indiana

Needs:

- Updated design
 - Wants to keep a strong feel
 - Would like more organization and appeal to visitors
- New Web Page Organization
 - Home
 - Classes
 - Upcoming Events
 - Apparel
 - Contact Page



Stakeholders

- IKMF Indiana
 - Rob Mendenhall - Owner
- External Parties
 - Advisor - Perry Cox
 - Server Provider - TBD
 - Krav Maga Students

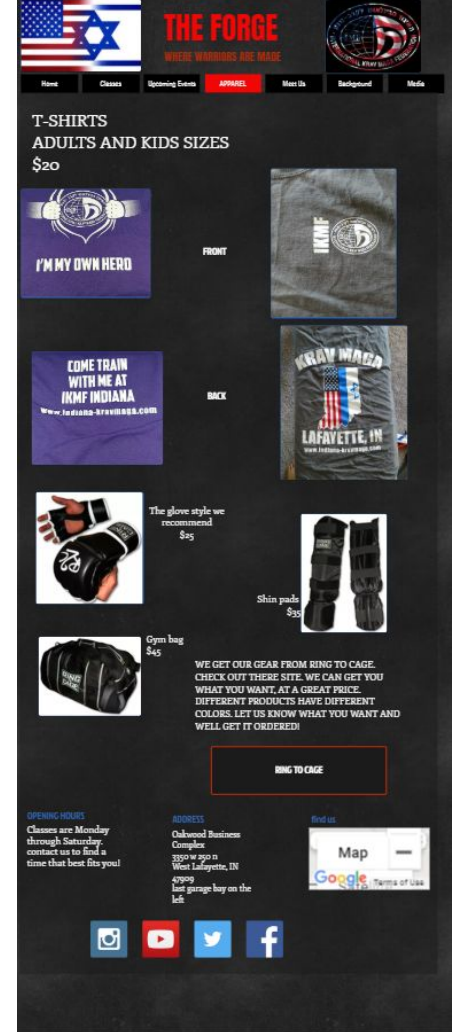
Problem

- Rob informed us that some of his clients informed him the current state of the website almost prevented them from attending the gym.



Scope

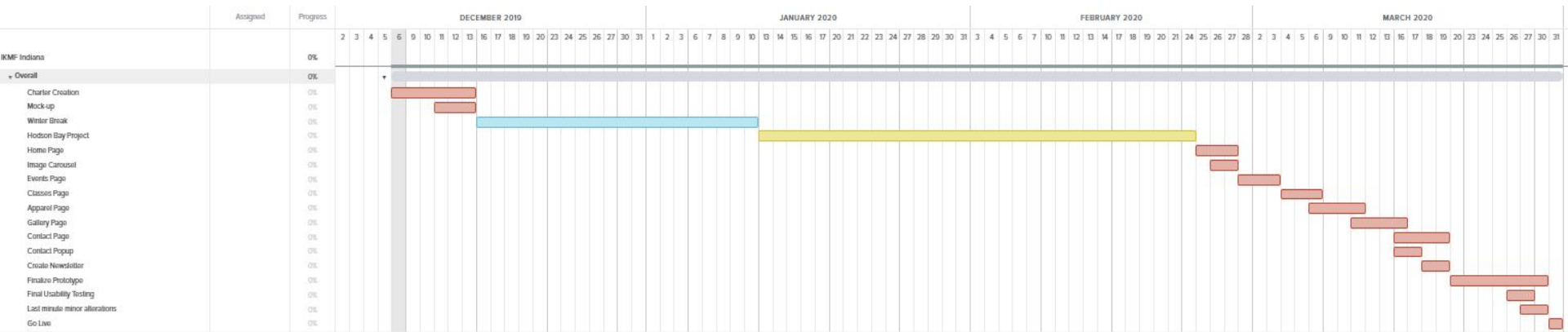
- Beginning
 - Identify areas for improvement
 - Gather ideas for new features if needed/wanted
- Current Desired New Features
 - Image carousel
 - Condensed Gallery Page
 - New Digital Logo
 - Client Newsletter
 - “Contact Us” popup
- End
 - Delivering a functional website
 - Perform stability tests
 - Gain approval from Stakeholders



Deliverables

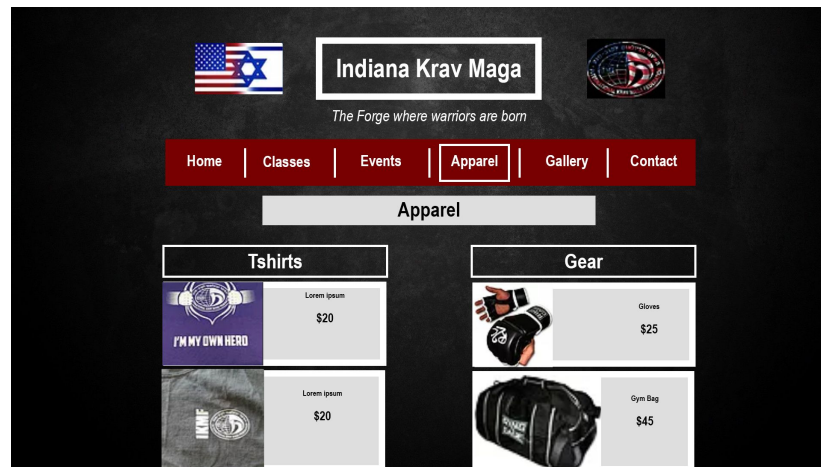
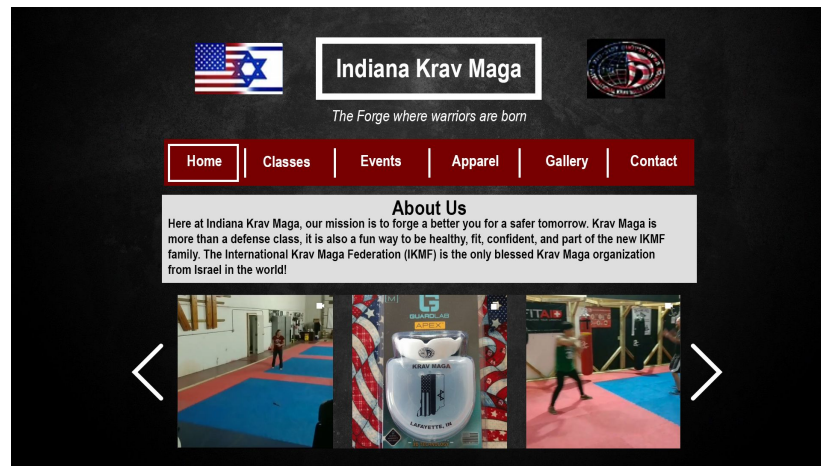
- Home Page
 - General landing and about page for the IKMF Indiana
 - Would contain the new image carousel
- Classes Page
 - More detailed information about signing up for classes and their scheduling
- Events Page
 - An feed of information about special upcoming events
- Apparel Page
 - Apparel inventory listings and costs
 - Links out to third party store
- Gallery Page
 - A grid structured page containing a bulk of the images and media from their previous website.
- Contact Page
 - A page that would allow users to get in touch with the gym
- The final deliverable will be a functioning website with approved images/files being uploaded to the selected hosting service, and access completely turned over to the client.

Schedule



Ideation

- Early Generative Images
 - Quick images of possible new layouts for their website.
 - Consulting more with the client in the future will allow us to refine their new website.



Questions?