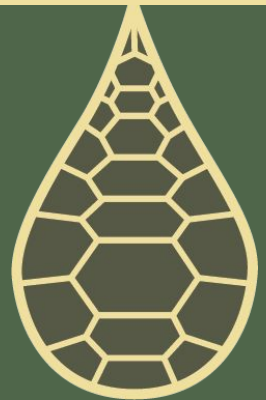


# Turtle Drop Studio

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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



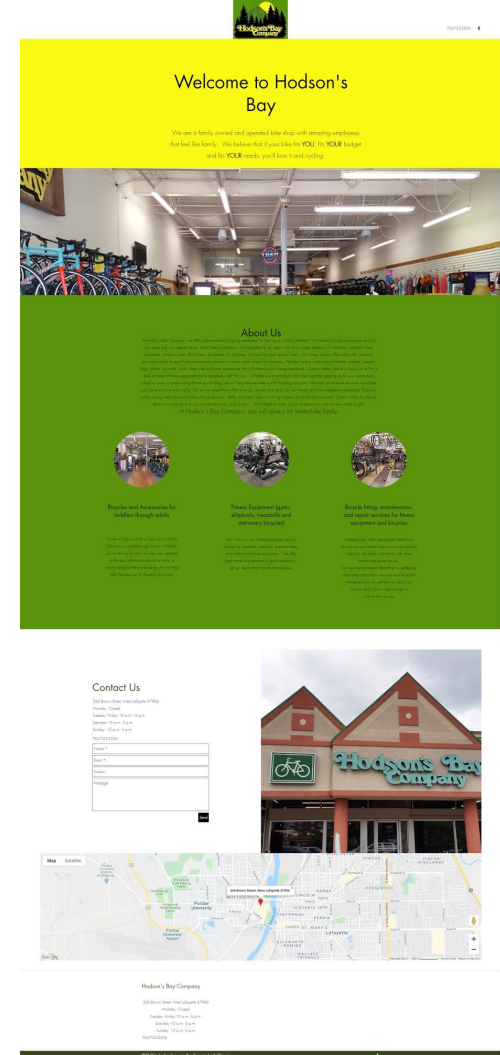
# Stakeholders

- 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

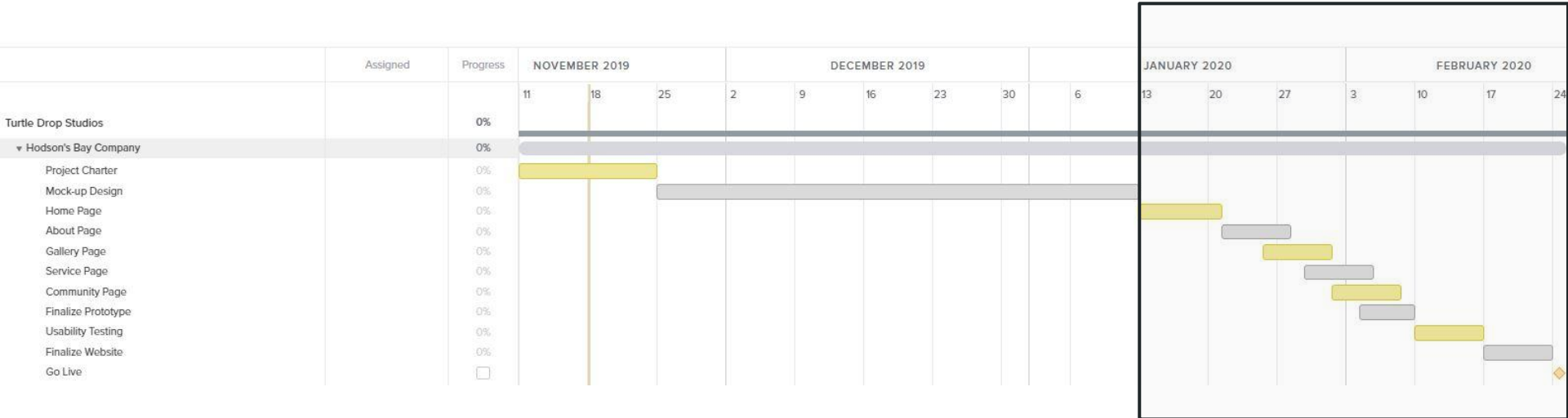


# Deliverables

- 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.



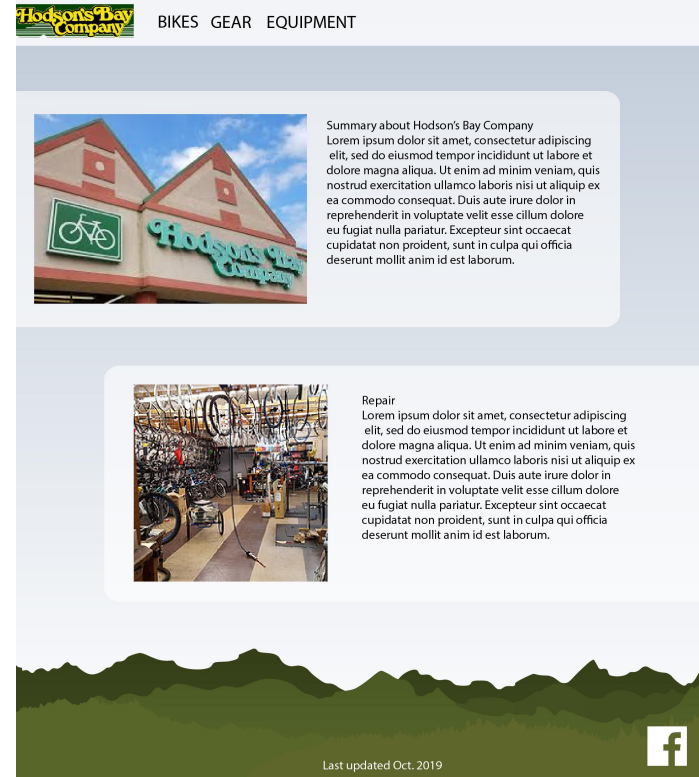
# Schedule





# Prototype

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

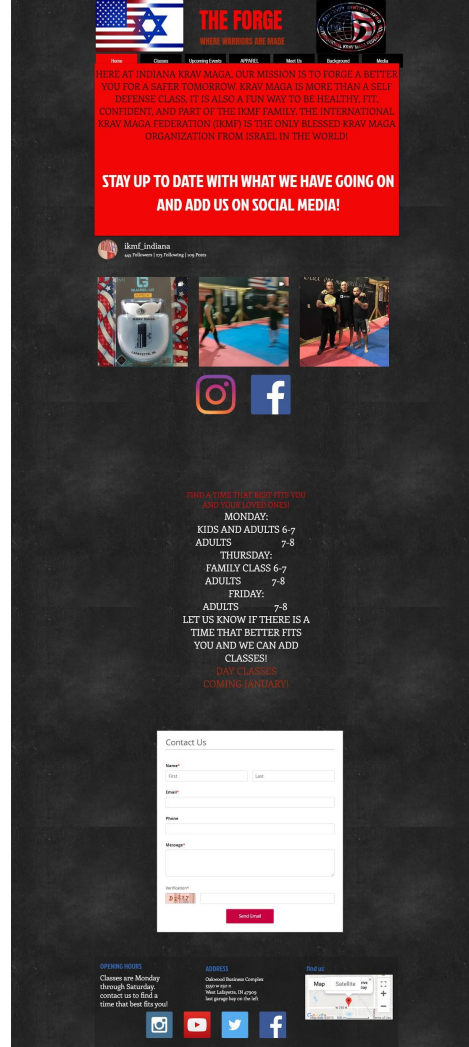


\* Not the final design

# 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

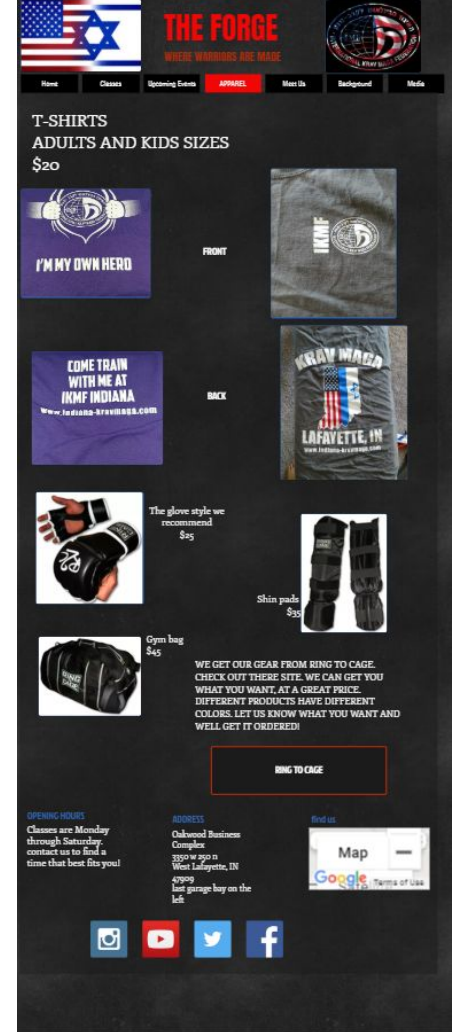
## Problem

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



# Scope

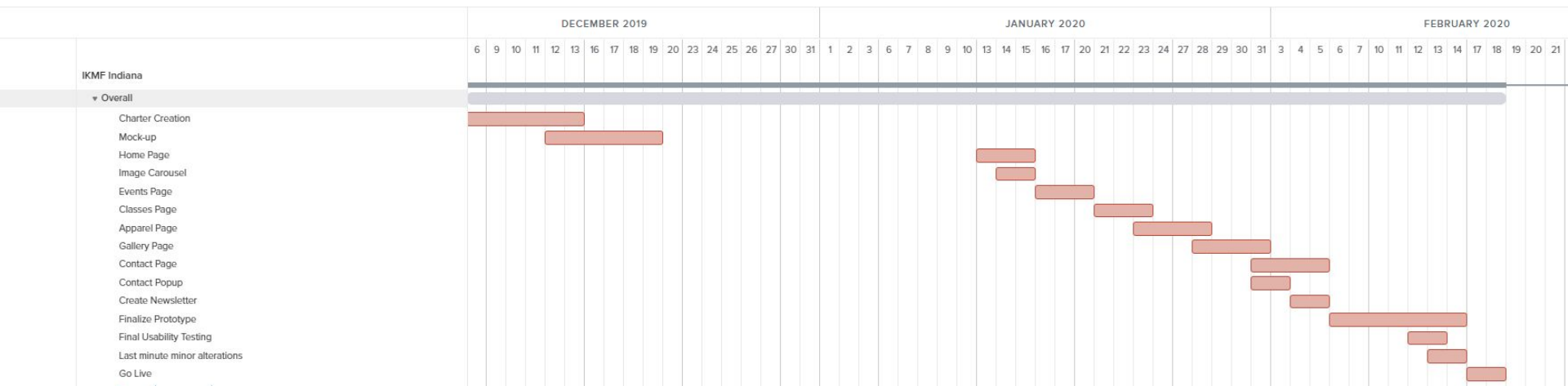
- Beginning
  - Identify areas for improvement
  - Gather ideas for new features if needed/wanted
- Current Desired New Features
  - Image carousel
  - Condensed Gallery Page
  - New Digital Logo
  - Client Newsletter
  - “Contact Us” popup
- End
  - Delivering a functional website
  - Perform stability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



Questions?