Tanner W. Bindrup

Project Proposal for Vault79 Website Redesign (from 99Designs)

Description and Scope

The goal of this project is to redesign the website for Vault79, a decentralized reserve currency protocol backed by physical gold bars. The redesign will focus on improving the website's overall user experience, making it more modern, visually engaging, and easier to navigate. The new site will be fully responsive and optimized for mobile, tablet, and desktop devices.

The project will include the development of four primary pages: Home, About, How It Works, and Contact. Each page will feature clean layouts, improved typography, and visually appealing content that communicates the unique value of Vault79, especially its innovative use of gold-backed tokens. The site will integrate interactive elements, such as animated infographics, hover effects, and an updated FAQ section, ensuring the information is easily accessible and user-friendly.

The existing site appears to be text-heavy and lacks modern design elements. In this redesign, I will focus on breaking up the content with high-quality visuals and engaging elements that guide users through the protocol's benefits. This will include improved calls-to-action, a more structured layout for the "How It Works" section, and optimized graphics and images to better explain the project's value proposition.

Significance

I chose this project because it provides an opportunity to demonstrate my skills in UX design and front-end development. Redesigning a site with technical information like Vault79's requires careful consideration of how content is presented, ensuring users can easily understand complex concepts. This project also aligns with my goal of building modern, user-friendly sites that improve both visual appeal and functionality.

This project will go beyond basic design by incorporating advanced features such as:

- Custom animations for token mechanics and treasury growth explanations
- Hover effects on buttons and images for better user interaction
- A fully responsive layout built with a customized Bootstrap 5 framework
- Enhanced navigation for better content discoverability

The project will challenge me to implement advanced CSS techniques (using Sass) and JavaScript for dynamic content, animations, and enhanced interactivity.

Equipment Needs and Resources

To complete this project, I will use the following resources:

- **Framework**: Bootstrap 5 for responsive design, with customized styles using Sass to maintain a unique look.
- **Fonts**: Google Web Fonts will be utilized for a clean and modern typographic style.
- **Icons**: FontAwesome for visual icons.
- **Images**: High-quality images and infographics sourced from Pixabay, Pexels, or custom-designed using Adobe Illustrator and Photoshop.
- **Development Tools**: Vite will be used to compile Sass and JavaScript. Visual Studio Code for coding, and GitHub for version control.

Custom resources that will be created include:

- **Graphics and Logos**: Improved visuals, such as a redesigned logo and icons to visually enhance the site.
- **Animations**: CSS animations to provide a more engaging user experience, for example, animations for growing treasury balances.

Timeline

To ensure the project is completed efficiently, the following timeline will be followed:

1. **Initial Research and Planning (2 hours)**
   - Review current website content and structure
   - Research competitors and best practices for crypto and finance-related websites
   - Define key user personas and gather design inspiration
2. **Wireframing and Prototyping (4 hours)**
   - Create wireframes for each page (desktop, tablet, and mobile versions)
   - Develop an interactive prototype using Figma to visualize user flow and content layout
   - Review wireframes with client for feedback
3. **Design and Visual Mockups (3-4 hours)**
   - Design high-fidelity mockups of each page, focusing on visuals, typography, and color schemes
   - Incorporate custom-designed infographics and images
4. **Front-End Development – Core Structure (6-7 hours)**
   - Set up the development environment using Vite
   - Code the homepage, ensuring it is fully responsive and interactive
   - Develop reusable components for the navigation bar, footer, and CTA buttons
5. **Content Development and Styling (3-4 hours)**
   - Code additional pages (About, How It Works, Contact)
   - Implement customized styles using Sass for a polished look
   - Integrate optimized images and infographics
6. **JavaScript Integration and Animations (3 hours)**
   - Add interactivity with custom JavaScript, such as FAQ accordion and scroll animations
   - Test animations and transitions across devices for smooth performance

7. **Testing and Final Adjustments (2-3 hours)**
   - Conduct cross-browser testing and mobile responsiveness checks
   - Debug any layout or functionality issues
   - Finalize design adjustments based on client feedback
8. **Deployment and Client Handover (1 hours)**
   - Deploy the website using GitHub Pages or the client's hosting platform

Total Estimated Time: 22-25 hours