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WEB 2890

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# **Project Proposal: Anchor Retaining Walls Website**

## **Description and Scope**

For my project, I am creating a website for **Anchor Retaining Walls**, the company where I work. The company doesn’t have a website yet, so this will help them get more customers by making it easy to see their previous work, rent construction equipment, and contact them. The site will be built using **React, JavaScript, and CSS**, with **Bootstrap** for styling and icons to make it look clean and professional.

### **Website Pages & Features:**

The website will have **five pages**, each with a specific function:

1. **About Us (Home Page)** – A page introducing the company, with a construction photo and maybe a team picture.
2. **Previous Work** – Shows past projects with images, project name, square footage, and a short description.
3. **Construction Equipment Rentals** – Similar to the previous work page but focused on rental equipment, showing machine type, price (hourly/daily/weekly), and a "Rent" button for easy booking.
4. **Our Team** – Displays key team members with their photos, names, and job titles.
5. **Contact Us** – A simple form where users can enter their name, phone number, email, and a message for questions or rentals.

### **Features That Make the Website Better:**

* **Hover Effects** – Users can zoom in or see extra details when hovering over images.
* **Sorting & Filtering** – Helps users find rental equipment by type or price.
* **Quick Rental Process** – Clicking "Rent" opens a small pop-up form instead of loading a new page.
* **SEO Optimization** – Helps people find the site easier on Google.

## **Significance**

I chose this project because **Anchor Retaining Walls doesn’t have a website**, so they could really use one to bring in more business. With this website, customers can **learn about the company, see past projects, rent equipment, and contact the team easily**.

It also helps **me** because I get to use what I’ve learned in **React, databases, and UI/UX design** to build a real website. This project is more advanced than a basic site because I will **use a database**, **interactive effects**, and **modern frameworks** to make it **more functional and professional**.

## **UX Planning Steps**

### **Defining the Purpose & Audience:**

This website is for **contractors, companies, and individuals** looking for retaining wall services or rental equipment.

### **User Research & Competitor Analysis:**

* I’ll **talk with the company managers** to understand what features they want.
* I’ll **check competitor websites** to see what works well and what can be improved.

### **Organizing Content (Card Sorting Exercise):**

* I’ll do a **card sorting exercise** to figure out the best way to arrange pages and information.

### **Wireframes**

* I’ll design **wireframes** to organize content for each page.

## **Equipment Needs & Resources**

### **Libraries & Tools:**

* **React.js** – To build the website.
* **Bootstrap** – To make the design responsive and modern.
* **Google Firebase** – Database to store project and rental details.

### **Custom Resources:**

* **Company Photos** – Real images taken for the website.
* **Custom Icons & Graphics** – Designed to match the company brand.

### **Software & Hosting:**

* **Visual Studio Code** – For writing code.
* **GitHub** – For tracking changes.
* **Netlify**– For hosting the finished website.

## **Timeline**

### **Week 1: Research & Planning (5 hours)**

* **Look at competitor websites** for inspiration.
* **Identify the audience** and organize content.
* **Perform card sorting** to structure the pages.

### **Week 2: Design & Approval (7 hours)**

* **Create wireframes** for all pages.
* **Meet with company managers** to get feedback and approval.
* **Adjust design** based on their suggestions.

### **Week 3: Development Phase (10 hours)**

* **Set up the React project** and organize site structure.
* **Build each page** with responsive design.
* **Connect the database** for projects, rentals, and inquiries.
* **Add interactive features** like hover effects and sorting.

### **Week 4: Testing & Deployment (4 hours)**

* **Run user tests** to make sure everything works.
* **Improve SEO** for better search visibility.
* **Deploy the final website** and fix any last-minute issues.

## **Conclusion**

This website will be a **huge step forward** for Anchor Retaining Walls, making it **easier for customers to learn about the company, explore projects, rent equipment, and contact the team**. Using **React, databases, and UX planning**, I’ll create a **modern, professional, and fully functional** website that benefits both the company and my web development skills.