

# Project Proposal

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As a startup company, it's super important to have a website that resonates with your brand. I decided to redesign a STORM company's website requested through 99designs. It appears a website has already been created, but I feel as though more could be done to improve the overall design aesthetic while keeping true to clients requirements.

99designs Brief:

<https://99designs.com/web-design/contests/storm-snowboards-website-design-only-contest-10221/brief>

Winning Design:

<https://99designs.com/web-design/contests/storm-snowboards-website-design-only-contest-10221/entries/137>

Current Website:

<http://stormsnowboards.com/index.html>

## Description & Scope

The purpose behind the STORM website is to introduce a new patent pending snowboard. The client wants the website to be a main source of information that the "snowboarding community" can be funneled back to. With that said the site needs to be geared towards press, manufacturers, retailers, and end users. They expressed that the snowboard was not created for those who already board, but rather for those that do not. The company wants a site that is inclusive of all ages and not too flashy so that they can be taken seriously.

It appears the STORM company went with the 99design winning design for their site. The site currently has 7 pages. I may combine some content to condense the site down to 4 or 5 pages in total. Some of the pages are content sparse, so I would like to change the layout to something more inviting and interesting. I also want to implement

cards that organize the content in a more relatable way. Additional imagery will also be introduced that further fuels the message and vibe of the site.

## Significance

Hitting the slopes on those super fresh powder days is something that I've enjoyed over the years. Doing a project that is related to the snow will showcase not only my front-end developer skills but also my interests in a web portfolio. I chose this project because the site is already out there and I know I can give it the curb appeal to take it to the next level. I plan on using the Bootstrap framework to give the site a better navigation and flow of content with dropdowns and cards. I will also design the site to be mobile friendly which in its current state is not.

## Equipment Needs & Resources

To successfully complete this project I will use Google or Font Awesome icons, Google web fonts, and as previously mentioned, Bootstrap as a front-end framework. For imagery I will utilize Unsplash that is attribution free. Visual Studio Code will be used as the code editor, and I will rely on either Adobe Xd or Figma for wireframing mockups. STORM logs, pantones, fonts, and snowboard views are available on [stormsnowboards.com](https://stormsnowboards.com) for media use.

## Timeline

| PROJECT DUE DATES | TASK   | HOURS |
|-------------------|--|-------|
|                   | Create a user persona to identify the end user.            | 3     |
|                   | Research competitor websites                               | 2     |
|                   | Conduct card sorting for content organization & navigation | 1     |
|                   | Create wireframes & mockups for layout & content           | 5     |

|        |   |     |
|--------|---|-----|
| JUL12  | Implement code & deploy site for review | 10+ |
| JUL 26 | Submit project                          |     |