

# Project Proposal

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My class project for the “Project 2” assignment is to create a functional website for an existing sticker label business. The goal is to design a space where customers can view and order various types of stickers, focusing on ease of use and a professional appearance. The client has specifically requested that the website be hosted on a free platform, so I will use Netlify or a similar service. All product pages will be linked to Square, a service that provides free online storefront hosting and minimal transaction fees for customers. This way, she will have a website with payment integrated, without needing to worry about a monthly charge for web hosting.

The website will consist of several pages. There will be a landing page that introduces the business and features key products, one that uses subtle persuasion and is organized in a natural way. I will design dedicated product pages where each listing will provide detailed descriptions, images, and links to Square for purchasing. A page detailing measurement and sizing information will ensure that customers understand their options (inspired by other online jam label businesses). Additionally, the website will include a custom order form for users to request personalized designs, and there will be a section for frequently asked questions (FAQ) to address common inquiries. The business's background will be highlighted on the About page, and there will also be a Contact page to facilitate general inquiries and custom order requests. Finally, a blog section will showcase updates, tips, and customer stories to engage visitors.

I chose to pursue this project because it aligns with my personal and professional goals. As part of my web portfolio, this project allows me to showcase my ability to create and manage an eCommerce site with real-world implications. I will also gain experience in writing compelling sales copy, which is essential for encouraging online purchases. Another reason this project is significant to me is because I am empowering a friend in a way that directly impacts the growth of her small business, which is one of my strongest cravings as a budding entrepreneur.

This project relates to the overall goals of my web portfolio by demonstrating my ability to design visually appealing, user-centered websites that fulfill practical business needs. The project will include advanced features like filtering options, hover effects, and sleek animations that will enhance user experience. These elements will not only make the site more functional but will also help me showcase a higher level of design and development skill. Moreover, my focus on carefully structured copy and layout will support the website's primary goal of driving sales, emphasizing the business's professionalism and potential for growth.

To complete this project, I will utilize several key resources. I plan to integrate code snippets for features like sorting, filtering, and animations. Google Fonts will be used to ensure that the typography is consistent and professional throughout the site. I will also incorporate icons from a popular icon library, such as Font Awesome, to enhance the visual design. In addition, I will source high-quality images and vector graphics from royalty-free platforms like Unsplash, Pixabay, and Freepik.

There are also a number of custom resources I may decide to create for this project. I am considering designing a custom logo and color scheme to ensure that the branding is cohesive and visually appealing. Additionally, I may create mockups that display the stickers on jam jars and other relevant containers, which could serve as a more realistic presentation of the products. These can be used as the product images and thumbnails throughout the site. Custom infographics and tables will communicate important information, such as sizing guides, while vector images and photoshopped product images will add a polished and professional look to the website.

The timeline for completing this project is divided into three main phases: first draft, feedback, and final draft. The first draft phase is the largest, and includes all of the following. To begin the project, I will submit this proposal and begin user research. This will involve identifying what users expect from the site, either through direct interviews or by searching for insights in online communities like Reddit. The research will help solidify the website's purpose, which is to sell customized jam labels, and guide my design decisions. Competitor research will also play a key role, helping me understand what successful eCommerce sites in this niche offer in terms of structure and content.

After gathering this information, I will finalize the layout and create wireframes for all the website pages. Once the wireframes are complete, I will prepare a moodboard to define the visual direction of the project. With the design framework in place, I will begin coding, starting with the basic HTML structure, followed by adding CSS to establish the layout. Once the foundational structure is complete, I will incorporate more advanced CSS and JavaScript functionalities, such as hover effects and other interactive features. After refining the design, I will prepare the first draft of the site for submission.

The second phase begins as feedback is needed before the final implementation. This will include meeting with my instructor and the client to review the website and discuss changes to the website and ideas for the final draft. Based on their input, I will make necessary revisions and improvements.

For the final phase, I will focus on polishing the website, testing its functionality, and debugging any issues before submitting the final version. The timeline is spread over several weeks, ensuring that each phase of the project is carefully considered and executed. A more detailed timeline is included at the end of this proposal document.

By the end of this process, I aim to deliver a professional, functional, and visually appealing website that will help my client boost her sticker label business. This project will not only enhance my web portfolio but also provide me with valuable real-world experience in eCommerce website development.

## Project Timeline

**October 6:** Submit project proposal.

**October 7-10:** Conduct user research to identify what customers want from the site, using interviews or research on related threads (e.g., Reddit). Finalize the purpose of the site and gather information on competitors' websites.

**October 11-14:** Decide on the final layout and structure for the site based on research findings. Create wireframes for all pages.

**October 15-18:** Develop a mood board and style tile to guide design decisions.

**October 19-25:** Build the basic HTML structure of the website.

**October 26-29:** Add CSS for foundational layout and styling.

**October 30-November 2:** Implement more complex CSS and JavaScript functionality, including hover effects and interactive elements.

**November 3:** Submit the first draft of the website.

**November 4-16:** Receive feedback from both the instructor and the client. Make necessary revisions based on their input.

**November 17:** Final deadline for meeting with the instructor and client to discuss progress and final adjustments.

**November 18-23:** Complete final touches, including testing, debugging, and making final improvements.

**November 24:** Submit the final version of the project.