WEB 2890 Project 2 Proposal

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# Description and Scope

For this project, I will be redesigning the website for Sunset Equestrian Center (SEC), a horse boarding and training business based in Kaysville, Utah. SEC currently has a website (https://www.sunsetequestrian.com), but it feels a bit outdated, with some broken links and old information. The website is an important resource for local horse owners looking for boarding and training opportunities, as well as for people interested in riding lessons for themselves or their children.

The goal is to create a clean, modern, and responsive website that highlights SEC’s beautiful facilities and makes it easier to use. The homepage will showcase the center’s facilities and services, while offering users a visually appealing and easy-to-navigate experience.

I’ll be focusing on making the site responsive, so it looks good on both mobile and desktop devices, with fast loading times, clear call-to-actions, and simplified navigation. I’ll also create some basic wireframes for key pages to plan the design and layout before development begins.

# Significance

This project will act as a portfolio piece, showing how I can help small businesses improve their web presence with a clean, professional design. My goal is to make it easy for users to quickly find the information they need and to easily contact the company.

As a client of SEC, I have personal interest in making sure the redesign stays true to their vision while updating the look and feel of the site. My goal is to build a site that reflects their values, attracts new clients, and helps them continue providing great service to their current customers.

Here are the main design and functionality areas I want to focus on:

* **Visual Appeal:** The homepage will feature a hero section with images showcasing the beauty and professionalism of the business. I’ll include a photo carousel to capture attention and use contrasting backgrounds to make the text easy to read.
* **Clear Call-to-Actions:** Each site page will have a clear call-to-action, whether it's for booking a lesson, learning more about services, or contacting SEC.
* **Responsive Design:** I’ll take a mobile-first approach to provide a smooth experience on all devices. Images will be optimized, and lazy loading will be used where needed to improve loading times.
* **Simple Navigation:** Navigation will be kept simple and intuitive, so users can easily find the most important information like services and contact details.
* **Accessibility and SEO:** I’ll follow best practices for SEO and accessibility, like adding alt text for images, keyboard-friendly navigation, and optimizing content to improve both user experience and search engine ranking.

# Equipment Needs & Resources

I will be using images from the current SEC website, along with stock photos as needed from Adobe Stock or other resources. Any image editing or resizing will be done in Adobe Photoshop or other online tools to ensure good quality.

The final website will be hand-coded using HTML, CSS and Bootstrap. I’ll focus on making sure everything works smoothly including interactive features such as clickable buttons, working links, and the photo carousel.

# Timeline

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| TIME IN HOURS | TASK |
| 2 | Gather information by studying example sites and create list of prioritized requirements. |
| 2 | Alter/retouch images as needed in Adobe Photoshop or other tools. |
| 4 | Create basic wireframe designs for key pages. |
| 12+ | Code the website using HTML, CSS and Bootstrap. Any remaining time will be dedicated to refining the code and adding functionality. |
| 20+ hours | Estimated Total Time |