WEB 2890 Project 2 Proposal

Due: October 6, 2024

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# Description and Scope

For this project, I’ll be redesigning the website for Sunset Equestrian Center (SEC), a horse boarding and training business located in Kaysville, Utah. While SEC currently has a website (https://www.sunsetequestrian.com), it feels a little outdated, with broken links and out-of-date information. Since the site serves as an introduction to the company for local horse owners looking for boarding and training, as well as for those interested in riding lessons, it’s important that the site looks good and has current and accurate information.

I’ll begin by reviewing competitor websites, both locally and nationally, to gather inspiration and identify areas for improvement. I’ll also gather images from the existing website and find complementary stock photos. Before diving into development, I’ll create some basic wireframes to map out the design and layout for the key pages.

The primary goal is to create a clean, modern, and responsive website that highlights SEC’s beautiful facilities and services. The homepage will be visually engaging and easy to navigate, allowing visitors to find the information they need quickly. It will feature a hero section, cards to showcase other pages and menu options, and an integrated "About Us" section. Additional pages will include Lessons & Training, Facility & Boarding, Contact, and a Photo Gallery. Each page will feature at least one photo (potentially a hero image) alongside descriptive text. The Photo Gallery will showcase at least 10 images, highlighting various aspects of the business. All pages will include updated content compared to the current site, which will be confirmed with the business owner.

I’ll place a strong emphasis on responsiveness, ensuring the site looks great across mobile and desktop devices. I’ll also focus on optimizing load times, featuring clear call-to-actions, and keeping the navigation simple and intuitive.

# Significance

This project will be an important piece for my portfolio, showcasing my ability to help small businesses improve their online presence with clean, professional design. I want the website to make a strong first impression while being easy for visitors to navigate, find information quickly, and contact SEC with minimal effort.

As a client of SEC and with friends who board their horses there, I’m personally invested in making sure the redesign stays true to their vision. My goal is to create a site that reflects their values, attracts new clients, and supports their continued success by providing a modern, user-friendly experience.

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, Freepik 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, and Javascript. 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 |