

WEB 2890 Project 2 Proposal (Sample proposal 1)

Description and Scope

For my first project I'm designing a prototype for Vortecx Industries' new website. I will also code the home page for the website based on the prototype. Vortecx Industries specializes in aircraft design and modification, aircraft drag reduction, winglet design, gap sealing, and LED and HID lights. The company was founded by a friend of mine named John Neel in 2005. His current website needed some help, and since he heard I was going into web design he asked me to help him recreate his website. You can view his current website by going to www.vortecx.com. The website prototype will include four pages - Home, About, Products, and Contact. Separate prototypes will be created for the desktop, tablet, and mobile versions of the website.

Significance

I have created several mockups that will be included in my portfolio. However, for this project I will go a step further and create a *prototype* that will incorporate several interactive elements. Some of the elements on the page will be made clickable such as menu items, buttons, and icons.

A new feature introduced this year in the Figma prototype program is *transitions*. I will create a separate mobile prototype that will include transitions between frames that mimic a swiping motion.

I believe doing this project will showcase my abilities in creating good layout designs that are attractive and user friendly. Also, my goal is to code the home page of the prototype which will make this project more advanced.

Equipment Needs & Resources

I will be using many different tools and resources to create this prototype and code the home page. The main tool to create the prototype will be Figma's prototyping software which is available to use online through their website.

I will also be using Adobe Illustrator to create graphic resources that I can bring into Figma such as a logo, buttons, and backgrounds. Adobe Photoshop will be used to retouch images and optimize them for the web.

Other resources will come from gathering "free to use for commercial use" images online. These I will gather from sites like Pexels.com. Also, I will be receiving the website information and other content from John Neel, the owner of Vortecx Industries. Finally, I will be using HTML and CSS with the help of Foundation 6 to code the home page.

Timeline

The steps I need to take to complete this project include:

- 2 hrs Meet with the owner to collect information and images.
- 3 hrs Create graphics, backgrounds, and other needed content using Adobe Illustrator
- 2 hrs Retouch images as needed and optimize images for the web using Adobe Photoshop.
- 1 hr Gather additional stock images online from the pexels.com website.
- 7 hrs Create the three prototypes in Figma.
- 1 hrs Add the interactive elements to the prototypes.
- 5 hrs Code the Home page using HTML, CSS, and the Foundation framework with the remaining time before the project is due.

WEB 2890 Project 2 Proposal (Sample proposal 2)

Description and Scope

For my project I will be designing a homepage and inventory page for a fashion organization called Purejolie. This is a 99design contest that will fit well into my portfolio. It is a fashion company that specializes in high quality jewelry for a decent price. The target audience for this company is the, "...modern discerning woman who appreciates exceptional quality."

The current website is at <http://www.purejolie.com>, and it is apparent it could use somework to fit its desired audience. I will be redesigning the homepage to be clean, well- spaced out and easy to navigate within the desired parameters given by Purejolie. I willalso be designing the inventory page to showcase the company's products. My focus will be on the layout and overall look of the website, both mobile and desktop. It will be prototyped first and given as much functionality as time will permit.

Here is the URL to view the 99desgin contest.

<https://99designs.com/web-design/contests/unique-design-high-quality-jewellery- onlineshop-849953/brief>

Significance

Part of my portfolio is an emphasis on being able to take a potentially large about of information, such as a company's product inventory, and make it uniformed, manageable, and easy to add/remove information. My goal for this project is that it willallow me to show what I can do as far as meeting that emphasis while making the website look as described by Purejolies requirements.

My father runs a small jewelry business out of his home and has customers who fit thetarget audience. They have agreed they would be willing to giving me feedback about the website I will construct. Being able to get actual user feedback will be a huge help and give me real results as to what I could do make the Purejolie website better while keeping their vision in mind.

Equipment Needs & Resources

The resources I will be using are the images given by Purejolie through 99design. Adjustments and sizing will be done through Adobe Photoshop. Any images not given by Purejolie will be stock photos from Adobe stock or any other stock photo resource. Basic prototypes will be constructed with Figma.

A large majority of time spent on this project will be hand coding the website with HTML/CSS and Bootstrap. A feature that will make this advanced is that most of the

website will be functional with regards to buttons being clickable, page links going to where they should, and photo carousel/slideshow being used when needed. Attention will be given to notes in code that will make it easy for a person to upload and change inventory information if needed.

Timeline

TIME IN HOURS	TASK
2	Gather information by studying example sites given by Purejolie and create list of prioritized requirements.
2	Alter/retouch images as needed in Adobe Photoshop.
4	Create two basic prototypes in Figma.
2	Do two basic usability tests with those prototypes with my father's customers.
2	Make adjustments to prototypes as needed
8+	Code the website using HTML/CSS and Bootstrap. Any remaining time will be spent on this step.

Total Time: 20+ hours

WEB 2890 Project 2 Proposal (Sample proposal 3)

Description and Scope

For my project I will be designing the landing page for the organization Groen Landscape. This is a contest off 99design.com. Groen Landscape is an Indiana and Illinois company who specializes in high income household landscaping. Because business is aimed at high end communities their image needs to be professional and sophisticated looking.

Because this is a completed contest the company's current website has already been redesigned, but I believe I can design a better one. I will be focusing on the landing page for this project and incorporating the necessary features. The company gives a good idea about who their audience is by stating they look for customers with a high disposable income and typically have better closing success with females. My website will be responsive, professional looking, and will fit the needs of Groen Landscaping.

Here is the URL to view the 99design contest.

<https://99designs.com/landing-page-design/contests/landing-page-groen-landscape-772898/brief>

Significance

My goal for this project is to create something that is as professional looking as possible. Their current website uses the company's logo colors a bit too much, I believe, and I think things could be improved with a sharper more professional look. Groen Landscape provides hundreds of images of previous work they have completed. These will be incorporated as much as possible to provide the customer with a good idea of what this company can do.

I currently work for a landscaping company here in Utah. My boss plans to hand the business over to his son who I am good friends with. The company used to be a garden center, but that branch of the business has ended, and it is solely a landscape company now. Their current website was from when they had the garden center and upon discussing this with the next owner of the company, he would like to revamp it to be landscaping only when he takes over the company. I feel me doing this 99design contest will show that I can make a professional website for a landscaping company and, hopefully, can lead to me designing my friends new company website.

Equipment Needs & Resources

The resources I will be using are the images given by Groen Landscape through 99design. Adjustments and sizing will be done through Adobe Photoshop. Any images not given by Groen Landscape will be stock photos from Adobe stock or any other stock photo resource. Basic prototypes will be constructed with Figma.

A large majority of time spent on this project will be hand coding the website with HTML/CSS and Bootstrap. A feature that will make this advanced is that most of the website will be functional with regards to buttons being clickable, page links going to where they should, and photo carousel/slideshow being used when needed. CSS animation will also be included to give the website a better look and feel. Attention will be given to notes in code that will make it easy for a person to upload and change information if needed.

Timeline

TIME IN HOURS	TASK
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| 2 | Gather information by studying example sites given by Groen Landscaping and create list of prioritized requirements. |
| 2 | Alter/retouch images as needed in Adobe Photoshop. |
| 4 | Create two basic prototypes in Figma. |
| 2 | Get feedback about the prototypes from my boss and customers if possible |
| 2 | Make adjustments to prototypes as needed |
| 8+ | Code the website using HTML/CSS and Bootstrap. Any remaining time will be spent on this step. |

Total Time: 20+ hours