

Project 2: Proposal

Description and Scope

I will be creating a website for your company located in my hometown Herriman, Utah called Reflected Design. Reflected Design currently has no website since it is a startup business that works out of their garage. Reflected Design builds custom frame kits for any type of pre-existing mirror; From bathroom mirrors, picture frames, tv frames to shadow boxes. Users will measure their current mirror they need a frame for, the user will then pick the style of frame they want and order the dimensions needed. Reflected Design will then ship a custom framed kit to the user for them to install themselves with simple and easy to follow instructions. This website will be perfect for users looking to make updates or renovations to their homes.

This website will include 5 pages with the included sections:

- Home
 - Nav Bar consisting of logo with About Us, Product Info, Contact, Services Links. (1 photo)
 - Hero banner, business motto, learn more, easy to install, works on any mirror, (3 photos) shop now, guarantee fits any mirror, testimonials, FAQs, and footer sections.
- About Us
 - Meet the team and description of how business got started (1 photo), and footer sections.
- Product Information
 - Product care and return and cancellation policy (1 photo), wood types (8 photos), and footer sections.
- Contact Us
 - Email, phone, messaging, map (1 photo), hours, address, footer sections.
- Services/Installation Instructions
 - How it works, installation instructions (11 photos), shop now, footer sections.

My goal for this website is to encourage users who are looking to update or do renovations on their homes, to want a frame for any mirror in their home. Even if a user was not in the market for a mirror at the current time, I want the user to imagine having a frame for their mirrors and to think of Reflected Design for any future business. My goal is to create the website to have a clean professional appearance. Building this website will allow me to practice my UX design skills. I would like to build this website so that Reflected Design can use it for their company in the near future.

Part of the process of building this website for Reflected Design, *I will also:*

- Research competitor's websites.
- Prepare a medium-fidelity prototype of the layout of all the content.
- Two usability tests on prototype.
- Create a mood board which will show the color styles, fonts, a selection of the photos that will be used and the logos that will be used to help implement the desired design.

Significance

I chose to build a website for Reflected Design because you are a startup company working out of your home and do not yet have a website. I want to help businesses take off for success. Having a website such as this can help get your business name out there on the web as well as get your business established. Building this site will help me in my goal of UX design work to make people want to come back to my websites for future purchases.

A feature that will be more advanced on this site is a modal that will pop up on the screen when you first view the Home Page that I will design myself. The testimonials will be a carousel style flipping through comments. The FAQs will be a drop-down effect giving the answer to each question. This project will also be using Bootstrap for a clean and modern design. If time allows, I would like to add an animation on the Home Page to catch the user's eye.

Equipment Needs and Resources

I will be using many different [resources](#) to build this website:

- [Visual Studio Code](#) – used for html, CSS, sass files.
- [JavaScript](#) – used to get form and modal to work.
- [Google Web Fonts](#) – to change fonts on website.
- [Font Awesome Icons](#) – to get professional icons.
- [Unsplash.com](#) – to get professional photos that are licensed for usage.
- [Bootstrap](#) – most popular CSS Framework for a responsive website.
- [Adobe Illustrator](#) – to create company logo.
- [Adobe Photoshop](#) – to edit images for site.
- [Adobe XD](#) – to create prototype.

There will be a few parts that I will [build myself](#) using Adobe Illustrator and Adobe Photoshop:

- Company logo (Reflected Design does not have their own logo yet)
- Banner
- Modal

- Medium Fidelity Prototype

The software/multimedia technologies that I will use are:

- Visual Studio Code
- JavaScript
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD

Timeline

	Time in Hours	Tasks
	2	Gather information by researching competitor's websites
	2	Gather photos for website and resize/retouch them
	2	Create medium-fidelity prototype of website
	1	Usability testing
	1	Adjust the prototype
	30 min	Get default code set up with Bootstrap and Font Awesome
	3	Create elements in layout
	6	Fill in HTML content
	3	Start adding bootstrap classes
	2	Fines the styles in CSS and Bootstrap
	1	Add colors and backgrounds – add images
	1	Make sure website is responsive between 3 sizes of screens
	1	Usability testing on 3 Web professionals
	1	Make any adjustments
Total Time	26.5 Hours	