# Proposal for Project Work

## Base Information

Student 1: Ankit Bhusal

Student 2: Sandesh Kandel

Student 3: Sagar Hamal

## Title: Bluebond – Creative Digital Agency

Start Date: July 1st 2021

End Date:

Project Work Type: Frontend Development

## Introduction

Web design encompasses different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; interface design; authoring, including standardized code and proprietary software; user experience design; and search engine optimization.

Digital Marketing is all about using data to realize marketing objectives. It is the art of using consumer insights to formulate marketing strategies targeted at particular groups of customers online.

## Background and Statement of Problem

### Background

For this project, we are going to use HTML5 as a markup language. We are using CSS 3 as a stylesheet and JavaScript to make the webpage interactive. The webpage will be fully responsive, and visually appealing to the eye. This project aims to connect more people through its landing page and to have its presence on the web.

The project will be the masterpiece of minimal web design, giving an elegant feel to visitors. The visitors will be able to gather all the necessary information on a single page including projects, services and programming languages used. The webpage is going to be SEO friendly, which helps the webpage to get listed in search engines and eventually increase the sales and revenue of the company.

### Statement of Problem

On doing the project, we might have an issue of responsiveness in older devices that are using old versions of web browsers. The UI/UX of the webpage should not be frustrating or confusing to the users. The website loading speed should be fast enough to load in time and the hosted server should be maintained and working 24/7. The website should be secured enough and files should be managed well along with the proper documentation. The webpage should be flexible to be updated in future as per client needs. We should consider finishing the project on time. And most important, receiving the client brief on time is the biggest problem throughout this project.

## Objectives

* Creating fully responsive website design, studying the targeted users.
* Creating a minimal and modern user interface for a great user experience.
* Creating project files well managed and using absolute links.
* Managing the server and provide support to users 24/7.
* Using the latest updated version of languages.
* Making projects flexible by providing support for the client in the future.
* Time management with the help of the Gantt chart.
* Studying the company history before getting the client brief.

## Expected Outcomes