

**BJC Carpentry**

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**Introduction**

The BJC Carpentry website is constructed for the purpose of selling fine, handmade, and often custom furniture, décor, and wood crafting supplies. Our target audience includes decorators, crafters and those interested in investing in fine, handmade furniture that will last much longer than furniture sold by most big0box stores. We hope to target the middle to upper class, ranging in age from early 20’s to 80’s, with interest in finely made, custom furniture and wood crafting.

You can find our website at the following URL: <https://britty042.github.io/wdd130/woodworkingsite/index.html>

**Goals/Objectives**

Our goal is to invite a broader clientele to invest in our product and learn more about woodworking and wood crafting, resulting in increased revenue for BJC Carpentry. With the home page of our website, we seek to invite the client into our lives by explaining our story, our passion for woodwork and where our inspiration comes from. With the “Shop” page of our website, our goal is to invite consumers to purchase fine wood products for everyday use, and to invite them to discover their own love of wood crafting and furniture design through offering unfinished or custom-built products designed just for them. Our “Blog’ page is primarily education based, with the goal of helping our clients and consumers understand the process of building these unique pieces, and also to help inspire our clients and consumers to potentially try the skills we’ll teach in their own carpentry projects. This section will also help to showcase our expertise in this field and inspire confidence in our products. The goal of the “Contact Us” page is to allow our consumers to contact us directly with problems or issues with merchandise, ask questions, submit custom requests and any other communication they wish to send.

**Design Process**

The design process all began with our logo. In the creation of our logo, we wanted it to be simple, easily understood, and as beautiful as the products we strive to make. The colors were inspired by my favorite color, teal! Once our logo was created, we knew that, in order to make the website look cohesive, we would square off all pictures, rather than having rounded corners, to keep in line with the logo’s design elements. The colors for our website all coordinate with the logo, and we worked to keep it beautiful and simple.

The “Shop” page is the most different, and it’s meant to be. While still keeping the design elements of shape and color, we created product cards for each item we plan to sell. This allows not only for clarity in regards to what and how much for each individual product, but also allowed to white space in between to reduce clutter and overstimulation when looking at this page. Descriptions for each item are based not only on what the item is, but also suggested purposes, allowing the client to understand if and why it would be a good purchase for them.

The ”Blog” page will be ever evolving over time, as new blog posts are added and changed. Currently, it only displays one blog post as we’re just getting started. The hope is to have links at the bottom of each page that will direct readers and consumers to other posts for further learning and understanding. Each blog post will include pictures of work we’re doing in the shop, items that have been built and the process of building them, or tools that we love to work with.

**Conclusion**

I really loved this project, and it makes me even more excited for the future. While I definitely struggled with getting it to display appropriately on different screens, I’m beginning to understand why the suggested changes needed to be implemented. My favorite part of this project is the design. I like seeing how simple CSS changes could alter the page so much, and learning about what elements work well together and which simply don’t. I’m excited to see how these skills could help me in the future, both as a hopeful future web developer and in our wood shop. The potential is really exciting to me. I believe this project has been a great introduction to web development, and I plan to continue to play around with my site, applying new skills and hopefully watching it grow and change right along with me.