**Johnson Design**

**Event Planning Site**

**Project Proposal**

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CIT 230

9am Class

12/1/2016

**Project Purpose**

To create a website for an event planning business in which visitors to the sight have access to resources in planning for weddings, parties and other events. The sight will contain links and helpful ideas for helping people plan their events. Catering and other services will be provided through this sight.

Below are a few key words and why they are relevant to the site:

1. Event (s)- The biggest most important part of this page to be created, it is meant to help others find the resources necessary to have a great time at the activity.

2. Planning- this is an important aspect in preparing a good enjoyable event. This site will give us the items needed to prepare for their important upcoming day.

3. Party- this is an important part at a party some clients will want an event that is more laid back and relaxed, others will want to party. This site will accommodate all users.

4. Entertainment- different types of entertainment will be offered from singers to comedians and actors.

5. Food- a variety of food will be offered. Most will probably be buffet style meals but some events may require a finer dining approach.

6. Venue- different locations will also be offered from farms and ranches to ballrooms and gyms.

7. Idea (s)- The site will be created to inspire others to come up with their own ideas that we can help bring out and make wonderful

8. Create- We will create wonderful decorations and provide an experience that is unforgettable.

9. Wedding- an important event in most people’s lives is their wedding. We help plan and make this process less of a headache.

10. Guide- Always there to guide you in the decision-making process and make sure you have a great experience

**The Target Audience**

The target audience will be broad but focused toward those in southern Idaho and northern Utah. The Visitors to this sight will likely be those interested in planning parties or those with an up combining special occasion in need of help and guidance. The audience will need to have basic computer skills to be able to navigate the page. Visitors will have a great experience in visiting and learning how to piece together the complicated parts of an event.

**Persona**

|  |  |
| --- | --- |
| Picture: | Picture:  http://www.purepowerfitness.com.au/wp-content/uploads/2012/08/71.jpg |
| Name: Jack Damascus | Name: John Edwards |
| Career: Manager at Adobe | Career: Camp Councilor |
| Propose in visiting site: Looking for help planning the company Christmas party. | Propose in visiting site: Planning camp activity. |
| Hobbies/interests: Skiing, basketball, outdoors, reading | Hobbies/interests: Hunting, fishing, Family |
| Personal Bio: Father of 4, married for 13 years, middle aged | Personal Bio: Father of 3, married for 18 years, getting older |
| Vehicle: 08 Tayota Tacoma | Vehicle: 03 Subaru |
| Quote: “Plans are nothing Planning is everything.” | Quote: “The young man knows the rules, The old guy knows the exceptions.” |

**Web Pages**

Home page- Most items will be accessible from the home screen. It will display information clearly and with proper proximity. A video will be provided, the video gives input about the business. It has Brock Olsen talking about how excited Johnson design would be to help you with your planning adventures. This page gives an intro into why an event planning service will be beneficial to you. It features a Christmas image because it is currently the Holliday season. And business always spikes this time of year with family get-togethers and work parties. The header will display a silver bar with Johnson Design written inside it and a logo to the right, navigation will have links to all the other pages (Index, Venues, Catering, Contact Us, About Us Pages), and footer will have links to this document and my homework page from CIT 230 this semester and will be the same as the other pages.

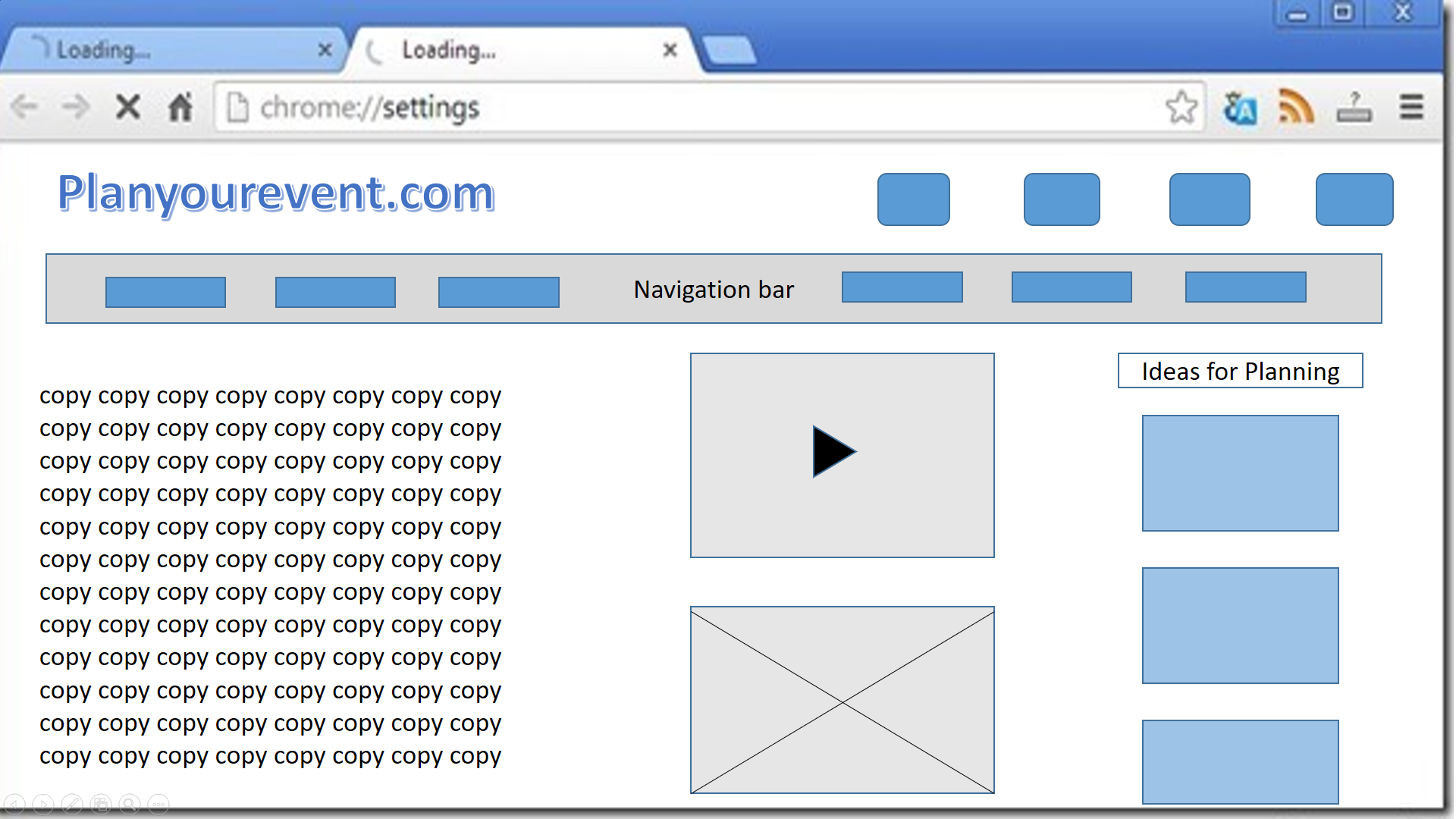
Venues- In this page consumers will help clients generate ideas on locations that work best for their specific event. A list will be displayed with various locations around eastern Idaho. It will also have pictures for venues we have done in the past. The first item on the venue list will include weddings with a featured image of a wedding setup with white tables. A description will tell visitors of past weddings we have done and will let users know we will take care of their needs. The second item will be focused on enticing busy business owners to use us to plan their company Christmas parties. The description for this item will be focused on Christmas time, giving, and helping others. The third list item is for baby showers, an image from a past shower is displayed. The description will describe ideas for both boys and girls. Fourth will display a lunch we have recently done. With a description of the importance of family and friend get-togethers. Lastly a birthday party will be featured. The image will be full of balloons! And have a happy description for all ages both old and young. The header, navigation, and footer will be the same as the other pages.

Catering-this page will show a few ideas from past events as well as options that we could provide catering services for such as deserts or meals. Many options will be listed such as full course meals, light snacks, desert bars, and our featured cakes and pastries. The header, navigation, and footer will be the same as the other pages.

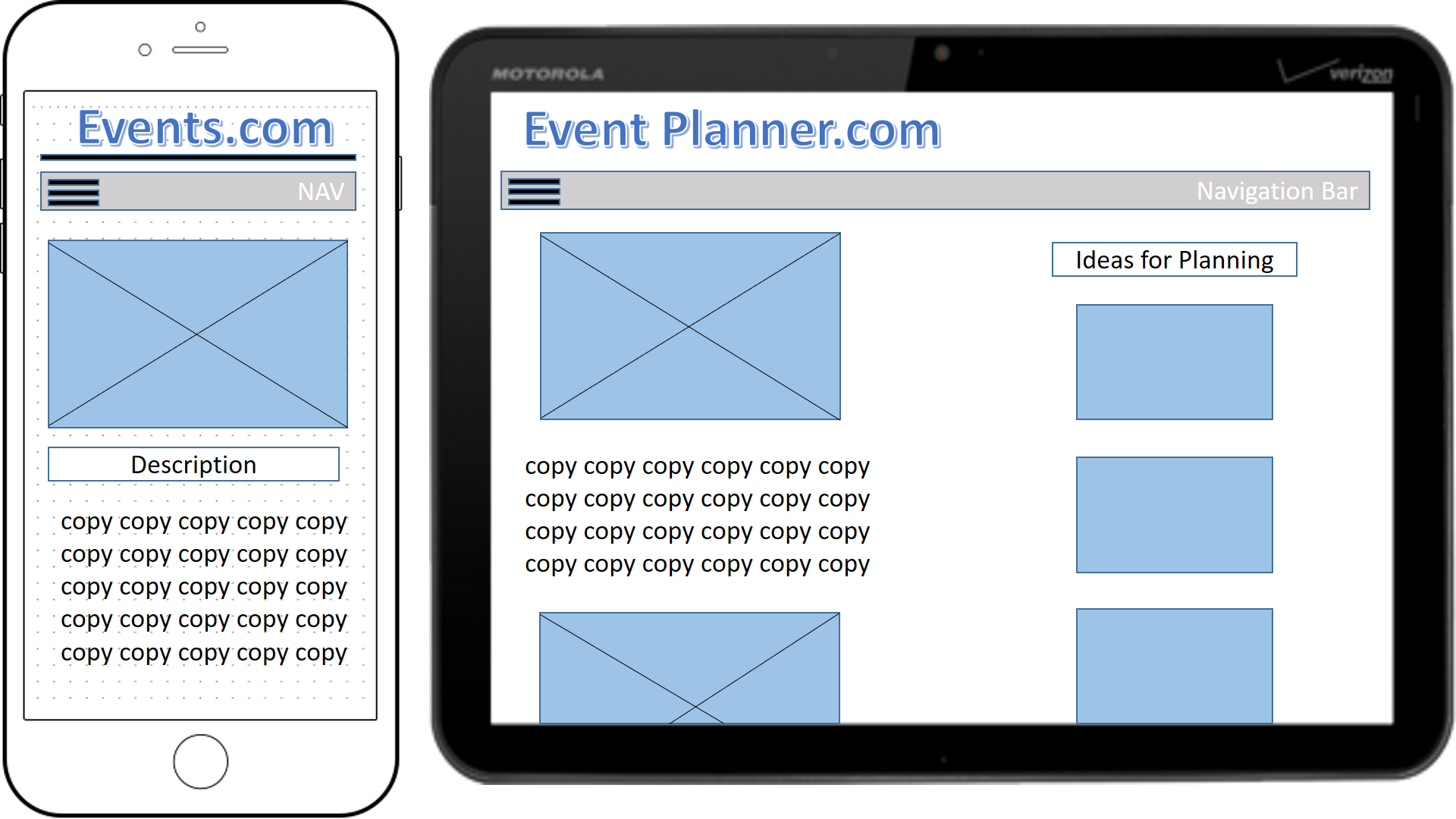
Contact Us- This page is right at the heart of the site. Our goal is to have Perspective clients fill out the form on this page. By doing this they provide us with key information on how to help them best. Information will include a name, phone number, email, event type and a message describing the future event with any questions had. The header, navigation, and footer will be the same as the other pages.

About Us: This page is incredibly important. It will show the site visitors that we are real people. It is designed with the intent on connecting with those that visit the site. Our employees will have a picture and a short bio. Telling about themselves. This will help them feel comfortable and know that we provide reliable services. The header, navigation, and footer will be the same as the other pages.

**Wireframe Sketches**



The goal in creating this large wireframe is to create a guide to use while building the site. It will allow users to be in control and access information easily. It was created to be simple and to the point allowing many users to easily understand and navigate the site.



The medium size screen allows basic information to be displayed without lots of clutter and navigation difficulty. It is similar to a large display without unnecessary detail being displayed.

The small screen displays even less information but has effective use of navigation to allow users to access the material needed.

**Usability Concepts**

The font size will be large but easily viewable on a mobile screen. The tags on images and other objects of the page will have multiple defining key words to allow it to be found with ease in search engines. The links will be easily viewable and display well with the background color.

**Jason files:**Java Script will be used in the contact us page on the form and in the video on the home page.