Cooper Jones
WEB 2890
Project 2: Proposal

Description and Scope

For this project, I have decided to build a website for a company I want to start for freelance Web design and development. The website will primarily showcase my skills as a designer and developer and intrigue people so that they want to use me for their design and development needs. This is different from my portfolio website because this is going to act as more of a marketing website to gain clientele and explain the process and service I provide.

This website will have a total of 5 pages. The pages that will be included consist of a *home page, schedule, previous work, pricing,* and a *how it works* page to outline to the customer exactly what they are going to be getting. The goal that I envision the client will have when using this site is going to be to research the company, and see the quality and cleanliness of the designs implemented on this site and previous sites. For that reason, this website is going to be heavily focused on the aesthetics of the design. I am not planning on having a lot of pictures for this website, if there are any at all they would be in the form of background images or aesthetic pictures to complement the rest of the website.

Significance

Having this site heavily focused on design and ease of functionality, I think that this will not only serve as a platform to generate clientele, but it will also be a centerpiece for my portfolio that will showcase my skills and dedication. The

significance of this site is to funnel possible clients into my site and by the time they leave they will have all the necessary information they need to decide on whether or not they want to hire me.

On this site, I will be using a service called Calendly that links scheduling software to the site, and links directly to your email, and the email of your possible clients. This will not only make scheduling appointments very advanced and will require no effort on my end after the site is set up. But this will save time and hours of work that would need to be put into making a detailed schedule for future clients.

Equipment needs and resources

The main resources that will be utilized in this project are going to be Calendly, Bootstrap, and Webpack. I am also going to use Unsplash for any images, although I am not planning on having a lot of images for this site for the time being. For the fonts, I will be using Google Fonts, as well as fonts from "dafont.com". As far as Icons go I will be using a mixture of icons from a website called "thenounproject.com". As far as the software goes, I will be using Adobe XD to mock up and test the prototypes, Adobe Photoshop to create any graphics needed for the site including re-sizing images, and Adobe Illustrator to create SVG components that I may need to include such as custom logos for the site.

Cooper Jones
WEB 2890
Project 2: Proposal

Timeline

- Week 1 - (4-5 hours)

    Week one will be strictly gathering information to create a persona and find a site

    to perform a competitor analysis on. From week one I will be able to gather data

    to better tailor my site toward the correct audience.

- Week 2 - (4-5 hours)

    Week two is going to be implementing the data that I gathered in week one and

    creating a wireframe and low-fidelity prototype for the site to get the general

    layout of the site figured out. I will also create a simple navigation test that I will

    perform before

- Week 3 - (4-5 hours)

    Week three is going to be the creation of a high-fidelity prototype that I can test

    on users to solidify the design and work out any design flaws in the site.

- Week 4 - (4-5 hours)

    Weeks four and five are going to be strictly implementing the designs into code

    and deploying the site to Netlify.

Cooper Jones
WEB 2890
Project 2: Proposal

- Week 5 - (4-5 hours)

  Weeks four and five are going to be strictly implementing the designs into code

  and deploying the site to Netlify.