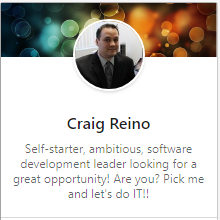
Proposal for Website Design and Development for CraigReino.com



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Submitted by:

Craig Reino (The student)

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**Purpose:**

Craig Reino is a software development professional with skills in a robust set of areas and is looking to improve his presence on the web through a complete website re-design. The goal of this re-design is to provide Craig Reino’s customers with an online experience commensurate with Craig Reino’s development skills, strong development background and expertise in the multiple areas of technology by having a modern look and feel as well as some methods for contact and interaction on Social Media platforms and/or email.

**Target Audience:**

Craig Reino’s new web presence will be looking to target any technology relevant searches as well as open up Social Media platforms with the intent on acquiring new accounts. The site will also target current and future clients that may require custom work that is a combination of his various skills .

**Preliminary Research:**

In order to get a preliminary idea of what similar websites offer, many portals and

modern relevant websites were reviewed. Sites ranged from focused on search terms to sites suggested by other means; social media or other sources. Many of the sites reviewed offer an online experience that allowed users to correspond with site/entities for support and development.

**Site Design:**

The design will aim to convey a professional, clean and sharp look and feel through a new color scheme, updated graphics and new design and social media exposure. The color scheme of the re-design will pull colors from the new brand logo (Design TBD.) Primary site navigation will be restructured to include universal navigation including the contact options.

The chosen design will be translated into a custom template and applied to a new design, maintaining a consistent look and feel. The site will be designed responsively using HTML5/XHTML/CSS3. Responsive design is the approach that allows the website to respond to the user’s behavior and environment based on screen size, platform and orientation. As the user switches from their desktop to tablet to phone, the website automatically adjusts to accommodate for resolution, image size and scripting capabilities. This eliminates the need to design and develop additional, separate mobile website.

**Scope of Work:**

In order to complete this project, the following work must be done. Please note that this list is a

preliminary outline of work to be included in the project and is subject to change upon further

discussion, discovery or timeline requirements – See contact methods.

• Logo Assets obtained/created

• 6 Comprehensive mock-up designs; one for each page, submitted for review

• Design Software, Mockups – graphical and web based; provided

• Contact options – Either web form, Social Media options or both depending on time constraints as delivery date is not negotiable.

**Summary:**

Craig Reino (The professional) will commission Craig Reino (The student) to create a custom design for his new website CraigReino.com.

Site design will reflect new logo (TBD) and provide a professional and engaging portal for potential, new and returning clients. A design software and social media tools must be chosen in order to provide online custom contact options. Creation of the contact form is dependent on the host options.

Ideally this project will allow for future expansion to additional pages, features and functions. Potentially – manage contact submissions, CRM, quotes for work/projects and even a blog/newsfeed.

2. Site Map

Navigation will be from any page to any page; constant menu.

Home

Products & Services

Contact

Networking &

Hardware

Software Development

Product Development

3. project schedule

**Phase i**

September 27th, 2018 – Proposal

After meetings with Professor Bliss and further consideration Craig Reino will construct a proposal that includes the navigational structure, begin selection a design software and methods of contact. Submission form or potential Social Media options are what will be explored further. Phone number and email contact information will be on the website throughout all pages.

October 11th, 2018 – Discovery

Expectations of the final design will be clearly defined, styles established, tools approved and a time frame for when the expect to see each page. Also, and contact methods will be approved and workflows defined. (If agreement/approach is acceptable for time constraints)

October 25th, 2018 – Final Mockup Delivery

Delivery of six comprehensive designs will be submitted for each of the website pages. These designs will define, and allow for review of the site structure, user navigation, and graphic look and feel.

November 15th, 2018 –Mock-up Review and Feedback

A meeting will be scheduled to review submitted designs. During this meeting a final design will be

chosen and any necessary revisions to the design will be discussed and addressed for the last segment; Implementation. (See below)

December 6th, 2018 – Final Website Implementation

The completed website implemented in HTML and viewable in a web browser. No broken links! Website source should be saved to GitHub and your class folders. In addition, Craig Reino (the student) will hand in a resources list, a single page document that lists all resources used that are not your own. Website will be presented in class.