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## Coho Web Developing

23245 27th AVE S  
Des Moines, WA 98198  
206-753-7060

# API SUPERSTORE

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## API SITE OVERVIEW

Our research shows that simple streamlined sites test well in our targeted age range of 18 - 34. Therefore, this site will utilize white space as well as minimal graphics. We really want the quality of the product to speak for itself.

## SITE SPECIFICS

- Client video will be above the “fold”
- Call to action button will be prominently display at top of page
- Site will include user testimonials

## SITE TIMELINE

Action	Proposed or Confirmed Delivery
Brainstorming phase	Confirmed 2/20/17
Proposed site wireframe	Delivered 2/26/17
Time for wireframe adjustment	Only use if needed
Test version of API site live	3/6/2017
Site security testing	3/6/2017 - 3/10/17
Final review of site by API Superstore	3/14/17
Site live	3/17/17