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**Wedding Creations Co.**

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Include the link to your deployed website

|  |  |
| --- | --- |
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| Daniel Brenes |  |
| Juan Chavez |  |

Date April 19th, 2024.

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**1. Executive Summary**

**Why did you decide on this idea, what problem are you solving, what is the market size, etc.?  Provide an overview of your chosen company.**

The following document describes modelling process we have followed to develop the “Wedding creations Co.” Website for an online business, focused on selling wedding planning service for couples in the process og getting married and celebrating this important stage of their life”.

In terms of applying the knowledge obtained from the web Design Class we decided this industry has many points of view to approach and to bring the examples we have seen in class.

The Wedding Creations Co website allows customers to:

Our Website structure is as follows:

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|  |  |  |
| --- | --- | --- |
| Section | Objective | Tools used |
| Home | This section was designed mainly to give a welcome to our customers and to provide a brief description about what the company does, | JavaScript  Bootstrap CSS |
| Gallery | In order to illustrate with examples of our previous events we have put a collection of photographs to give to the customer a flavour of what we can offer for their event. | JavaScript  Bootstrap CSS |
| Collaborations | This Section includes a carousel of special providers, Those which we have created a special partnership in order to give even more special discounts and special treats to our current customers. Also to foster the sale of the most expensive wedding package and improve the business profitability. | JavaScript  Bootstrap CSS |
| Services | It includes a list with the details of all the services included per package, giving an easy access to contact us once they have chosen a package. We are thinking as well in a friendly customer experience navigation, and we added a short list of step-by-step to start the process with our service | JavaScript  Bootstrap CSS |
| Reviews | It has been implemented a summary of thoughts of our previous customers. So that the new prospects can feel our service is reliable and the one they are looking for. | JavaScript  Bootstrap CSS |
| About | This section has details about the company and a brief description of how the team likes to work. It is very important to show to our market the head and the people behind all this projects, that can give to the costumers reliability in our company. | JavaScript  Bootstrap CSS |
| Contact | The contact section has a short form but witj the most important information we need to know about them to start the process and became a team for this wedding planning journey. | JavaScript  Bootstrap CSS |

Hosting Code:

The platform we have used to host our files going from files to develop and code the website such as html, CSS, JavaScript to the images in PNG, JPG was GITHUB.

|  |  |  |
| --- | --- | --- |
| Hosting Platform | Contributors | Repository |
| https://github.com/ |  | https://github.com/danielbf92/CA2.git |

 Repository Structure:

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Brief extraction of push we have sent:

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**2. Project Work**

|  |  |  |  |
| --- | --- | --- | --- |
| Task | Details | Task Owner | |
| Meeting for project kick off | The goal of this meeting was for brainstorm, setting up which business we would be covering and assigning resposabilities to develop the website | All team | |
| Stablishing sections and content. | Breakdown of all content. Purpose of each section and optimization | All Team | |
| Stablishing Visual Design, (styling, pantones etc.) | Defining the concept of the style we wanted to use. (Minimalist, modern, classic, etc) | Regina | |
| Developing HTML, CSS and JS . | Developing front and back end for each section: | Home | Daniel |
| Gallery | Juan |
| Collaborations | Regina |
| Services | Regina |
| Reviews | Juan |
| About Us | Juan |
| Contact | Daniel |
| Optimizing Images size and resolution | Customizing dimensions, weigth and height to embed them into each section | All team | |
| Testing Speed & Performance | Veryfing load timing, responsiveness and validations | All Team | |
| Deployment | Launching to the web our creation | All team | |
| GitHub repository creation | Creating website layout on the repository platform | Daniel | |
| Back ups, push and pull to maintain an unified repository | Updating files for correspondent file and tasks | All team | |

**3. Design Process**

Having in mind that weddings can be of all types and styles we have decided to maintain a minimalist style in our website, the benefit of maintaining a clean and minimalist is to give a sensation of order and easy web exploration.

* We were looking for a very smoothy customer journey
* We decided to maintain only the basic sections to do not overcomplicate the process for our customers
* Giving details of our service and providing significant visual content.

**4. Testing & Responsiveness**

Talk about website responsiveness here along with **Optimisation, SEO and Testing**. You can talk about how you made your website responsive. You could also mention how you used JavaScript: loops, if statements, etc. How you deployed your website?

**5. Conclusion**

Overview of how the project went, did you work together well as a team? What was difficult to do, how you feel the website looks and if you had time, would you make any changes?

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**6. References**

Finance, B. &., 2015. *Flexible working worth €2.5bn to Irish economy.*[Online]    
Available at: http://businessandfinance.com/news/flexible-working-worth-e2-5bn-to-irish-economy/    
[Accessed 8 March 2023].