

**PROJECT #1: LOCAL SERVICE OR PRODUCT WEBSITE DESIGN**

**Introduction:**

Create a design solution for a local service or product, including digital documentation of the website design persona, user tasks and flow diagram, wireframes, mood board, visual comp or prototype (including UI elements), and mobile-first, mobile-friendly, responsive HTML and CSS code.

The number of pages within your site will be determined by your choice of local service or product. (Feel free to discuss your proposed content with me.) A final presentation/critique will be held at the end of the semester. You may work on this project during class time (unless a specific activity is assigned). You will also be graded on the validation score given by the W3C HTML and CSS Validator sites.

**Brief:**

Unless specified below, please submit a PDF for each of the deliverables described herein:

- A design persona for your website. You will use the template created by Aaron Walter at his website. The download link is at the bottom of this site: <http://aaronwalter.com/design-personas/>.
- User task(s) and flow diagram. For a product or service, your user task(s) will likely need to include a means to buy the product or schedule/book the service, each with some kind of call-to-action. (You will not be required to create a functional shopping cart or scheduling page.) The user task(s) description should be a maximum of one page.
- Wireframes (phone/tablet/desktop) You must demonstrate a mobile-first approach in your wireframe development.
- Mood board ("visual lexicon" in the Walter template)
- Photoshop comp/prototype with UI elements. Please submit a PSD file (or equivalent).
- Mobile-first, responsive HTML and CSS code. Your site must be uploaded to your web hosting. During your final presentation/critique you will be required to display your site on lsh in the S/M/L/Hay! modes. Please submit a zip file with your HTML and CSS code (and assets).