



INDUSTRY PROJECT

PROPOSAL DOCUMENT

Building a website for
WorkHardLookFabulous

Client: Michelle McConnell

Tutor: Ben Abbott
Yoobee school of Design, Wellington
Diploma in Web Development
16WDWE02

20th of November 2016

PROPOSAL DOCUMENT

Establishing Letter to Client



Hello Miss Mcconnel,

It is a pleasure to embark on this exciting journey in building a shopping website for your business.

As we have discussed over our recent phone conversation, this experience will or should be fun and at the same time be a learning curve for both of us. It is a 'learning curve' because with your assistance, I will be able to learn more about your business and therefore provide you with the useful functionalities that will be incorporated into your website to provide a great user experience (ux) for future clients/members visiting your website. This will be also be baked up with a contemporary user interface (UI) as i have a good knowledge on design.

As this is my final project (Industry Project) which I must finish for my Diploma in Web Development this year at Yoobee School of Design, I only have about 8 weeks to complete it. Therefore I hope for a great participation for your throughout the entire project. I hope that as a team we will have a lot of fun as we develop a great shopping website for your business.

I am open for questions on anything you may be unsure of and because we have a tie constraint on this project, I will do my best to keep you updated throughout the development of the the website.

Yours, sincerely

Omphalus Harkie Kua

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Letter to Client



Hello Miss Mcconnel,

I am writing to tell you that I may not be able to finish your website on time as predicted. Our due date has been pushed forward and is due now on the 07th December. But I will still be able to finish everything afterwards. I just have to get everything up to the standard here for me to pass this course first.

This proposal may reflect this.

Since then I have spent most of my research time on mainly understanding the folder structure and technical aspect involved in setting up the project. However the design is simple and flexible, meaning we can easily change it over the course of the next few months if need be.

And because of the due date has been pushed forward, I would like to build your website without the option for online Payment though 'paypal' etc. Instead I would like to build your website to a complete display of your products. I believe we can talk about building your complete website later on during the coming month.

I apologise for any inconvenience.

Yours, sincerely

Omphalus Harkie Kua

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PROJECT DESCRIPTION



My client is an entrepreneur in her business of sales of selective clothing and females accessories. She initially started her business in Adelaide, Australia and recently moved to New Zealand. She is also working two jobs to help support her family as she is a single mother of two.

CLIENTS INTERESTS & GOALS

Client wishes to have here business be moved to the next stage which is to have her business on a more personalised website that shows the values of the business which is to help people feel good about themselves by treating themselves with her products to pay for their hard work.

Hence the name of the business.

PROJECT CONSTRAINTS

The Client is having difficulty in providing me with sufficient content for the website. She is slowly trying to take photos of products that is currently in storage. With a bit of advice, I believe she will have good images for the website. Client has also allowed me to redesign a new logo for her business.

Client does not have a warehouse of products. Therefore we have decided to make a small website which will only display a few products and allowing viewers to have the ability to write reviews/blogs which can be shared on Facebook and Instagram. This should improve the business interms of sales and marketing point of view.

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QUOTATION



COST & TIME

INITIAL PREDICTIONS

Days: 25

Hours: 300

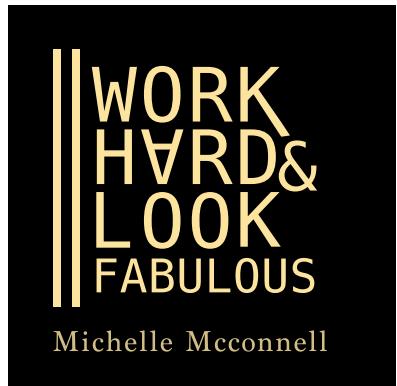
Rate: \$30/h

Total: \$900.00 NZ

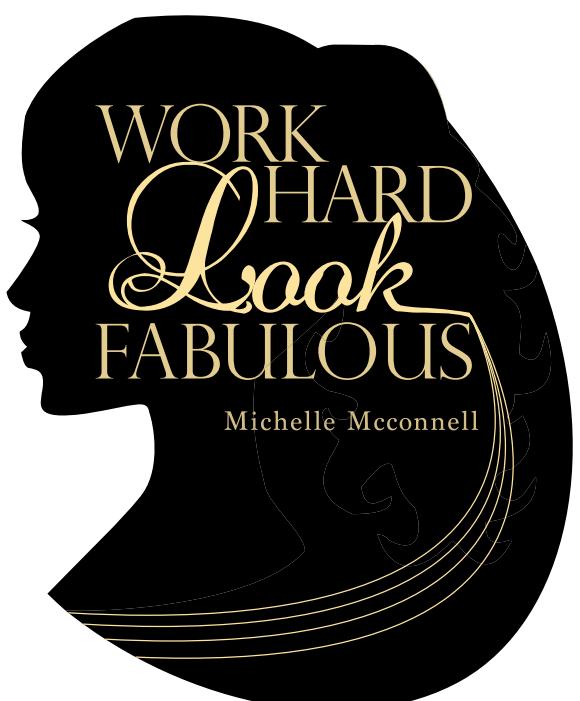
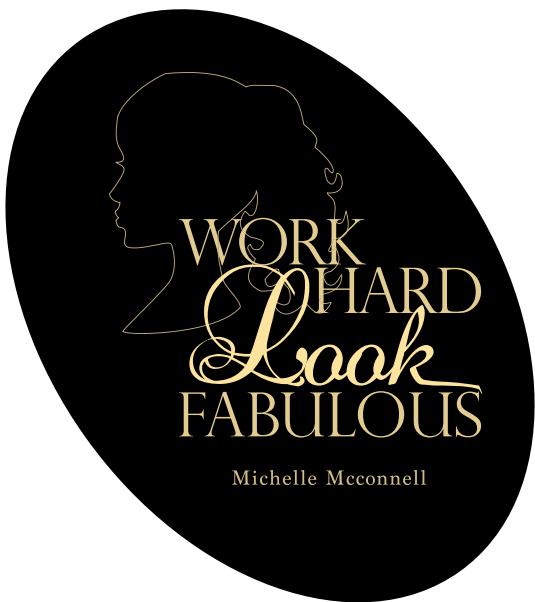
Due to unforeseen circumstances, I will be making some short cuts to finishing the coding in the last two weeks as of 07th of December. So the whole website should be finished on the 21st of December.

PROPOSAL DOCUMENT

Logo Examples



Michelle Mcconnell



Here are examples for the new logo for your business
Hopefully, we can use a chosen one in your website.

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Scope + Technical Document



PAGE NAVIGATION

HEADER

logo - links - search - login account - signup

PAGES

The general look of the home page is shown on the middle section of this scope document. Most other attributes such as Avatars for members, or the complete design for each respective pages from layout of the navigation and content privileges are still under research. I would like the website to have a home, blog, about, contact, cart, products, landing page.

FOOTER

Contact-Details -- Site-Map -- Social Media Icons

SCOPE DOCUMENT



HARKI
OMPHALUS
KUA

CLIENT

Work Hard - Look Fabulous, was a simple company started just a few years ago by my client Michelle McConnell. She is now wanting me to create a shopping website based on contemporary design theme.

DESCRIPTION

Basically the website aims to be an online gift shop specializing in mainly selling feminine goods or products from shoes, clothes, handbags and other accessories where registered members of the site can comment or upload images on the service or a product.

TARGET MARKET

My client believes that most users of the site must like the products and should feel like they deserve to treat themselves as hard workers. So that would mean most working class women and or husbands or boyfriends that would like to treat their women, or family and even friends that deserve a gift. Therefore the target market is very broad because if you work hard then you should look fabulous.

ADVANCE LEARNING

For my advance learning, I would like to use Bourbon - Neat & Refil. Which is another smaller library like Bootstrap/Foundation except it is more concise and its CSS arrangement as folders is easier to understand and interact with.

Also I would like to use Canvas Animation with Javascript. I would like to somehow make the Logo animate by itself on the landing page.

TECHNICAL DOCUMENT



WeB & Graphics
Design & Development Production

HARKI
OMPHALUS
KUA

PLUGINS

WOOCOMMERCE

I would like to use WooCommerce to sell beautifully as it is easy to use and tons of support, for front end and back end and it integrates with Wordpress (everything is seamlessly integrated together-less work). It allows us to sell simple products, downloadable sales and links.

BOURBON

Bourbon Neat is an open source simple grid framework built on top of SASS. It is a responsive layout.

LANGUAGE

HTML
SCSS(SASS)
JAVASCRIPT
JQUERY

Frame-works

BOURBON NEAT

API

The idea is to use a certain API to make my website more dynamic and User friendly.

FACEBOOK API
TWITTER API

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Research Examples - ex 1



PROS & CONS

A screenshot of the Oak Street Bootmakers website. The main focus is a pair of brown leather chukka-style boots. Above the boots, the text reads "THE LAKESHORE BOOT", "BUILT ON THE LAKESHORE LAST", and "DESIGNED IN CHICAGO, MADE IN USA". Below the boots, it says "FREE SHIPPING". The navigation bar at the top includes links for "FOOTWEAR", "ACCESSORIES", and "ABOUT". A search bar is located in the top right corner. At the bottom, there's a newsletter sign-up form with fields for "Your email address" and a "SUBSCRIBE" button.

A screenshot of the Oak Street Bootmakers website showing the "ACCESSORIES" section. It features several products: a bottle of "VINTAGE SHOE CREAM" (\$5.00), a "PELIZIAN HORSEHAIR SHOE BRUSH" (\$10.00), an "AMERICAN MAPLE HORSEHAIR SHOE BRUSH" (\$18.00); a pair of "AROMATIC CEDAR SHOE TREES" (\$20.00), a "FINE FOOTWEAR CARE KIT" (\$40.00), and a "CEDAR VALET" (\$50.00). The layout is clean with a white background and clear product images.

A simple color panel, brings the products out and is smooth browsing. I feel like the nav section is a little squashed. But I like the rest of the design. This site will influence most of my design style. I might incorporate the color scheme here.

<https://hardgraft.us/products/takecameracoal>
<https://oakstreetbootmakers.com/accessories>

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Research Examples - ex 2



A screenshot of the Hardgraft website showing a grid of leather goods. The sidebar includes categories like ALL CATEGORIES, BAGS, SMALL LEATHER GOODS, TECHNOLOGY, FOOTWEAR, EYEWEAR, and filters for COLOR (ALL OPTIONS, CARD CASE, WALLET, KEY POUCH, PASSPORT, DOPP KIT, CASES, HEADPHONES, BAGS, GRAYS, GREENS, CLASSIC, VOLUME ONE, VOLUME TWO, GIFT CARD) and SORT (\$ FIRST, \$\$ FIRST, NEWEST FIRST). The main content area displays eight products: a small black pouch, a vertical key pouch, a rectangular wallet, a large black backpack, a small black pouch, a vertical card case, a shoulder bag, and a small black pouch.

A screenshot of the Hardgraft website showing a product page for the "TAKE CAMERA BAG - COAL". The main image shows a black leather camera bag. The product details include: "TAKE CAMERA BAG - COAL", "ADD / \$355", "ALL IMPORT DUTIES PAID". Below the main image are three smaller images showing different angles of the bag. To the right of the main image is a detailed description of the bag's features, including its size (22 x 19 x 6 cm / 8.7 x 6 x 2.3"), material (Washed leather), and origin (Made in Italy).

I really like the navigation on the side. I would like to incorporate that into my site

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MockUp #1

CLIENTS FAVOURITE

DESKTOP



SEARCH



WORKHARDLOOKFABULOUS

MICHELLE MC CONNELL

HOME | SHOP | ABOUT US | REVIEWS

GUCCI

The ipad version is pretty similair to the Destop version

-just a more smaller resolution

PROPOSAL DOCUMENT

MockUp #1

CLIENTS FAVOURITE

MOBILE

HARKI
OMPHALUS
KUA

WORKHARDLOOKFABULOUS

MICHELLE MC CONNELL

≡ MENU



PROPOSAL DOCUMENT

MockUp #1

CLIENTS FAVOURITE

COLOR & FONTS



E7E8E9 + 65% OPACITY

OPEN SANS

F7F8F8

AVENIR

000000 + 47 OPACITY

COST & TIME

INITIAL PREDICTIONS

Days: 25

Hours: 300

Rate: \$30/h

Total: \$900.00 NZ

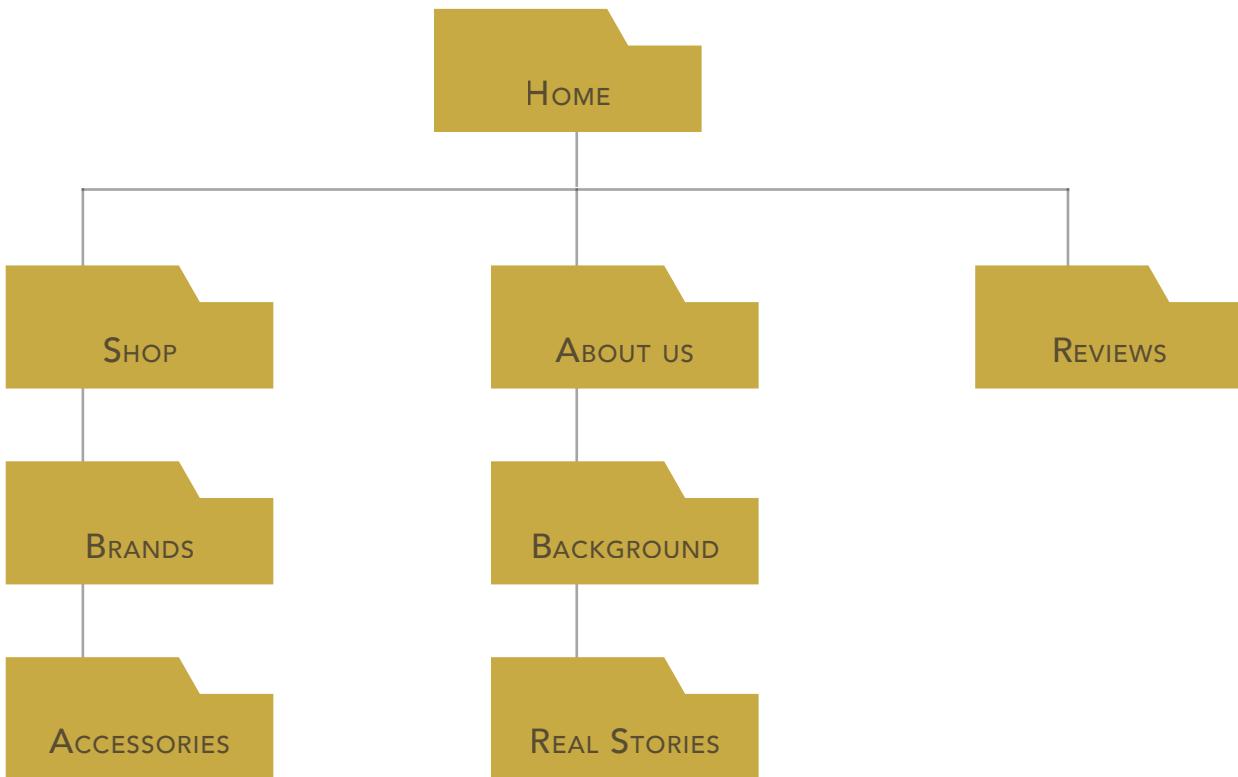
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MockUp #1

CLIENTS FAVOURITE

FILE STRUCTURE



At this stage I have not included a landing page as my client and i have decided to include that later when we are going to allow for membership and shopping cart functionality.

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BRIEF REQUIREMENT



RESPONSIVE DESIGN

-- I will aim to design to suit mobile - first, tablet and finally Desktop.

ORIGINAL JAVASCRIPT

-- I would like to use Canvas with Html5 to create an animation with the Logo
This will be only shown on the Landing page if I make one. Otherwise, I will put the animation on the home page.

JAVASCRIPT LIBRARIES

-- I am also going to use a jquery library to display a slider image on the homepage as well.
-- I also wish to use Bourbon, Bitters & Refils.

CSS FRAMEWORKS

-- I'll be using sass/scss frame work so that I will arrange my folders well in order for me to understand where my elements, typography media queries etc are so that I can style each of them and compile them to one single css file to be exported to the header tag in the website to be read.

JAVASCRIPT APIs

-- I am currently researching at this stage

Creating HTML markup using data feeds, eg JSON , PHP arrays

-- I am still researching at this stage

Professional code layout and commenting

-- I intend to comment on the my cody which I will write !!

On page SEO

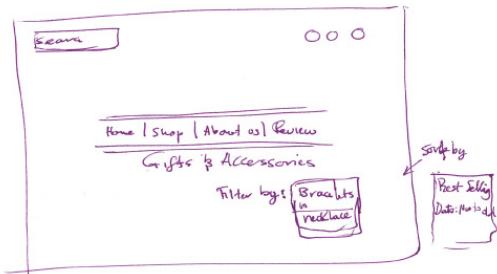
PROPOSAL DOCUMENT

MockUp #1

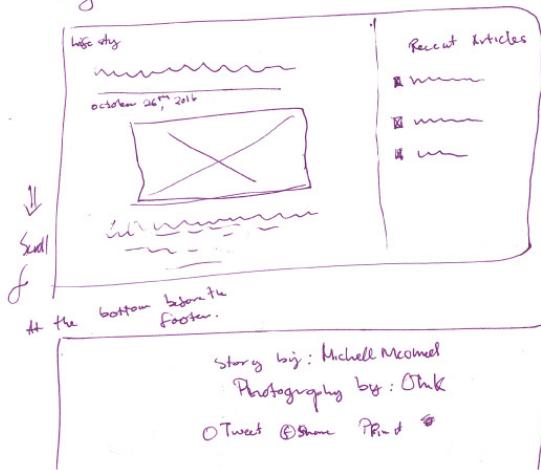
CLIENTS FAVOURITE

WIRE-FRAMES

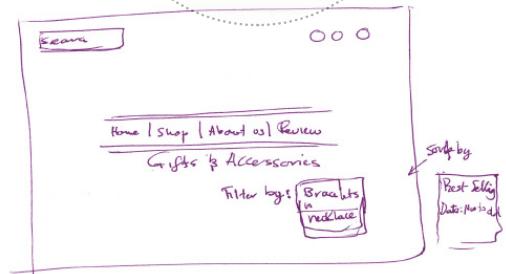
Page = Accessories & Gifts



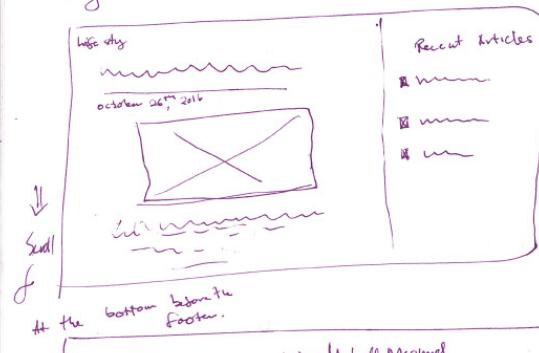
Page = Review/Blog →



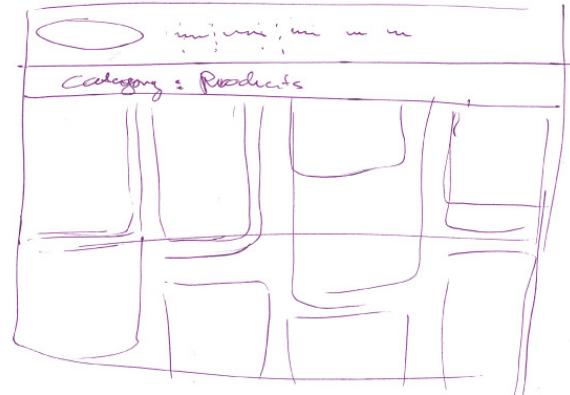
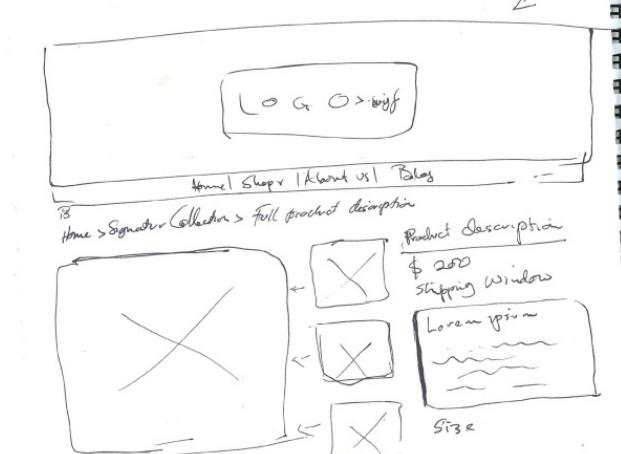
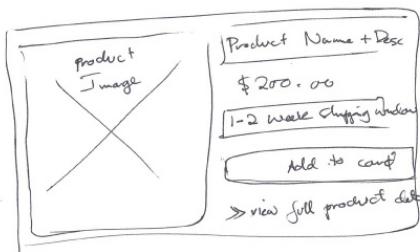
Page = Accessories & Gifts



Page = Review/Blog →



upon click on product & tag
this window pops up.

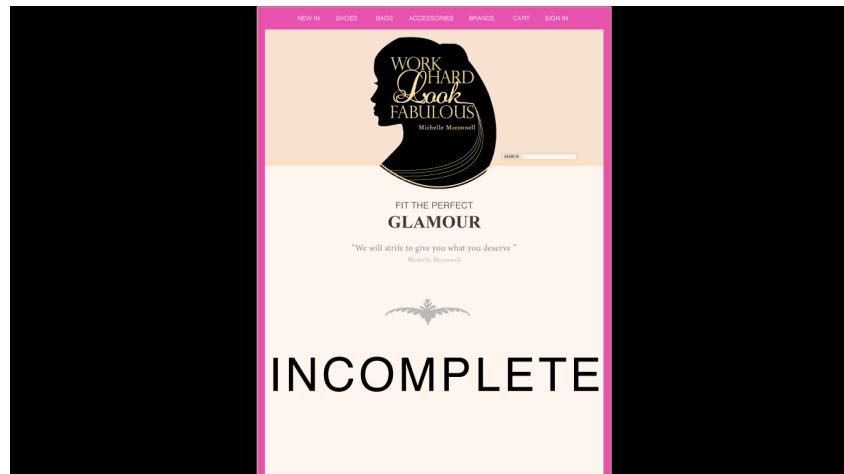
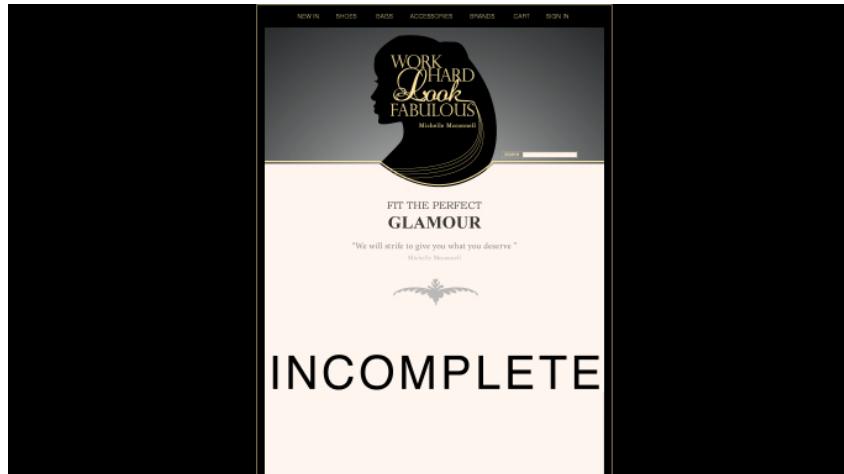


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Mock Up Tests



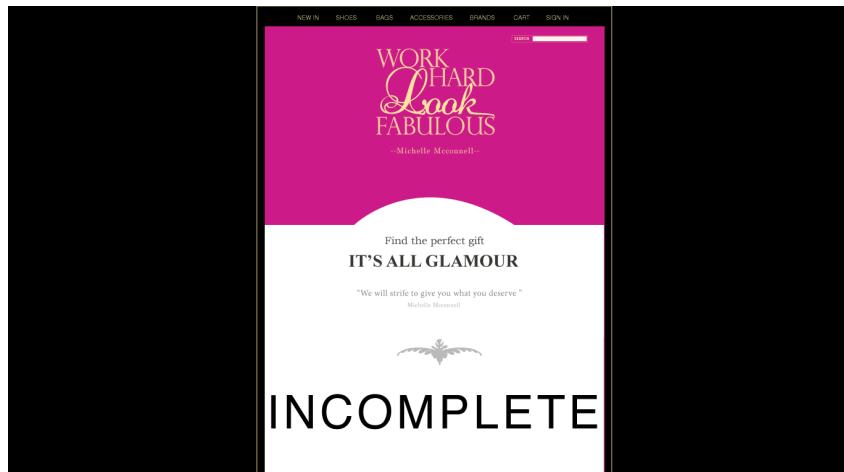
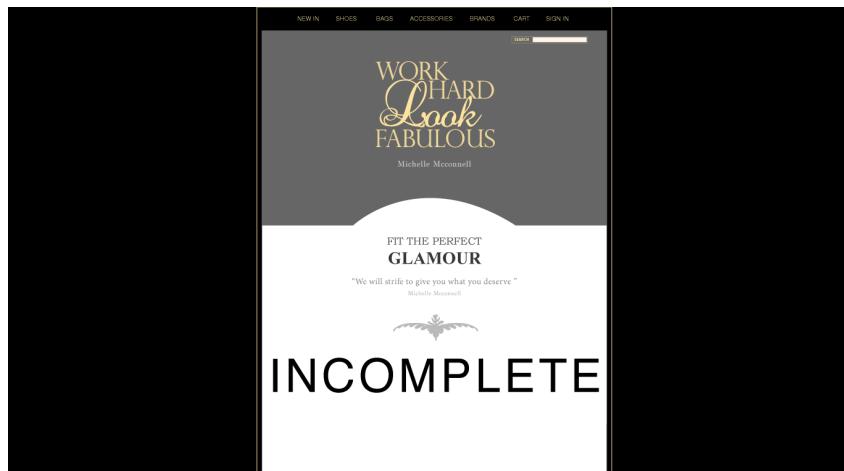
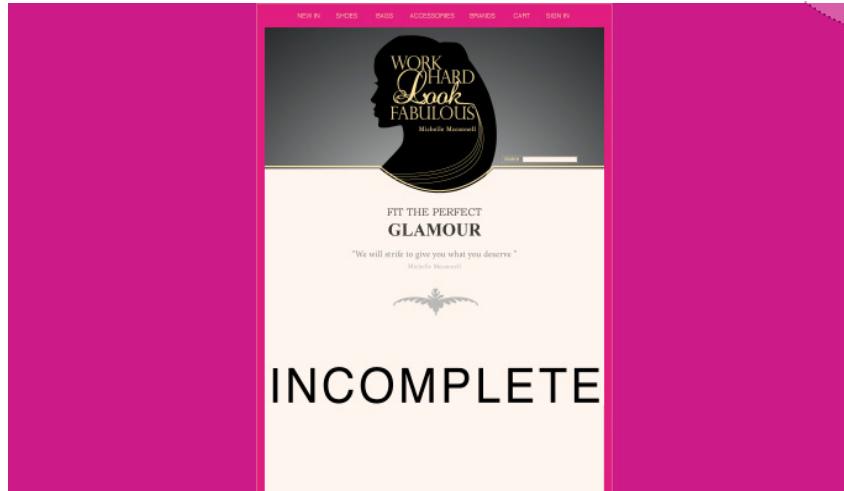
Home page Samples



These examples were initially sent to the client as a head start towards how the logo might stand out with the website. They were initial mockups which are now getting dropped.

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Mock Up Tests



PROPOSAL DOCUMENT

Mock Up Test

Again this examples are also getting dropped.



LOGO/HOME Products | Products | Products | Products | Mini Cart

SECTION: Products

Latest
instore

Reviews

A grid layout featuring three large black handbags with a textured pattern. Each large bag has a "Product Des" button below it. Below each large bag are two smaller thumbnail images of the same bag. A horizontal grey bar with a central gap is positioned between the first two columns of products.

Products | Access | Categ | About | Mini Cart

Reviews

Latest instore

SECTION: Products

LOGO/index.page

A grid layout featuring three large black handbags with a textured pattern. Each large bag has a "Product Des" button below it. Below each large bag are two smaller thumbnail images of the same bag. A horizontal black bar with a central gap is positioned between the first two columns of products.

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Side Note

I would like to see myself as a front end webb developer. I do appreciate the knowledge of a back end developer but it would be a lie if I say I would enjoy doing it as a career option. I believe my strongest skill is in the front end and therefore I would persevere on to find my place there.

As for the website that I am building, well it would be so much more easier if I could just build it without worrying about the back end. However my client would like to use some payment services such as paypal so I would have incorporate woocommerce into the site. This is done well if it is resourced as a pluggin. Fortunately Wordpress allows front end developers to create their own them and use it as a platform that host all their backend stuff through pluggins.

So this Industr Project is going to use Wordpress.

This journey is tough. But I am glad to learn a lot.

