

## Project Proposal

### **Web Site Description:**

This website is for a commercial automotive graphics and vehicle wrapping company that wants to showcase their work so that they can have an interactive tool for their prospects to see. This site will use animation and “graffiti” to create an artistic feel, along with photos of the company’s work. These photos will be completed and current projects of the company’s work with the ability for a potential customer to hover their mouse over a photo to check estimated prices and times it took to finish a project. The objectives for this website are to expand the company’s customer base by creating their own space on the Internet, which opens up their company to more potential business and to allow easy access to information on the company’s services. The scope of the content will be very simple. There will be more photos than actual written content. The written content contains information about the owners of the site and what they do, estimated prices for a job, the ability to inquire about a job right through the page, and contact information.

### **Web Site Differentiation:**

The main differentiation for this website from other company’s like this one will be the simplicity in content. Canawrap.com creates a lot of visual clutter by adding in social networking and advertisement along their outer columns, whereas I plan to eliminate the visual clutter and create more focus on the company and what they have to offer their clientele. Boundarycarwraps.com uses a darker background with lighter fonts, which creates high contrast but it lacks the visual “pop” that could be used to stand out from other websites and I plan to make the website “pop” visually with an artistic feel by using “graffiti” and other animated features. The target audiences for this website are businesses that will benefit from the use of advertisements on vehicles and mobile users that want to access the site on the go.

### **Web Site Client:**

Business: Wrap City

Owner: Derek Hall

Website coordinator: Stephanie Wong

The signed MOU (with client’s signature) is included in the zip folder.

### **Web Site Initial Design and Wireframe:**

The key techniques of this website:

- home page that is a banner and photos that shift through work the company has done
- contact page with an inquiry so that customers can ask questions
- about us page with email capabilities so that the web designer and owner of the site can be contacted
- a semantic navigation list using a “graffiti” feel for link names; if possible the navigation will be placed in a dimensional curved java menu

- a photo gallery with photos that have a java mouse over that shows prices and description of past projects, this gallery will also contain current projects
- an inquiry page so that customers can ask questions and request quotes
- a basic quote page or pop up window for users to see possible prices

The wireframe is included in the zip folder.

**Web Site Domain Name:**

- |                          |                          |
|--------------------------|--------------------------|
| 1. wrap-city.ca          | available at godaddy.com |
| 2. wrapcity.ca           | available at godaddy.com |
| 3. wrapcity-graphics.com | available at godaddy.com |

**Data Storage Estimate:**

If I use an external photo gallery (Picasa) I can minimize the amount of data storage used, this may or may not be possible as the client would like java mouse overs for the photos. This estimate of data storage would be about **40kb**. If an external photo gallery is not used an approximate amount would be **1040kb** depending on the optimization of the photos during production.

**Supported Browsers:**

Internet Explorer 9+, Firefox, Opera, Chrome, and Safari.

**Development Tools:**

Adobe Dreamweaver and Fireworks