Design Documentation + TODO list

Name of site/company

Aroma & Essence

Description of your design concept/approach

Aroma & Essence is a website for a local aromatherapist/gardener in Seattle who practices holistic healing and happens to have a stash of scented oil/herbs/incense he wants to sell while promoting his job. My job is to create a website that reflects him as much as possible while catering to his belief in educating the community in the art of holistic healing.

What you hope to accomplish with your design concept/approach

Many websites that sells essential oil uses earth tone colors with white/green/purple (color of lavender). We will be similar but different in also be using earth tone colors for our website, but theme it as evening/relaxing website using purple/dark-blue/green/brown. The goal is to create a feeling of sleep and rest after long day of work in the dark rainy Seattle weather. The aromatherapist is very spiritual, and feels true believers will reap the most benefit from his power. I intemperate this, as the more informed his clients are about the benefits of aromatherapy, the stronger their belief becomes and the session becomes more effective. Thus an educational post would fit his needs with links to external blogs.

Other sites you looked at for inspiration (include links)

Edu Info - https://www.21drops.com/

Price Info https://www.amazon.com/gp/bestsellers/beauty/3767491/ref=pd_zg_hrsr_beauty_1_3

Price Info - https://www.theprairiehomestead.com/2013/12/make-essential-oil-gifts.html

Other sites for comparable businesses that justify your concept/approach (include links)

Local website https://www.thevajra.com/

Local website https://zenithsupplies.com/

On-line website http://www.aromatherapy.com/essential_oils.html

On-line website https://www.goldenheartessentials.com/aromatherapy-services/price-list/

Targeted market

There are two targeted market. One is the Aromatherapist's clients who are the locals in Seattle the need the ability to make appointment. The other person is the Aromatherapist himself and what he desires as this is his website for his business, so it should reflect what he desires

To do list, and agreed allotted time allocation.

1st week Planing stage

1. Develop a business model and do the research for the design document. Type it out and save In PDF format.
2. Create an Information diagram with the rough idea of what the layout of each web page should. look like and the block placement. Sketch on paper, then use phone to scan to computer. Also save in PDF file
3. Find images and media that would fit the website and resize the format if necessarily. If unsure, leave the format in the biggest setting then alter it later as you begin to develop the web-page.

2nd week Actualization stage

1. Add Meta tags properly for aromatherapy services.
2. Add 3 photos in the Carousel on home page at least.
3. Aromatherapy service should include 6 photos and description of service total.
4. Add a home page image on the top left corner that will stay in all pages.
5. Add footer fill out the details properly with web creator information.
6. Add 404 HTML page for errors.
7. Adjust so the image can resize on Mobile devices, and seek help if necessary.