

Hardwood Flooring Website Project:

URBAN HARDWOOD FLOORS

1. Introduction

- I would like to create a hardwood flooring website that can be used for a family business.
- This would help make the hard-wood flooring business visible to a wider audience and especially the younger generation who want to look at websites and ask quick questions via forms online and look up services through search engines online. At current, this business is advertised on the newspaper and by word of mouth. A larger audience can be reached to possibly bring more revenue.

2. Expected List of Features

- I will create a Static, responsive version of the website and will make it data dynamic to include (menus, locations, about us, contact-us, and examples of hardwood flooring projects.)
- This will help make the information about the company easily accessible for all. All the information about the company will be in one place, and can be seen without having to repeat oneself when there are calls for job prospects. Employees can refer people to the website to easily showcase products and skills that the company provides.

3. Market Survey

- I can see that some of the websites are extremely cluttered. A few of them have more of the design I would like. They look like they use bootstrap and utilize the features that it offers to the fullest. I want to make sure the website that I make is clean and streamlined and definitely easy to navigate for all prospective customers.
- Features I want to make sure my website has:
 - Streamlined and little/no clutter
 - Easy to navigate with a NavBar that is easy and intuitive
 - Catchy to the eye and no gaudy or over-the-top type fonts and features.
- Some of the websites display (in my opinion):

- Too much information on the home page
- Hard to navigate webpages (they have to scroll back up in order to navigate to a different page)
- Confusing and wordy sentences.

4. References

- <https://venturaflooring.net/>
- <https://cmchardwoodfloors.com/>
- <https://www.lumberliquidators.com/ll/stores/ca/ventura/6250-inez-st>
- <https://flooring101.com/>
- <https://www.americanhardwoodfloors.us/>
- <https://pacifichardwoodflooring.com/>