

# Fraser Tile

website redesign  
by Joe DeSouza

# Goals

## Objective

Fraser Tile has been in business for over thirty years. His website presently doesn't reflect his master craftsmanship or help in anyway to give confidence to potential clients. After speaking with Anthony on October 21, 2016 about his needs and goals we determined to improve his website's aesthetics and functionality. In the process of creating a new visual presence a logo creation is also welcome. We will decide on colors that will best represent a modern and established small business that delivers quality craftsmanship. We will create a website that will be visually appealing and easily navigable. It will provide information that will make potential customers not only want to choice Fraser Tile but actively pursue it by connecting with him by submit a form, or directly dialing him.

## Goals

We discussed that the look and feel needed to reflect his craftsmanship; I planned on utilizing the box structure capabilities of html and css to mimic the look of actual tiles. I also plan creating a navigation system that would also take advantage of a grid system to reflect the look of tiles. We will choose a color scheme that is modern and inviting, we will also be selecting typefaces that will be cohesive to the overall design. I'll also be creating a contact form and updating the existing request a quote form so that they are cohesive and designed similarly. I'll be adding an about Fraser Tile section. The goal is to have 3 sections; The main section above the fold will have a logo and a gallery of his work, an about section, and a contact section that would be have the request a quote option as part of the contact form instead of separate sections for each and this will all be on one page.

## Solution

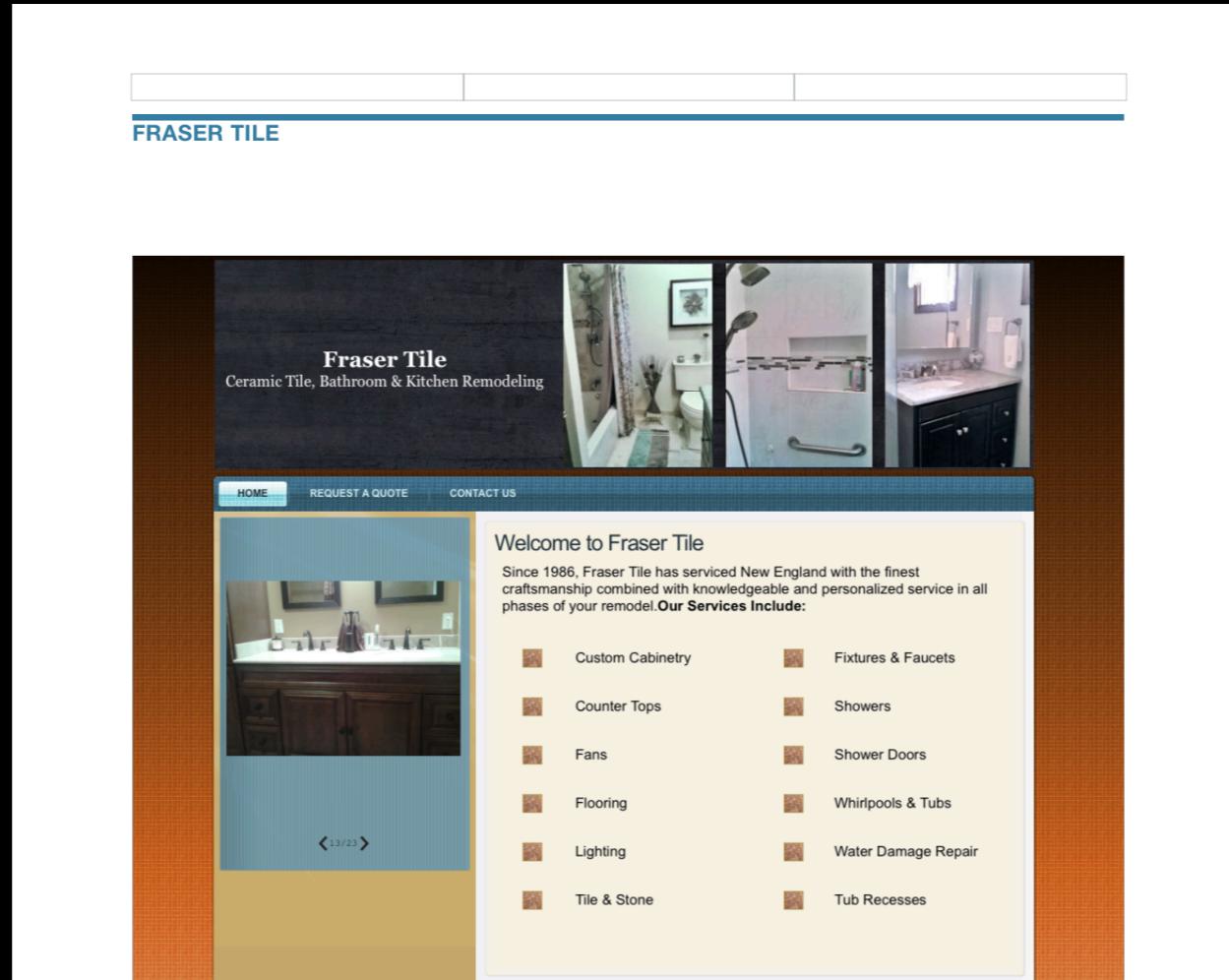
Using html and css I'll be able to create one page that will be navigable both by scrolling up and down and by linking tiles to other sections of the page. Utilizes the tile shape; the square shape be the perfect structure to contain and organize information.

## Project Outline

Gather ideas through research and discussion with Anthony Fraser on color themes and type choices, decide on structure through sketches and mock ups and produce iterations that will satisfy the his need. Using html and css create the site that best reflects the clients vision through the iteration process.

- Initial discussion about overall look and his goals of site.
- Sketches and mockup of designs with colors and type choices (on going)
- Sketches and design of logo that meets the clients needs (on going)
- Gathering of photos and editing of content.

# Needs



The screenshot shows the homepage of Fraser Tile's website. At the top, there is a dark banner with the company name "FRASER TILE" in white capital letters. Below this is a header bar with three buttons: "HOME" (highlighted in blue), "REQUEST A QUOTE", and "CONTACT US". The main content area features a large image of a bathroom interior. To the left of the image, the text "Fraser Tile" and "Ceramic Tile, Bathroom & Kitchen Remodeling" is displayed. To the right of the image, there is a "Welcome to Fraser Tile" section with a paragraph of text and a list of services. The services listed are: Custom Cabinetry, Fixtures & Faucets, Counter Tops, Showers, Fans, Shower Doors, Flooring, Whirlpools & Tubs, Lighting, Water Damage Repair, and Tile & Stone, Tub Recesses. At the bottom of the page, there is a footer section with the title "WEB SITE REDESIGN PROPOSAL", a note about preparation for Anthony Fraser/Saul Baizman, and a timestamp indicating the document was prepared on October 25, 2016.

FRASER TILE

Fraser Tile  
Ceramic Tile, Bathroom & Kitchen Remodeling

HOME REQUEST A QUOTE CONTACT US

Welcome to Fraser Tile

Since 1986, Fraser Tile has serviced New England with the finest craftsmanship combined with knowledgeable and personalized service in all phases of your remodel. Our Services Include:

Custom Cabinetry	Fixtures & Faucets
Counter Tops	Showers
Fans	Shower Doors
Flooring	Whirlpools & Tubs
Lighting	Water Damage Repair
Tile & Stone	Tub Recesses

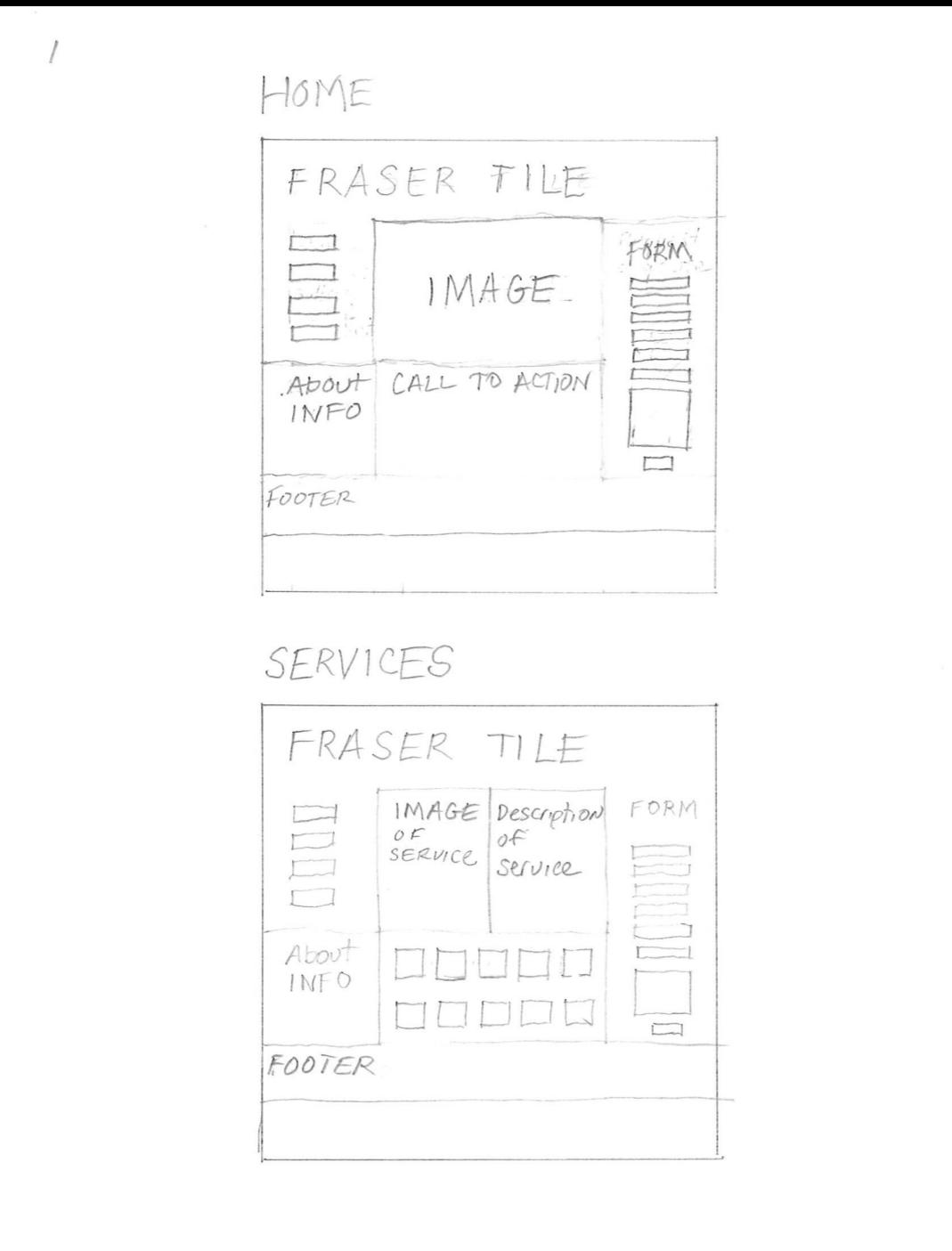
WEB SITE REDESIGN PROPOSAL

Prepared for: Anthony Fraser/Saul Baizman

475 words

October 25, 2016

# Sketches



# Prototypes

## FRASER TILE

[home](#) services images



Since 1986, [Fraser Tile](#) has serviced New England with the finest craftsmanship combined with knowledgeable and personalized service in all phases of your remodel. We are licensed, bonded and insured. We stand by our work and we guarantee your satisfaction!

With over 30 years of experience we learned to know how to do the job right the first time! Antony Fraser is a master craftsman and perfectionist. Please view some of our work in the images section and fill out the form to the right to request a free quote today!

request a quote

name

address

city

state      zip

phone

email

briefly describe your renovation goals below.

submit

# Final Design

## FRASER TILE

home services gallery



**request a quote**

**name**  
 First Name  Last Name

**address**  
 Street Address  
 City  State / Province  
 Postal / Zip Code

**phone**  
 Area Code  Phone Number

**e-mail \***

**please describe your renovation goals below**

**Submit**

Powered by JotForm

**About Us**  
Since 1986, Fraser Tile has serviced New England with the finest craftsmanship combined with knowledgeable and personalized service in all phases of your remodel. We are licensed, bonded and insured. We stand by our work and we guarantee your satisfaction!

With over 30 years of experience we learned to know how to do the job right the first time! Antony Fraser is a master craftsman and perfectionist. Please view some of our work in the images section and fill out the form to right to request a free quote today!

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<https://joedesouza.github.io/index.html>