The Nest Academy - A Learning Preschool (rebranding)

##### **1. Introduction**

* This project will be for a local preschool that provides early childhood education services for ages 3 weeks to 12 years old.
* The current website is out of date. It contains visible code and broken img links, as well as a blog that has not been updated since 2017. In addition, loading time from one page to another is an average of 3 seconds, taking more than 7 seconds if you exit out and navigate back into the site.
* The goal of this project is to recreate a website that is up to date, functional and reflects that of a modern, up to date school that one would otherwise think is closed due to the many errors on the site.

##### **2. Expected List of Features**

* General information pages including a Home page, Program page, Lorton VA Preschool and Virgina VA Preschool page as well as a Contact pages. There are the most important base aspects of this project.
* The site will contain easy navigation. It will be mobile ready and will give an appearance that will attract new potential families.
* Contact form to gather info. This helps with practice with forms.

##### **3. Market Survey**

* <http://www.daycareresource.com/enhancedlistings/kidsclubinfantcare.html> This is a website of a neighboring daycare center. While the information is to date, the graphics and design of the page are out of date. By updating The Nest Academy, this will draw in new potential families who are interested in a school that provides more modern, up to date child care and academic services.
* <https://www.minnieland.com/> This is another website of a local chain daycare that feed into many of the local schools. While up to date with current information and has more of a modern feel, it is overwhelming with information. Again, by updating The Nest Academy, it gives parents an opportunity to explore an environment that is not catered to “the masses” and comes across as a place that works to fit individual needs and not the needs of all as a whole.
* <https://www.itswonderfulchildcare.com/> This is a local in-home daycare that would be the closest to rival The Nest Academy. It is another option for families who are not interested in sending their children to a chain day care. While this site contains up to date information, it is evident that this site contains professional and home img (due to its’ blurriness. Again, close to the modern feel but needs updating.
* <http://www.jamilortondaycare.com/home> This site is additional evidence that the day care centers within the Lorton, Virginia area may be seen as more of a logistical thing to have than necessary. This site lacks in information and modern feel.
* <http://www.wonderyearschildcarecenter.com/> Here is a site that I would like to loosely mirror my updated site of The Nest Academy. It has a modern feel, it’s clean and
* <http://lifecoachallisongoldberg.com> The use of cards or card-like elements for this one

##### **4. References**

* Links above are references I can look at when developing the site.