Kaleb Post

Web 2890

Project 2

Background: Post asphalt and construction is a family-owned business located in Ogden Utah. Post helps reconstruct and build road ways for the community. The company has a website that customers can have access to. The website is simple and user friendly. The header has a list of different tabs that can redirect the user to their types of pages like: about, work, joining the team, estimates, and contact pages.

Description: Post asphalt is a thriving company with a website that is already in place. The website needs to be updated for user experience and compete with their competitors. I will keep the theme colors of red and black with white on the website. The header will be similar to what is looks like now. There will be the company symbol on the same header navbar so the users can recognize how cool the symbol looks. More pictures will be implemented with different features displaying the pictures. The main changes that will happen is redesigning the layout pages, showing the company symbol more, and interactions of pictures with color scheme themes. The goal of the update website is for the users experience. Having the customers be on the website more will help identify what Post asphalt does for their audience. The main audience will be for the users who are looking for a new driveway for their home or reconstruction.

Significance: The reason why I chose this project is to help Post asphalt and connection with their users on the web. With web development becoming more popular that would mean that Post asphalt must incorporate the changes that are happening today. Putting in new changes shows to future customers and users that they can change over the times. Post also displays that they have an open mind when it comes to new trends and changes. An update version on the website will help my portfolio to display an interactive way to customers through a website design.

Equipment: The equipment will be from different pictures that have been taken previously on the site. I will be using JavaScript for the different rotation of pictures on the pages. Many of the different pictures will be coming for Google web-fonts and unsplashed. There will be sections that will display different videos. The videos will be from YouTube. The videos will display, and the users will be able to click the video to watch without any delay. The website will be made on visual studio code with Vite installed. With Vite installed the website can update changes automatically. Other photos and videos will be provided by the company if designer has any themes that want to be displayed.

Timeline: There will be a process to finish the project. Each day I will put aside 1-2 hours to work on the website, the weekends will have more hours of creating. The first week I will be working with different audience groups of the current website. I will be researching the competitors and what makes their website successful for their users. Personas will be conducted to see what the main need to be added. A planner of what is being done will be conducted to show the progress of the project.

Conclusion: Mentioned previously, the new update website will help connect users to Post asphalt and what is expected. The new website will give more insight on jobs and the equipment used with the company. Customers and users should leave the website learning a new fact about construction and asphalt. Users should be able to navigate through the website and back track to the previous page with ease.