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COMP 2681 – Web Site Design and Development

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Project Proposal:

The business I am proposing to create a website for is called Art & Pastry. This business was my small business that I ran the last two prior years selling cakes at the local Farmer's Markets in Windsor Nova Scotia.
The features I plan to incorporate on the website are as follows:
Home Page (Brief info about the business, photos of the most elaborate cake designs)
Gallery (Photos of cakes, descriptions of flavors. Photos would show larger images upon clicking)
About Us (Page sharing story behind the business, brief video demonstrating cake decorating, clock ticking up for how long the business has been in operation)
Cake Order Form (Web form that requests info on size/flavor, decorations, contact info from customer, and date/time for order)
Contact Us (General inquiry info, location, and contact info)

Other features:
Background music
Navigation bar
Responsive design

I think the business would benefit from my design because the site I created is far more responsive. It will still look great on a mobile device. The original website was built with a web builder. The design was not responsive at all, and it was unreadable on any devices other than a computer. Since so many people access the internet from their phones or tablets now, it is vitally important to have a business website that works on mobile devices as well. The original site had static sizes of the gallery images. Some images were easy to see, and others were not. The site I created can enlarge the photos in the gallery. By dividing the flavors list and gallery into two pages, the flow of the website in general is much more organized. The design is more elegant, which makes the business more appealing. The addition of the video, slideshow, and counter for how long the bakery has been open adds an extra element to the site. By adding a web form onto the site, the customers will more conveniently and quickly be able to place their order. The flow of the website is designed for the user to follow through the links on the navigation bar from left to right, with the last page being contact if they do not find what they need on the other pages of the site.