**IST 263 Project Milestone 1**

**Name**: Matthew Castagnozzi

**Description**:  
Submit a description below of the idea for your website project. This proposal should be 50-100 words.

I would like to create a website for a business start-up idea I have called “Life Goes On”. Life Goes On is a consulting firm to help senior citizens and individuals with physical disabilities remodel and renovate their homes to age-in-place. Essentially, a Certified Aging-In-Place Specialist would go to a client’s house, learn about the client’s physical limitations, needs, and wants as they grow older, then give advice on how the home should be remodeled or renovated with equipment to meet the client’s requests safely. The website would be a funneling point for those who come across my services where they can learn what aging-in-place entails, what kind of services we would offer, the benefits of aging-in-place over going to an assisted living facility, and who the members of our team are.

**3 Pages:**Include some information about what will be on each of the three pages in your website.

**Page 1:** The main page would include the company name and logo, information about what aging-in-place is, why one may want to age-in-place, and why they should seek out my services.

**Page 2:** The second page would include statistical references on the benefits of aging in place vs assisted living.

**Page 3:** The third page would be an “About Us” page which would include information about the company’s CAPS team, the CEO, why we are working in the aging-in-place consulting market, and a means of contacting the company for inquiries.