

**Group Members:** Matt Domagala, Melissa Halik

**Project Site Title:** Zonka Custom Swimbaits

**Client:** Frank Pconka

**Goal:**

**1. Explain what the idea.**

- a. We will be creating a website for Frank's Swimbait company where users will be able to see what his products are and any information that they are looking

**2. What will your site do and in what way provides a service or solves a problem.**

- a. This website will allow for users to learn about Frank's homemade swimbaits. Consumers will be able to contact Frank about the swimbaits and be able to look at what kind he has already made.

**Audience:**

**1. Describe the customer base (who your users/audience will be)**

- a. Our users and audience would be any fishermen who likes to fish professionally and competitively. Also, those who have a passion to fish in their free time.

**2. Describe a visitor using your site (persona, journey map)**

- a. Users will go on the homepage where they will see a preview and learn more about the product. While they are going through the webpage they will be able to view the any upcoming fishing events. Going through the rest of the page, the user will be able to view a gallery of Frank's homemade swimbaits. They will finally be able to go to the final page where they can contact him with any questions and inquiries.

**Describe your project road map**

1. First, we will formulate a plan of how we want the webpage to look, to make sure that we add in what Frank wants on a webpage for his product.
2. Looking at what Frank wants, we will try to add in any of his demands to the best of our knowledge of web page development that we have gained throughout this class.
  - a. Making sure that users will be able to contact him and view all of his finished products.
  - b. Also, being able to see any fishing events that are nearby, allowing users to know more information when they visit his page.

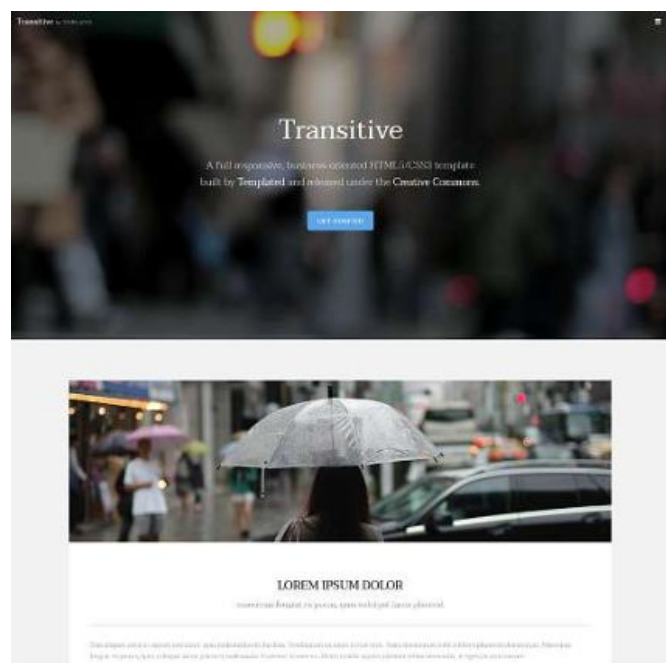
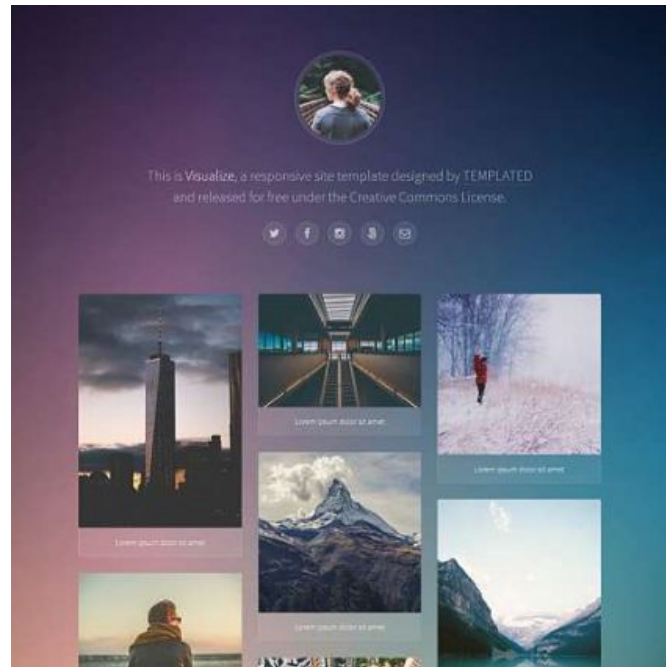
**How far along is the idea development.**

1. Frank has been making his own swimbaits for a while now. With the help of our knowledge of creating web pages, we will be able to create a webpage that best suits what he is looking for.

**Site Map:**

1. Home
2. Design
3. Gallery
4. Contact

## Inspiration Site:



## Color Combination:



**Wireframe & Mockup:**

- Use Balsamiq to create a simple sketch of the layout for your website to communicate the idea.