Case Study for Web Project

My client, John Smith approached me regarding a website for his business that builds, sells and teaches everything that is guitars. The purpose of this website is to reach out to potential customers and clients that are interested in furthering their musical inclination involving guitars starting from the ground up. Building, maintaining, repairing, and performing are just some of the main key focal points of what his business is all about.

The website will have a total of four pages including a main home page, biography page, services page and a contact section. Earthy colors such as light brown, gold, cream-white and darker browns will complement the page reflecting colors of woods that are used to construct their instruments. The home page will be the display of the general consensus of what the business is about to the community. The about page will display a biography of the business and their instructors and offer testimonials from customers that have been involved with the establishment. The services page will display what the business has to offer to customers regarding their instruments, whether it’s maintenance and repairs or simply learning the instrument. The contact page will simply be a form layout that requests the customer’s first and last name, email address and phone number for consultations. There will also be a quote box implemented in the services page for customers requesting a price for a certain service.