**Prototype:** <https://www.figma.com/design/osuPvZsx0hlVml81F5Uzn7/ADPR-458?node-id=95-2&t=N8k44UOlhFlRkIuu-1>

**Development Plan:**

After completing project #2 and seeing how much time went into that, I have a way better understanding on what is needed for project #3. I need to start really early and ask questions early, so I do not fall behind. I also will have my project #2 to help me get some of the features and structures that I need. I plan to work on this during the weeknights, because I have been reserving a study room where I am able to get a lot of stuff done. I think I will really enjoy this project because there is a lot of freedom and I am not following the complex structure of the Apple website, but instead I am working to build something completely from scratch.

I will first start with the backbone and getting everything in place like the navigation, the hero images, the h1 and paragraph titles, and the lines I have in place. I will also make sure the fonts, colors, sizes, and everything else is set first. Then I will work on the buttons, the second page, making sure everything is fit into place, and the basic design is correct. I also plan to try different background colors, different ways to display the images, and other formatting things along the way to see which ones I like best. I will then finalize everything.

**Responses:**

**Strategy:**

* I am creating this website for my boyfriend’s family. Bryce and his brothers have worked for their dad’s side business since they were little, and now that they are getting older, they are wanting to have more marketing and social media reach to make it easier for people to reach them. I am making this website as a prototype for them to get an idea of what a website could look like and possibly using it in the future.
* I am offering my audience a bigger way to connect to their stump cutting business, showing some of the work they have done, how to reach them and a more personable about page.
* I want users to reach out to their company after visiting the website for business
* Bringing them back by having all the contact information, and referring other people

**General Site Description:**

* Service based website
* It will have images, buttons, navigation, different pages, text, and more
* What the stump grinding business offers, being locally owned and operated, affordable prices, and how to contact
* Other stump grinding businesses in and around Hamilton county

**Target Audience:**

* The biggest target audience is homeowners
* Most of them are tech savvy, but the website will be easy enough to navigate that they can find all the contact information with a click of a button
* The visits will probably be lower than a popular website but the visits will be intentional

**Content:**

* Most of the question under the contact page will be where content is submitted. People can submit their contact information so the business can reach out to them or people can access the information and they can call them.
* Pictures will be updated as needed with current jobs they complete

**Resources:**

* Yes, I will have a server for the website. I have not registered a domain name, but it will go under my assignments page for the class
* Maintenance can be handled by the staff

**Graphic Look and Feel**

* I want the website to feel industrial and really easy to navigate with red, black, and white colors
* Yes, I have a logo and colors that I am going off of
* I am designing this website since they only have a Facebook page right now. I have a little inspiration but I am mainly trying things on Figma until I like them to start coding the website