Project Proposal

A Proposal for the courier company called “Fredy Mack”. This will cover what the client has asked, what the website will need, the basics, the skills needed and much more.

Proposal for a company called Fredy Mack

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Fredy Mack – A courier Company

I have met with the owner of a company named “Fredy Mack” and we have discussed what the website should contain, what it should look like and what style the website should follow.

# Users

## Type of Users

The type of the that should visit the website are ones which are looking for a courier to deliver of pick up packages, need something moving or are moving house.

## Requirements for the User

The user requires having an idea of the prices, as well as a way to contact Fredy Mack through the website. The users should be able to access content, such as pictures, information and video through easy links and a simple design.

# Site Analysis

## Purpose of the Website

The purpose of the website is to bring is customers which need a courier which is reliable, fast and relatively inexpensive compared to other couriers. It needs to build up the confidence of the customer’s choice is courier through user reviews and well placed information.

## Requirements of the Website

The website must be eye-catching, a niche in the courier market, well designed and strongly structured. It must allow the user to view all media quickly and allow the user to email the company with any inquiries they may have. It must also be linked to social media to allow easy access to other FM Social Media.

## Planning

The website is going to be a dark background with bright colours over the top to make it eye-catching, easy to navigate and customer friendly. It is going to be able to give the option go for to other social media and give the user the option to contact the company through email, as well as directly via phone.

## Maintenance

The website will be built sturdily to reduce the amount of maintenance require on it and make frequent checks (1 every 2 weeks) to make sure the website is still operating correctly.

# Accessibility

## Features

* The logo at the top
* Videos of the Vans
* Many Pictures
* Customer Reviews
* Email Box
* Social Media Links
* Google Maps
* Quotes

## Current Standards and Legislation

* Data Protection Act
* Computer Misuse Act
* Copyright Act
* Copyright, Designs and Patents Act 1988

# Design

## Rules and Heuristics for Good Website Design

Use a house style to ensure the user knows where everything is.

## Accessibility

Make the website visible on Google Search to make it easier for new customers to find. Make the URL simple for the users to remember. Well organized to find information.

## Functionality

The Google maps ensure the user can easily get t

## Evaluation Tools

W3C Compliance

Google Chrome’s device toggle

# Environment

## Features

Javascript word changer on refresh

Slideshow

Google Maps

Contect Form

## Multimedia

Videos

Pictures

## Hardware and Software Requirements

Hardware – A computer, Keyboard, Mouse, Cables, Monitor.

Software – Browser, Operating System, Internet connectivity.

## Browser Behavior

The website will be abloe to operate efficiently on all types of browser and all types of computers.