

Name of Student: Avneesh Naha

Student No: n0203962

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Website Plan

Project summary

- The Website I have chosen to redesign is Ascent Physiotherapy (<https://ascentphysiotherapy.com/our-team.html>)
- Explain why the client needs a new website:
 - The primary goal of their website and business is to provide Comox Valley and neighboring region citizens with physiotherapy services, including manual/manipulative treatment, IMS, acupuncture, radial shockwave therapy, and exercise prescriptions, including personal training.
 - Their present webpage is good yet a bit too basic. It may seem more professional if I made a few adjustments to the CSS. The website's present design has a somewhat juvenile appearance, and the back page's colours and gradients aren't very eye-catching. What is the overall message you are trying to convey to your target audience on this website?

Target audience

- Their Target Audience appears to be mostly seniors, or anyone with physical ailments. They care about providing exceptional service to their customers and helping them recover from their physical ailments by using methods such as IMS, acupuncture, radial shockwave therapy, personal training and so on.
- Call-to-action priorities -> Their CTA is a book now and their number for telephone.

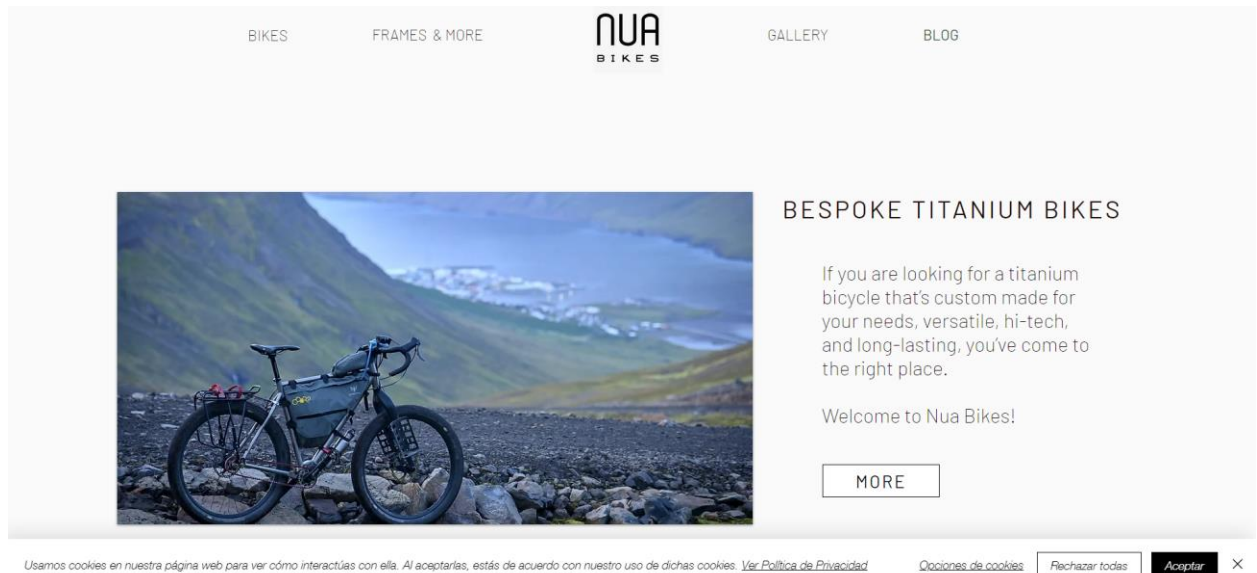
- The main action we want the audience to perform before leaving their website is booking an appointment at the physiotherapy centre. In such a case, it is of utmost importance that the CTA is highlighted.

Look and feel

- **Mood:** I want the website to convey a calm and minimalist feeling with a clean vibe. I also want it to look professional and approachable.
- **Inspiration:**
Website of Leen Heyne
(<https://leenheyne.nl/home>)



Website of Nua Bikes
(nuabikes.com)



Both above images or websites are excellent examples of the aesthetic I'm going for! Even though the examples above are of products and not a service, the design is very calm, peaceful, elegant and minimalist. This is how I want to redesign the website.

- **Colors:** For my website, I plan to use a simple black and white that draws inspiration from the above images. The end product is a website that is sophisticated and professional—exactly what you want when looking for a service related to physiotherapy. The exact colors I will be using are:
 - 1.) #FFFFFF
 - 2.) #4B433A
 - 3.) #A19688
 - 4.) #DFD5C7

These are the colors I would be using. However, I might tweak the colors a little as I go on designing.

- **Images:** I will be using all the logos and images from the website.
- **Fonts:** I would choose Ubuntu, Lato, or Montserrat for better readability. They're easy to read and have superior clarity and simplicity. By utilizing sans serifs, you can prevent any misinterpretation because their lines are straight.

Content

- I will be redesigning the [Homepage](#), [News page](#), and [Facilities page](#).

Here is an example of my content blocks for each page

Home page

1. Header
 - Main navigation which has all the Links (News Page & Facilities page)
2. Hero
 - Heading
 - Image
3. About
 - Heading
 - Paragraph
 - Images of all the therapists
4. Call-to-action
 - Heading
 - Link to Portfolio page along with content related to it.
 - Link to News Page along with content related to it.
5. Footer
 - Heading
 - About paragraph
 - Main navigation
 - Copyright

News page

1. Header (*same as on homepage*)
 - Main navigation which has all the Links (News Page & Facilities page)
2. Small Hero
 - Heading
 - Image
3. Call-to-action (*same as on homepage*)
4. Footer (*same as on homepage*)

Facilities page

1. Header (*same as on homepage*)
 - Main navigation which has all the Links (News Page & Facilities page)
2. Small Hero
 - Heading
 - Images of all facilities and equipment's.
3. Call-to-action (*same as on homepage*)
4. Footer (*same as on homepage*)