



# WEB DESIGN PROPOSAL

# PROPOSAL OUTLINE:-

- 1) Client
- 2) Competitors
- 3) Audience
- 4) Need
- 5) Sitemap
- 6) Wireframes
- 7) SEO keywords

# CLIENT



Client Name:- Ravi Judge

Business:- Liquor Express Store

Location:- 3080 Comox Rd, Courtenay, BC  
V9N 3P8

Website:- He does not have one

# COMPETITORS

1)Alcool NB Liquor:-



<https://www.anbl.com/>

2)Joe's Liquor:-



<https://joesliquor.com/>

# AUDIENCE



The most important part of the target audience is adult citizens(Above 18) and people who can earn \$15,000+ annually.

# NEED



My client said he wants to expand his business in different cities in Canada. So, I decided to develop a website for him that could be the easiest approach to business. He does not have any website for his company.

My proposed website will help him to generate annual revenue more than average.

I have included lots of features on this website such as day delivery, Discount points, Credit card bill payments, and many more.

# SITEMAP

Homepage

About

The  
Company

Team

History

Reviews

Services

FAQs

Security

Delivery

Return  
Policy

Account

Login or  
Register

Sellers  
account

Cart

My Orders

Products

Beer

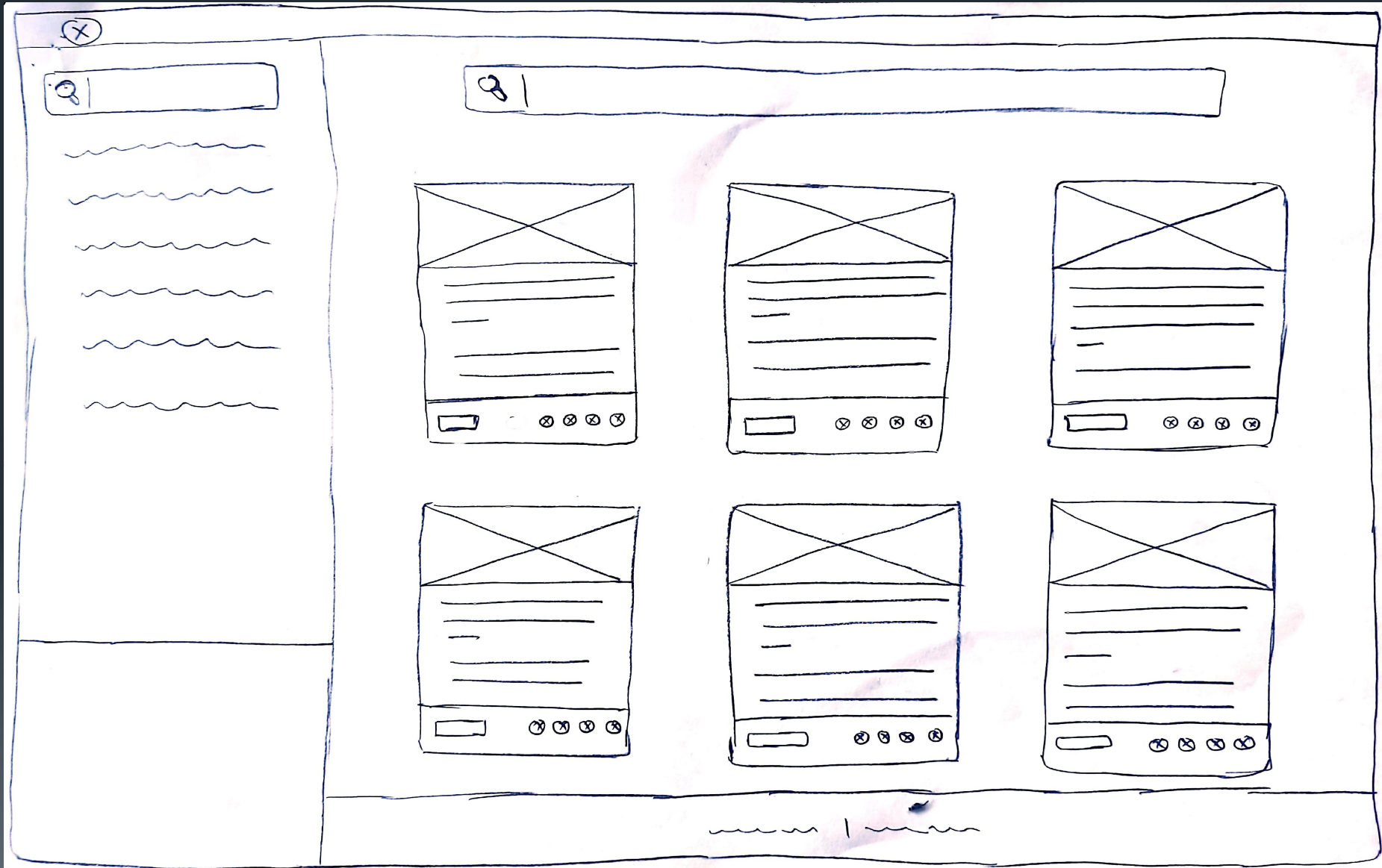
Wine

Vodka

Rum

# WIREFRAMES

## 1) HOMEPAGE





## 2) LOGIN PAGE

A hand-drawn sketch of a login page. On the left is a sidebar with a search bar containing 'Q1' and five wavy lines below it. The main area has a heading 'Heading' with a wavy line underneath. Below the heading are two input fields: 'Email address' and 'Password' (with an eye icon). Under the password field is a wavy line and a question mark. Below these are 'Cancel' and 'Log In' buttons. At the bottom, there are five square boxes with 'X' marks arranged in two rows (three in the top row, two in the bottom row), a horizontal line above them, and a wavy line at the very bottom.

Q1

Heading

Email address

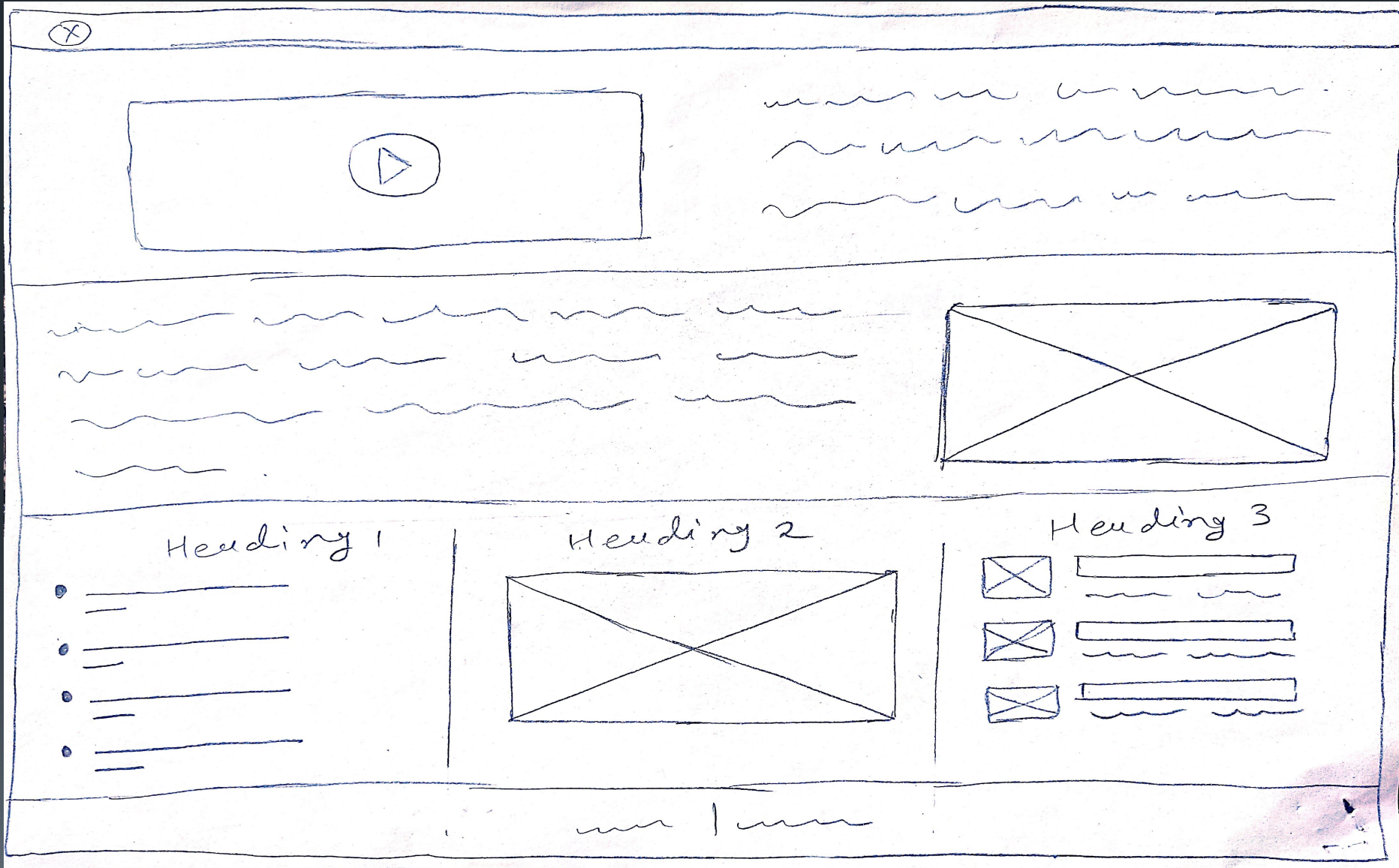
Password

Cancel Log In

X X X

X X

### 3)ABOUT US




## 4)SERVICE PAGE


Q|

FAQ! Need help?


Q|

  
shop


> \_\_\_\_\_  
> \_\_\_\_\_

  
Delivery


> \_\_\_\_\_  
> \_\_\_\_\_

  
Return Policy


> \_\_\_\_\_  
> \_\_\_\_\_

  
Price


> \_\_\_\_\_  
> \_\_\_\_\_

  
Availability


> \_\_\_\_\_  
> \_\_\_\_\_

  
Brands

> \_\_\_\_\_  
> \_\_\_\_\_

  
IPA

> \_\_\_\_\_  
> \_\_\_\_\_

  
Sale

> \_\_\_\_\_  
> \_\_\_\_\_

# 7)SEARCH ENGINE OPTIMIZATION



- 1) Liquor store near me
- 2) Liquor store courtenay, comox, vancouver island
- 3) Best wine shop in courtenay
- 4) Wine store vancouver
- 5) Liquor types, Liquor brands
- 6) Liquor online
- 7) Wine delivery
- 8) Liquor Express store
- 9) Drive through liquor store
- 10)Liquor store open near me

# 8)THE LOOK AND FEEL



i) MOOD:-

Luxurious

ii) COLORS:-

Dark maroon

White

iii) TYPEFACE:-

Aqua Grotesque

Roboto

iv)Images :-

<https://unsplash.com/>

<https://www.pexels.com/>

<https://www.shutterstock.com/>

<https://free-images.com/>

# 9)FORMS



## REGISTRATION FORM:-

- Login form
- Registration form
- Table booking form
- Address form
- Comments
- Feedback

These forms will collect users' Email id, Contact numbers, Addresses, Passwords, Gender, Age, and so on.

# 10)MULTIMEDIA



- Still Images
- Visual Graphics
- Text
- Animation
- Motion Video
- Stroyline

I would like to add these multimedia components to different pages of the website. For example, Motion videos will help users to understand about company's goals and fundamentals.

Images and Animation can show the history of business. Storyline can be built up reliability towards users.