

1. Introduction

- Intro: I am going to revamp Martillaro Raub and Associates website. It is in desperate need of some love and conditioning/updates to color scheme, overall functionality, etc.
- The biggest value to a project like this is more visibility to their firm on google, facebook and all other platforms as well as consistency in theme and overall feel as you scroll through their website. It will also make their customers lives more convenient in getting a hold of their firm.

2. Expected List of Features

- They have a few features their site supports now I would like to keep:
 - Client Login to See Invoices
 - Client Ability to Pay Invoices
 - Overall Ease of Access to Various Common Tax Forms
 - Redirect to Their Secure Uploading Portal for Client Personal Data
 - Financial Calculator Links
 - Some Hover Features on Pictures
 - Social Media Links at the Bottom
- Here is some new features I would like to add:
 - Help Desk Chat
 - FAQ's Discussing the Most Common Tax Related Questions to Limit Unnecessary Phone Calls and Communication
 - A Scrolling Update Banner in the Event they have an Announcement All Clients Need to Know
 - A Calendar Including All Important Tax Dates
- Some of these features they have now and others they wished would work better so there is likely opportunity to find more ways.

3. Market Survey

- Do a survey of the web to find about five websites similar to yours.
 - <http://www.pvmco.com/>
 - <https://www.ryanbarrettcpa.com/services.php>
 - <https://www.accttechcs.com/about.php>
 - <https://venturecpafirm.com/>
- Briefly compare/contrast the features of these websites with your idea:
 - A lot of these have some of the features I am looking to integrate including the ability to login, see various resources and also do some communication with the firm. The other big pieces to this project will be overall form-factor and ensuring all the design fits screens of all sizes, as well as add just a few more convenient features.

4. References

- This is the current website they have: <https://www.martillaroraub.com/home1>