ERICKSON DESIGN ASSOCIATES

WEBSITE DESIGN PROCESS

Olivia Sheldon · Fall 2017

CLIENT

Julie Erickson

Small business owner

Founder of *Erickson Design Associates*

NEEDS ASSESSMENT





The marketplace has become digital. Even the word of mouth business could benefit having a digital presence. As a small business owner and a busy mom, Julie has not had the time to create and maintain a website. Visibility is an important part of this new expansion to this small business.

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Erickson Design Associates targets a primarily local New England community. It is spanding more recently across the United States . This site would allow for contiued growth to allow more people to see Erickson Design Associates work and share with other future clients. With competition having strong web presences it is a place where this small business could improve upon and possible excel if the work is showcased properly. If people can not find you on the web but they can find your competitors they are more likely to get in contact with your competitiors. This website gives crediablity to this small business and provide professional, cohesive look.

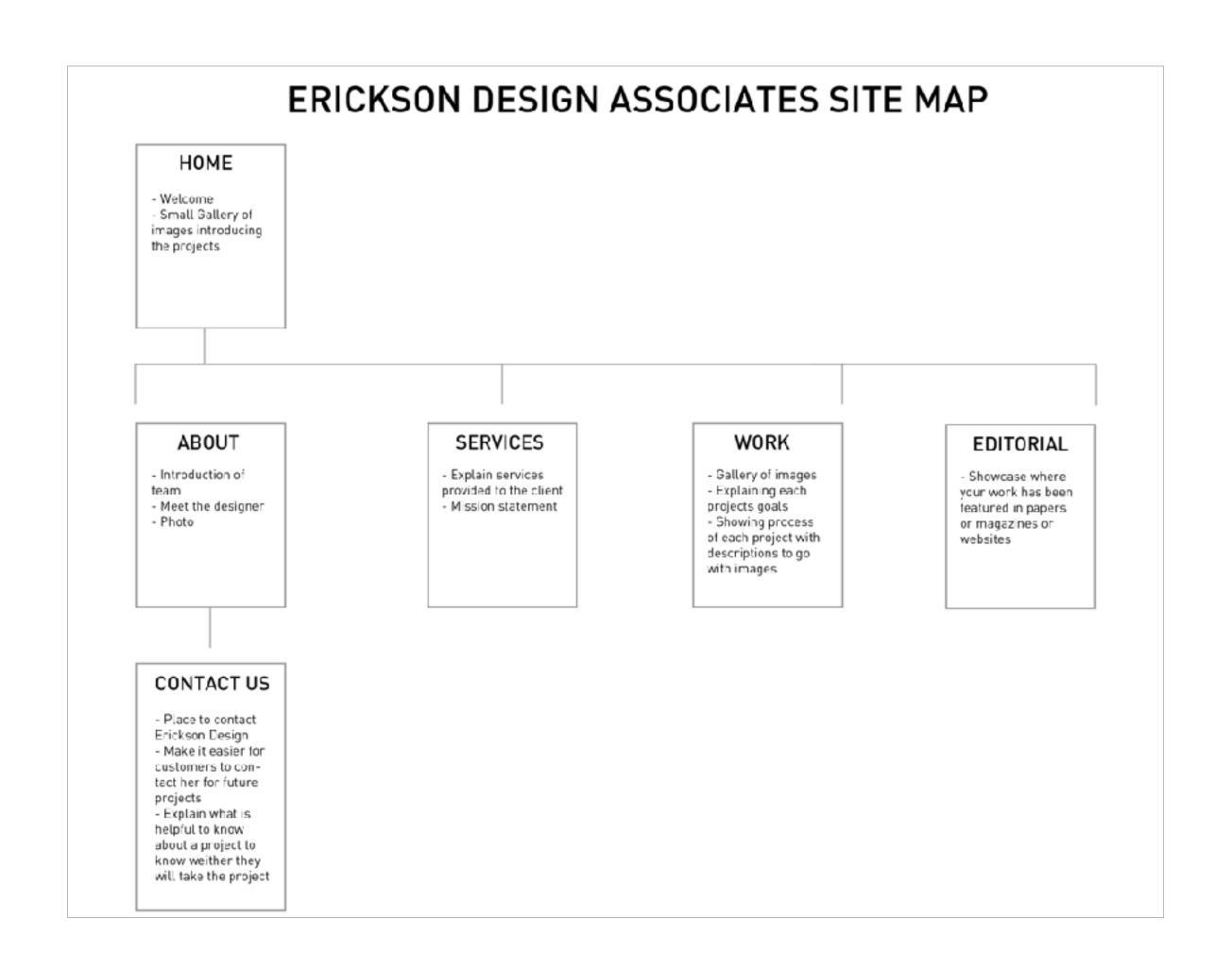
The website should be an updated marketing tool that gives a digital presence to the work I do and allows potential customers to get know me through my work. Allowing easy access to customer service so customers and potential customers can easily find the information they want-when they want it, so their satisfaction is high.

A website should be a continual source of high quality project leads that allows this small business to choose the best projects that fit what it's interested in along with the type of client that she is willing take on. As well as providing me with an online presence which is highly needed in world where every wants access to information on demand.



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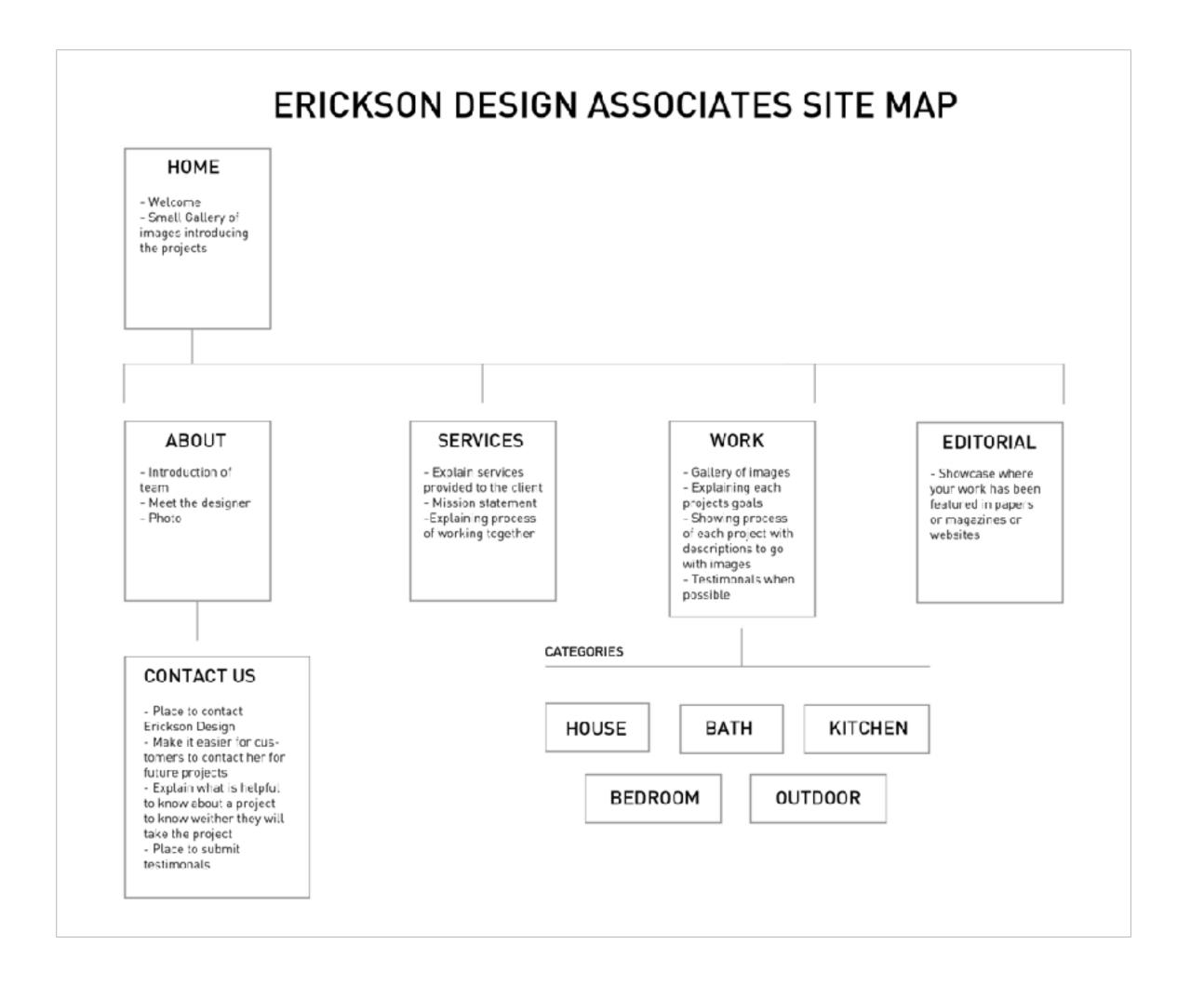
ARCHITECTURE DIAGRAM



CLIENT FEEDBACK

- A place where people can submit testomanials
- Testomonials to present on each project
- Dividing projects into categories: Whole house, Kitchen, Bedroom, Bathroom, Barns
- Service explaining the general process: meetings, follow ups, packages

ARCHITECTURE DIAGRAM



WIREFRAMES

LOGO

Erickson Design Associates

- ABOUT SERVICES INTERIORS PRESS -

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LOGO

Erickson Design Associates

ABOUT SERVICES INTERIORS PRESS

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PROTOTYPE

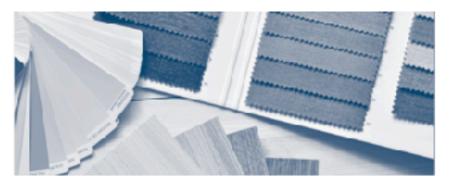




ERICKSON DESIGN ASSOCIATES

ASOUT SERVICES DESIGNS PRESS

SERVICES



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ERICKSON DESIGN ASSOCIATES

FINAL WEBSITE

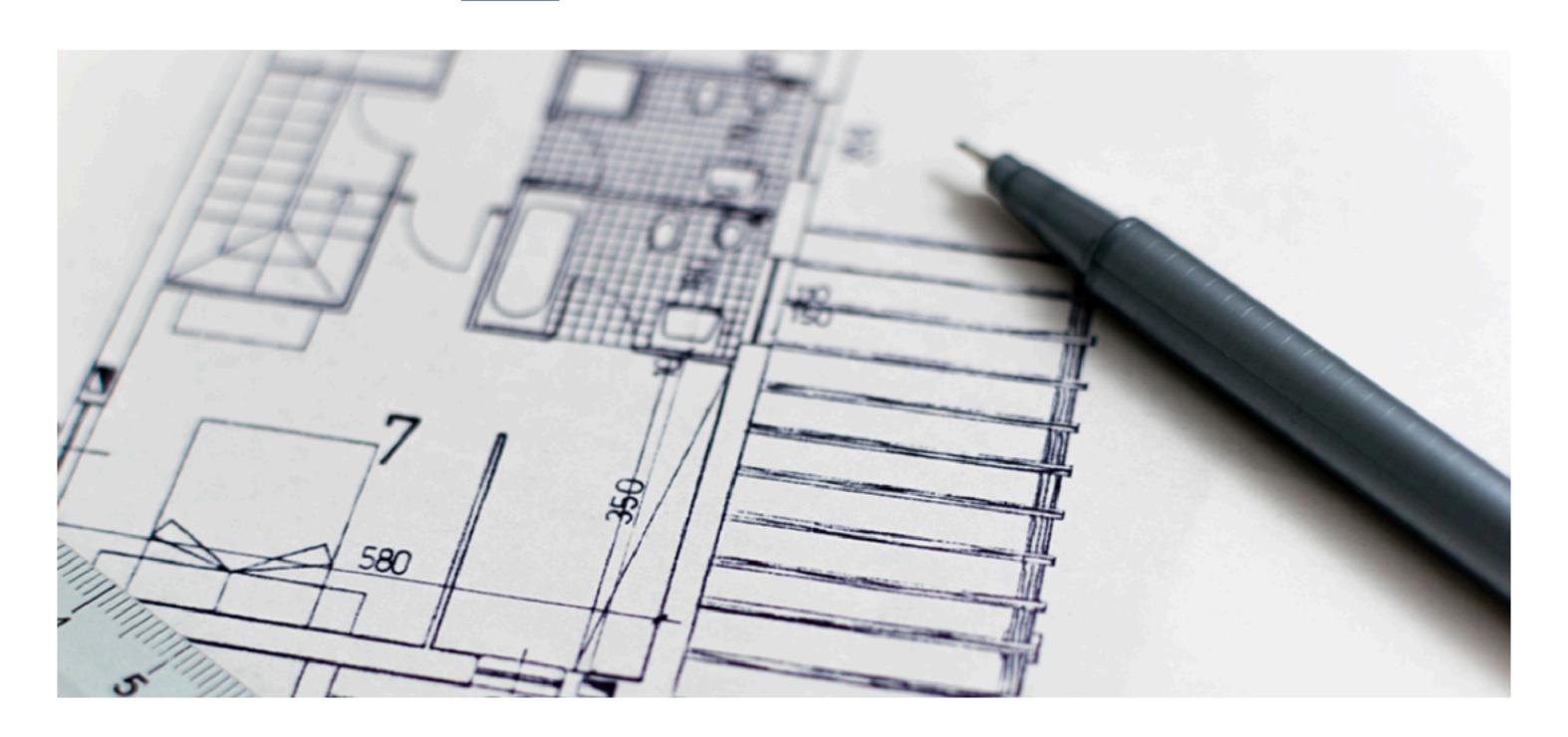


HOME

ABOUT

SERVICES

DESIGNS



Our Point of View

We believe a well-designed space should inspire, surprise, humor, delight, and comfort those who experience it. Every project brings its own story and depth, and that uniqueness is brought to the forefront of each design.













































Julie Erickson

Mie Erickson founded Erickson Design Associates in 1990. Erickson Design Associates brings understated elegance and classic style to clients throughout the U.S. and worldwide. Julie began her career in the design departments of in Connecticut after graduating from Bridgeport University with a Bacheloes Degree in Interior Design. Julie has been featured in House and Carden, Avenue, Real Simple, Boston Magazine and The Boston Globe.

Partnerships

At Erickson Design Associates teamwork is everything. We do partner with architects, furniture makers, window treatment workrooms, construction and elients. Our project teams adapt to the scope and size of our projects. A consultation will be with julic and a full house rehab will have julic who understand construction, project management and the full decorative scope as well as a construction manager. With a range of experience julic can go from small to big projects with ease. This diversity helps meet the needs of our projects in the best ways possible. One of the best things about our building is that's its dog friendly. On any given day the team is rounded out by our furry friends.



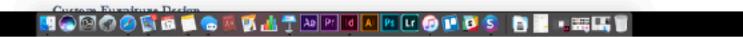


Full Service Interior Design

Our intercordesign services have a broad range. Sometimes our niterts need just a consultation for new itleas or paint colors or they may have a few recome needing to be refundshed, other times they have a full scale remodel. We tailor our expensive to meet the requests of our clients. Over the years we keep onjeyed looping our project size varied and our visions florible. Our design services always start with space planning; creating new ideas on how you can use your home throughout als, frim time planning and architect ust interes when needed. Once these ideas and plans are reviewed by our clients we create design concepts that are reflective of our client's life style and budget. Understanding style and color palettes are our most important design emphasis. To us it's just as important to know how to mit subtle shades of grey and silver as it is to combine a height and energising palette. We energy indensitating how to design furniture, fabors, lighting, art and accessories in ways that generate the look and feel our clients have. For our team it's not just about the end result, that pretty picture, but the design process and the client relationship that meen the most to Enclose Design.

Full Architectural Renovation Services

As in our linterior design practice our interior architectural work is comprehensive. We work with architectures and contractors to fully detail the interiors of our clients homes. It's important to us to have the interior architecture and the interior design be as seamless as possible. Teamwork and planning are the key to this vision. We always think shead to envision how the spacing planning furniture lay-out and every day, tamily ergenomics can impact a space before the walls are even constructed. We work together with your construction team to provide the best design vision. This encompasses: drawings and specifications for kitchens, bathrooms, molding packages, built in cabinetry, lighting plans and hard materials such as flooring, tile, stone and glass. Our ability to work from the study up, mean a dedication to the details of our projects. As interior designers we believe the interior architecture of a space should be as interesting as the colors. Notices and lumishings, which takes team work and a boader design vision.



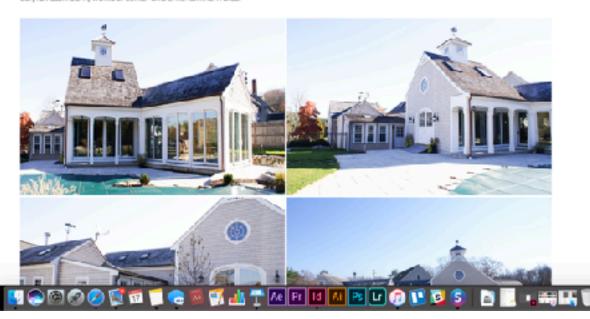


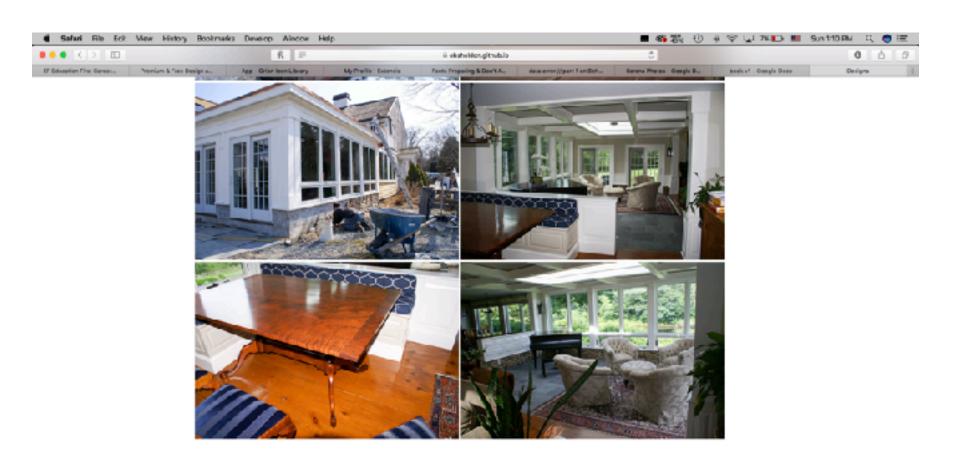


HOME ABOUT SERVICES DESIGNS

Cabana

From the start of the idea all the way through the final phases of building. Erickson Design created a great place to relax by the pool equipt with full bar, full bathroom, workout center and entertainment area.







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THANK YOU