



WEBSITE DESIGN PROCESS

Olivia Sheldon · Fall 2017

C L I E N T

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.



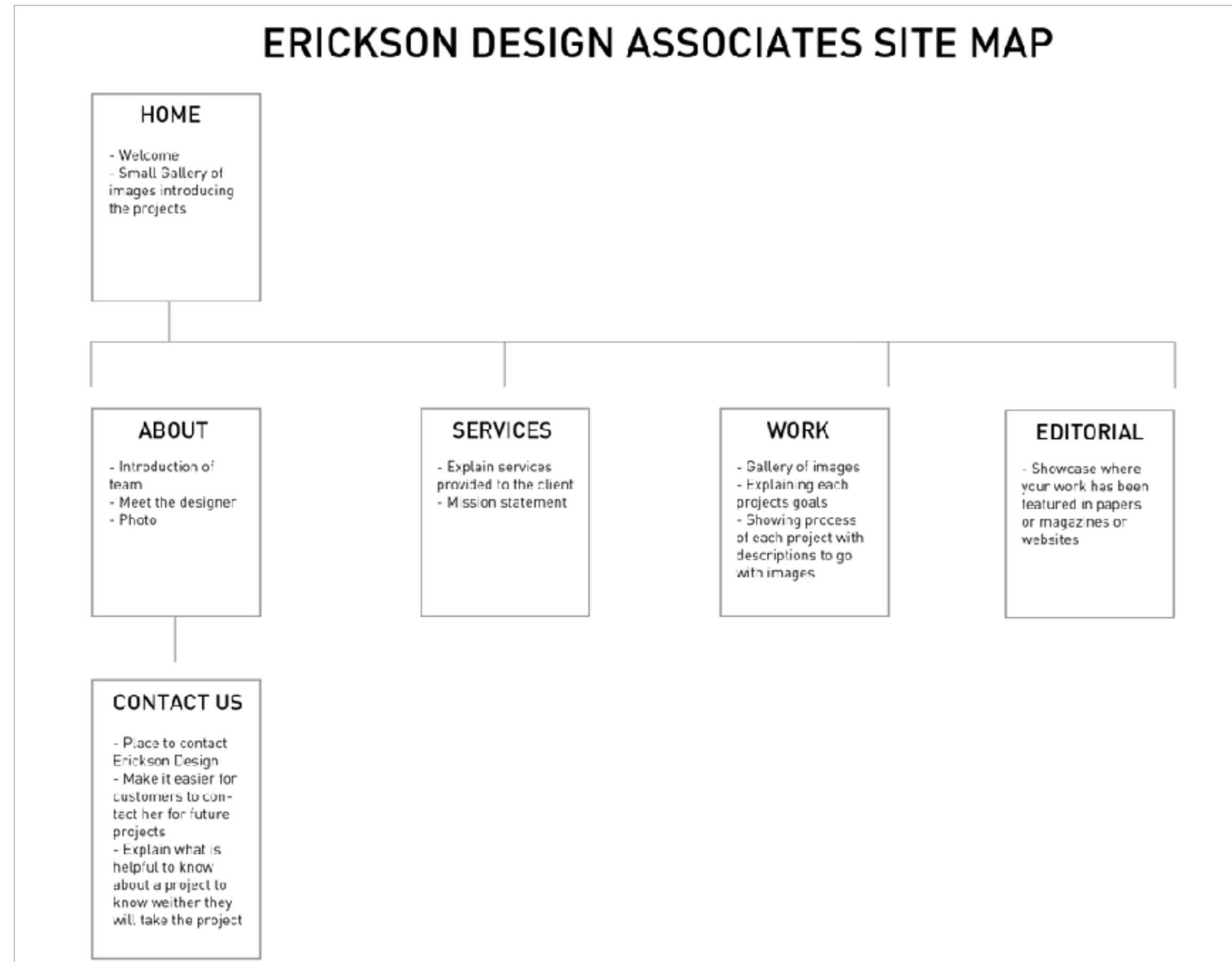
The website should be an updated marketing tool that gives a digital presence to the work I do and allows potential customers to get know me through my work. Allowing easy access to customer service so customers and potential customers can easily find the information they want-when they want it, so their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

Erickson Design Associates targets a primarily local New England community. It is spanning more recently across the United States. This site would allow for continued 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 possibly 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 competitors. This website gives credibility to this small business and provide professional, cohesive look.



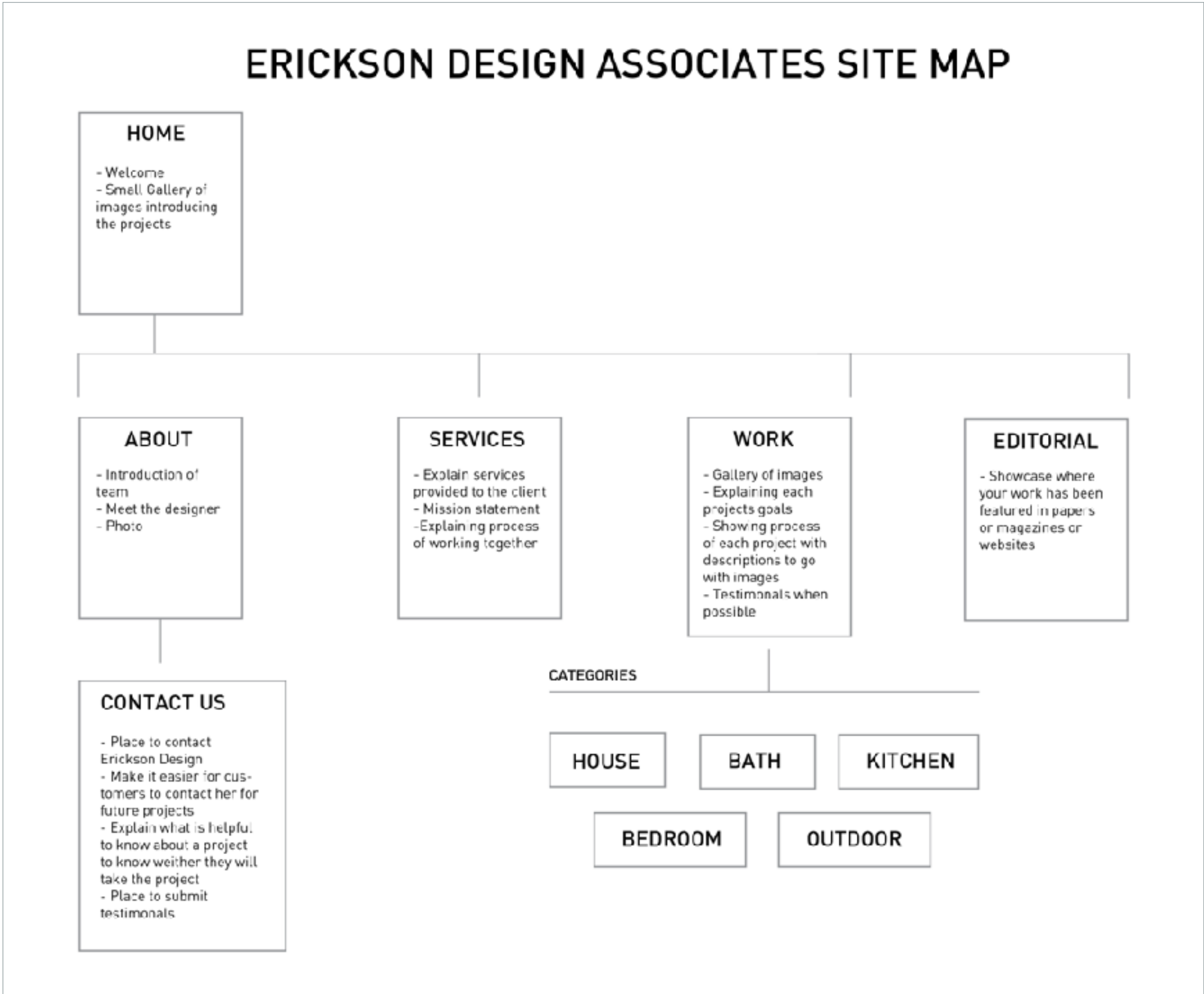
ARCHITECTURE DIAGRAM



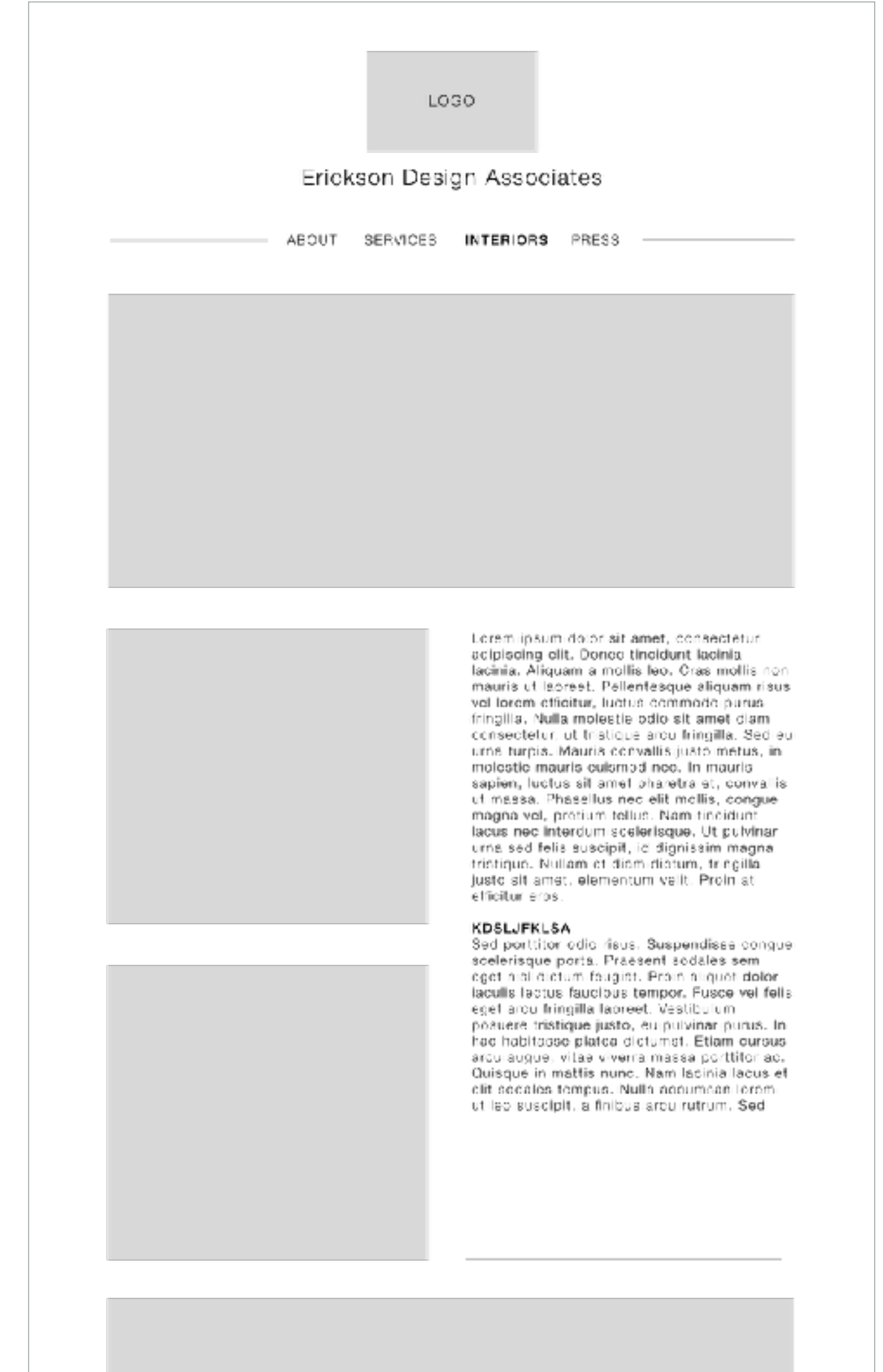
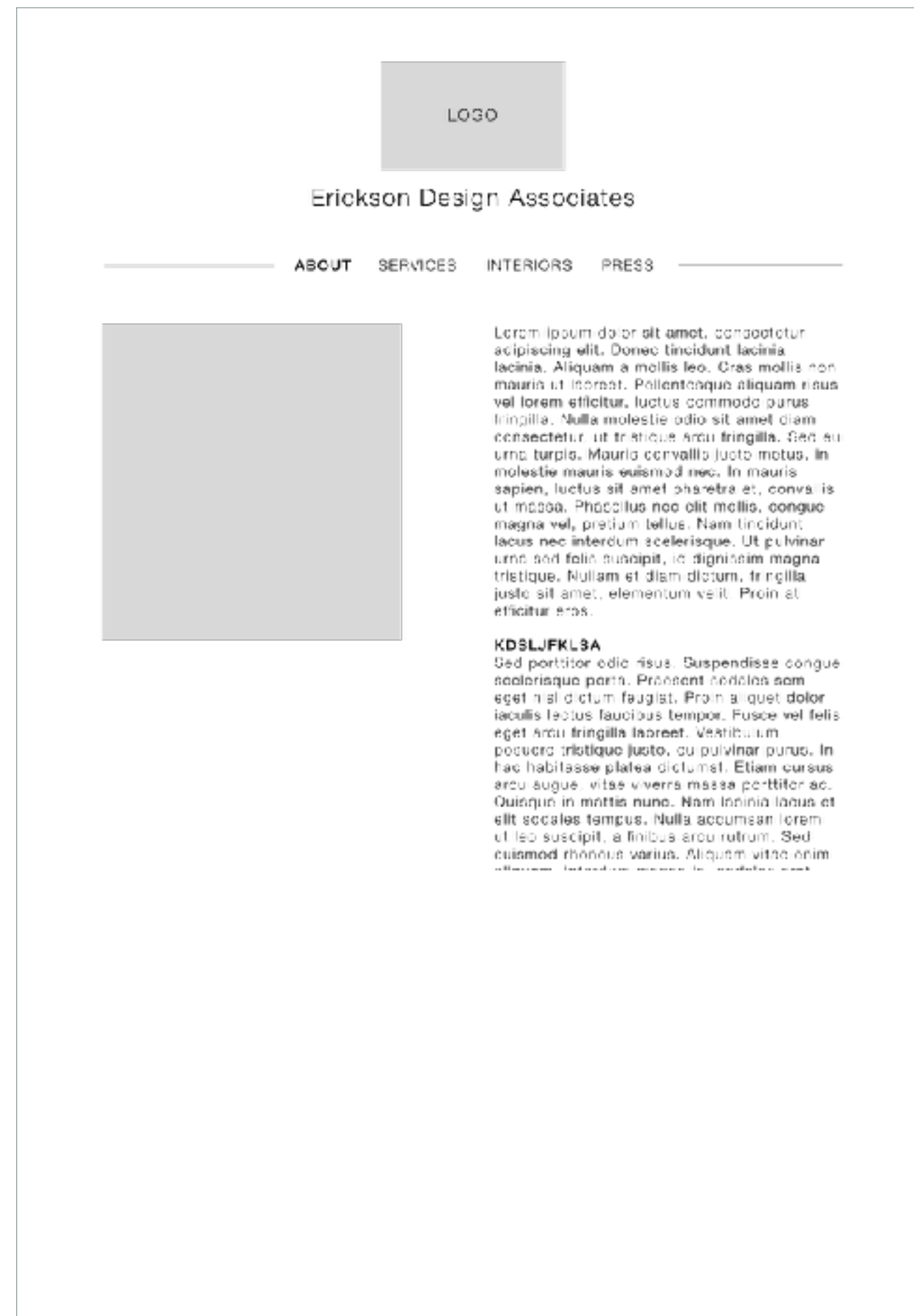
CLIENT FEEDBACK

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

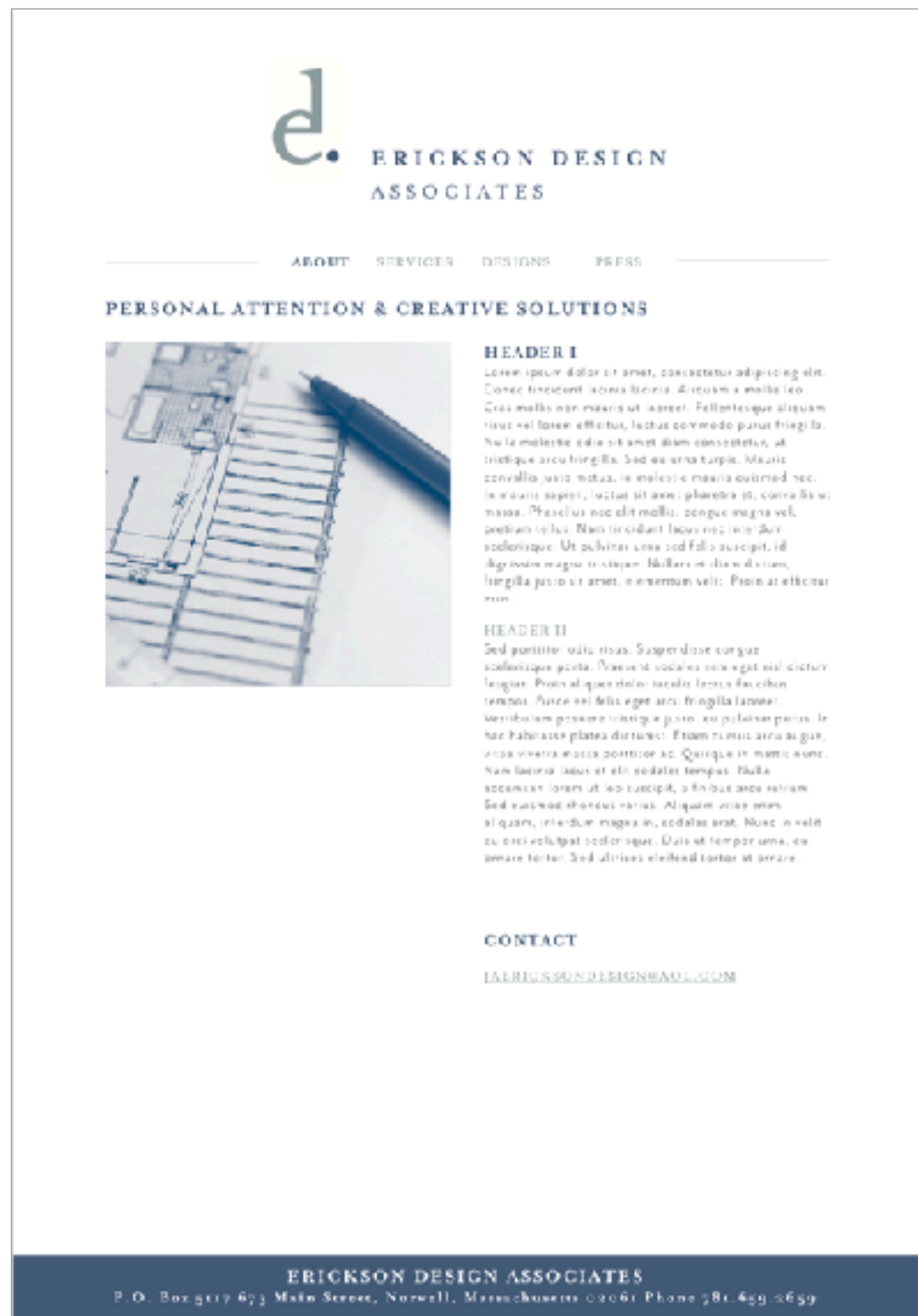
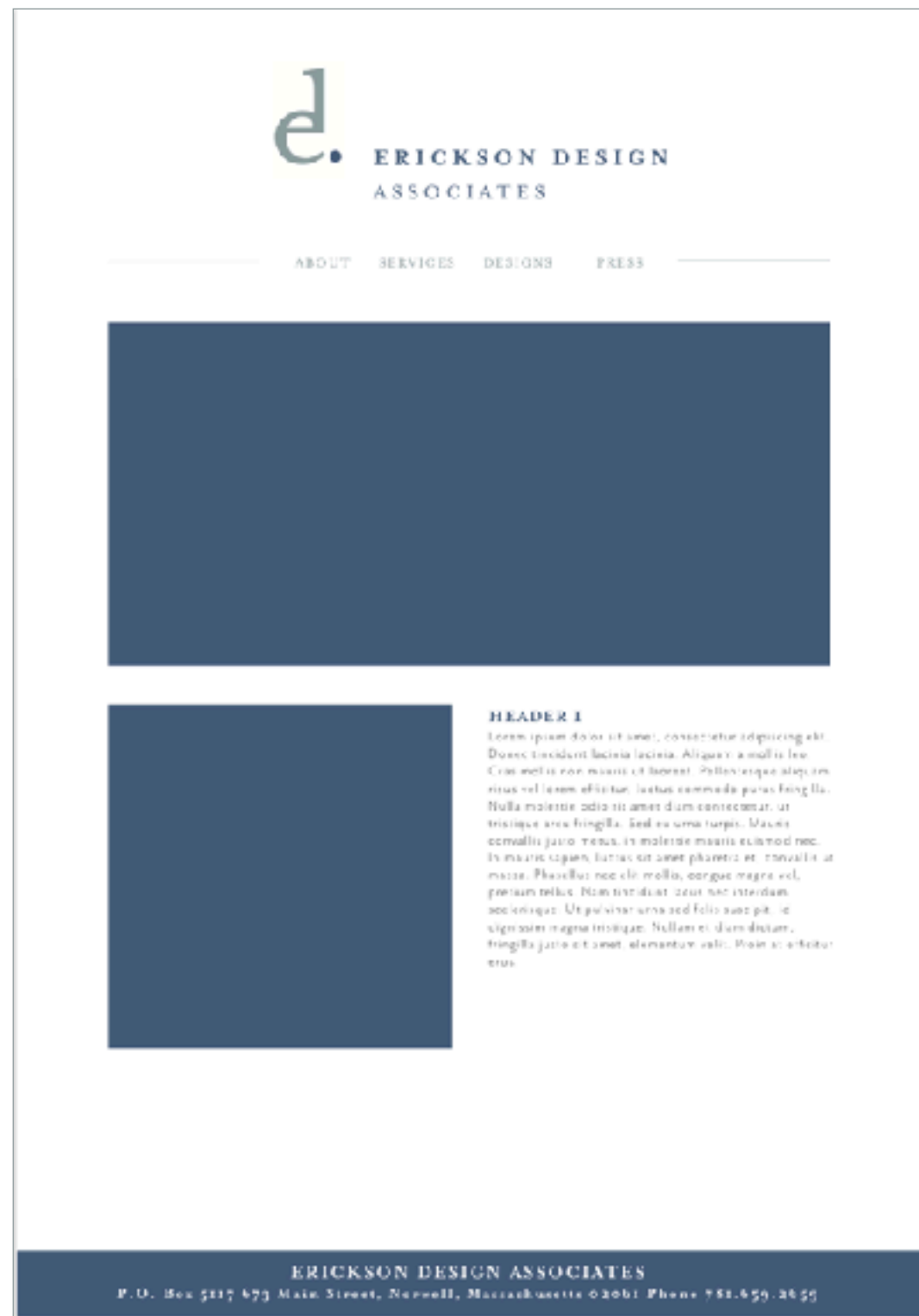
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WIREFRAMES



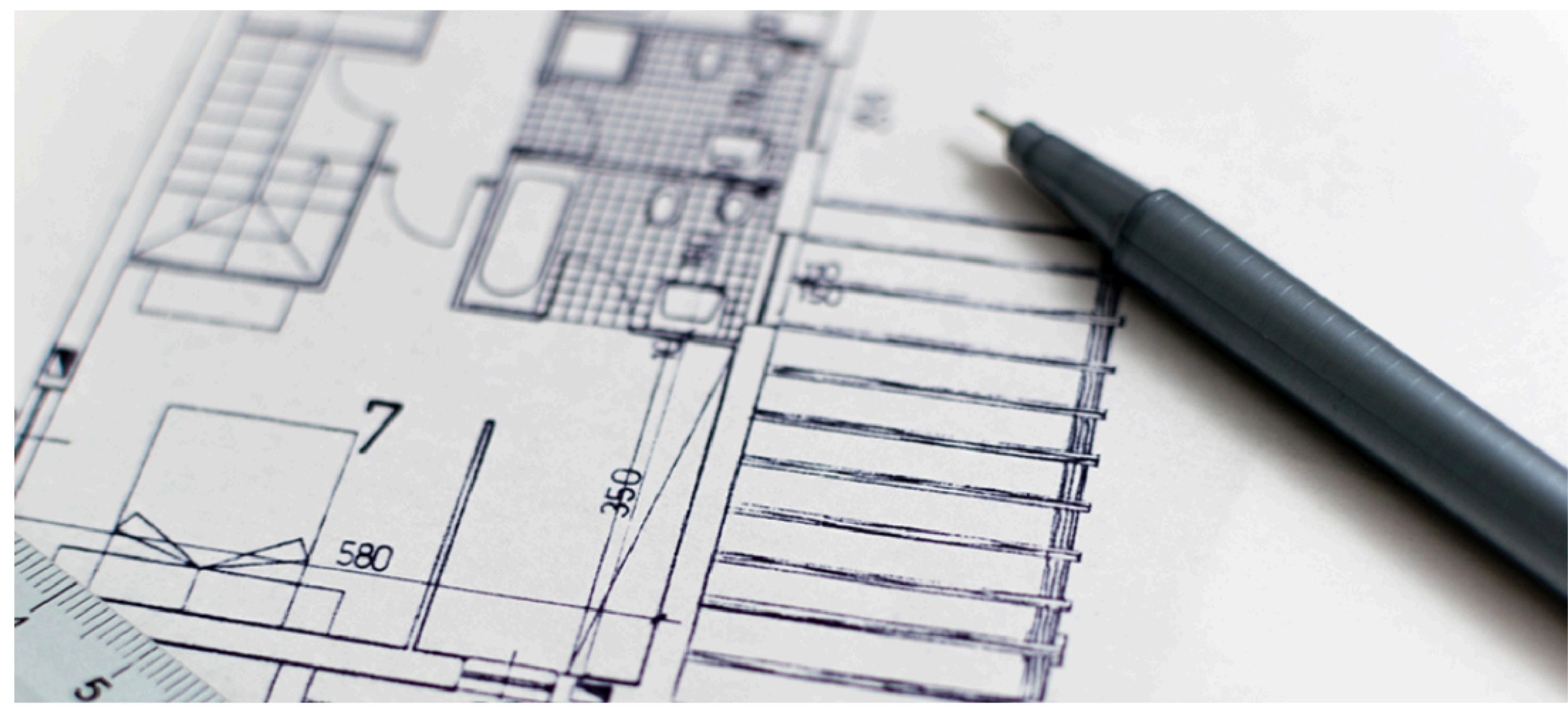
PROTOTYPE



FINAL WEBSITE

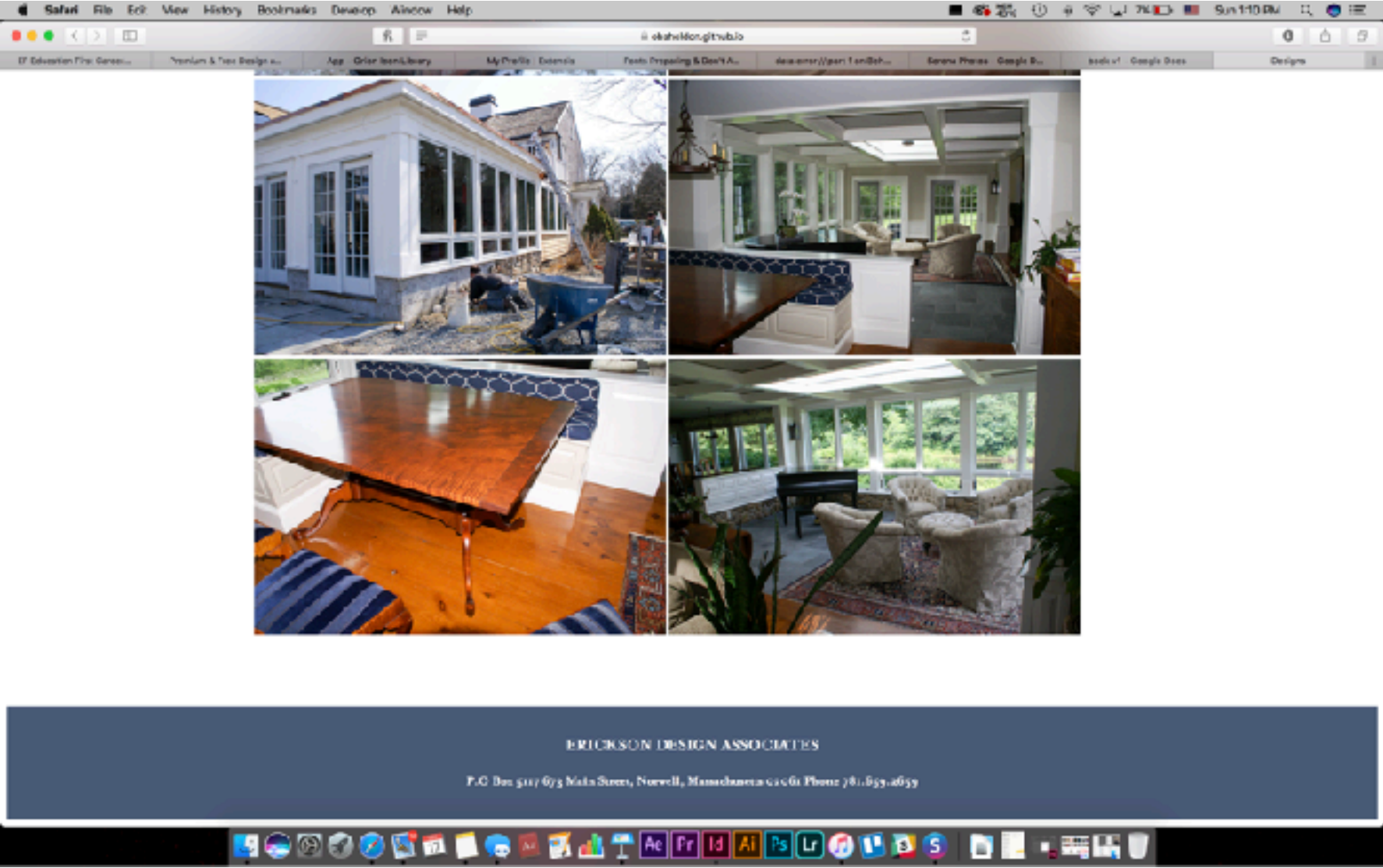
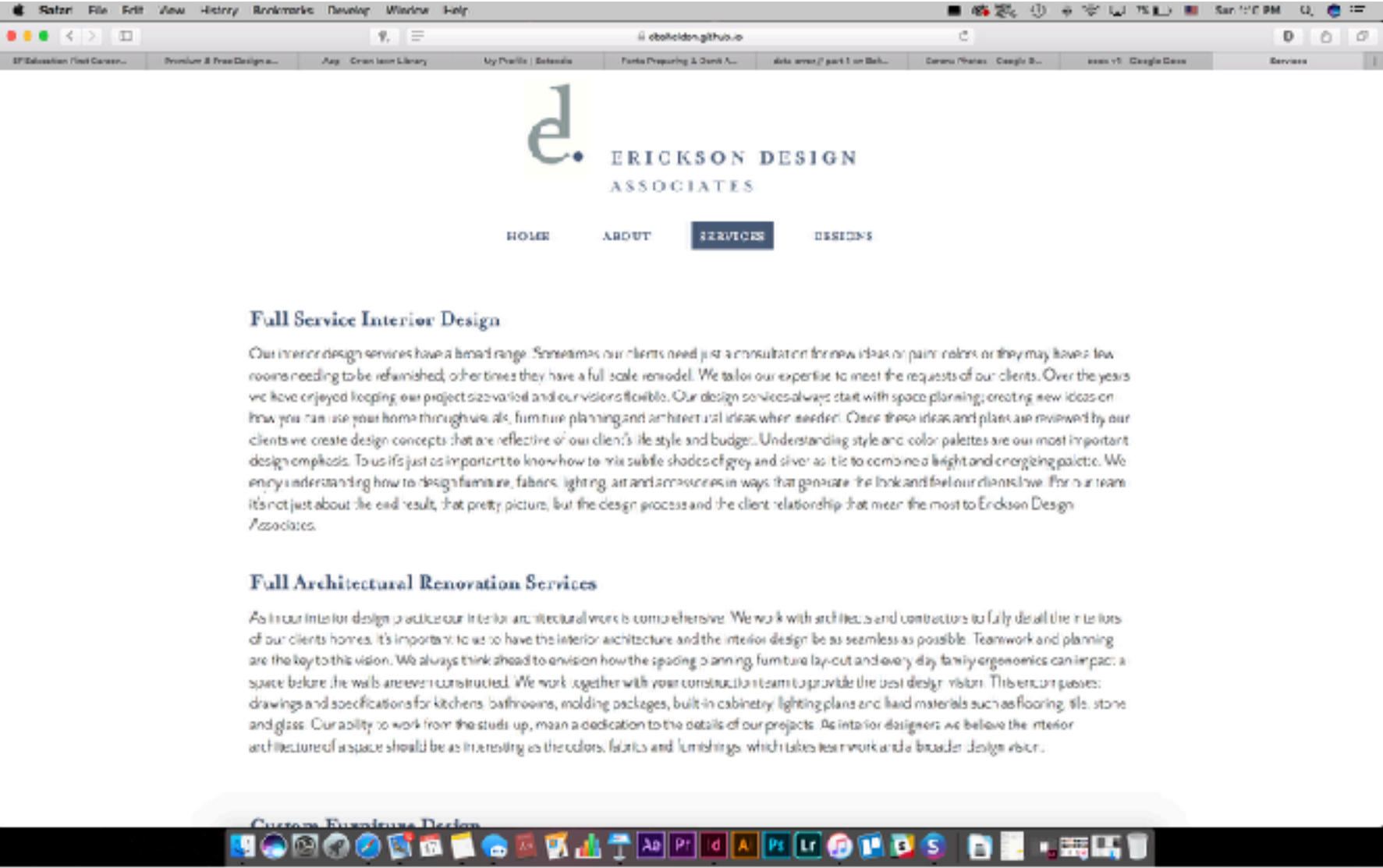
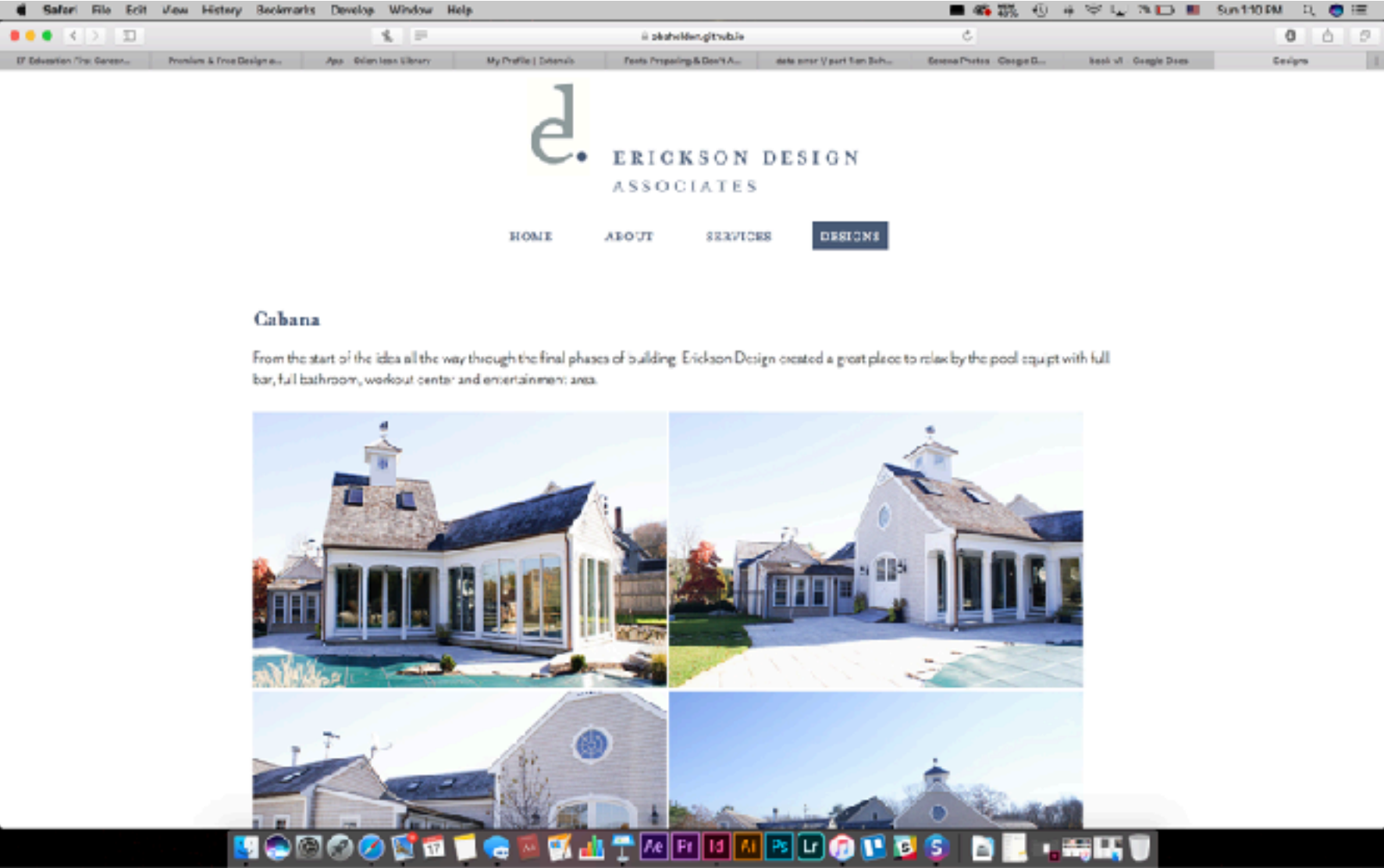
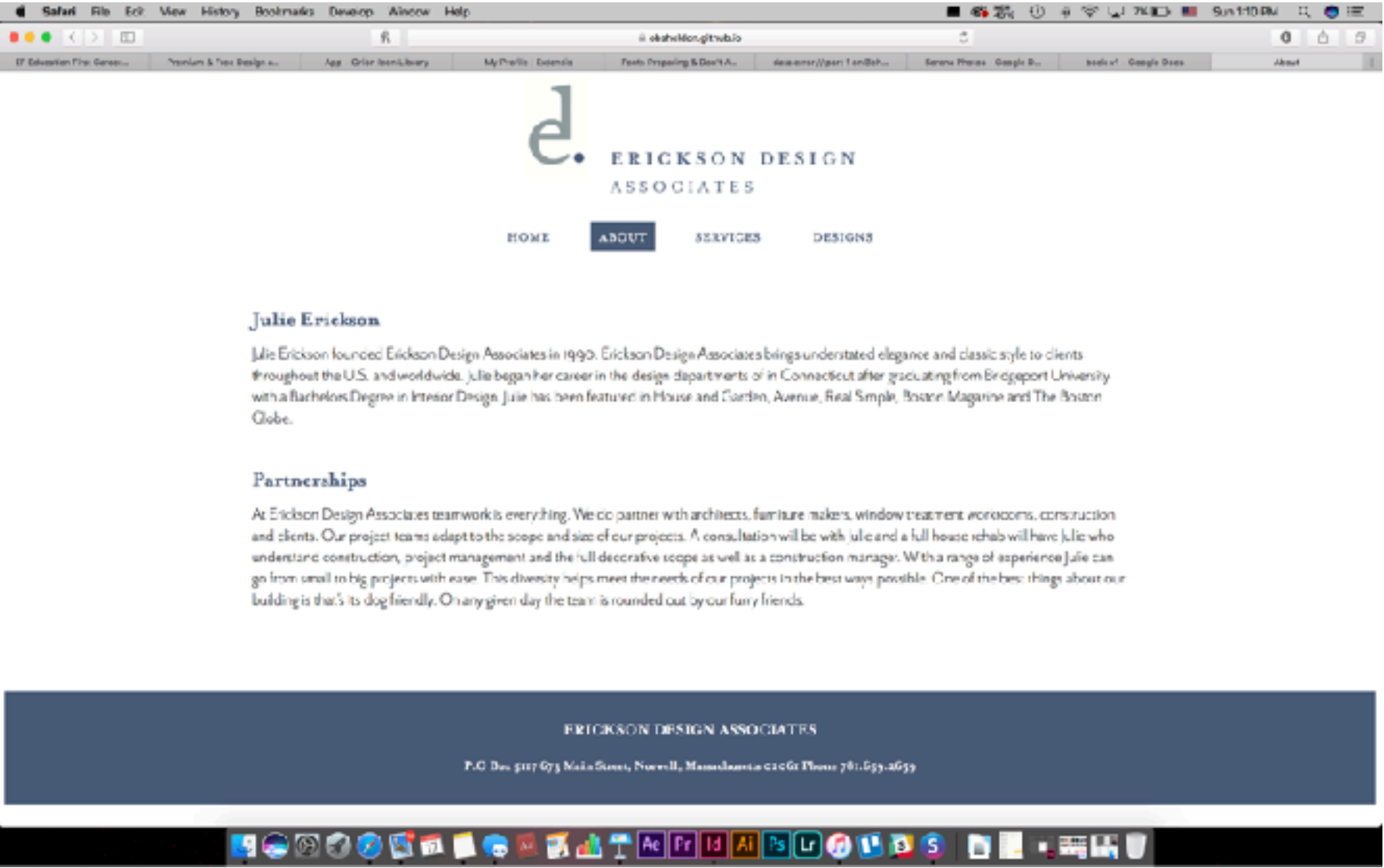


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- DESIGNS



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.



[HTTPS://OBSHELDON.GITHUB.IO/INDEX.HTML](https://obsheeldon.github.io/index.html)

THANK YOU