CS 142: FINAL PROJECT

SPRING 20014

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We chose to create an original website for a small, part-time carpentry business founded by two recent uvm graduates. They have a pre-existing site created through a paint-by-numbers design software template implemented by a business called vix. The most immediate drawback of this site was it’s longwinded url with the host’s name included. The site appeared to be well designed and had spaces for many pictures, but upon closer inspection, we found users were often confused.

Our final project is a site for this small business, Penguin Home Improvement LTD. They offer many home repair, and home improvement services. The two principals, Liam and Zach, are skilled carpenters and will use this to promote their business to the public in the Burlington VT region. We made sure to include their location and a list of surrounding areas that they are able to reach.

We intend to present this business to the public. The main page includes a brief introduction as to what the business does and what services they offer. Samples of their work (in the form of images and testimonials) are provided with a services section. A user can get an estimate by filling out a form or calling a clearly displayed phone number. A menu item labeled “About Us”, leads to photos and a brief bio.

This site is designed to give a potential customer a lot of information and make it very easy for them to get more information and even information specifically tailored to their request.