**Capital Calls**

**Branding**

**1. Target audience** – 18-35 men, new, up and coming hunters

**2. Feel & mood** - we are trying to achieve 🡪 sleek, modern, edgy and tough

**3. Colors** – red, grey, black, white – to match colors of calls – to keep with the Canadian theme and edgy feel

**4. Logo** - Associate with Canadian Maple Leaf, incorporate flying geese/ducks into this as well. (Jackie took photos of Eric’s drawings for logo ideas)

**5. Examples of styles you like:**

<http://www.foilesstraitmeat.com/home/>

<http://addictioncalls.com/>

**Hosting & Domain**

You will have to select a domain (e.g. capitalcalls.com). Go to GoDaddy.com and search domain names to see what is available. Once you have found a domain name you want to use – Call GoDaddy you can purchase the domain and hosting right over the phone. We could set this up for you if you wanted and just incorporate the costs into the budget. The domain will cost approximately $9.99/year and hosting prices range. Might be a good idea to discuss with GoDaddy all of the package options they offer to see what fits you best.

**Budget**

Now that Jackie and I know what it is you need we will be sitting down this week and creating a budget for the overall project.

**Due Dates**

Below you will find a break down of phases for the project. We understand you need the site completed by April 1st. Our goal is to have the site completed by March 25th. That gives one week to ensure that there are no hiccups.

**Photo Editing**

We have agreed to edit photos. We do ask that you consider getting a professional photographer or someone with good photography skills, as great photos can make a great impact on your site. Another thing to consider when taking photos is to keep them consistent. Use the same background for every photo (this more so applies to product photos). Try to find a background that is simple and does not take away from the product or main content of that photo.

**Search Engine Optimization**

Eric mentioned how important this is to you guys. We can agree. Ensuring your site comes up in a quick Google search for anything from goose calls, duck calls to duck and Canada goose, will help to enhance your online business. We can help to achieve this through our coding. We will have to do some research into this as there may be a cost involved in achieving this at it’s full potential.

Your Canadian competitor <http://recalldesigns.com/>

**Project Phases**

**Phase 1**

Logo Design x5 & up

Home Page Design

\*This will be completed in Photoshop but we will be sending you jpg images of these

\*Client approval - **week of Feb 17th Kate will be in Kingston and Ottawa**

\*We need content and images

**Phase 2**

Design Revisions

Add in design of remaining pages

\*Client approval

**Phase 3**

Code website

Test features (This is where we ensure everything works. (E.g. transitioning through pages of the website, placing an order online, sending an email, etc.)

\*Client approval

**Phase 4**

Site revisions

\*Client approval

**Phase 5**

Launch website – this will take place March 25th

Introduce client to Content Management System (Wordpress)

**Website Page Breakdown**

**Home Page**

* Image slider – Eric decided this was not necessary
* HEADER will include logo large and in charge at the top with the 3 top dogs beneath this – SLOGAN “True Canadian Slang”
* Mission statement right on the home page, as oppose to an About Us page (you will have a Pro Staff introducing all of you)
* Followed by the navigation bar
* Then store gallery – quick product selection – similar to what they have here <http://addictioncalls.com/>
* Social links – share to Facebook and Twitter (any other social media outlets you want to share with?)
* Checkout cart will be something that is displayed on each page most likely in or near header – so that the customer can add items to their shopping cart and continue to browse website.

**Header**

* Logo
* Slogan
* Social media?

**Footer**

* Repeated navigation / site map
* Social media icons
* Join mailing list
* Quick contact form <http://gethiddenoutfitters.com/sample-page/>

**Navigation**

* The navigation options will be: Home, News, Pro Staff, Tutorials, Store, Contact Us

**Store Page**

* To decide what sort of layout they want for this – details on
* Drop-down menu will include (Goose Calls, Duck Calls, Men’s Apparel, Women’s Apparel)
* The customer can select items to add to their shopping cart.
* An option to checkout – go to shopping cart and pay for purchases

**Checkout page**

* This can be a navigational item or an icon of a shopping cart in header
* Customer will need to complete a form (name, address, phone number, email)
* Option to join mailing list
* Inventory checker for users purchasing product (This will help to ensure you are selling more products online than you have in stock)
* Pay Pal and credit card option (We need to look into security for credit card option when customer is not using Pay Pal. Pay Pal already has a secure payment option).

**Pro Staff Page**

* Foiles layout – horizontal with MORE option <http://www.foilesstraitmeat.com/home/>
* 3 Founders at the top (gold staff members), with pro staff underneath
* Photos and bios for each

**Contact Page**

* Contact form sent to the guy’s email
* Option to join mailing list (“Join our mailing list and receive notice of new products, promotions and sales.”)

**Tutorial Page**

* YouTube videos are visible to view on Tutorial page
* Videos of the guys uploaded to YouTube then shared on page – no redirecting. You want to keep the user within your site and not to send them to YouTube or elsewhere.

**News Page**

* New products coming or now available
* Where the guys are going be (E.g. outdoor shows, autograph signings, etc.)

**What we need from you**

* Any images you would like displayed on your website (image of the 3 of you for header, all of your profile pictures for Pro Staff page, product photos, etc.)
* Content for the website (Mission statement, Bios, etc.)

**Kate Gollogly**

**Jacqueline Liu**