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Final Project

Business Statement - *(Made up by me as the business is not currently operating)*

At Jenny Kucy Consulting, we believe that every person should be able to thrive in their workplace, regardless of their race, gender, sexuality, ability, or any other aspect of their identity. We work with businesses to create inclusive cultures where all employees feel valued and respected, and where differences are celebrated as strengths. Our approach is collaborative and customized, we partner with our clients to identify areas for improvement and develop strategies that will make a meaningful difference. We are committed to fostering change and helping our clients create workplaces where everyone can bring their whole selves to work.

Project objectives

- A clear and professional design that reflects the consultant's brand and expertise.
- A detailed "About" page that includes a description of the business's values and goals.
- A "Services" page that outlines the specific services the consultant will be offering.
- A "Testimonials" or "Case Studies" section that highlights previous clients' experiences.
- A "Contact" page that provides an easy way for clients to get in touch with the business.
- A blog or "News" section for visitors to find further information on the topic of inclusivity and diversity.
- An FAQ section for clients to review previously asked questions.
- A simple navigation that makes it easy for visitors to explore the website.
- Responsive web design to suit all screen sizes.

Project Description

The project involves creating a modern and professional website for a diversity and inclusivity consulting firm. The website will serve as an online platform to showcase the firm's services, values, and expertise in the field. The design will be user-friendly and accessible, with a focus on clear and concise communication; it will be responsive and cater to all screen sizes. The website will feature information on the firm's values, approach, and past clients. It will also provide resources and tools for businesses looking to improve their diversity and inclusivity efforts.

How will Jenny Kucy Consulting benefit from this design?

This website design will provide Jenny Kucy Consulting with a professional online presence improving her credibility; the website will highlight her commitment to creating an inclusive workplace culture. It will also increase visibility for her business and services to potential clients;

the website includes several avenues of communication, and clearly states her areas of expertise through both client testimonials and webpage content. In addition, further emphasis can be given to SEO to boost website engagement. Lastly, this website design will give Jenny Kucy Consulting a competitive advantage over others; in today's market, having an online presence is crucial to the success of any business. Further, a website that promotes commitment to diversity and inclusivity is more likely to attract new visitors.

Flow of Webpages

index.html	> Navigation	> LOGO	> index.html
about.html		> ABOUT	> about.html
services.html		> SERVICES	> services.html
contact.html		> BLOG	> blog.html
reviews.html		> CONTACT US	> contact.html
privacy.html		> CROSS REFERENCE	> cross-reference.html
faq.html			
	> Footer	> ABOUT	> about.html
		> CONTACT US	> contact.html
		> SUBMIT REVIEW	> reviews.html
		> PRIVACY POLICY	> privacy.html
		> FAQ	> faq.html
		> SUBSCRIBE TO OUR NEWSLETTER	> contact.html

The webpages highlighted above all share the same navigation. The nav menu consists of a logo acting as the 'home' button, this is accessible from every webpage. There are also five link elements to navigate the user to the appropriate webpages. Similarly, all these webpages share the same footer elements. The footer consists of five links, three of which do not appear in the nav, and one subscription form which navigates the user to the contact.html webpage. Within these webpages, the only way to navigate forward is via the links in the navigation bar or the footer.

blog.html	> Navigation	> LOGO	> index.html
		> ABOUT	> about.html
		> SERVICES	> services.html
		> BLOG	> blog.html
		> CONTACT US	> contact.html
		> CROSS REFERENCE	> cross-reference.html
	> container	> Blog 1	> External blog
		> Blog 2	> External blog
		> Blog 3	> External blog
	> Footer	> ABOUT	> about.html
		> CONTACT US	> contact.html
		> SUBMIT REVIEW	> reviews.html
		> PRIVACY POLICY	> privacy.html
		> FAQ	> faq.html
		> SUBSCRIBE TO OUR NEWSLETTER > contact.html	

The blog.html shares all the navigation and footer elements mentioned for the previous webpages, however, it also includes three externals' links that redirect the user to the appropriate resources.