

Property Upkeep NZ Website

Ryan Bakker

Timeline

Thursday 7th May	Friday 8th May	Saturday 9th May	Sunday 10th May	Monday 11th May	Tuesday 12th May
Title Page Choose Client Client Profile Target Audience Market Postion Objective	Constraints and Specs Proposal Moodboard	Sourcing Content Wireframes	Website Development	Website Development	Website Development
Wednesday 13th May	Thursday 14th May	Friday 15th May	Saturday 16th May	Sunday 17th May	Monday 18th May
Website Development	Website Development	Website Development	Website Development	Website Development	Website Development Hand In

The Client

Property Upkeep NZ has only been operating for a few years, starting in 2017. The home maintenance company is based in Highbrook, Auckland. Providing services across several zones in Auckland. Property Upkeep NZ offers a wide range of services. Ranging from hiring out water blasters to house washing services. Currently, the client is only in contact with clients through their Facebook page, created when they started. So far the owners have been comfortable with working from the Facebook Page. But now they want to create more of a professional look for their brand.

Market Position

Property Upkeep NZ has grown steadily since opening in 2017. Their operation through Facebook has been beneficial as it has helped people find their business and use their services. There are quite a few similar businesses in the Auckland area offering the same services. All of which offering around the same prices for services. Property Upkeep have very good ratings and testimonials, which is something they're prided on.

Target Audience

The company's services are mainly targeted at home owners and landlords. As these are the people that would organise the maintenance of their property. Landlords are also targeted as they are responsible for maintaining a high standard of living in tenants accommodation. Because of house prices in Auckland, this demographic is aged approximately between 35 and 65. They have a good income, and are residents of Auckland with no specific ethnicity.

Objective

The objective is to create a simple website for Property Upkeep NZ to help streamline the process of booking services and contacting the company for customers. Concept wireframes will be created using wireframes.cc and the final website will be created using HTML and an external CSS document in Adobe Dreamweaver 2020.

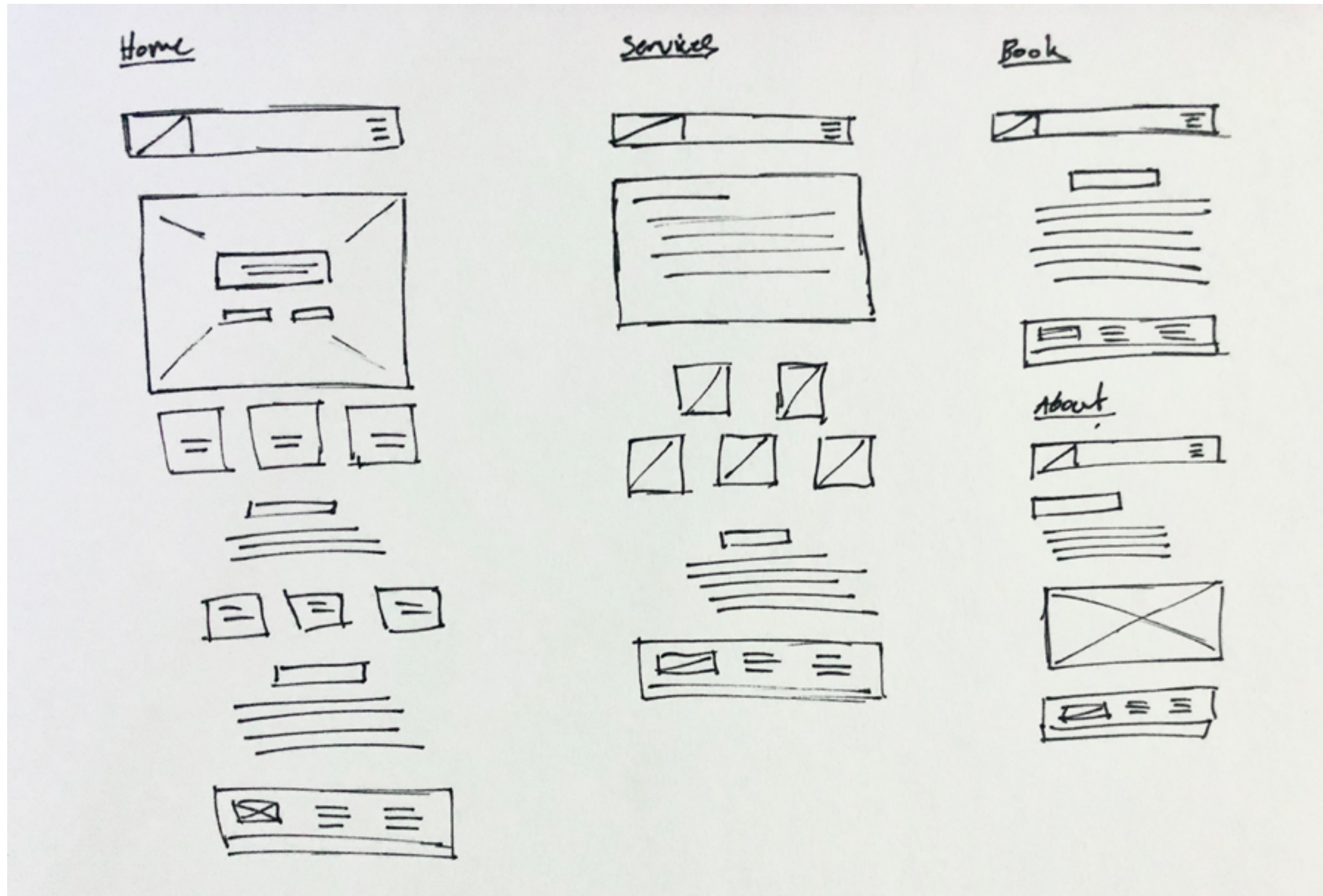
Constraints and Specs

- 4 - 5 Pages
- Coded using HTML 5 and CSS 3
- Images are at 72ppi
- Has a header containing the company logo and a navigation bar.
- Has a footer with links to social media and contact information.
- There is a map that shows customers where the depot is located.
- There is a system to easily get in touch with company through Facebook Messenger

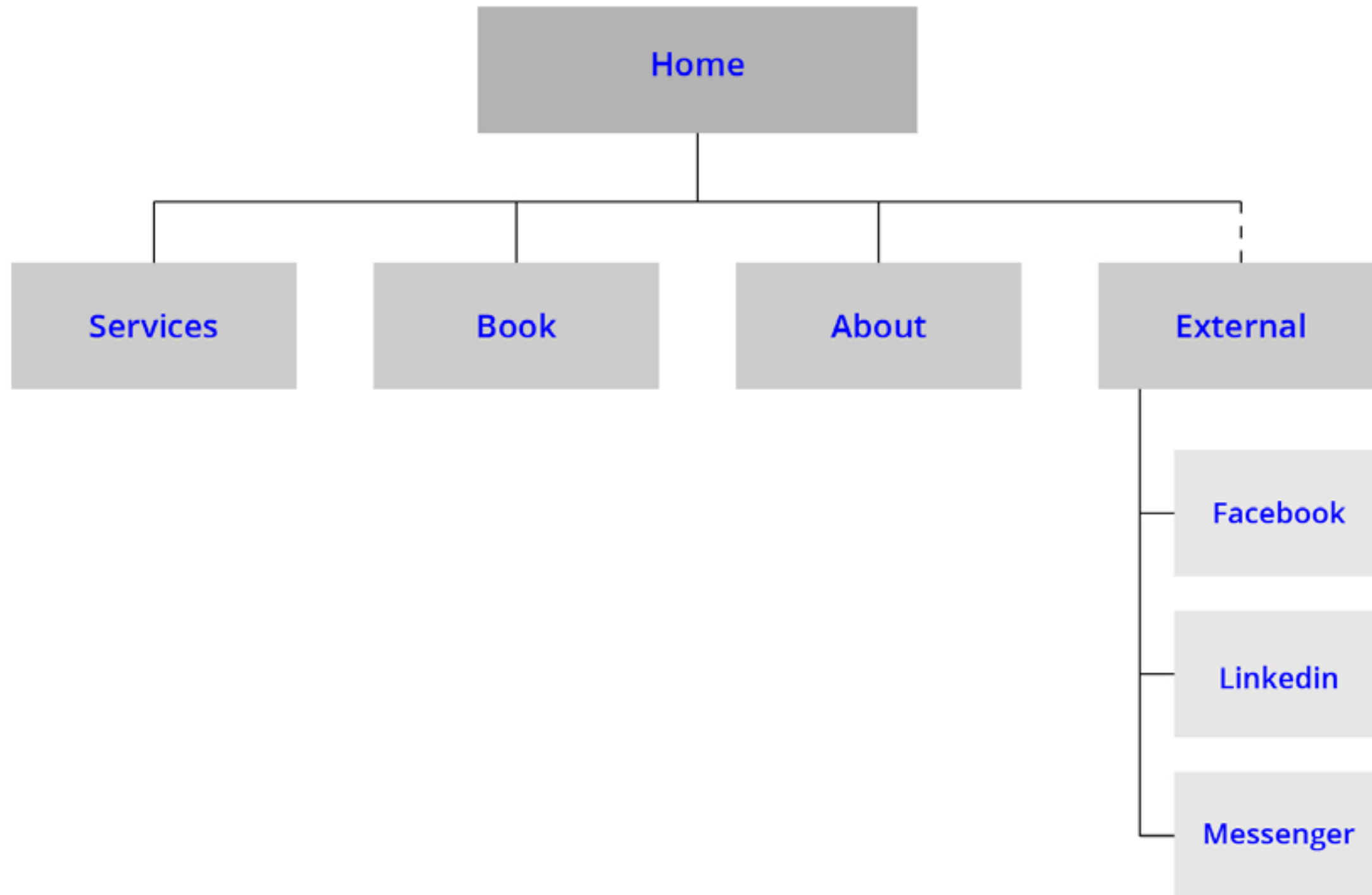
Proposal

Create a four page website for Property Upkeep NZ. Creating a more streamline and professional system for customers to use for booking services and seeing what the company can offer. The website will be targeted at home owners and landlords. The website will emphasize the companies impeciable ratings and testimonials by previous customers.

Wireframes



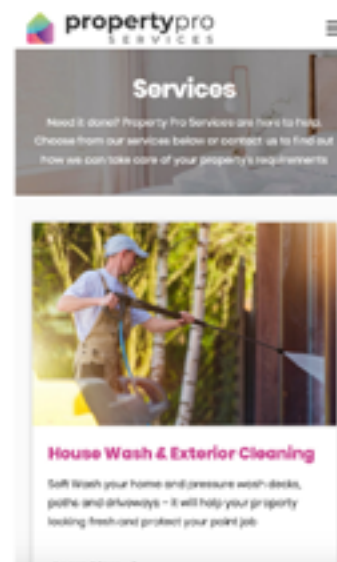
Sitemap





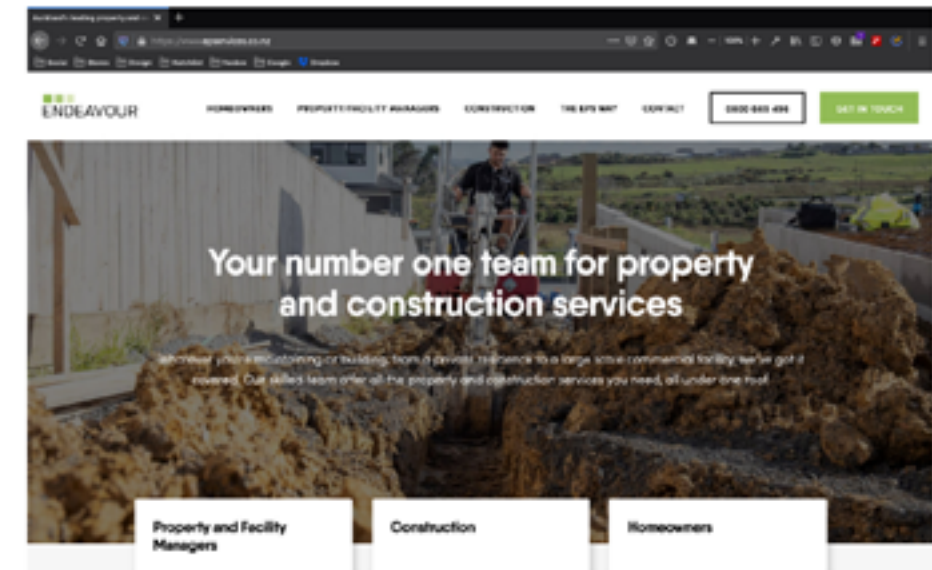
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Open Sans
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Web Formative One

Considerations:

- Four - Five pages
- Logo / header
- Nav bar
- Blocks of text
- images
- maps
- forms
- social media links



The Client:

- who is the client
 - what is the client wanting
 - client proposal
- Home maintenance company
 - Covers several zones
 - Papakōwhiri / Mānukau
 - Franklin
 - East Auckland
 - Waitohere
 - North Shore
 - Hibiscus Coast
 - Māharaia Coast

PROPERTY UPKEEP LIMITED

PROPERTY UPKEEP NZ

They want to have a website to clearly show the services they provide. As well as have a streamline system for people to book a maintenance job.

- Business has only been operating for a couple of years, since 2017.
- They currently work through Facebook, being one of the best places for customers to get in touch.
- The company is located in Highgate and covers several areas, around Auckland.

Provided Services:

- Interior / Exterior Cleaning
- Roof / Guttering care
- House wash - water blasting
- Window cleaning
- Hire:
 - water blasters
 - paint sprayers
 - lawn mowers

A) Pages:

- Home
- Residential
- Commercial
- Hire
- About
- Contact

B) Pages:

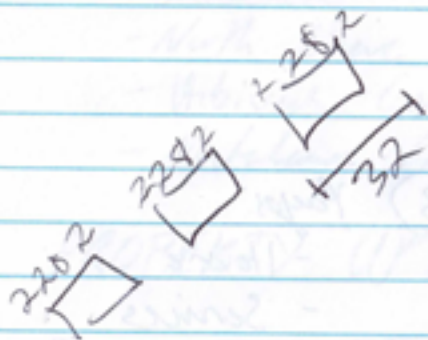
- Home
- Services
- ~~Home~~
- Book
- About Us

- Title Page
- Timeline
- Client Profile
- Target Audience
- Market Position
- Persona
- Objective
- Constraints & Specs
- Proposal
- Existing sites & Moodboard
- Content for website
- Mindmaps
- Wireframes
- Final Code



Content

House washing
Window Cleaning
Man with van



$$\begin{array}{r} 28 \times 3 \\ - 100 \\ \hline 1 \end{array}$$

Home

Navigation Bar

- Logo left
- Home
- Services
- Book
- About

Banner

- Heading
- Services & Book Button

Containers

- House Wash
- Gutter Care
- Window Cleaning

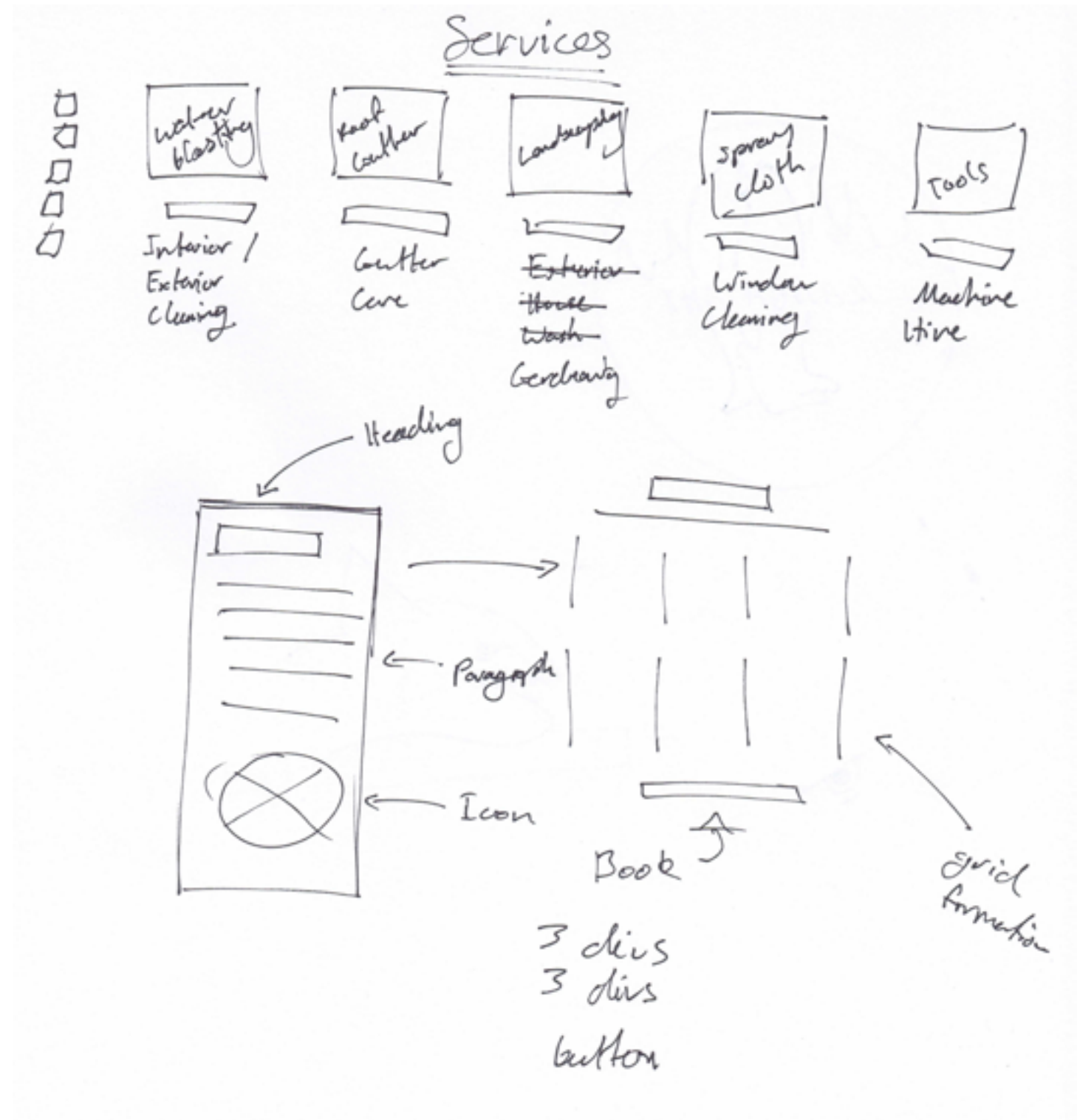
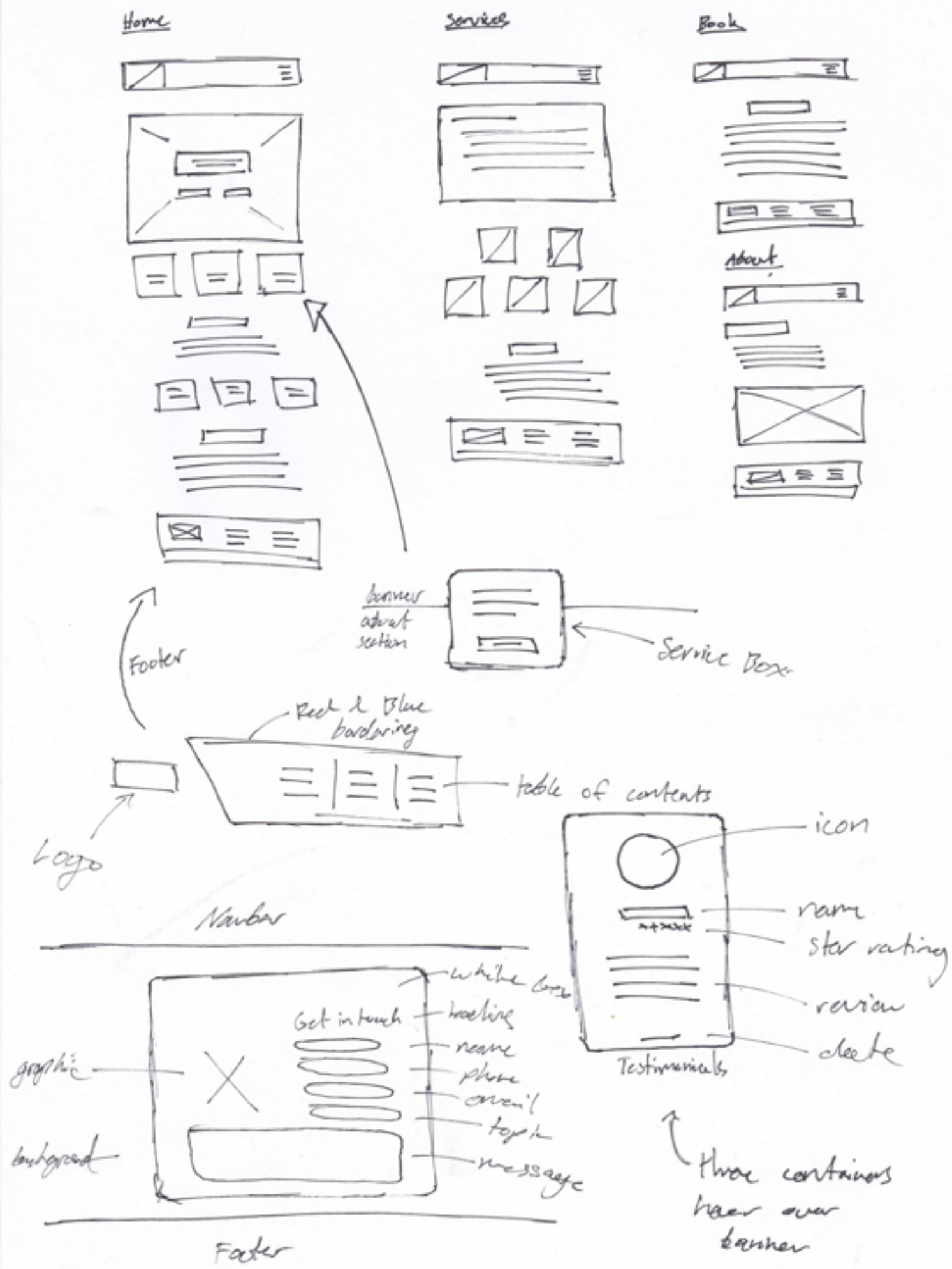
About Company

Testimonials

Booking Form

Footer

- Logo
- Social Media Links
- Contact Links
- Pages
- Copyright



Feedback

Georgia
16/05/20

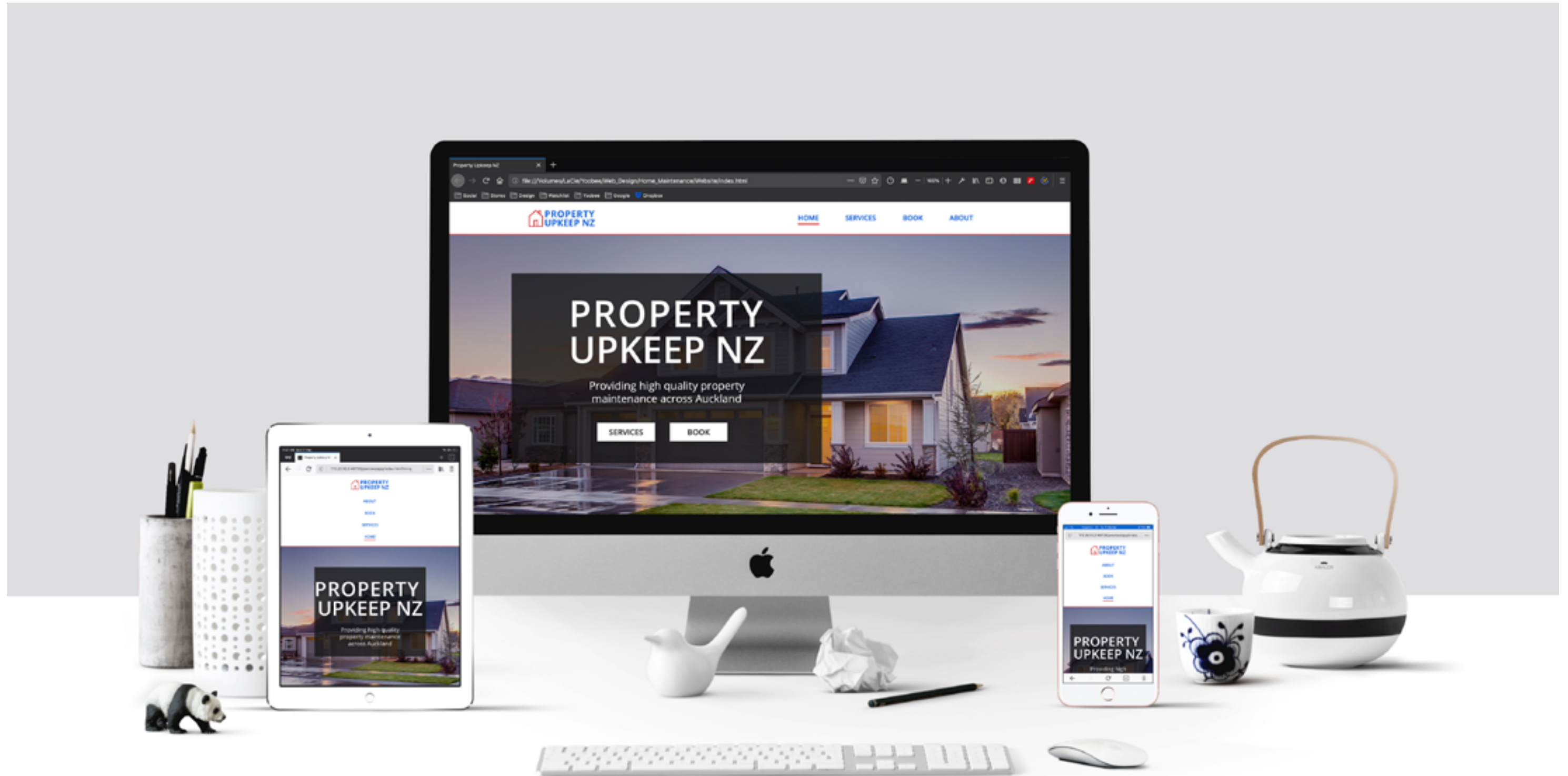
- The website is easy and simple to use.
- Buttons, links, graphics are all colour coordinated.
- Very realistic website.
- Looks professional
- There isn't much information about the company on the website.

Gabriel
18/05/20

- Footer seems to have a different font in comparison to the rest of the website.
- Buttons seems to not be very consistent over different pages.
- Have you considered having a link to home page by adding a hyperlink to the logo?

After coding my website based off my concepts / wireframes. I got feedback on my website to help refine it. I have considered all the feedback and have used it to make my website more refined.

Final Design



Reflection

What worked well throughout the process?

I found sketching and writing down my ideas on paper worked well before I started coding. As well as the wireframes, I also drew basic structures and layouts of containers and measurements between assets. I found by using pen and paper first, I was able to better understand the result I was trying to get.

What could be improved or changed for your Summative?

For the summative I will start by coding for a mobile phone, and make my way to bigger screens. When I started coding my website, I hadn't considered this. I was able still able to make my site mobile friendly, but all I did was make it harder for myself to do. By starting with a mobile phone screen size, coding the website will be more streamline and easier to workthrough.

14/05/20 - <https://www.vecteezy.com/free-vector/cleaning>

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