**Sunday Akobundu – CMST 386 – Project 2**

**Client and Topic:**

My final project will be a website for would be for **Split Studios**, a friend who runs a videography/photography business for social events. I have admired his business ideas and work ethic in recent months, an idea of a website has been discussed in the past and most recently to showcase his work for clients.

**Development Process and Engagement:**

I am creating this website for a friend, who is a client. To create this website to achieve the user’s expectation, I will be collaborating with the client in all expects of development. I will be conducting interviews throughout the development process to gather website requirements. Discussions would be had regrading website layout, user experience, communication contact method set up and FAQs section, etc.

**Testing:**

Website testing is the final stamp certifying that the website is up to standard for the client’s requirements. Different types of testing would primarily be centered around functional, Non-functional, and performance testing to cover required grounds. Testing would be conducted on popular browsers such as Google Chrome, Safari, and Microsoft Edge.

**Description:**

This business is to introduce clients to a modern, yet affordable type of event photo/videography using a combination of high-tech photog/ videography equipment(s). It’s been a vision to modernize photo/videography with an open mindset of giving the clients their ultimate satisfaction.

The purpose of the website is for the business to have an organized portfolio to showcase different type of events curated that speaks for its expertise and attracts new clients in the Washington DC metro Area. The target audience for this business are young adult and middle-aged adults who are interested in modernizing their photo/videography experience for their events through modern technology. They would enjoy and appreciate the work put in to transform their ideas into reality. Essentially the age range is 18 to 45 years old of both genders primarily in the black and Hispanic communities, based in the Washington DC metro area.

Identifying the target audience would have an impact on me in the development of the website. It would motivate me to be very meticulous in organizing the menus, navigation, and images to be appealing and accessible easily. Unique contents created, written, or designed by me would offer texts, images, and creative ideas that are relatable to the targeted audience. For example, 360 camera Booth experience (for up-close unique pictures and videos). The contents I will get to create this website from other sources are images, videos, and testimonials. This website contents would be updated every two-weeks minimum.

**Growth and Maintenance:**

As a start-up business, there is an expectation of continuous growth over time to achieve customer satisfaction. Currently, the “About Page” will just be a few descriptions of how the business started and goals. As time goes on, it will expand to more activities or company personnel. Over time, “Reservation Page” would include options to schedule and reschedule by the clients within a reasonable timeframe without necessarily contacting company personnel. The “Testimonial Page” will continue be expended to accommodate more client’s testimonies of the great services that were provided. The “Pricing Page” would continue to evolve as more services and pricings are added. Lastly, accommodations would be made for the “Gallery Page” to accommodate continuous picture/videos being uploaded

While developing the website, I will keep a repository in Microsoft OneNote where I will keep notes of the requirements and comments for maintenance. With that information stored, it is easier to keep organized, update and stay on task with upgrade information. The website site would require maintenance mostly on the “Pricing, Testimonials, and Reservation pages” to keep currents as client would be using them the most twice a month. If information changes on other pages, they would be updated as well.

**Organization:**

The organization of the website would be that of a hybrid model, pages for the website would be the following main contents: **Home, About Me, What We Do, Gallery, Pricing, Reservations, Testimonials, FAQs, Contact Us, Privacy policy**. The sub-topics for “Gallery Page” would be pictures and videos, “Reservation Page” would be view appointment and make reservation.

The page layout and navigation would be a hybrid model, combination of and hierarchical models. I chose this model in part of understanding the targeted audience and because it best grants the user flexibility and accessibility to navigate the website information with less clicks to locate contents. From personal experience, going through more than three subcategories to get to a content is defeating and not user friendly.

Website Diagram- **Split Studios** Diagram

Description automatically generated

Home Page 1 wireframe # Wireframe

Graphical user interface

Description automatically generated

Interior Page 2

Graphical user interface, application

Description automatically generated

**Security:**

This website would have some e-commerce element, as some clients would be making reservations online with their credit cards. Its imperative to protect the client’s financial information, sensitive information such as passwords or credit cards would be protected. First step of safety and security would be ensuring that both the HTML 5 and the CSS3 used for this website are validated. This would set the initial parameters of acceptable errors and limit ill-intended individuals who may want to manipulate the site. The domain host would carry the larger security protection such as SSL/TLS.

While most of the website server security would be handled by the host domain, I would take additional steps as the designer and developer to implements additional security. I would ensure that both the HTML 5 and the CSS3 used for this website are validated.

**Web Hosting:**

When it comes to choosing a website host, my client is very precise and wants to stay within budget on the initial start of the website. Per discussions, there are key elements which are essential that this potential domain host should have such as**: Website security, customer support, highly efficient up-time rating, cloud storage, domain leasing fee, ecommerce features, and SEO features.** I will present the clientwith top five web hosts that meets the mentioned criteria for a possible selection.

With clients going make reservations with their credit cards, security feature is a must have for Split Studios. SSL would be incorporated via browsing protocol HTTPS; this will allow the client to feel comfortable see the padlock sign top left of the search bar on the website. SSL would provide authenticity, integrity, and encryption to Split Studios website.

The scripting and programming languages that this website would support would be HTML5 and JavaScript. Both would allow for end-user interaction between the website and the users for transactional executions. I verified that the domain name of **photo-split-studios.com** is an available domain name to use, it also includes the company name for easier familiarity with clients.

**Marketing:**

This website would be promoted using several digital media platforms. With the current social media power, there would be heavy social media presence to reach targeted audience. The website would utilize the following social media platforms: Facebook, twitter, Instagram, snapchat, YouTube, and TikTok presence.

Additionally, search engine optimization would be implemented during the website planning and building process. Keywords and descriptions of the website contents would be used as meta tags to match contents on the pages. Hierarchical heading tags will also be employed to organize contents on the web pages.

**References:**

SSL Support Team. (2021, April 21). *What is ssl?* SSL.com. Retrieved September 11, 2021, from https://www.ssl.com/faqs/faq-what-is-ssl/.