



DESN 214

Midterm

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Description of Website

For the past few weeks, I have finalized on creating a website for a construction company. My dad owns a construction company and I made his website using WIX.

However, I didn't know there was so much more that goes behind web designing and the layouts. I created it solely based on aesthetics, rather than the technicality of it all so I've decided to use this opportunity to learn about web development as well as improving the website I already have for him.



Market Research

There is plenty of competition when it comes to construction companies. When you think of construction, you think of big companies like Home Depot and Lowe's, but there are also plenty of local businesses that provide the same services and products.



Market Research

This will appeal to those looking to start a home project. It will also be marketed to contractors who are looking for new and innovative products to use on their next project.





The “Brand” & Purpose of Site

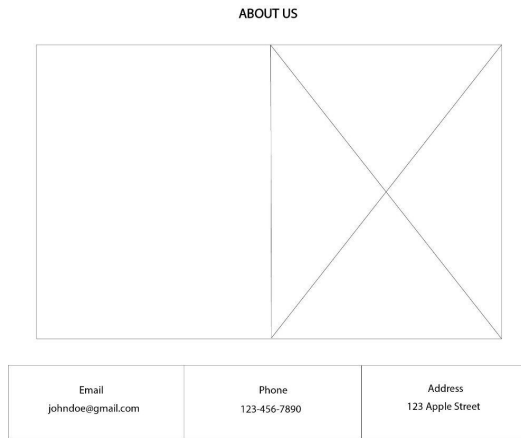
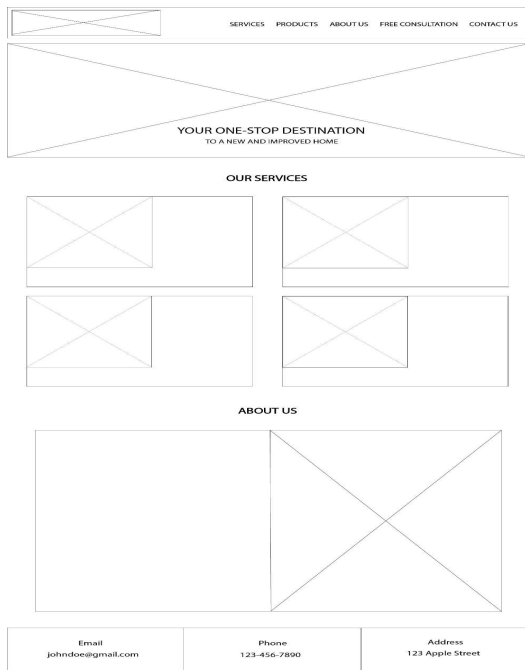
The brand is Wondertech Building Supply. It is a contracting business, but it also sells products needed to carry out contracting services.

The purpose of the site is to showcase the company and bring in clients

I would like to provide a space where users are able to browse through the portfolio and see the work that the company has done in the past.

I also wanted to incorporate a scheduling system on the site for users to schedule consultations for their home projects.

Sitemap/Sketches and Wireframes



Home



Services

Products

About Us

Free
Consultation

Contact Us

Building Material Supply

Portfolio

About Us Info

Form for Consultation
Appointments

Phone

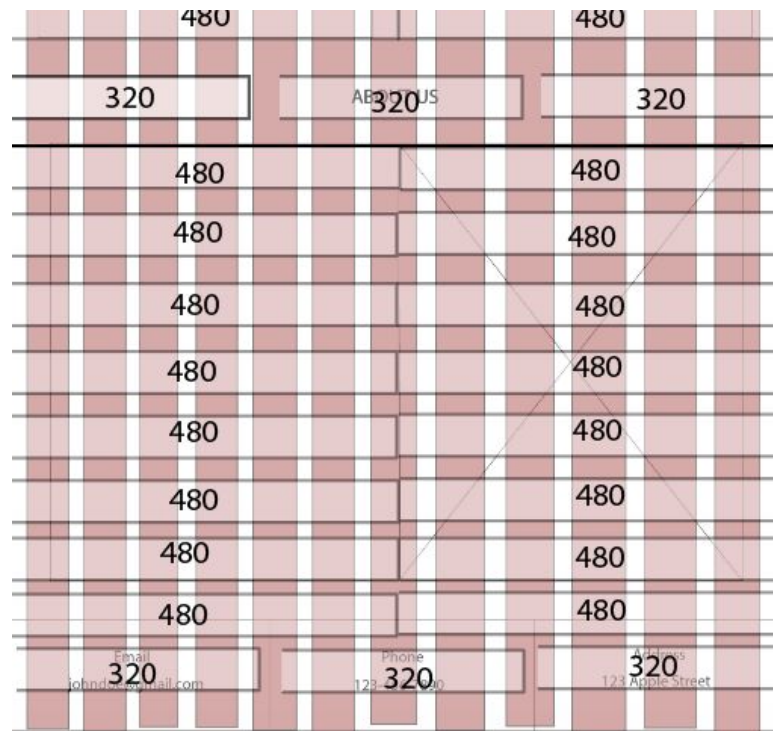
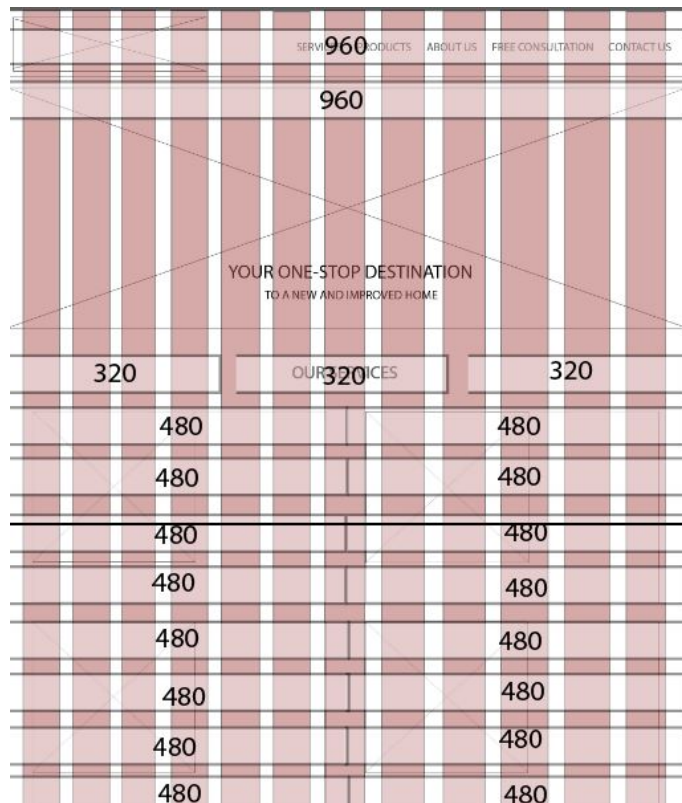
Outdoor Projects

Address

Kitchen and Bathroom

Email

Everything Else





Logo Design

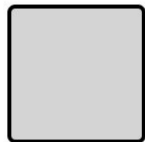
The logo is quite simple. It doesn't have too much going on and gets straight to the point.



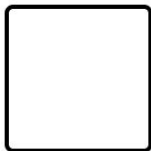
Color Palette



Name: Black Chocolate
Hex: #1B1811
RGB: (27, 24, 17)
CMYK: 0, 0.111, 0.370, 0.894



Name: Light Gray
Hex: #D4D4D4
RGB: (212, 212, 212)
CMYK: 0, 0, 0, 0.168



Name: White
Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: 0, 0, 0, 0





Asset Rules

PNG or JPG format for photos in portfolio slideshow

No videos necessary