

Web Project Documentation

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Course Name: COMP 2680

Semester :Winter 2021

Submission Date: 12/4/2021

Business Statement:

Our mission is to assist our clients in presenting a professional front to the marketplace. Presentation is everything and we believe this at UI Direct. This is why we offer the array of services that we do. Our clients need to showcase themselves in a professional manner - and this is why we offer web design, graphic design, Internet marketing, social media management, and much more. Today, consumers are everywhere. They look at websites, they look at Facebook and twitter, they look at letterhead, and they look at everything else in order to determine whether a company is "worthy" of doing business with them. If you fail to provide a professional image in any one of these areas, you may fail to obtain the level of business and thus the level of success that needs to be achieved. Our mission is to help with your professionalism through the services that we offer.

Project Objectives:

Ensure More Sales:

This is the most popular goal for e-commerce websites that sell products or services online (SaaS also falls into this category) and is best for companies that want to maximize their online sales.

Increase customer support:

Measuring online customer satisfaction is tricky business but if your website's objective is to improve customer satisfaction through user experience, then you should consider qualitative research in the form of surveying your customers before and after a redesign.

Reduce website management costs:

This goal can measure the reduction in time (and money) spent on running, supporting and maintaining a website. It can be measured in man-hours as well as in dollars. This is a good goal for a company that is spending an exorbitant amount of money on support and maintenance of their website due to outdated technology, incompatibility with other systems, frequent downtimes, security flaws or other performance issues.

Business Benefits:

We believe with our skills and professional staff with over 10 years of experience, we can make any small-scale, mid-scale business shine online with the following tips in hand:

- The first thing for organizing the footer is grouping links and information. We can create several columns of relevant information like services, contact, links, and social media.
- This will make the website more engaging. We can add action buttons that allow users to subscribe to the newsletter or tell them to connect with us on various platforms.
- We think about the color, contrast, and weight of the text and background elements.
Everything should be readable.

- **Most people now-a-days use a wide range of devices to browse through the web such as mobile phones, computers, and tablets etc. We need to make the user get the best experience for any device the user uses.**
- **Using the clearest design and text possible so visitors will know what we mean.**
- **Creativity is great, but not when it comes at the expense of user experience.**