Development Report for The Broom Cleaning Services Website

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Introduction:

The Broom Cleaning Services website is designed to showcase and promote a residential house cleaning business. The focus is on providing high-quality, professional cleaning services to homeowners, ensuring their homes are clean, healthy, and comfortable.

Audience:

The target audience for the website comprises working professionals aged 25 to 55 who value a clean and well-maintained living environment but may have limited time to devote to house cleaning. The website aims to address their cleaning needs efficiently.

URL:
https://ter21016.github.io/wdd130class/the-broom/personalSite/index.html

Goals/Objectives:

With The Broom Cleaning Services website, the primary goal is to establish an online presence for a cleaning services company. The objective is to attract potential customers and provide them with essential information about the services offered. The website also serves as a tool for marketing and communication, aiming to increase brand visibility and customer engagement.

Design Process:

As a beginner in web design, the focus was on simplicity, user-friendly navigation, and a professional appearance.

I explored several cleaning company websites to gather inspiration and understand industry standards. This research allowed me to identify common features and elements that users typically expect on such platforms.

The chosen color palette was inspired by the idea of cleanliness and professionalism. The selected colors evoke a sense of cleanliness and hygiene, aligning well with the theme of a cleaning services website.

The chosen fonts are clean and enhance the readability of paragraphs, contributing to a polished and modern look.

The website was crafted to seamlessly adapt to different screen sizes and devices. This approach guarantees a consistent and enjoyable user experience, whether visitors access the site from a desktop, tablet, or smartphone.

This design process aimed not only to meet the functional requirements of the website but also to create a visually appealing and cohesive online presence for The Broom Cleaning Services.

Conclusion:

Completing this project has been a valuable learning experience. As a beginner, the process of designing and developing a website from scratch has provided insights into the fundamentals of web design. Navigating through HTML and CSS, understanding color theory, and making design decisions based on the target audience were crucial skills developed. Constructive feedback has not only improved the quality of this project but has also fueled my motivation to continue learning and refining my web development skills. In the future, I anticipate building on these foundational skills to create more detailed and advanced designs. I appreciate the guidance and support provided by the course. This project has given me the confidence to pursue further learning and explore opportunities in the dynamic field of web development.