Final Project Proposal

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COMP 89H
Web Design for a Business Venture

- I plan to create a new website to advertise and provide information about my new business venture.
- My business will specialize in creating websites for small businesses that lack easy to use, modern websites.
- I will work with customers to meet their every demand and do any custom work that is required.
An online business needs a powerful and visually appealing website in order to build customers trust and win their business.

Especially a business that creates other websites as a service.

A successful website provides key contact information of the business.

It must also adequately and clearly describe the product or service for sale and provide pricing information.

Online shopping is a necessity now and must be implemented to gain market share in this current era.

In this modern day, it must also be easily accessible from all of the many different types of devices.
Background & Motivation

- I hope to create an easily navigable website that provides potential customers about my services and my background experience.
- It will need to be informative yet still visually appealing.
- I’m motivated by the countless outdated websites that I’m forced to navigate everyday and endure bland and confusing styling.
- I’ve created a few websites for small businesses in the past.
- I’m also motivated by the desire to market my business and continue growing my client base which requires the use of the internet in the 21st century.
State-of-art & Challenges

- I will have to start from nothing in creating a website for this business even though I have created other websites before since this is an entirely different project.
- My prior experience will give me a starting point to work from but I will have to build my skills and learn more about web coding to create an acceptable product.
- Learning more HTML and CSS will be a requirement along with the basics of web hosting.
- I would have to learn JavaScript to add more advanced functions to my website.
- Learning how to work with Adobe Photoshop and Illustrator might be needed in order to create visuals and images for my website.
Possible Approaches

- Depending on the complexity of the website, there are different platforms that I could use.
- For a very basic website, I could use a WYSIWYG (What You See Is What You Get) web service to create a generic and unprofessional website.
- Creating a website entirely in plain HTML would be a way to create an advanced and highly customizable website but it would be very time consuming to make a visually appealing website entirely in HTML. I wouldn’t be able to implement online payment processing and shopping.
- I plan to use a service such as WordPress as a backend since it provides a general format to build from while still being entirely customizable and compatible with powerful plugins. I would have complete control over the styling of the website through custom CSS and HTML.