Create a real website for your assigned client

Students in our class are members of the web development team at Creative Design Associates (CDA). You will be building a complete website for an assigned client, a local Las Vegas business. You will be responsible for contacting your client in order to discuss their needs, goals, etc. The client list is displayed on the next page. Make sure to first view the following links.

Background on the CDA program being used with one of the GRC 175 classes:
http://sites.csn.edu/cg/kanet/grc175/175_assignments/175_finalproject/175_A3.htm

You can find a detailed client description at the following link:
http://sites.csn.edu/cg/avalentiner/275/samples/bdep-clients-sp09.pdf

Recommended client questionnaire:
http://sites.csn.edu/cg/avalentiner/275/samples/Prospective_Client_Site_Specifications.pdf

Make sure to create a “new” client management page which will provide links to the various components and steps or stages of your client’s website. Make sure to provide a link from your course management page to the client management page so I can easily find and track your progress. You will need to provide your client with a link to the client management page you are setting up for this project. Establish the best means of communicating with your client so that you can easily update them of your progress. This project is due by the end of the semester 5/15.
Client list:
YEE, TRAVIS A - Certapro Painters Christina Lerner 951-9827 C-4 Painting Contractor.


ANTONUCCIO, MARK E - SEW Enterprises, Inc. Samuel E. Wright 401-4602 Business consulting and planning.

BAKER, STEPHEN A - Wedlow Maintenance Alvin Wedlow 678-6902 Janitorial, pressure washing, carpets & hardfloor cleaning & maintenance.

LIZARBE, MELISSA - Loves Signs Lindell Love 382-4948 Company Sign's/Sign Manufacturing and Installations.


CALLAHAN, AUDREY - E & M Enterprises Earnest Patton 395-4813 Civil Engineering and construction.

CROOKS, ERIC P - Campus Food Service, the company that manages the food services for CSN. Daniel Jensen President Campus Food Service 702-327-9289 ph danny@campusfoodservice.com.
Develop your clients complete website using the standard website development model. The following is the recommended protocol.

**Standard Website Development Model**

1. **Design Stage**

   (Contact your client and conduct a needs assessment determining needs and requirements. Determine the scope of the project and write a business statement. Draw a flowchart, and develop sketches, mockups/storyboards. Provide an example of the main navigation. Review with client your ideas, designs and plans. Have the client sign off with their approval once you have completed this stage.)

2. **Development Stage**

   (Design example pages with navigation, build out sample site, and review again with client showing them a real html example site Have the client sign off with their approval once you have completed this stage.)

3. **Final Completion, Test and Publish Stage**

   (Build out final Website with content. Test and publish and deliver live site to client. Test entire website, validate, and check cross platform and cross browsers. Have the client sign off with their approval once you have delivered the final version. Send CD/DVD archive to client.)
Recommended deliverables for the Design Stage

1. Conduct a needs assessment/analysis
2. Identify the scope (the size of the project)
3. Write a business statement
4. Create a professional looking flowchart
5. Create color sketches, or Photoshop mockup, or HTML mockup.
6. Provide an example of the main navigation

Recommended steps for the needs assessment/analysis

Type up a professional looking document identifying the following:

- **Statement of Purpose**
  
  Why will the website exist? Write a mission statement for the website/business.

- **Vision Statement (Scope Definition)**
  
  How much detail is to be included? What are the definable, measurable goals for the website? What might the website become in the future? Determine the scope of this project.

- **Audience Definition**
  
  Profile of visitors, including both their demographics and psychographics.

- **Requirements Document**
  
  List of assets, background information needed.

- **Site Outline**
  
  List content on each page with names of content files.

Recommended steps to create a professional looking flowchart

Create a flowchart in a professional diagramming program showing all pages and their site hierarchy, this is sometimes also referred to as a sitemap for your website.
Create a Mock-up. (Color sketch, or a Photoshop mockup or a HTML mockup)

Draw out on paper how you plan to design your main page. You are trying to identify the design including the layout, colors, and main navigation. Next you would want to go into Photoshop or Dreamweaver and create a graphical mockup of how you intend the page to look including the main nav, graphics and the background. Finally, create a HTML page so the viewer can get a sense of what the page will look like in a web browser. The client will expect a professional looking mock-up.

Project 2 Grading Criteria:

- Needs assessment/analysis document
- Pro flowchart
- Color sketches, or Photoshop mockup, or HTML mockup
- Post links to these documents on a new client management page
- Complete website delivered on schedule without fatal errors
- Client approves of final product and development process
- This project is due by the end of the semester 5/15.

Samples websites:

http://www.templephotos.com/weddingphotography/
http://timweigel.com
http://www.chushev.com/portfolio.html
http://www.ccsnmadcow.net/grc275/websites.html
http://www.adamearldesign.com/portfolio.html
http://colortodesign.com
http://mauriciomorales.net/
http://zonevibration.com/zvd/clients.html
http://checkofoto.com/index2.php
http://www.jenvidad.com/
http://open-your-mind.freehostia.com/Portfolio/gallery.html
Sample ideas:
Get a stack of 3x5 index cards (or make your own) and write one idea on each card. It might be a feature idea, a section of the site, content to be included. When you have exhausted this step, give the cards to someone else (try to give it to a member of your target audience) and have them organize the cards.

(a) Place the cards into about 6 or 7 piles, organized as they see fit. Then have them label each stack. (They have given you ideas on how to organize the site in a way that they understand, and even suggested what the sections should be called.)

Sample statements:

Statement of Purpose
This web site is to provide a major support to the photographer in his part-time, niche-market wedding business, by attracting more qualified customers.

It is to explain a different approach to wedding photography coverage that will entice the prospective clients to book so that a greater income per wedding event is achieved.

It will also supplement the photographer's reputation in related architectural photography (temples) by tying into his other site. http://www.templephotos.com

Lastly, serve as a major means of communication with the client before and during the contracting.

Vision Statement
Goal of this site is to double the income from bookings and to supplement the message presented in business' related website and publication.

Initial website features will provide portfolio samples, a downloadable brochure, cross-promotions (wedding invitations and framed temple canvas prints), a means to communicate with the photographer.

Site will score a high (first page) search engine placement.

Audience Definition
This business targets the budget-minded, cost-conscious bride-to-be who still wants quality, though a good deal (bargain). Many will create their own invitations and wedding decorations because they can and because it is economical.

Mostly, clients are first-time young brides (under 25) whose parents are paying for the wedding.

Audience's religious culture (Mormon) influences their thinking about what the wedding should be (the wedding ceremony is very sacred and not photographed, thus the photos afterward and at the reception are the emphasis.)

Colors, images, textures, should reflect spiritual elegance and tie in with the temple (usually the center of the entire experience).