

Madison Cook
April 30, 2018

Proposal

The proposed website is a local dog-walking service in Chicago, Illinois. The site will offer dog-walking services to users for a set rate. This site will utilize a registration system so that users can register their own information and their dog's information. This registration system is beneficial to the site so users can set appointments and walking times easily with the walker of their choice, or a randomly assigned dog walker. Their information and their dog will be put into the database and will be able to keep certain habits or information about their dog in the database. Having a registration system is convenient to the user to refer back to their account.

Target Audience:

Dog owners in the Chicagoland area. Dogs may be any size, breed, or age. Owners may need extra help when taking care for their dogs, or they may be at work or out of town and unable to walk their dog. Owners can be any age or gender, but must make a minimum annual income of \$20,000.

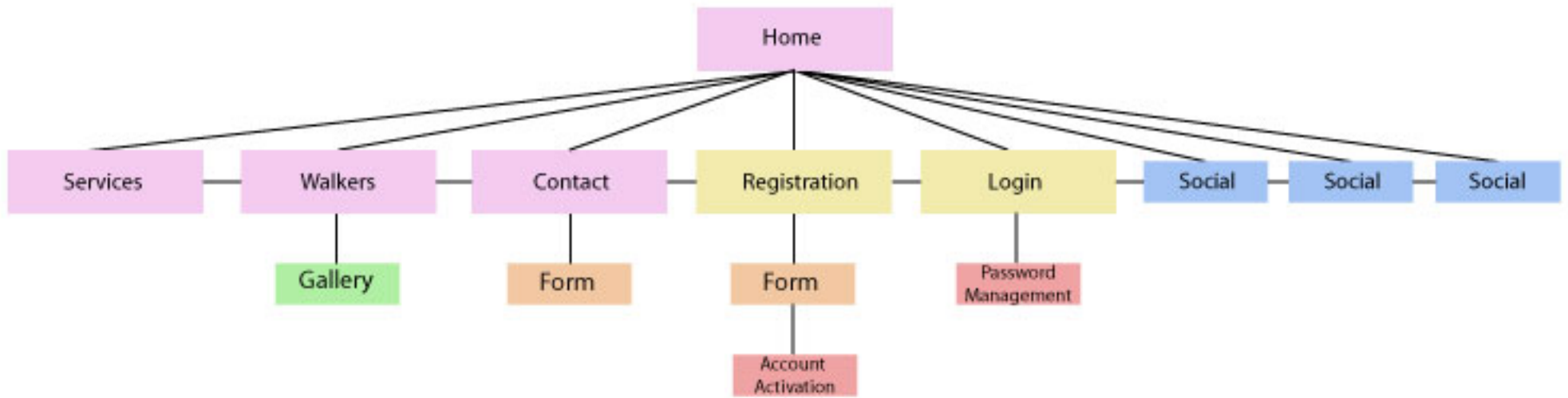
Goals:

To build the company's image through a user-friendly design, and to increase service profits by 20% in three months. Increase user sign-up by 30% in three months by designing a fully functional site that is both engaging and informative.

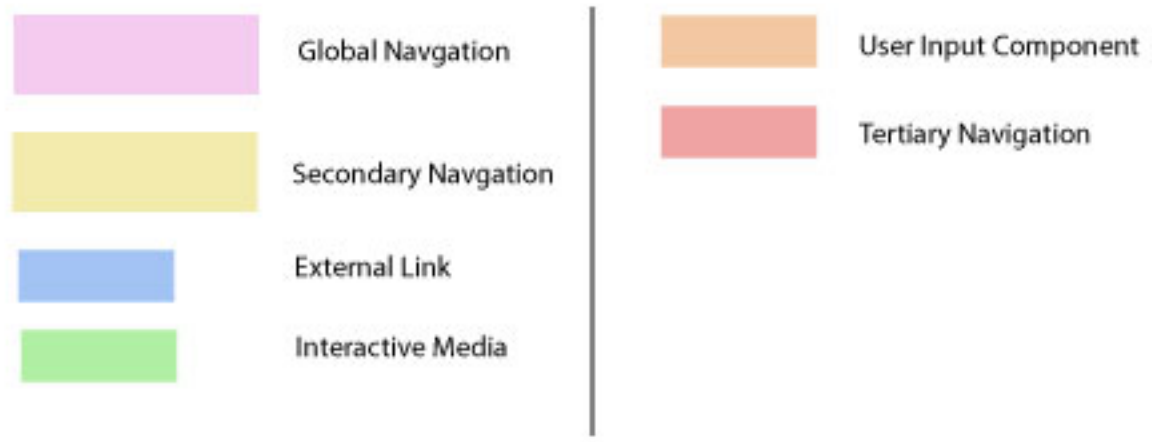
Designer Skills:

- Attention to detail
- User Knowledge
- Uses premium imagery and photographs
- User-friendly interface
- Applies pleasing color palette
- Articulate in HTML, PHP, and MySQL languages

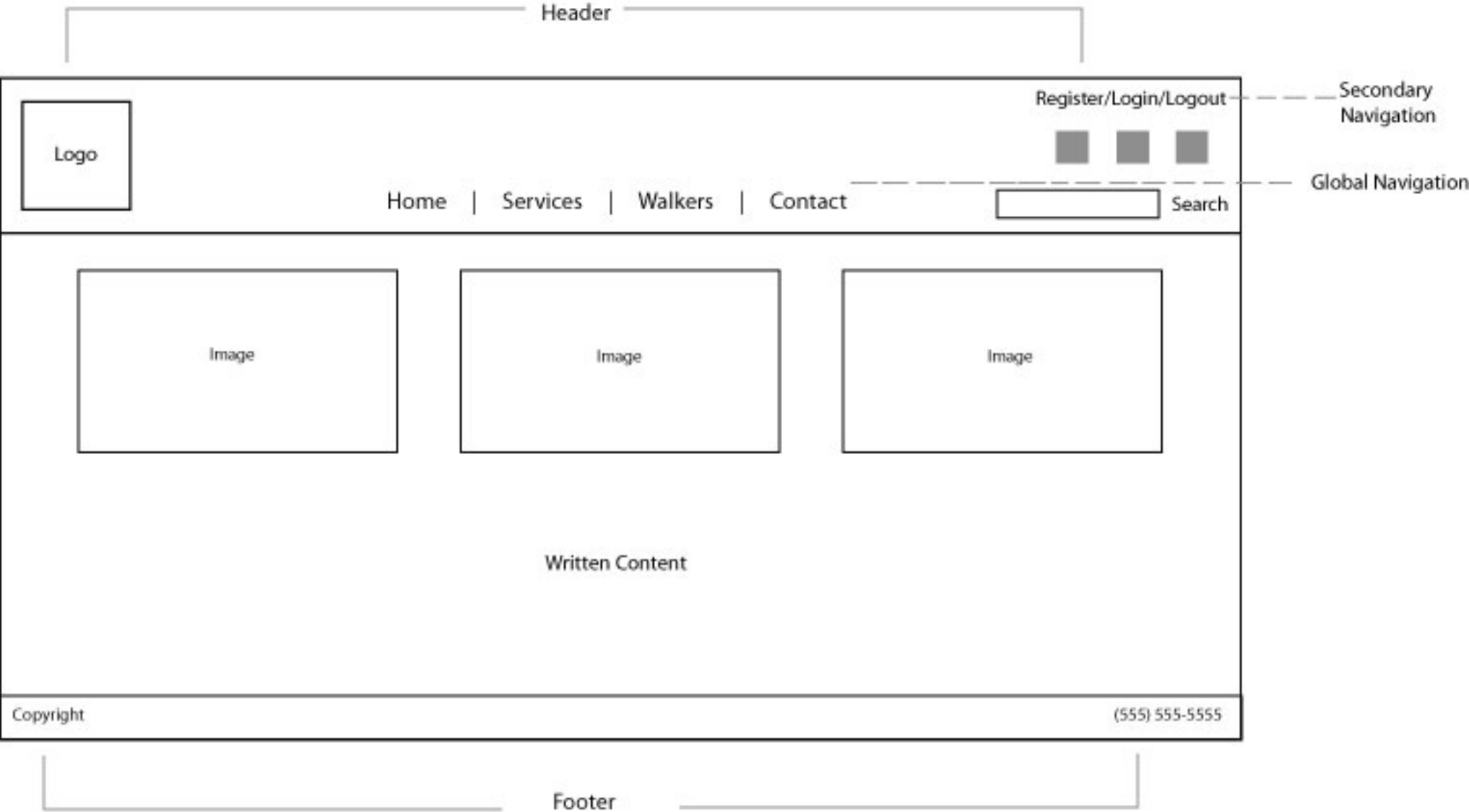
Navigation Chart



Key



Homepage Wireframe



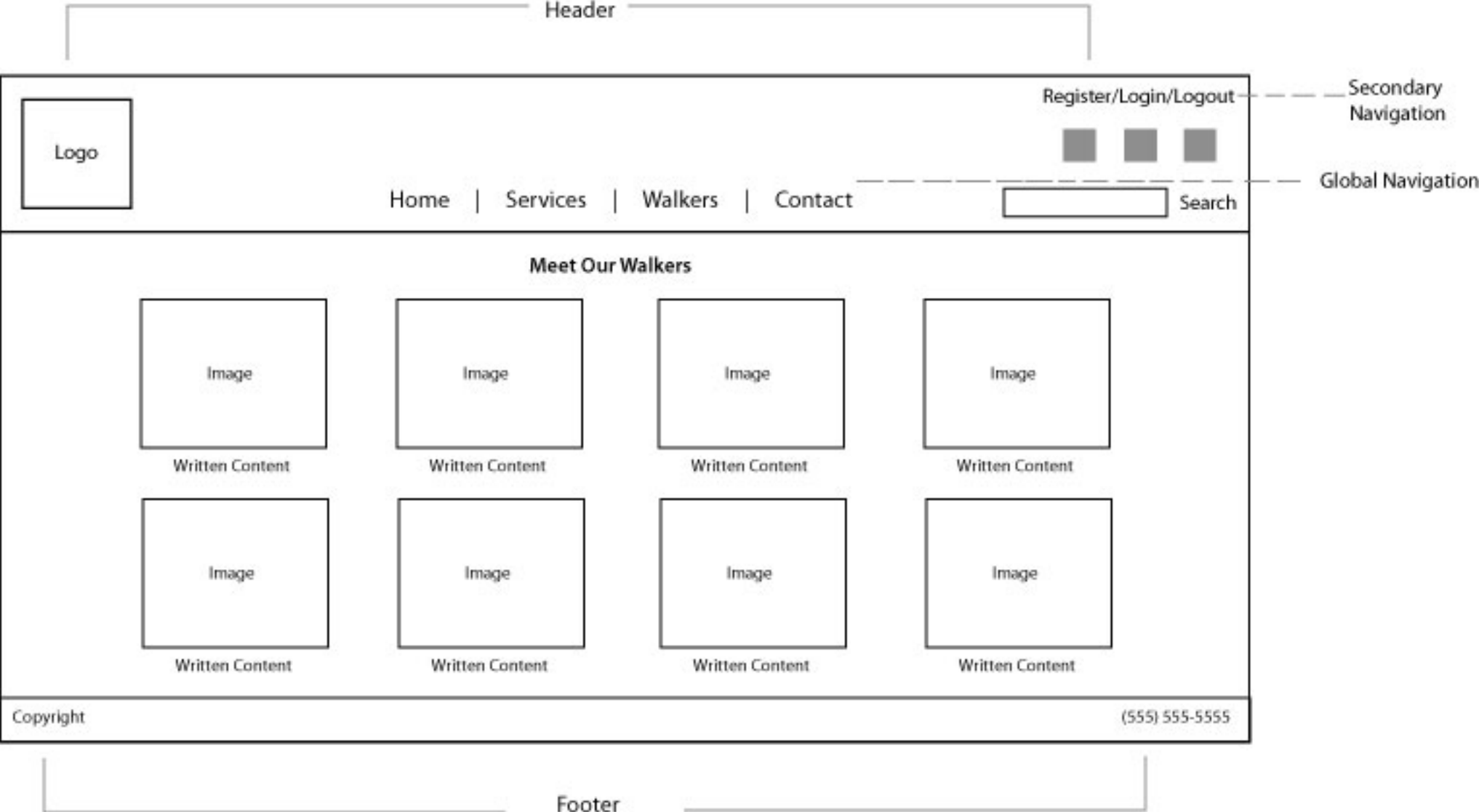
■ - Social Media Icons

Registration/Contact Pages Wireframe



■ - Social Media Icons

Walkers Page Wireframe



■ - Social Media Icons

Madison Cook
May 16, 2018

Story Boards

Name of business & logo

Heel. Dog Walkers



Colors and Fonts



Hex:
#753E2C



Hex:
#FFFFFF



Hex:
#72935D



Hex:
#CCCCCC



Hex:
#000000



Hex:
#FF6F03

*Earthy color palette to use throughout entire design and text.

Navigation font: Verdana 20pt

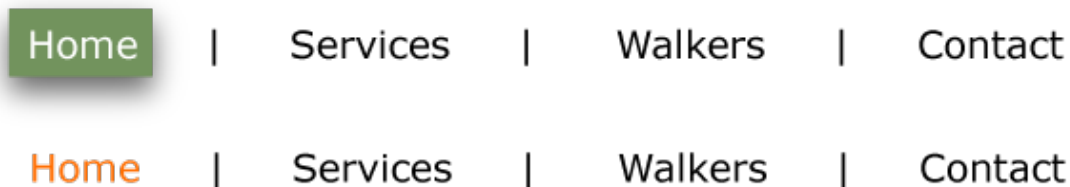
Heading Font: Georgia 28pt

Body Font: Verdana 14pt

Global Navigational Links

- Home
- Services
- Walkers
- Contact

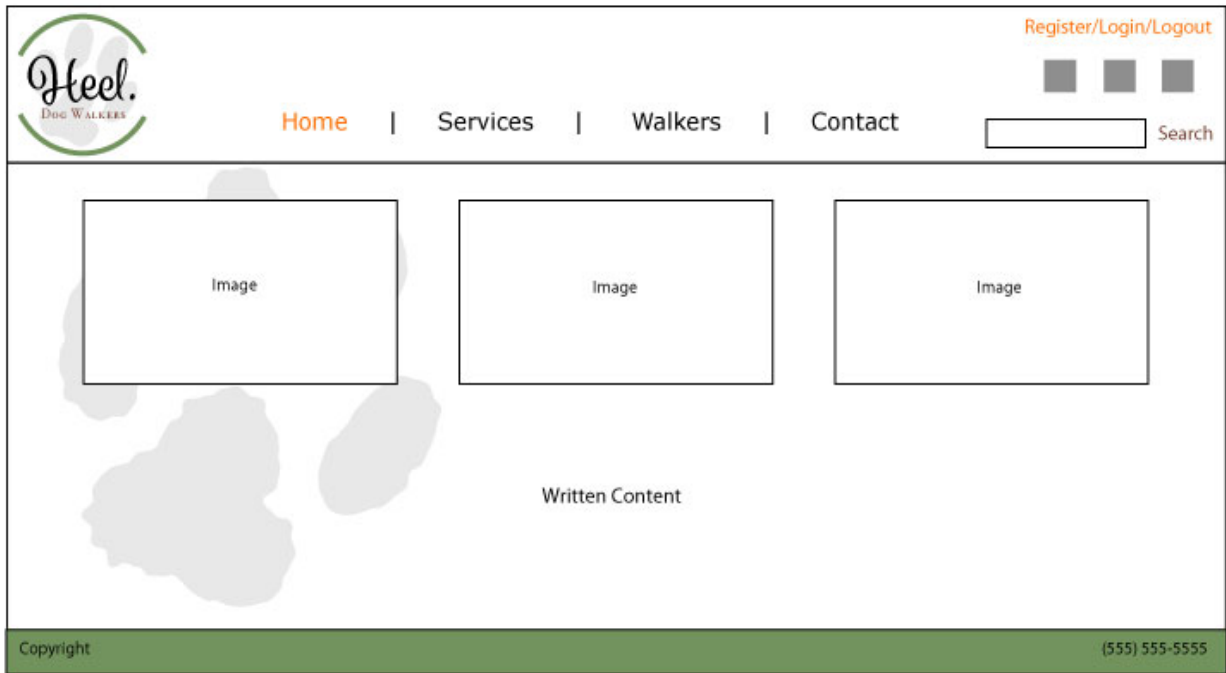
The Walkers page will feature Lightbox gallery that users can click and scroll through for added interactivity. The Contact page will feature a form that the user will need to fill out with their own input.



The first set of navigation links represents what a link will look like when a mouse hovers. The second set of navigation links represent an active page.

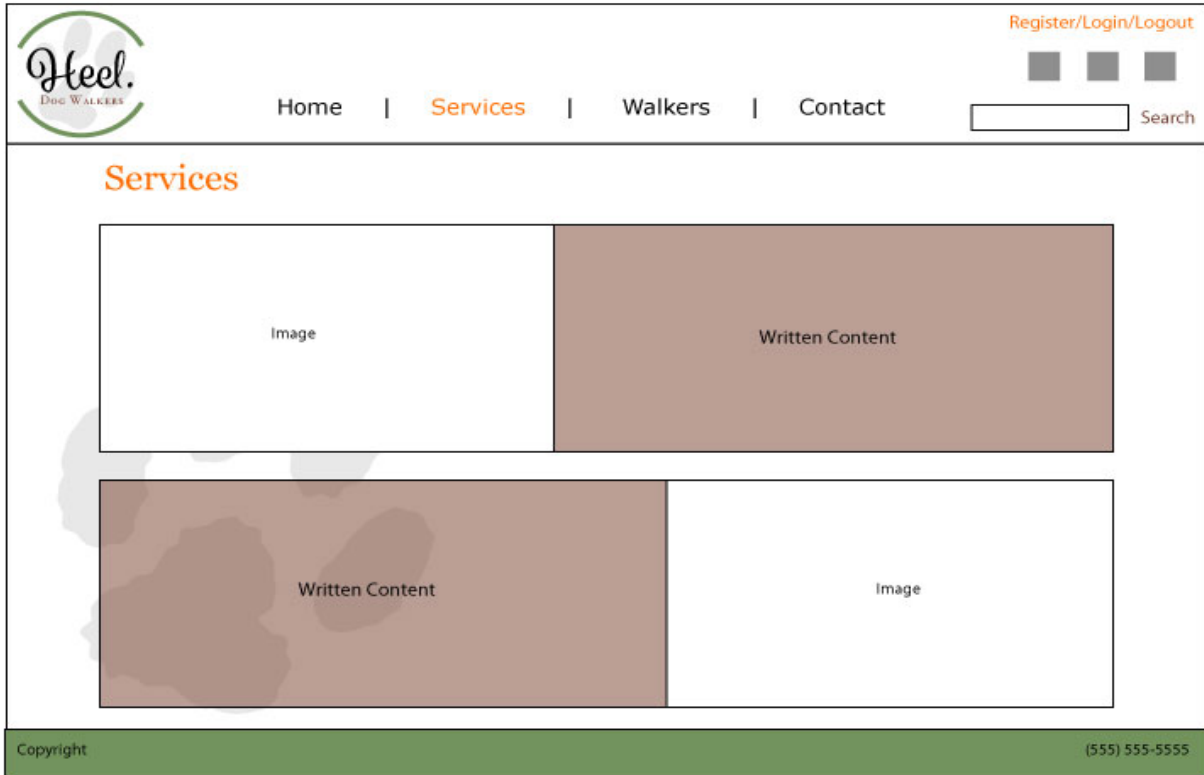
Storyboards

Homepage Purpose: The first page a user will see when visiting the site. It will be used to introduce business and establish a recognizable brand. Homepage will give information about what the rest of the site is all about.

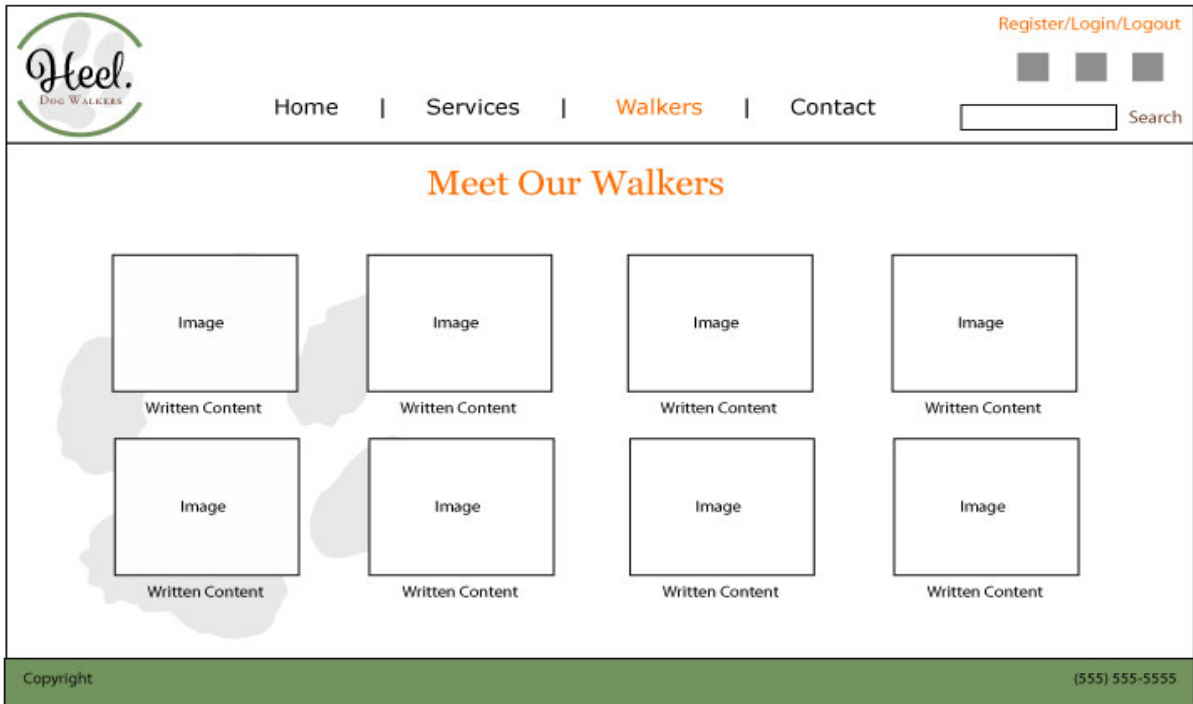


Social media icons will be included in the header, and only register, login, or logout will show at a time, depending on the status of the user.

Services Purpose: The purpose of the Service page is to inform the user of the services the business offers, along with prices and locations.



Walkers Page Purpose: The purpose of the Walkers page is to help users get to know the people of the company who are certified dog walkers. The page will feature a Lightbox gallery for user interaction.



Contact/Register Purpose: The contact page and the registration page are very similar with a form needing user input.

