

## **Project Proposal**

Patrick and Eric

Site Title: We currently have a working title but may need improvement. Possibly yogawithcathy

Development Roles: Eric will contact, gather information, and help build. Patrick will build and organize website to how we see fit. Both will help design. So far we have stuck with this idea and are continuing to use it.

Need: The purpose of the site is to inform Cathy's clients of what she has to offer in her business. Also provide ways of contact and help clients with any problems they may have. Advertise Cathy to the public so she can get more business. Also sell potential products on the website.

Rationale or Focus: The website will be somewhat of a billboard for the business, informational to the clients, and resourceful with the information. Having certain pages to meet these goals will be used. For example a contact page so clients can email or call Cathy.

Main Elements outline: Breadcrumb navigation so the website is easy to use. Good spacing so pages are easy to read. Over all easy to use website since some clients may not be computer savvy. Having excellent navigation with plenty of information.

Content: Around 15 webpages will likely be used. Biography of Cathy which we have going to add a picture of Cathy. Contact information for clients. Add certifications and events for people to see. A footer at every page for the most necessary links. Pictures of her events and yoga meetings.

Target Audience: Client type with some being uninformed and some have fair amount of knowledge. Clients looking for her specialty which would be mostly yoga.

Design Considerations: Easy to use, colors stand out, plenty of white space, good navigation, informational. Having buttons for the top to link to pages explain events, yoga, about, and potential products.

Limiting Factors: None