

Website Proposal

It's all about the bottom line

Client:	Design Your Success
Project:	New Website
Status:	Design Brief
Date:	22 July 2009

Overview

Site URLs

- New Site – domain name to be registered by client

Site Map

- Main Navigation – 8 pages
 - Home
 - About Us
 - One-On-One Coaching
 - Workshops/Seminars
 - How we work?
 - Pricing
 - Testimonials
 - Contact Us
- Total no of pages – 8 pages

Objectives

- Easy to use
- Clear & concise
- Quality but not too flashy
- Shows clearly what you do and how you interact with clients
- No fuss, straight up
- Gives those who hear your name or business name a place to go to obtain further information on what I am doing, why & how they can use my services.
- A way for clients to contact you
- Seminar & workshop bookings (not mandatory)
- Most of the website to be static.

Design/Content Brief

- ü The following elements are included in the design/content brief which this proposal is based on:
 - Flash banner with some images rotating that reflect your business.
 - Logo and phone number 0411 152 693 will be prominently displayed.
 - Horizontal Navigation
 - Contact Us icon on homepage
 - Sign up for our newsletter on homepage
 - Privacy Policy/Sitemap/Terms & Conditions in footer
 - - larger rounded buttons
 - - good size font
 - - not having to scroll too far
 - - soft feel, but not fluffy (images will enhance this)

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- - clean and welcoming
- ü Colours that could be used with logo
 - What about this? RGB 128,128,128
 - What about this? RGB 54, 95, 145
 - What about this? RGB 51, 204, 51
 - Red – R255
- ü <http://www.askacoach.com/>
 - I like this website and its rounded buttons, large easy to see and use.
 - Soft colours
 - Changing pictures at the top of screen