



MORGAN MACENKA

SCCC WEB DESIGN INTERNSHIP
PROJECT GUIDELINES & DEVELOPMENT

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Morgan Macenka
CIS 197 - Internship
Process Booklet
06/01/12 - 08/20/12

CLIENT SURVEY

GENERAL INFORMATION

1. What is the name of your company and your current URL?

West Seattle Fence - westseattlefence.com

2. Who are the primary contacts from your organization, and who has final approval on the projects? Please list names, titles, email addresses, and phone numbers.

Patty Lynch/James Ritchie co-owners-wsfence@aol.com 206-937-5972

CURRENT SITE

1. Do you feel your current site promotes a favorable user experience? Why or why not?

No - needs more information-content- photos are just all together-needs to be categorized

2. What specific areas of your current site do you feel are successful and why?

Photos. Shows potential customers different styles of fences we do

3. What shortcomings exist with the current site and what are some things you'd like to change?

Needs more information-content- photos are just all together-needs to be categorized. How to get in touch with us

4. How important is it to maintain your current look and feel, logo, and branding?

Not important at all

REASONS FOR REDESIGN

1. What are the main reasons you are redesigning your site?

To provide customers a user friendly web site. Make it look nice

2. What are your primary business objectives (examples: increased sales, marketing, etc)?

Increase sales, Quality and craftsmanship. Market our product.

AUDIENCE/DESIRED ACTION

1. Describe who you imagine to be a typical site visitor/customer. Give basic demographics: age, gender, occupation, income level, purchasing habits.

Middle/upper middle class. 30 plus. Female/male. People who want a high end fence. Custom made.

2. What is the primary action the site visitor should take when coming to your site (make a purchase, become a member, search for information, get an estimate, etc)?

Get an estimate- shoot us an email with name etc..to set up estimate. Search our photo gallery.

3. What are the key reasons why the target audience chooses your company's products and/or services (cost, service, value, quality)?

Quality, service, value in the long run.

PERCEPTION

1. Use a few adjectives to describe how your site visitor should perceive the new site?

No Answer Provided

2. How is your company currently perceived offline? Do you want to carry the same message through your website?

A lot of potential customers read about our 5 * rating on yelp.
Work of month as well.

3. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? List competitor's website URLs.

Craftsmanship/quality/customer service/owner on all job sites
Allcityfence.com
Alpinefence.com
Profenceco.com

4. List the URLs of any sites you find compelling. What specifically do you like about these sites?

See above

CONTENT

1. Who will be responsible for creating site content?

No Answer Provided

2. Describe any visual elements or content that you would like utilized on your site (logo, stock photography, images, etc).logo, photos, images of custom work

A photo gallery of the different styles of fences we build

3. What are the main categories of information/content you would like to provide for a site visitor?

Categories fence styles. Custom photos of work we have done/link to yelp.com (?)

TECHNOLOGY

1. What is your target platform and browser (smartphone, computer, ipad/internet explorer, firefox, safari, etc)?
smartphone/internet explorer

2. Are there any specific technologies [JavaScript (dynamic menus, image slideshows), etc] that you would like to use in the site? How will these enhance the user experience?

Image slideshow on home page and a number of image galleries

MARKETING/UPDATING

1. What are your short-term marketing places to promote your new website?

Unsure

2. Do you have an existing or planned long-term marketing strategy to promote use of your new site?

Not at this time..

3. Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content?

Yes, whenever needed.

THE MAINTENANCE SURVEY

GENERAL INFORMATION

1. What areas of the site will need to be updated and how often (daily, weekly, monthly, annually)?

Adding additional photos/ testimonials

CONTENT CREATION

1. Who is responsible for creating the content for the site?

James, Patty, Morgan

2. Who is responsible for approving look-and-feel changes (as the site expands) to ensure the quality of the site is maintained?

Morgan

3. How often will new sections or areas be added to the site?

Unsure

PRODUCTION EXPERTISE

1. Is there an automated process of changing content on the home page (an automated refresh of images or texts each time a person comes to the site, randomly generated testimonials, etc)?

No, slideshow of images/testimonials

PROMOTION

1. How will the user know the site has been updated? Will there be a mailing list with email updates or specials tied into the site updates?

“Last updated” user doesn’t even need to know it’s been updated. Additional photos would just be added

EXPANDED TECH CHECK

1. Please identify whether you would like to use any of the following features on your site and describe how you would like to utilize them in terms of your business:

- survey/voting tools
- email newsletter distribution
- discussion board
- news/press releases
- contact form- contact us for an estimate/ name/area they live in/phone number - YES
- other

2. List any features that you hope to add to your site.

Photo galleries and image slideshow

SITE OBJECTIVES

Brand Identity:

West Seattle Fence's goal is to provide excellent customer service along with building quality long-lasting fence work.

Since there are a several local fence companies in the area, West Seattle Fence will place themselves in the market as a family-run business that will go out of their way, and outside business hours, to satisfy their customers' service needs.

Business Goals:

The West Seattle Fence website will be an information-based site where potential customers can browse through frequently updated photo galleries to help them decide what type of fence it is they are looking for. Since many potential customers may not have prior knowledge of various types and styles of fences, these galleries will help to enhance a customers own knowledge of what they want and provide for better communication between client and customer - leading to greater satisfaction as an end result. To drive sales, West Seattle Fence wanted to highlight their five-star rating on Yelp to emphasize their superior customer service and quality fence work through a testimonials page and spotlight slideshow. West Seattle Fence also wants to make it simple for potential customers to request a free onsite estimate.

Success Metrics:

West Seattle Fence will measure success primarily by the amount of new customers in addition to the amount of potential customers asking to set up a free on-site estimate.

USER PERSONA



Sally and Brad finally have the live space that would allow them to adopt the dog they've always wanted, but they are concerned that they live near a busy street.

AGES: 25 and 26

OCCUPATION: Teacher and Engineer

FAMILY: Married, lives in a newly purchased house in Seattle near a busy street.

HOUSEHOLD INCOME: \$100,000

Sally & Brad

"We want to adopt a dog and keep him protected from traffic with a quality fence."

PERSONAL PROFILE: Sally and Brad have been married for two years and recently purchased their dream house in a busy neighborhood in Seattle. Both Sally and Brad are animal lovers and one of the things that drove them to purchase a house was it would enable them to have the space to adopt a dog.

On the weekends, Sally and Brad like to take hikes around the Seattle area so they want an active dog. Their new place has a huge yard that would accommodate for this type of dog on weekdays when they both work long hours and feel guilty about their pup not getting enough exercise, but the yard has no fence and they live near a busy street. They want to put in a fence but neither has any prior knowledge about fencing or idea of what style of fence they would be interested in.

INTERNET USAGE: Sally uses a computer that operates on Windows at work and a Mac at home. Her browser of choice is Firefox and she uses a 1280 x 800 resolution. Maggie also has an iPhone and prefers to do a lot of her web browsing, especially when she is at work. Brad works on a computer all day work and is fairly tech-savvy. He prefers to use the browser Firefox on a Mac at a 1280 x 800 resolution as well.

USER GOALS: Sally and Brad want to not only find the right company who can meet their customer service needs, but they also want to find a website that is informational and can provide a significant amount of background information on a topic they know very little about, fencing. They want to know what types of styles they can choose from and what makes a quality fence last.

WANTS AND NEEDS: Sally and Brad want to be able to look at a variety of styles of fence so they can feel comfortable knowing they are investing in a fence that will fit both their aesthetic and pet security needs. Since neither has prior knowledge about fence styles, they want to be able to go to a website that will break down the different types of fence by name so they can effectively communicate with their fencing professional. They also want to read customer reviews to make sure they're going with the right company and be able to get an estimate on how much a new fence would cost.

FUNCTIONAL SPECIFICATIONS

SITE FEATURES

The West Seattle Fence website will adhere to the following requirements:

Branding:

1. The West Seattle Fence website will adhere to the branding standards as set forth in the West Seattle Fence branding guidelines document.

Technical:

1. West Seattle Fence will be written using valid XHTML and CSS while the pages will be generated using PHP. JQuery will also be used to make the website more dynamic.
2. The website will be able to be viewed on both Mac and PC computers. At a later date, we may consider addressing it's viewability on smartphones.
3. West Seattle Fence will be supported on the following browsers: Firefox 8 through 14, Internet Explorer 7 through 9, Chrome 16 through 20, and Safari 5. Internet Explorer versions prior to 7 will not be supported.

SPECIFIC FEATURES

The main purpose of the West Seattle Fence website will be to provide a portfolio of photo galleries of the different types of fences West Seattle Fence has worked on and built in the past in addition to providing background information on the family who now runs it. The West Seattle Fence site will also enable customers to request to set up a free onsite estimate for a potential project.

The West Seattle Fence website will incorporate user features such as:

Informational:

1. History and background information
2. Email address
3. Contact number
4. Testimonials from past customers

Customer Tools:

1. Photo galleries sorted by material used in fence and then by style with thumbnail previews for customers who don't know different styles of fence by name.
Slideshow of fences
2. Customer Service Features:
3. Contact/Estimate Form
4. Customer Service Phone Number

PROJECT PROPOSAL

West Seattle Fence

Attn: Patty Lynch, James Ritchie
E: wsfence@aol.com
P: 206-937-5972

A. Project Description

Morgan Macenka, the Vendor, has been asked by Patty Lynch and James Ritchie of West Seattle Fence, the Client, to redesign, produce and develop the website for the West Seattle Fence, the Project, to be viewed publicly via the world wide.

Said Project is intended to improve the effectiveness of the West Seattle Fence's public website as to showcase the mission and services of the West Seattle Fence with the following requirements:

- 1. Design:** Creation of an on-brand website design representative of the mission and services of the West Seattle Fence.
- 2. Technology:** Implementation of a XHTML compliant website styled with CSS and jQuery.

B) Content Requirements

Said Project will be produced by the Vendor with the following content requirements:

- 1. Brand Imaging:** Said Project will incorporate a newly designed logo and brand specifications as decided upon by the Client and the Vendor.
- 2. Photographic Images:** Photos for said Project will be supplied to and or will be chosen by the Vendor to be incorporated into the design of said Project. The Client will be responsible for approval and license of each photograph.
- 3. Written Copy:** Written information for said Project will be incorporated into said Project by the Vendor. Updates to the written information will be maintained into said Project by the Client.

C) Technology Requirements

Said Project will be produced by the Vendor with the following technology requirements:

- 1. Markup Code:** Markup code for said Project will be written in valid XHTML Strict as to control the structure of website components. Said markup code will adhere to standards as set forth by the W3C and shall validate against the W3C markup validation service.
- 2. Presentation Code:** Presentation code for said Project will be written with Cascading Style Sheets as to control the design and layout of the website components. Said Presentation code will adhere to standards as set forth by the W3C and shall validate against the W3C CSS validation service.
- 3. Client-Side Scripting:** Client-Side Scripting code for said Project will be written in Javascript as to control website item applications.
- 4. Server-Side Scripting:** Server-Side Scripting code for said Project will be written in PHP as to control elements that interact with the server.

D) Project Phases

Said Project will be produced by the Vendor as described in the following phases:

- 1. Discovery:** The Vendor will meet with the Client to clarify objectives, identify preferences, discuss goals, and analyze overall needs for said Project.
- 2. Content Audit:** The Vendor will conduct a content audit as to assess how present and potential written and visual content will satisfy user needs assessed during the discovery phase for said Project.
- 3. Information Architecture:** The Vendor will create an information architecture to describe how the structure of the (website) content will be presented based on data collected during the Discovery and Content Audit phases of said Project for the Client's review, approval and sign off.

4. Content Design: The Vendor will create and present a (wireframe) content design study for all in-scope pages that will illustrate blocks of content, navigational schemas and user functionality that will adhere to the information architecture of said Project for the Client's review, approval and sign off.

5. Visual Design: The Vendor will create and present a visual design study consisting of at least three initial visual design concepts that incorporate the Content Requirements in the manner as stated above for all in scope pages of said Project for the Client's review, approval and sign off.

6. Production & Development: The Vendor will be responsible for producing said Project on the Vendor's development server with the Content and Technology Requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.

7. Testing: The Vendor will be responsible for testing all website pages as to ensure functionality across multiple platforms and browsers for all in-scope pages of said Project for the Client's review, approval and sign off.

8. Style Guides: The Vendor will be responsible for producing design style guides for all in-scope pages of said Project for the Client's review, approval and sign off.

9. Launch: The Vendor will be responsible for launching said Project to the Client's server space.

G) Rights of Usage

Rights of usage for said Project described as follows:

1. The Client is granted usage rights of said Project as designed and produced by the Vendor via the World Wide Web.
2. The Vendor reserves the right to use design and development elements of said Project as case study and training materials.

H) Project Terms

The Client, will adhere to terms for said Project described as follows:

1. Any other vendor fees such as domain registration, ISP, etc. are to be negotiated and billed separately by the respected vendors and are not the responsibility of the Vendor.

I) Project Approval

1. By signing up to participate as a CIS 197 Client, this Project Proposal is considered "agreed upon."

Proposed by: Morgan Macenka
mmacen01@seattlecentral.edu

Logotype Studies 1: West Seattle Fence had no pre-existing brand identity. The client wanted something to represent the quality and craftsmanship of their custom-made fences.

WS FENCE

BlairMdITC TT Medium

WS Fence

Braggadocio MT

WS Fence

ChantillyUB-UltraBold

WS FENCE

CollegeFLF-Black

WS FENCE

Copperplate

WS Fence

Crillee

WS FENCE

XavierSansBlack

WS Fence

Lambretta

WS FENCE

Bank Gothic

WS FENCE

MetaPlusMedium-

WS FENCE

SteelWolf Regular

WS Fence

Handwriting-Draft

WS FENCE

Warehouse

WS FENCE

ScalaSans

WS Fence

Today Sans Serif Medium

Logotype Studies 2: We narrowed down the fonts to these top choices.

WS Fence

Lambretta

WS FENCE

MetaPlusMedium-

WS FENCE

SteelWolf Regular

WS FENCE

CollegeFLF-Black

WS Fence

Handwriting-Draft

WS Fence

Crillee

Logotype Studies 3: The top choices of fonts were then combined and the combinations below were picked as favorites. Ultimately, the client decided on the fourth combination.

WS WEST SEATTLE FENCE

SteelWolf Regular & MetaPlusMedium-

WS WEST SEATTLE FENCE

SteelWolf Regular & MetaPlusMedium-

WS WEST SEATTLE Fence

Lambretta & MetaPlusMedium-

WS WEST SEATTLE Fence

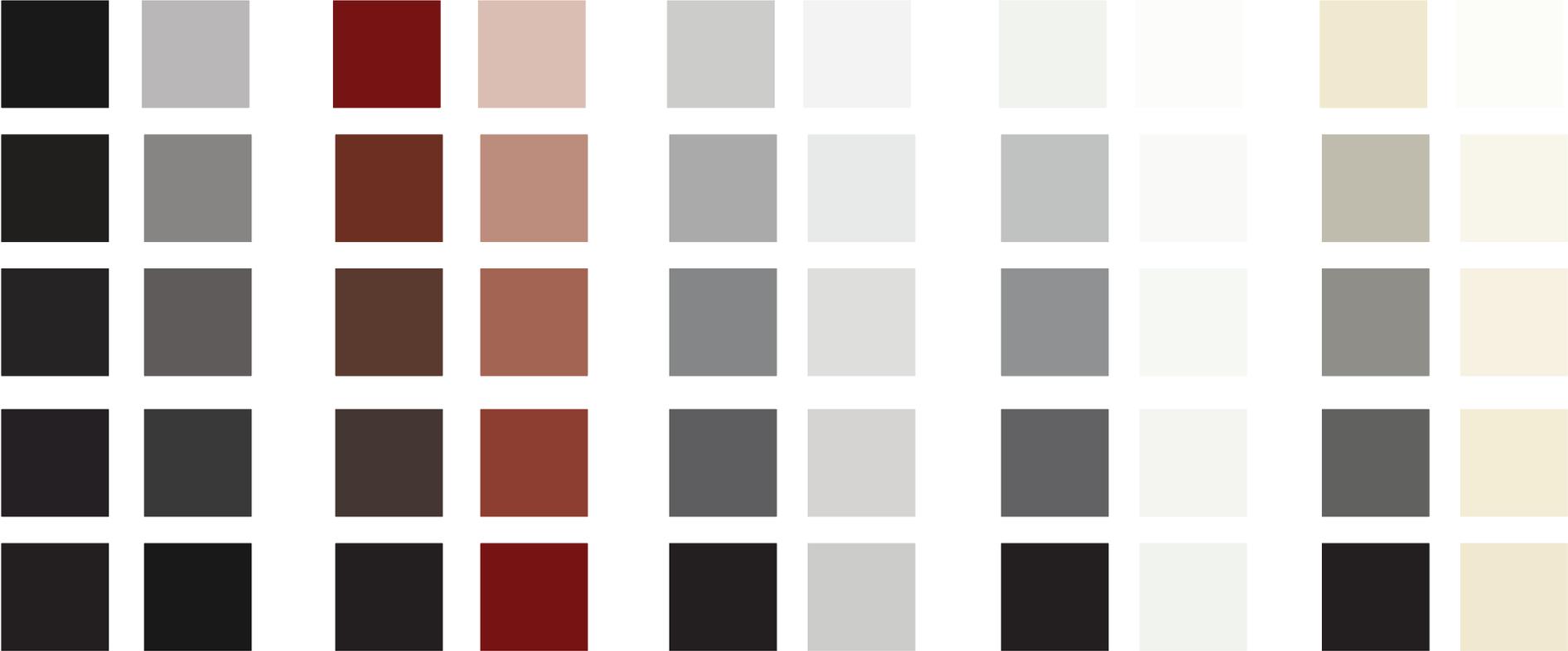
Lambretta & MetaPlusMedium-

FINAL LOGO AND USAGE: The final logo uses the font Lambretta for the “WS Fence” and MetaPlusMedium for “West Seattle.” The MetaPlusMedium font will be carried throughout the site using @font-face for heading tags and main and sub navigation links. The colors used in the logo are a combination of #231F20 (R:35 G:31 B:32) and #781617 (R:120 G:22 B:23).



Color Palette: The color palette was developed with the client to create a red and white color scheme to match the signs that represent West Seattle Fence.

All Colors values were expanded by tints of: 80%, 60%, 40%, and 20% in lighter and darker directions to expand upon the original color choices.



R:27 G:27 B:28
 C:72 M:66 Y:65 K:77
 #1B1B1C

R:120 G:21 B:21
 C:31 M:99 Y:98 K:41
 #781515

R:35 G:31 B:32
 C:0 M:0 Y:0 K:100
 #CCCCCC

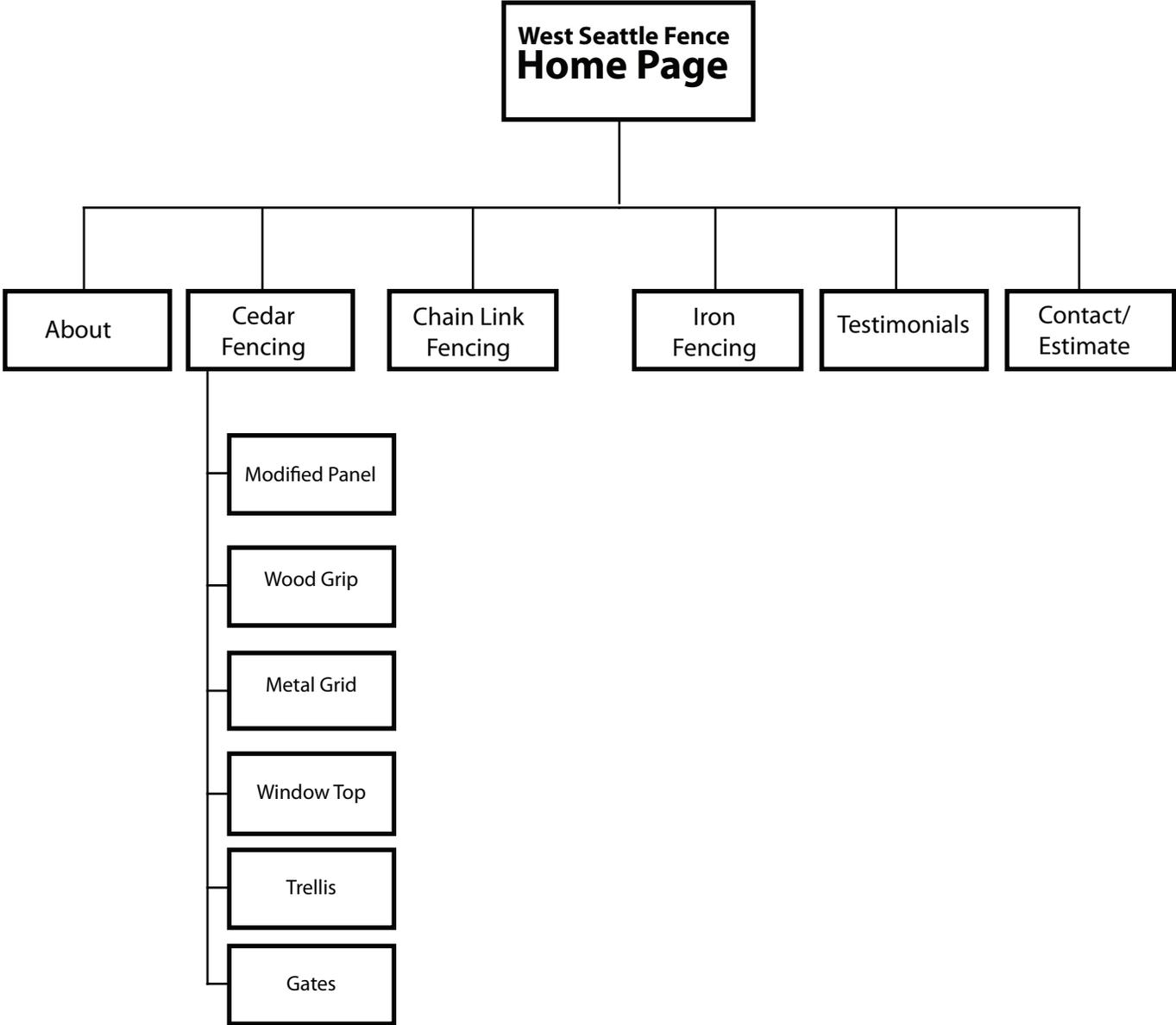
R:241 G:240 B:235
 C:4 M:3 Y:6 K:0
 #F1F0EB

R:240 G:231 B:206
 C:5 M:6 Y:20 K:0
 #F0E7CE

INFORMATION ARCHITECTURE

The main challenge in discussing the information architecture in the site was handling the large number of different types of fences and how to categorize them since a number of fences can fit into two categories. For example, do you divide the galleries by materials used in the fence, such as wood/metal, or function of fence, such as privacy/security.

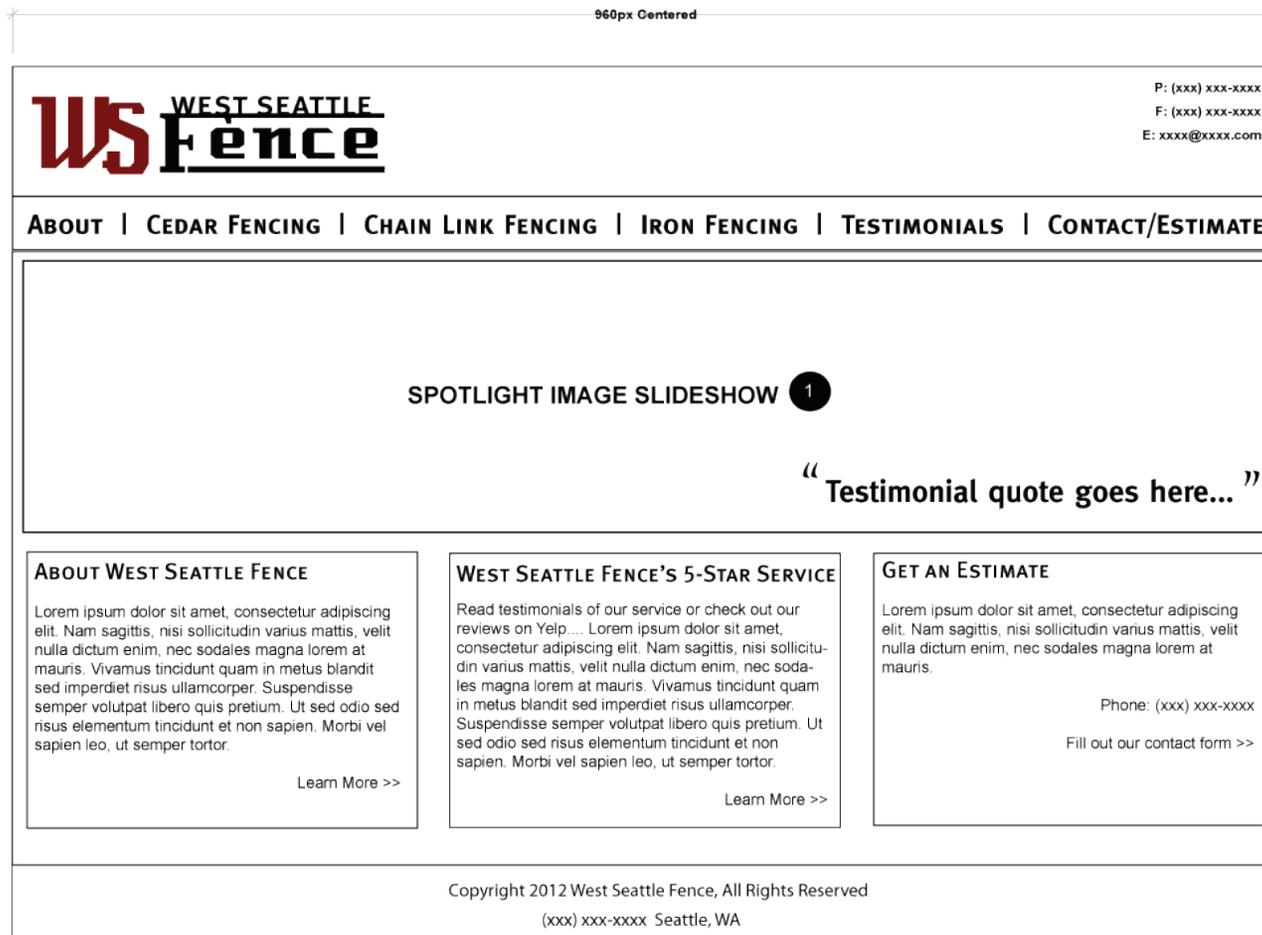
As a solution, we thought it was easier for a user who might not know the ins-and-outs of fencing to choose by material. We also decided to use thumbnail previews for each gallery to make it extra simple for a user to see what they are looking for if they are unsure of common fencing terms.



WIREFRAMES

Home page: These wireframes were designed to spotlight the client's portfolio of work. West Seattle Fence has a 5-star rating on Yelp, and they wanted to portray their business as having high-quality craftsmanship, customer service, and value in the long-run, so we chose to put a spotlight slideshow on the main page that has quotes from some of their positive reviews.

The wireframes for this project were built in Adobe Illustrator, using a 960px, 12 column grid.



NOTES:

- 1 Slideshow of project images to spotlight. Clicking on an image takes you to project gallery.

WIREFRAMES

About page: This page is a short history of West Seattle Fence and gives a little backstory about James and Patty and their roles in the business.

960px Centered

	P: (xxx) xxx-xxxx F: (xxx) xxx-xxxx E: xxx@xxxx.com
ABOUT CEDAR FENCING CHAIN LINK FENCING IRON FENCING TESTIMONIALS CONTACT/ESTIMATE	
	<h3>ABOUT WEST SEATTLE FENCE</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nec neque libero. Vestibulum elementum augue sed ligula congue mattis. Curabitur in odio quam. Suspendisse vulputate euismod pretium. Pellentesque risus odio, pellentesque non interdum sit amet, eleifend auctor urna. Phasellus et ante quam, et elementum risus. In hac habitasse platea dictumst. Nam nec tempus lectus. Suspendisse imperdiet, sapien quis mattis posuere, nunc nunc tincidunt est, mollis posuere elit est ac sapien. Cras vulputate mauris sit amet turpis facilisis blandit.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nec neque libero. Vestibulum elementum augue sed ligula congue mattis. Curabitur in odio quam. Suspendisse vulputate euismod pretium. Pellentesque risus odio, pellentesque non interdum sit amet, eleifend auctor urna. Phasellus et ante quam, et elementum risus. In hac habitasse platea dictumst. Nam nec tempus lectus. Suspendisse imperdiet, sapien quis mattis posuere, nunc nunc tincidunt est, mollis posuere elit est ac sapien. Cras vulputate mauris sit amet turpis facilisis blandit.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nec neque libero. Vestibulum elementum augue sed ligula congue mattis. Curabitur in odio quam. Suspendisse vulputate euismod pretium. Pellentesque risus odio, pellentesque non interdum sit amet, eleifend auctor urna. Phasellus et ante quam, et elementum risus. In hac habitasse platea dictumst. Nam nec tempus lectus. Suspendisse imperdiet, sapien quis mattis posuere, nunc nunc tincidunt est, mollis posuere elit est ac sapien. Cras vulputate mauris sit amet turpis facilisis blandit.</p>
<p style="text-align: center;">Copyright 2012 West Seattle Fence, All Rights Reserved (xxx) xxx-xxxx Seattle, WA</p>	

WIREFRAMES

Cedar Fencing page: This page is a gateway page to a number of galleries of different type of cedar fences built by West Seattle Fence. We chose to use thumbnail previews for the galleries since many clients may not know the distinction between them. This way, a potential customer can see a picture and say “That’s the type of fence I want!”

960px Centered



P: (xxx) xxx-xxxx
F: (xxx) xxx-xxxx
E: xxx@xxx.com

[ABOUT](#) | [CEDAR FENCING](#) | [CHAIN LINK FENCING](#) | [IRON FENCING](#) | [TESTIMONIALS](#) | [CONTACT/ESTIMATE](#)

CEDAR FENCING

MODIFIED PANELLED-IN

WOOD GRID

METAL GRID

WINDOW TOP

TRELLIS

GATES

CEDAR FENCING

IMAGE THUMBNAIL

Modified Panelled-In

IMAGE THUMBNAIL

Wood Grip

IMAGE THUMBNAIL

Metal Grid

IMAGE THUMBNAIL

Window Top

IMAGE THUMBNAIL

Trellis

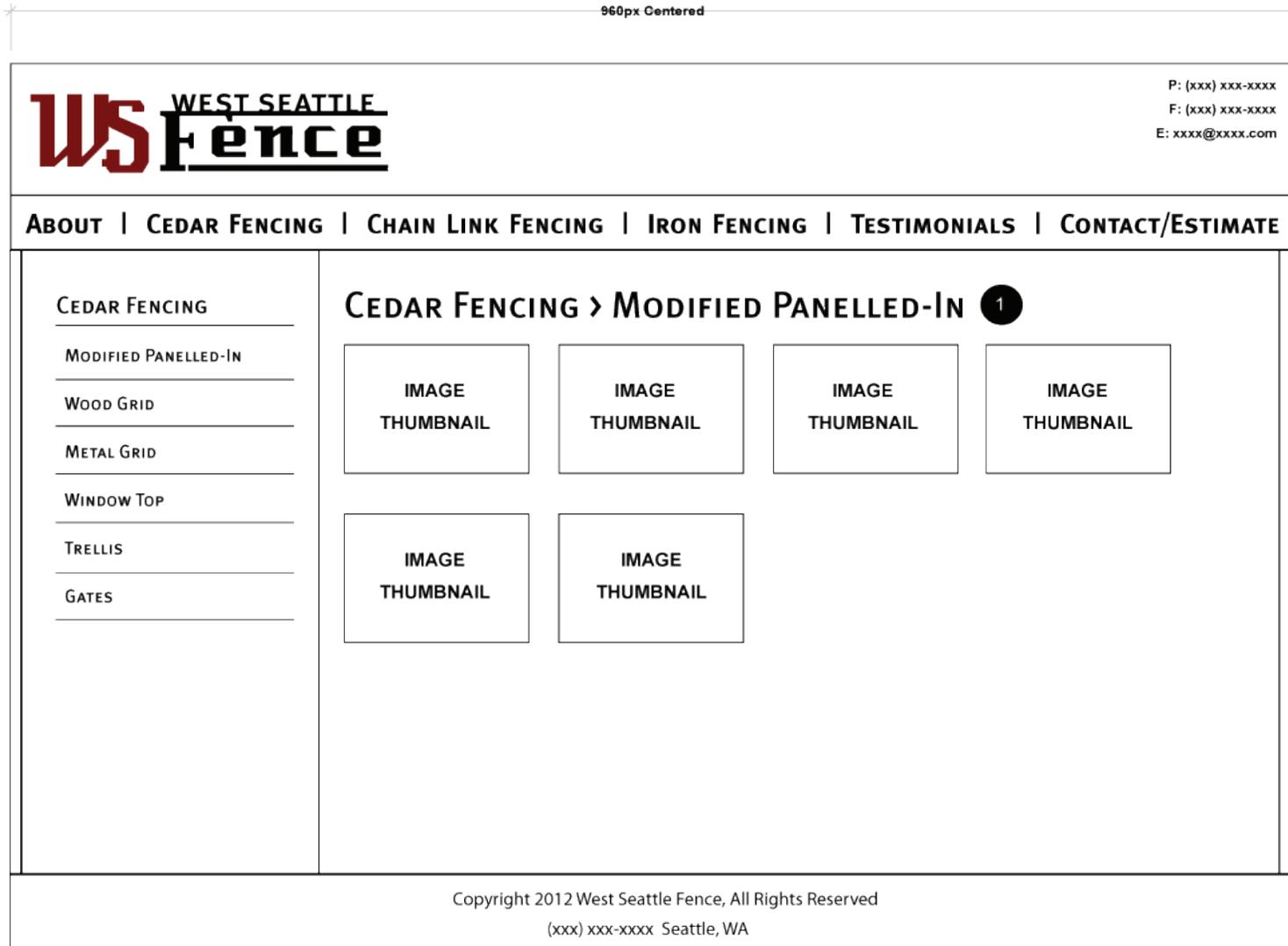
IMAGE THUMBNAIL

Gate

Copyright 2012 West Seattle Fence, All Rights Reserved
(xxx) xxx-xxxx Seattle, WA

WIREFRAMES

Cedar Fencing > Modified Panel page: This is a sub-page to the Cedar Fencing page. The image gallery will be built using Fancybox.



NOTES:

1 All image thumbnails will open into a jQuery Fancybox gallery (for example see <http://fancybox.net/>)

VISUAL DESIGNS

Home Page design 1 (left) and 2 (right): We looked at several different variations of the home page. These were the top two with different styles for the header - 1 is a little more plain and 2 is slightly more stylized. The client ultimately decided on design 1.

P: (xxx) xxx-xxxx
F: (xxx) xxx-xxxx
E: xxx@xxx.com

WS WEST SEATTLE Fence

ABOUT | CEDAR FENCING | CHAIN LINK FENCING | IRON FENCING | TESTIMONIALS | CONTACT/ESTIMATE



“WHAT A FENCE...! WITHOUT A DOUBT, 5 STARS.”

ABOUT WEST SEATTLE FENCE

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[Learn More >>](#)

WEST SEATTLE FENCE'S 5-STAR SERVICE

Read testimonials of our service or check out our reviews on Yelp... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sagittis, nisi sollicitudin varius mattis, velit nulla dictum enim, nec sodales magna lorem at mauris. Vivamus tincidunt quam in metus blandit sed imperdiet risus ullamcorper. Suspendisse semper volutpat libero quis pretium. Ut sed odio sed risus elementum tincidunt et non sapien. Morbi vel sapien leo, ut semper tortor.

[Learn More >>](#)

GET AN ESTIMATE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sagittis, nisi sollicitudin varius mattis, velit nulla dictum enim, nec sodales magna lorem at mauris.

Phone: (xxx) xxx-xxxx
[Fill out our contact form >>](#)

Copyright 2012 West Seattle Fence. All Rights Reserved

P: (xxx) xxx-xxxx
F: (xxx) xxx-xxxx
E: xxx@xxx.com

WS WEST SEATTLE Fence

ABOUT | CEDAR FENCING | CHAIN LINK FENCING | IRON FENCING | TESTIMONIALS | CONTACT/ESTIMATE



“WHAT A FENCE...! WITHOUT A DOUBT, 5 STARS.”

ABOUT WEST SEATTLE FENCE

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[Learn More >>](#)

WEST SEATTLE FENCE'S 5-STAR SERVICE

Read testimonials of our service or check out our reviews on Yelp... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sagittis, nisi sollicitudin varius mattis, velit nulla dictum enim, nec sodales magna lorem at mauris. Vivamus tincidunt quam in metus blandit sed imperdiet risus ullamcorper. Suspendisse semper volutpat libero quis pretium. Ut sed odio sed risus elementum tincidunt et non sapien. Morbi vel sapien leo, ut semper tortor.

[Learn More >>](#)

GET AN ESTIMATE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sagittis, nisi sollicitudin varius mattis, velit nulla dictum enim, nec sodales magna lorem at mauris.

Phone: (xxx) xxx-xxxx
[Fill out our contact form >>](#)

Copyright 2012 West Seattle Fence. All Rights Reserved

VISUAL DESIGNS

About Page (left) and Cedar Fencing (right): Designs for other template pages in the style chosen by the Client.

P: (xxx) xxx-xxxx
F: (xxx) xxx-xxxx
E: xxx@xxx.com

WS WEST SEATTLE Fence

ABOUT | CEDAR FENCING | CHAIN LINK FENCING | IRON FENCING | TESTIMONIALS | CONTACT/ESTIMATE

ABOUT WEST SEATTLE FENCE



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F: (xxx) xxx-xxxx
E: xxx@xxx.com

WS WEST SEATTLE Fence

ABOUT | CEDAR FENCING | CHAIN LINK FENCING | IRON FENCING | TESTIMONIALS | CONTACT/ESTIMATE

CEDAR FENCING

- MODIFIED PANELLED-IN
- WOOD GRID
- METAL GRID
- WINDOW TOP
- TRELLIS
- GATES

CEDAR FENCING



Modified Panelled-In Wood Grip Metal Grid Window Top



Trellis Gate

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DESIGN SPECIFICATIONS

The design specifications were built off of a copy of the illustrator visual design files and specifies the size, color, and filenames of divs, images, font, and header tags.

960px

20px

background-color: #781414;

90px



images/wsfcancelogo.png

background-color: #F0F0EB; color: #781414; font-size: 10px;

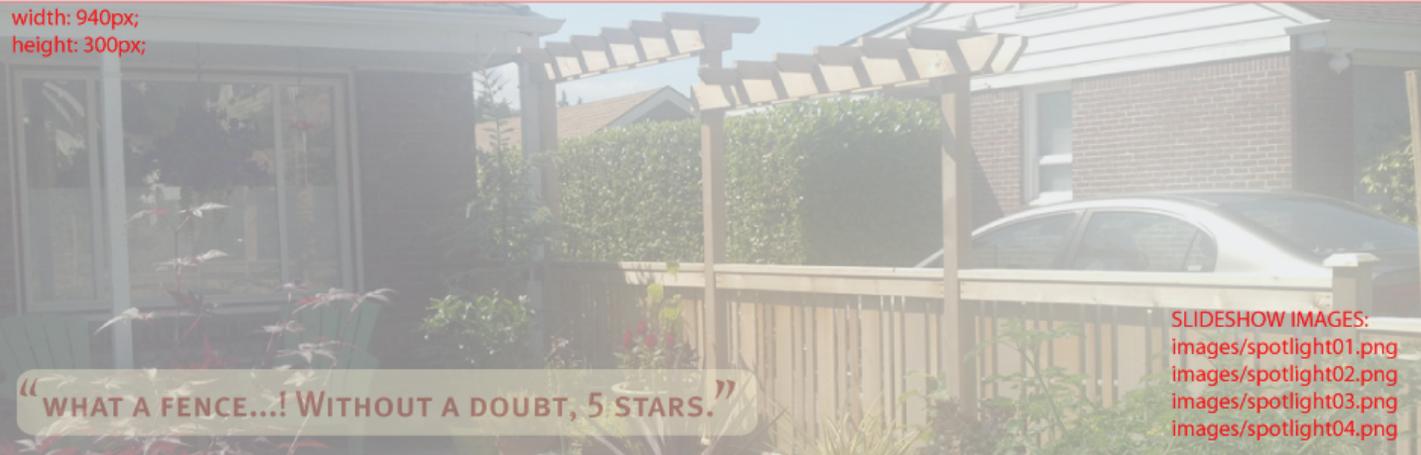
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F: (xxx) xxx-xxxx
E: xxx@xxx.com

font-family: metaplusmedium;
#navlist li a {color: #781414; text-decoration: none;}
#navlistli a: hover {color: #BEBBAD; text-decoration: none;}

ABOUT | CEDAR FENCING | CHAIN LINK FENCING | IRON FENCING | TESTIMONIALS | CONTACT/ESTIMATE

50px

width: 940px;
height: 300px;



SLIDESHOW IMAGES:
images/spotlight01.png
images/spotlight02.png
images/spotlight03.png
images/spotlight04.png

“WHAT A FENCE...! WITHOUT A DOUBT, 5 STARS.”

ABOUT WEST SEATTLE FENCE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sagittis, nisi sollicitudin varius mattis, velit nulla dictum enim, nec sodales magna lorem at mauris. Vivamus tincidunt quam in metus blandit sed imperdiet risus ullamcorper. Suspendisse semper volutpat libero quis pretium. Ut sed odio sed risus elementum tincidunt et non sapien. Morbi vel sapien leo, ut semper tortor.

h1 {font-family: metaplusmedium;
font-weight: normal;
font-size: 18px;} [Learn More >>](#)

WEST SEATTLE FENCE'S 5-STAR SERVICE

Read testimonials of our service or check out our reviews on Yelp.... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sagittis, nisi sollicitudin varius mattis, velit nulla dictum enim, nec sodales magna lorem at mauris. Vivamus tincidunt quam in metus blandit sed imperdiet risus ullamcorper. Suspendisse semper volutpat libero quis pretium. Ut sed odio sed risus elementum tincidunt et non sapien. Morbi vel sapien leo, ut semper tortor.

height: 200px; width: 300px; [Learn More >>](#)

GET AN ESTIMATE

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Phone: (xxx) xxx-xxxx

[Fill out our contact form >>](#)

body {font-family: Arial, Helvetica, sans-serif;
font-size: 12px;}

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background-color: #781414; color: #F0F0EB; font-size: 11px;

HTML TEMPLATES

HTML Templates for index.html, about.html, and testimonials.html are available to view on the client staging area at morganmacenka.com/staging/wsfence/templates



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ABOUT WEST SEATTLE FENCE

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WEST SEATTLE FENCE'S 5-STAR SERVICE

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[Learn More >>](#)

GET AN ESTIMATE

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[Learn More >>](#)

HANDOFF PACKET

The handoff packet is located on the client staging area and includes the files for:

01. Client Surveys
02. Site Objectives
03. Functional Specifications
04. User Profile
05. Project Proposal
06. Information Architecture
07. Wireframes
08. Color Palette
09. Logo Studies & Final Design
10. Visual Design
11. HTML Templates
12. Design Specs
13. All site files including images, fonts, and plugins
14. Original .ai and .psd files for site graphics including logo

CLIENT STAGING AREA

The client staging area is located at morganmacenka.com/staging/wsfence



West Seattle Fence Client Staging Area

- [Client Surveys >>](#)
- [Site Objectives >>](#)
- [Functional Specifications >>](#)
- [User Profile >>](#)
- [Project Proposal >>](#)
- [Project Schedule >>](#)
- [Information Architecture >>](#)
- [Wireframes >>](#)
- [Color Palette >>](#)
- [Logo Design >>](#)
- [Visual Design >>](#)
- [HTML Templates >>](#)
- [Design Specs >>](#)
- [Final Website >>](#)

Handoff Files

- [Site, Image, & Font Files >>](#)
- [Illustrator & Photoshop files >>](#)

TIMESHEET

Date	Activity	Time
Jun 1, 2012	Initial client meeting	2 hours
Jul 4, 2012	Client surveys	2 hours
Jul 20, 2012	Reviewed client surveys	1 hour
Jul 20, 2012	Set up client staging area	1 hour
Jul 21, 2012	Site objectives	2 hours
Jul 21, 2012	Functional specs	3 hours
Jul 22, 2012	User Profile	2 hours
Jul 22, 2012	Project Proposal	1 hour
Jul 28, 2012	Information Architecture	2 hours
Jul 29, 2012	Client meeting	2 hours
Jul 29, 2012	Information architecture revisions	1 hour
Jul 29, 2012	Set up web hosting	3 hours
Jul 30, 2012	Correspondence with client	1 hour
Jul 30, 2012	Transferred domain names	4 hours
Jul 31, 2012	Wireframes	4 hours
Jul 31, 2012	Correspondence with client	1 hour
Jul 31, 2012	Wireframes	2 hours
Aug 1, 2012	Update client staging area	1 hour
Aug 2, 2012	Logo Design	4 hours
Aug 3, 2012	Color palette	3 hours
Aug 3, 2012	Logo Design	2 hours
Aug 3, 2012	Correspondence with client	0 hours 30 minutes
Aug 4, 2012	Guidelines packet	4 hours
Aug 4, 2012	Visual design	6 hours
Aug 5, 2012	Visual design	2 hours
Aug 5, 2012	Correspondence with client	1 hour
Aug 6, 2012	Visual design update	2 hours
Aug 6, 2012	Update client staging area	1 hour

Date	Activity	Time
Aug 7, 2012	Guidelines packet	5 hours
Aug 8, 2012	Set up client ftp	1 hour
Aug 8, 2012	Correspondence with client	0 hours 30 minutes
Aug 10, 2012	Developed jQuery slideshow	4 hours
Aug 10, 2012	HTML Templates	3 hours
Aug 10, 2012	Site Development	2 hours
Aug 10, 2012	Correspondence with client	0 hours 30 minutes
Aug 11, 2012	Site development	6 hours
Aug 12, 2012	Site development	4 hours
Aug 13, 2012	Client meeting	1 hour
Aug 14, 2012	client meeting	0 hours 30 minutes
Aug 14, 2012	Resized photos and created thumbnails	2 hours
Aug 14, 2012	Developed jQuery galleries	2 hours
Aug 15, 2012	Edited and implemented content	3 hours
Aug 15, 2012	Resized photos and created thumbnails	4 hours
Aug 15, 2012	Developed jQuery galleries	2 hours
Aug 16, 2012	Resized photos and created thumbnails	2 hours
Aug 16, 2012	Developed jQuery galleries	1 hour
Aug 16, 2012	Resized photos and created thumbnails	2 hours
Aug 16, 2012	Developed jQuery galleries	1 hour
Aug 16, 2012	Client meeting	1 hour
Aug 17, 2012	Guidelines packet	3 hours
Aug 17, 2012	Site Launch	2 hours
Aug 17, 2012	Handoff Packet	3 hours
Aug 17, 2012	Guidelines packet	3 hours
	TOTAL HOURS	119