

Client Two Web Design Capstone Project Blueprint

Ray Langton

EnVigur Event Management

The Situation

EnVigur (ENV) is a small company that specializes in event management and caters to corporations with headquarters located in the middle Tennessee area (enter radius here – 250 miles). ENV provides event management, project management, and business consulting primarily in foreign locales.

Owner/operator Ray Langton was approached by the Web Design department of Nashville State Community College (NSCC) to implement a redesign of the already existing web site – www.envigur.com. This project is aligned to satisfy both customer needs and a final requirement of the graduating Web Design concentration of the Visual Communication Major. The three-person NSCC Web Team (NSCC Web Team) will begin to review provided documents of past trips and existing business plans to implement a redesign that will reestablish a web presence. While the company has been in business since 2004, ENV hopes to attract new business by the spontaneous visitor and to back a sound business idea with a graphically enhanced web site. While ENV has an already purchased domain name, they do not have a hosting account with a hosting company. In addition to a redesign of the site, the NSCC Web Team will assist with the selection, purchase, and implementation of the hosting [aspect/facet].

Background

The NSCC Web Team has approached ENV through a third party and wishes to redesign an existing website for ENV, including, but not limited to, the below-mentioned pages. Any additional pages not mentioned below will require approval from the NSCC Web Team, ENV, and any other involved parties acting on behalf of the NSCC Web Team.

The requested proposal from the NSCC Web Team will include project planning, design, development, implementation, and launching of the website for ENV.

The problem this course is proposed to solve

ENV's current web site stands as a one-page static site with no detailed information about the company. ENV offer premier travel packages for high-level businesses, accommodating the upper level management members. With travel packages that range from Europe to the Americas, from Africa to the Pacific Rim, ENV would like a site to match the exotic 'feel' of the far-from-ordinary locales. From meetings, correspondents, and the company business plan, the NSCC Web Team will:

Objective One: Prepare a prototype website

To consist of proposed site design and information layout including, but not limited to, sample images, navigation layout, and color scheme.

Objective Two: Design Model Substitutes (When necessary)

Upon gaining feedback from ENV, the NSCC Web Team will make any necessary updates to the design template to accommodate the needs of the client. This will also include any design that must be resubmitted to ENV for updates.

Objective Three: Final EnVigur Website

To consist of approximately 7 primary pages, secondary image pages, and pages templates, including:

- **HOME**
 - Company Overview
 - Executive Events
 - Music Events
- **EXECUTIVE EVENTS & MUSIC EVENTS**
 - Photo Pages Detailing The Specific Themed Event
- **SERVICES**
 - Event Planning
 - Event Management
 - Event Related
 - Outdoor Activities
- **PHOTOS**
 - ****TO INCLUDE PHOTOS FROM RAY’S MOST VISITED SITES****
- **CONTACT US**
 - Company Contact Information

Objective Four: Successful Debugging and Launch of the ENV Website

The project, in its entirety, will be completed at the end of a 10-week period.

The final product will include all graphics, navigational elements, and templates required for these pages.

Project Timeline*

| Task | Proposed Time to Complete |
|---|---|
| Project Kickoff Meeting – initial plans are made for project scope, team member involvement, and client selection | Day One (<i>Week One</i>) |
| Assignment Outline – the NSCC Web Team will facilitate project blueprint completion and decide upon design template | 2 weeks after Day One (<i>Week Three</i>) |
| Initial home page design complete – the NSCC Web Team will present ENV with design concept (<i>feedback provided by ENV</i>) | 3 weeks after Day One (<i>Week Four</i>) |
| Home page design revision delivered to LPC – the final design of the home page/template for the entire site is presented (<i>Approval provided by ENV</i>) | 4 weeks after Day One (<i>Week Five</i>) |
| Remaining screens presented to ENV | 6 weeks after Day One (<i>Week Seven</i>) |

Final screens delivered (*Approval provided by ENV*)

8 weeks after Day One (*Week Nine*)

Site Launched – the final version of the site will be tested and moved to the designated server for public access.

9 weeks after Day One (*Week Ten*)

*Schedule may vary according to ENV’S requirements and pending approvals.

NSCC Web Team Responsibilities

General

The responsibilities detailed below are an outline of work that requires completion detailed by this Blueprint.

Krystal

Primarily responsible for the mock up for ENV. If a secondary mock up is requested, Krystal will work with the team to design and submit for approval. Once completed, Krystal will act as a backup team member and assist where additional work is required.

Jessica

Primarily will act as a backup team member for any needed work on ENV. Additional assistance on the CSS file will be Jessica’s secondary responsibility.

Joshua

Primarily responsible for working on the HTML files for the ENV site. Once completed, Joshua will begin working on the finished CSS file(s) for ENV. For any additional work, Joshua will act as a backup team member and assist where the work is required.

Dale

Dale will act in a managerial role providing direction and assisting the other team members when assistance is needed.

Linking the objectives to Course Outcomes*

Objective one: Prepare a prototype website

The first goal is to establish a visually engaging design for the website, to serve as the individual page templates for the remaining pages.

Objective two: Design Example Substitutes (When necessary)

The NSCC Web Team will present ENV with alternatives to the original design to correct design, layout, and/or color scheme. The substitutes will be re-presented to ENV as referenced in the above *Project Timeline*.

Object Three: Final LePooch & Co. Pet Spa and Boutique Website

Upon ascertaining the final graphical design, the NSCC Web Team will begin designing the remaining pages and related graphics/photos. The remaining pages will then be presented to ENV for approval as referenced in the above *Project Timeline*.

Objective Four: Successful Debugging and Launch of the ENV Website

The NSCC Web Team will begin the testing phase of the project to ensure that all functionality is correctly implemented upon uploading to the designated server. Objective four will be finalized as referenced in the above *Project Timeline*.

*All objectives are contingent upon receiving approval from ENV in the above outlined schedule