

Therapy Spa



Project Plan

Proposal to **Therapy Spa**



for Digital Consulting & Web Development
October 6, 2017

Prepared by:
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Therapy Spa



Objectives & Timeframe

Objectives



- Providing an online presence and clear brand identity through current design trends for elements such as logo, typography, colors and images.
- Layout & design with a “mobile first” mentality for maximum responsiveness.
- Simple, userfriendly navigation.
- Strong visual hierarchy.
- Allow current and new customers to view services online.
- Integration of social media platforms and email sharing.

Timeframe

The project will be completed within a five and a half week schedule, allowing for feedback and revisions. Upon acceptance of proposal, receipt of deposit, and scheduled kick-off the first step of this project will be to assess existing or anticipated brand guidelines, perform a competitive review and hone the strategy and planning that will guide the balance of the project. The online strategy developed will inform content, feature-set, and approach to design. When the site has been thoroughly reviewed, we will be ready for launch.

Phase	Week
Initial Discovery And Planning	1
Website Structuring	2
Website Visual Design	3
Content Production / Web Production	4
Acceptance Testing / Debugging / Prelaunch-checklist	5
Site Deployment (Launch)	6

Therapy Spa



Desktop Wireframes

Desktop Home Page



Contact Information

Brand Identity

Global Navigation

Image Carousel

Welcome Message

Special Additions
Icon

Special Additions
Icon

Special Additions
Icon

Courtesy Navigation

Social Media Icons

Brand Identity

Copyright Information



Header

Body

Footer



Contact Information

Brand Identity

Global Navigation

Main Image

Service Image

Service Title

Service Description

Duration - Price

Duration - Price

Service Image

Service Title

Service Description

Duration - Price

Duration - Price

Service Image

Service Title

Service Description

Duration - Price

Duration - Price

Special Additions Icon

Special Additions Icon

Special Additions Icon

Courtesy Navigation

Social Media Icons

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Footer



Contact Information

Brand Identity

Global Navigation

Main Image

Image

Hours

Monday - Saturday
9AM - 12PM
1PM - 9PM
by appointment only

Location

44 Some Street
Some City, NJ 07305
(201)555-1212

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Pricing

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Map

Contact

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Special Additions Icon

Special Additions Icon

Special Additions Icon

Courtesy Navigation

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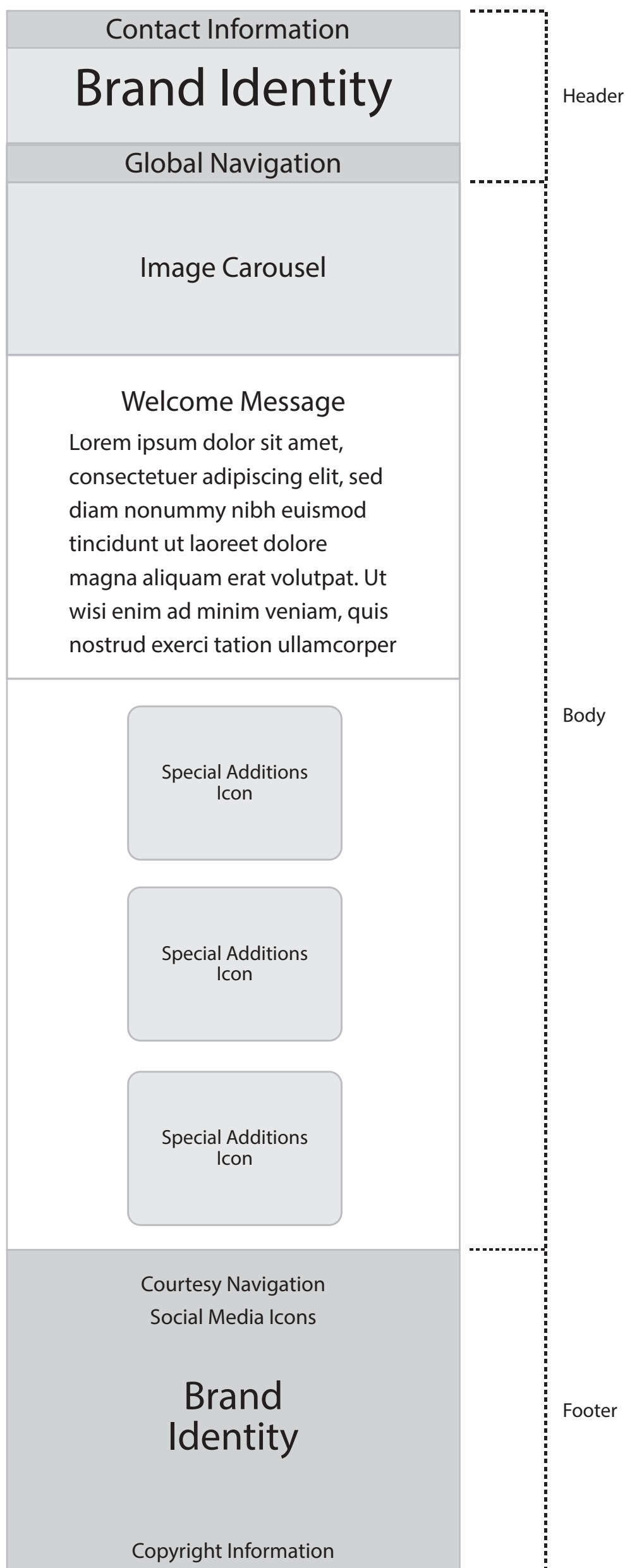
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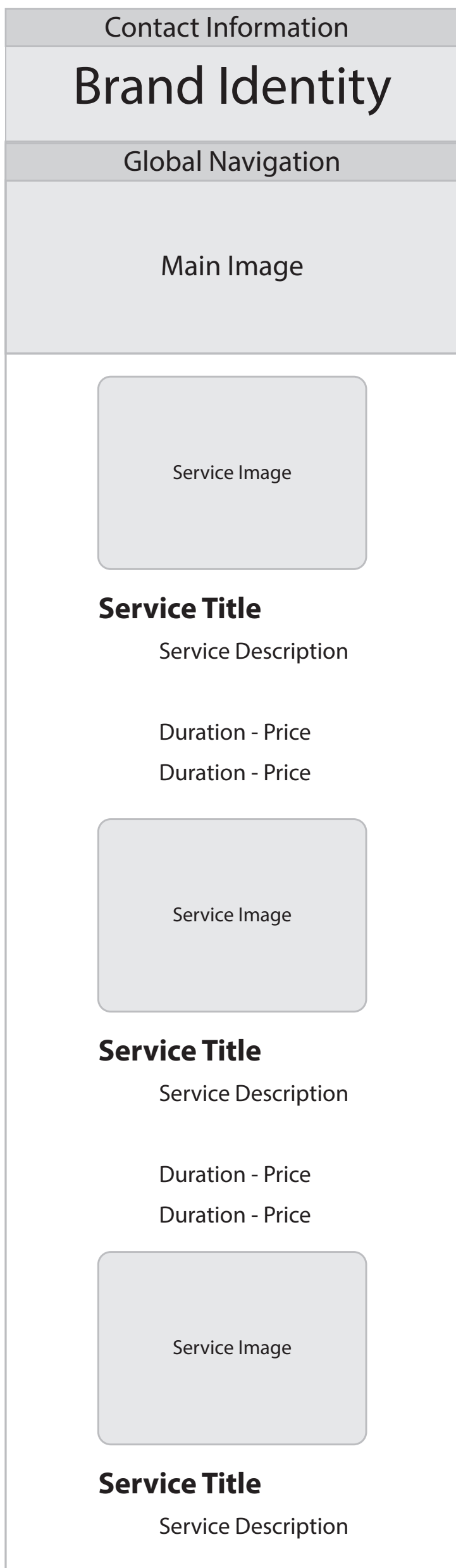


Mobile Wireframes

Mobile Home Page



Mobile Services Page



Header

Body



Mobile About Page



Contact Information

Brand Identity

Global Navigation

Main Image

Image

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Hours	Location
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Pricing

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Map

Header

Body



Therapy Spa



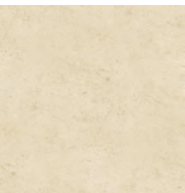
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Style Guide

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Color Palette



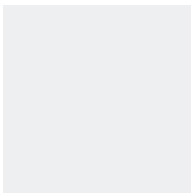
Sand Pattern
Background



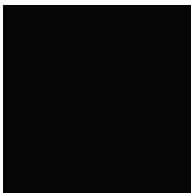
Slate
#535d67
RGB 84, 93, 103



Grass
#97B27A
RGB 152, 179, 123



White
#FFFFFF
RGB 255, 255, 255



Black
#000000
RGB 0, 0, 0

Typography

Title: **Herkules 2em**

Headings: **Arial Bold 1.25em**

Body/Global Navigation: **Arial Regular 1em**

Logo & Icons

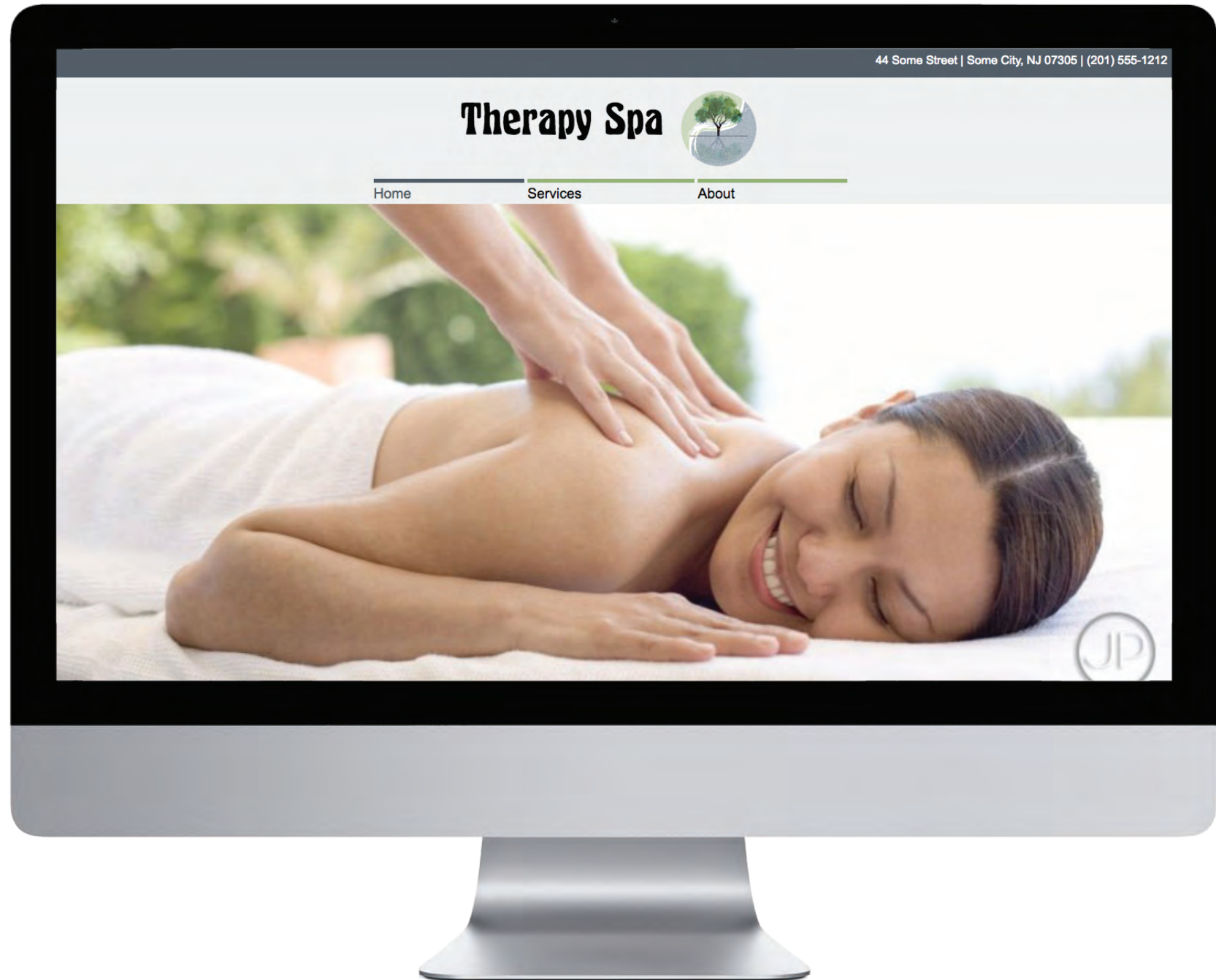


Therapy Spa

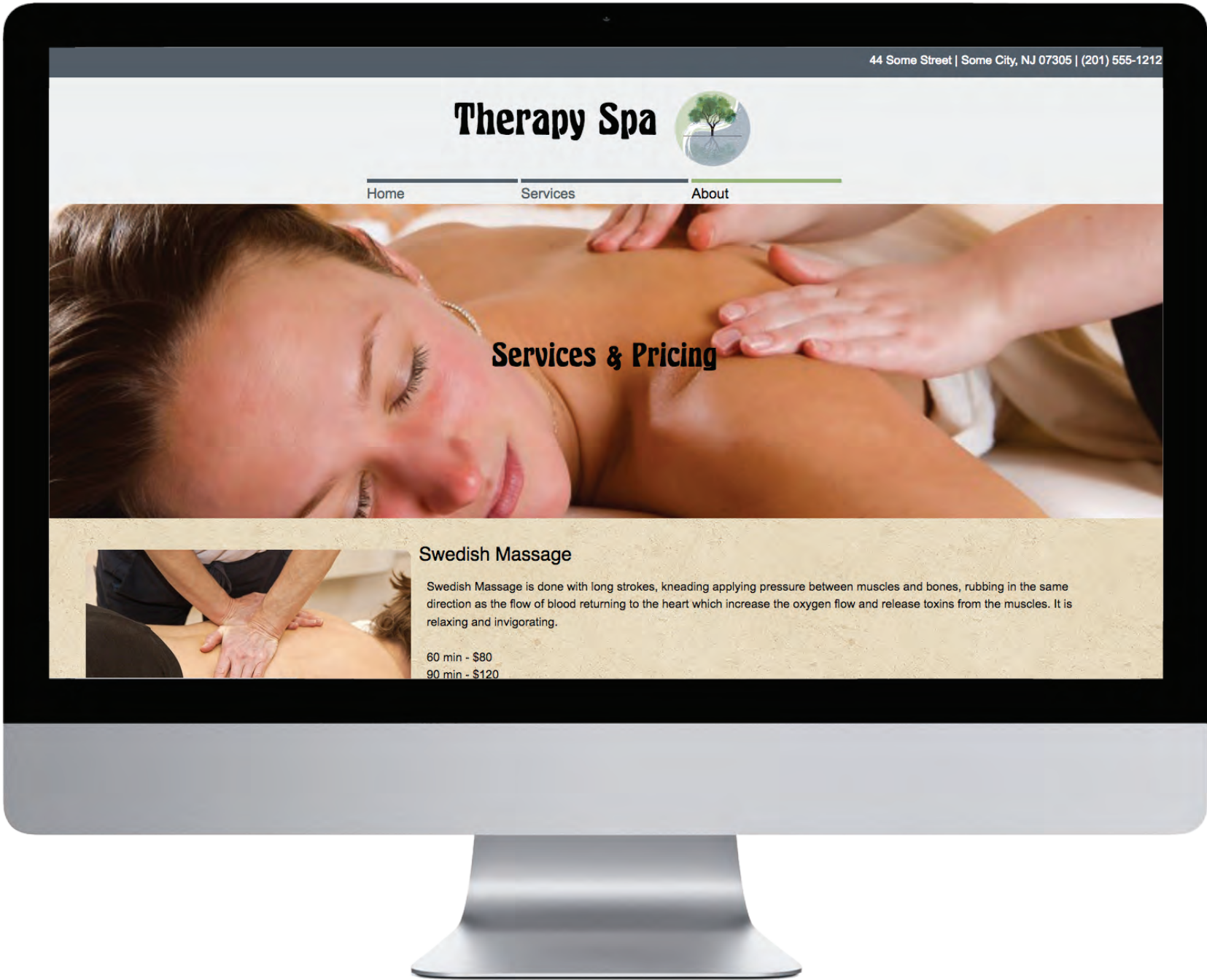


Website Mockups

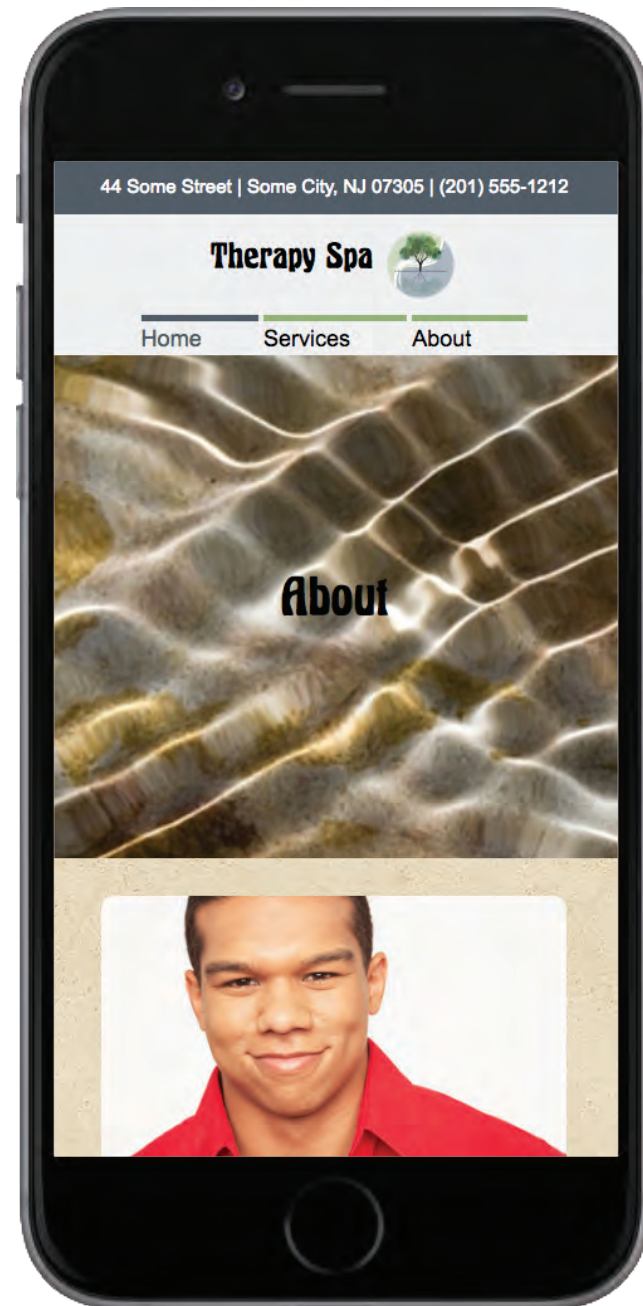
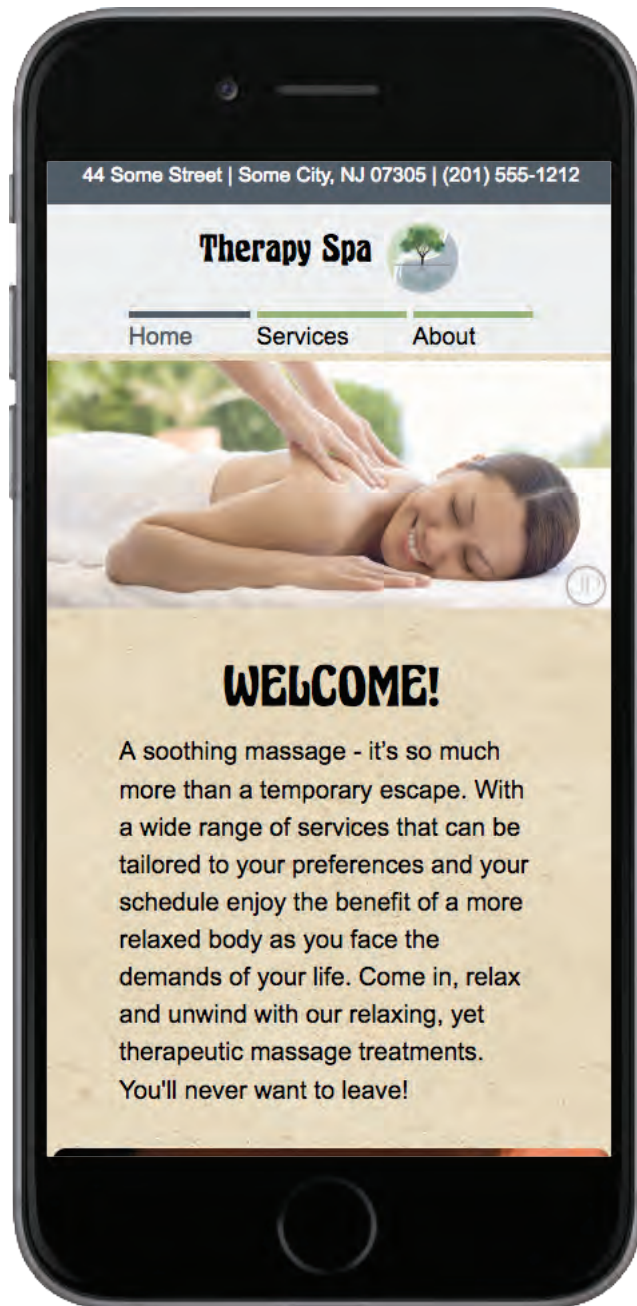
Desktop Home Page



Desktop Services Page



Mobile Home Page & About Page



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