



Website Proposal

Theresa Hanson
CS 318

Business Overview

Shops on Grand is a retail space for small entrepreneurs to rent a space to sell their handmade crafts, vintage resale, antiques or upcycled merchandise. In a newly renovated auto mechanic's shop, Shops on Grand has replaced car grease with elbow grease of crafty, hardworking vendors. A large variety of vendors means more options for every customer. During the summer months vendors will have an opportunity setup shop outside on Saturdays each month at Shops on Grand.

Vendors at Shops on Grand will take up approximately 18 spaces. Vendor spaces will be rented per month versus taking a percentage of their sales, this should ensure a stock of quality products. The vendors will pay rent only, no commission. They will be charged for sales tax and credit card processing fees on sales as they apply.

Goal

The goal of the Shops on Grand website is to sell space to new vendors, create awareness of new business, and highlight new products coming in each month. Thus far the vendor space have only been sold via word of mouth. This website will have all of the information needed for vendors, like price, size, and location. Vendors can rent spaces per month, this will allow a rotation of new vendors with new products. New products will be the main driver bringing in new and returning customers and therefore will be highlighted on the website. Finally this is a new business, creating a website in conjunction with social media advertisements will create awareness to locals and tourists traveling through.

Website Project Overview

Website Name: Shops on Grand

Website Domain: shopsongrand.com

Name of Client: Sandy Joe

Web Pages: Home, About, Contact, Vendors, Blog

Statement of Work

Deliverables from the Shops on Grand project are the following:

- Design of Information Architecture of Shopsongrand.com.
- Wireframe design of mobile and desktop user interfaces for each web page.
- Design of the website Shopsongrand.com in mobile and desktop versions.
- Coding of HTML5 and CSS3 for shopsongrand.com
- Deploy of website

Below is the list of web pages for this website. Content of each web page is subject to change based on information architecture discovery.

Home: On-going sales, have a shortened version of the about story, and hours.

About: Full backstory about Shops on Grand, vendor rental information, and hours.

Vendors: Sections about each vendor and what they sell including some images.

Contact: Address, phone, email, and a contact us form.

Blog: Blog about new vendors and their products.