

Website Proposal

It's all about the bottom line

Client:	Aged Care Home
Project:	Re-design Website
Status:	Design Brief
Date:	19 May 2009

Overview

Site URLs

- www.clemjoneshome.org – Existing Site for reference and what needs to be improved on.

Site Map

- Main Navigation - 8 pages
 - Home
 - About Us
 - Accommodation
 - Financial Info
 - Philosophy of Care
 - Contact Us
 - Sign up for newsletter
- Secondary Pages – 5 pages
- Total no of pages – 13 pages

Objectives

- Credibility
- Show professionalism, caring
- Establish an online identity
- Allow an application form to be downloaded from the site
- Receive general enquiries
- Feature a phone number
- Advertise career opportunities

Design/Content Brief

- ü The following elements are required in the design:
 - Phone number will be featured in banner on each page **07 3909 4000**
 - An area for a large flash banner of rotating images on homepage
 - Images need to reflect credibility, professionalism and caring (just use some example images for now as we'll need to source some)
 - Large logo in banner as well
 - Some icons on homepage to include:
 - § Download Application Form
 - § Admission Kit
 - § Contact Us

Technology

- This website will be built on Dot Net Nuke so design needs to be able to be converted into a DNN skin.