

## **Smithville Bowling Web Site Specifications**

Proposed domain name: www.smithvillebowling.com

### **1.0 OVERVIEW OF WEB SITE REQUIREMENT**

The new site will perform the following function for your business:

*"We want people to find our products by searching the web. The site will provide detailed information about the products and enable visitors to make on-line purchases."*

### **2.0 SEARCH ENGINE OPTIMIZATION**

#### **2.1 Search Engine Ranking**

- The website should be accessible to search engine spiders and be coded with good on-page search engine optimization.
- The designer should propose separately a budget for link building required to make the site reasonably competitive in the target market

### **3.0 LIST OF PAGES**

#### **3.1 Home Page**

The Home Page will give visitors an overview of Smithville Bowling's services with an intuitive navigation. This page will contain a brief introduction about Smithville Bowling along with a short video about Smithville Bowling, hours of operation, and an embedded map.

#### **3.2 About Smithville Bowling**

This About Smithville Bowling page will contain the history of the company along with a photo and video gallery.

#### **3.3 Contact**

The Contact page will include Smithville Bowling's contact information, including hours of operation, telephone, address, and email. A map with directions to Smithville Bowling from I-5 and I-405 (North and South) and bus routes.

#### **3.4 Rates**

The Rates page will contain the bowling rates and hours, themed nights, and discounts and special offers.

#### **3.5 Events**

The Events page will include the rates for corporate, birthday, and group parties. This page will also include information about catering services, rates, and menu.

#### **3.6 Food and Drinks**

The Food and Drinks page will include the regular, late-night, and catering menus. Additionally, the hours of operation for food service will be specific on this page. This page will also hyperlink to the catering section in the Events page.

### 3.7 Fundraisers

The Fundraisers page will include all previous and upcoming fundraisers. There will also be a list of donors.

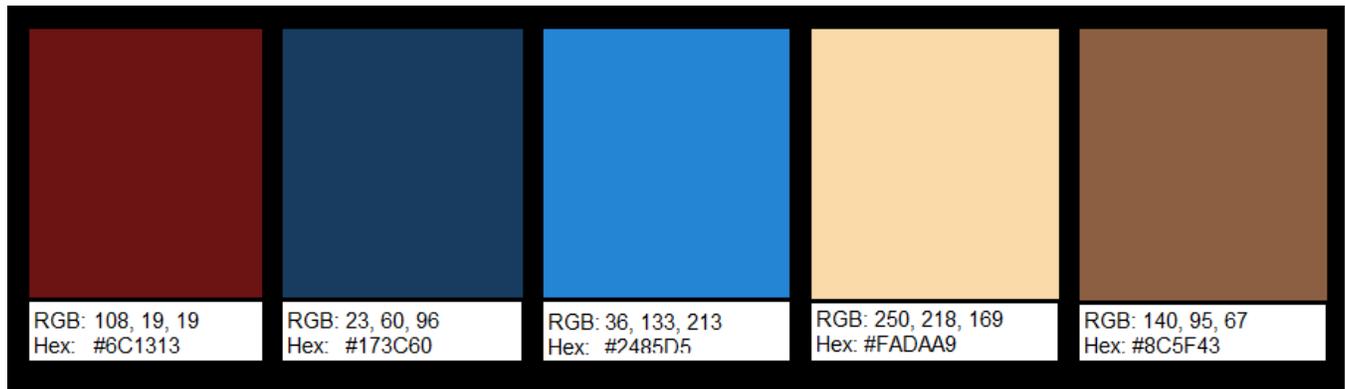
### 3.8 Testimonials

The Testimonials page will include all testimonials Smithville Bowling has received from its patrons. Also, there will be a form where visitors can leave any comments. These comments can be reviewed before being published on the site.

## 4.0 STYLE AND LAYOUT

### 4.1 Overall Style

The site style should incorporate our corporate colors and logo. [Define and create the color scheme for your proposed upgrade. See the example within the Navigation, page structure, and wireframes lesson. Be sure to include an example of the color, the hex value, the rgb values, and the intended color use.]

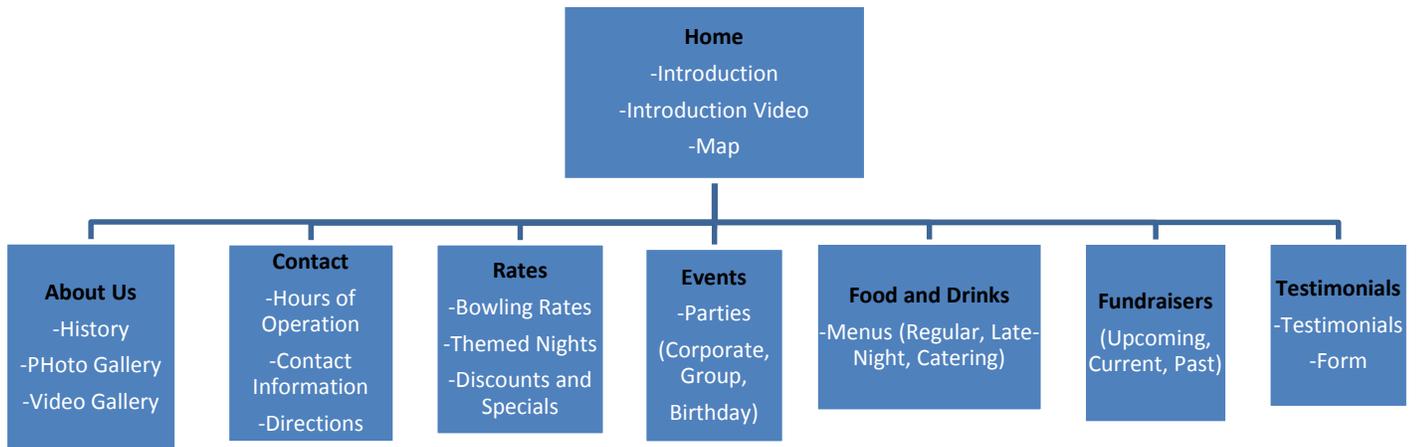


RGB Color	Hex Value	Description	Usage
108, 19, 19	#6C1313	Cabernet Red	Rollover highlight for navigation
23, 60, 96	#173C60	Dark Blue	Font color
36, 133, 213	#2485D5	Electric Blue	Title font color
250, 218, 169	#FADAA9	Beige	Article background
140, 95, 67	#8C5F43	Warm Brown	Header background

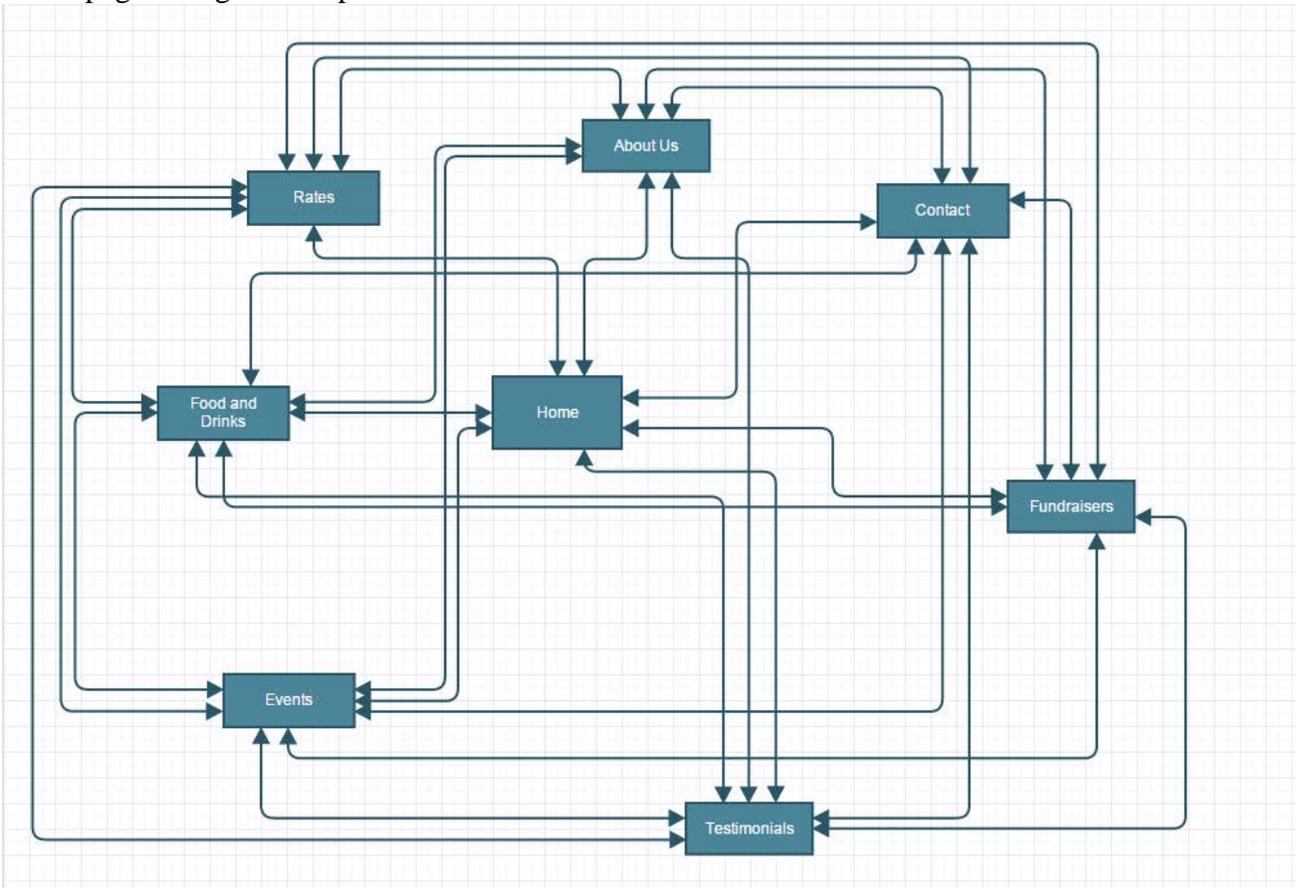
## 4.2 Navigation

Below is a hierarchical representation and cross-page navigation representation of Smithville Bowling's website. The navigation bar will include links to the Home page, About Us, Contact, Rates, Events, Food and Drinks, Fundraisers, and Testimonials.

### Hierarchical Representation of Navigation



### Cross-page Navigation Representation



### 4.3 Font Selection

The selected font for the Smithville Bowling website will be Arial. This font was chosen due to its cross-platform functionality. Below are examples of the Arial font at point sizes: 12, 18, and 24, along with bold and italic examples.

Arial (12pt. font)

**Arial (12pt. font, bold)**

*Arial (12pt. font, italic)*

Arial (18pt. font)

**Arial (18pt. font, bold)**

*Arial (18pt. font, italic)*

Arial (24pt. font)

**Arial (24pt. font, bold)**

*Arial (24pt. font, italic)*

## 5.0 SITE LAYOUT

### 5.1 Wireframe

[Create three wireframes for possible use in the updated Web site. Explain some basic thoughts about each wireframe, and select one as your recommendation for the site.]

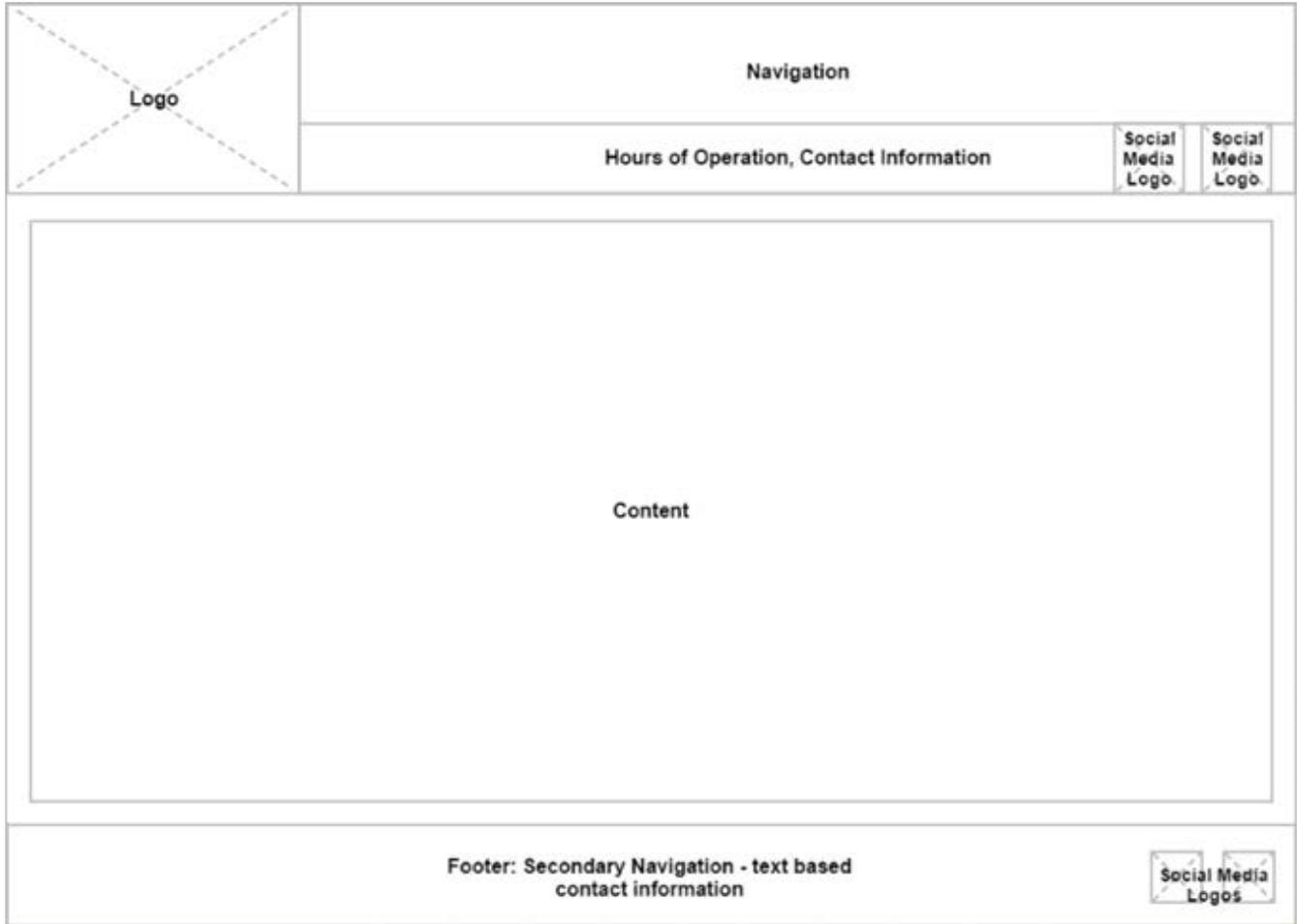
#### Wireframe 1:

The first wireframe includes a header with a logo, contact information, and hours of operation. The navigation contains a navigation image, social media icons. The article contains the content of the page. The footer contains the secondary navigation in a text-based format and the company's contact information.



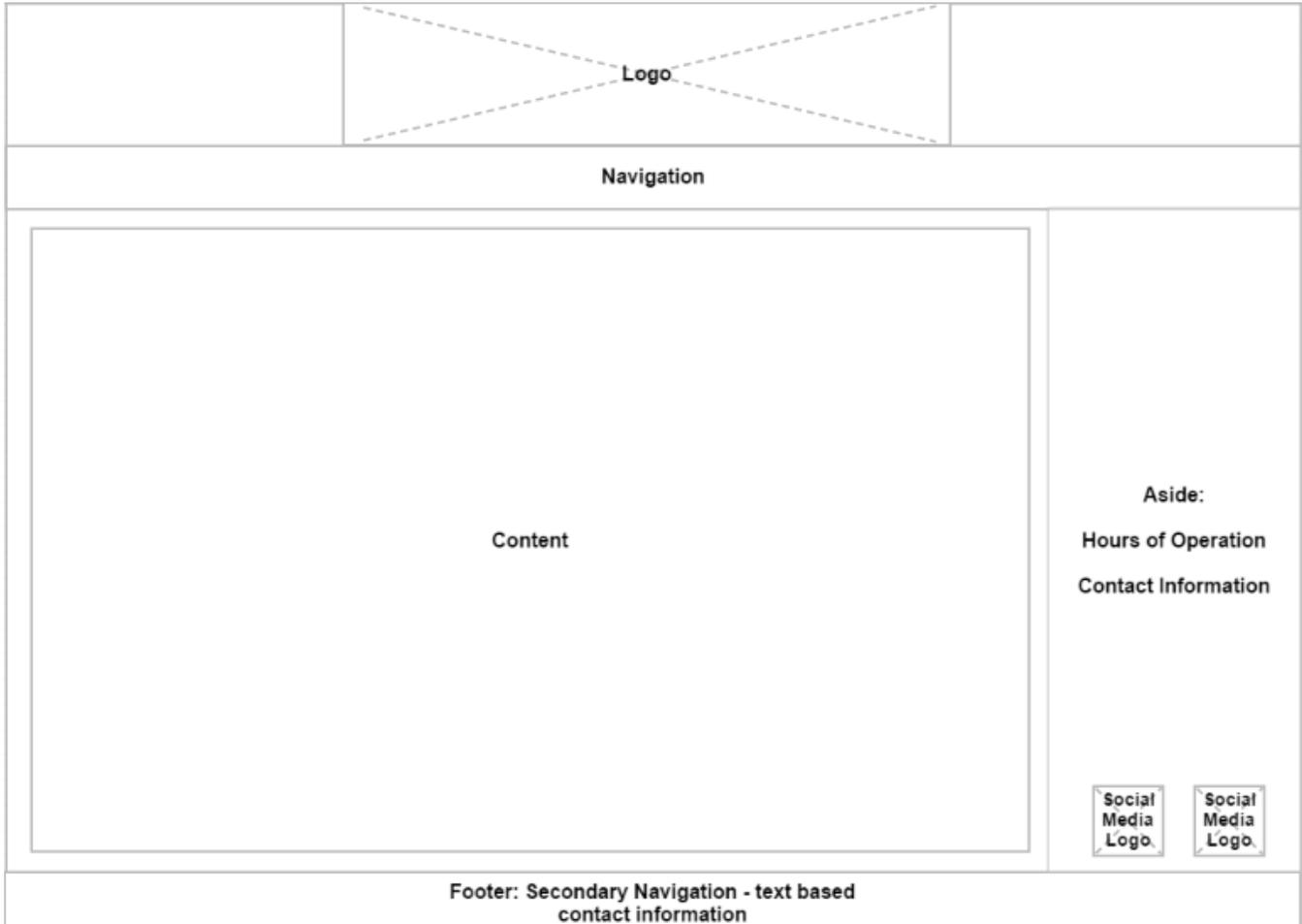
**Wireframe 2:**

The header contains the company's logo, navigation, hours of operation, contact information, and social media logos. The article will hold the content for the page. The footer will contain a secondary navigation in a text-based formation, contact information, and social media logos.



### Wireframe 3:

The third wireframe will contain the company's logo image in the header and the navigation below the logo image. The content for the page will be located in the article. There is also an aside section that will contain the contact information, hours of operation, and social media logo which are external links. The footer contains a secondary navigation in a text-based format and hours of operation.



## 5.2 Site Folder Structure

### Hybrid Folder Structure

- home.html
- media folder
  - menu\_regular.pdf
  - menu\_late\_night.pdf
  - menu\_catering.pdf
  - logo.jpg
  - logo.gif
  - intro\_video.mp4
  - intro\_video.ogg
  - facebook.png
  - twitter.png
- services folder
  - rates.html
  - events.html
  - food\_drinks.html
- information folder
  - about.html
  - contact.html
  - testimonials.html
  - fundraisers.html
- css folder
  - style.css

## 6.0 ADDITIONAL REQUIREMENTS

### 6.1 Accessibility

This site must comply with the standards of accessibility contained in W3C WAI (World Wide Web Consortium Web Accessibility Initiative) level A Guidelines.

### 6.2 Valid Code

All code on the site should validate to W3C (World Wide Web Consortium) specifications.

---

**Acceptance**

The client named below verifies that the terms of this Statement of Work is acceptable. The parties hereto are each acting with proper authority by their respective companies.

<u>Smithville Bowling, LLC</u>	<u>Up All Night Developers</u>
Company name	Company name
<u>Jon Smith</u>	<u>Alice Uhl</u>
Full name	Full name
<u>Operator and Owner</u>	<u>Web Project Manager</u>
Title	Title
<u>Jon Smith</u>	<u>Alice Uhl</u>
Signature	Signature
<u> </u>	<u> </u>
Date	Date