



Gracilis

A description of our organization and
website design plan



About Us

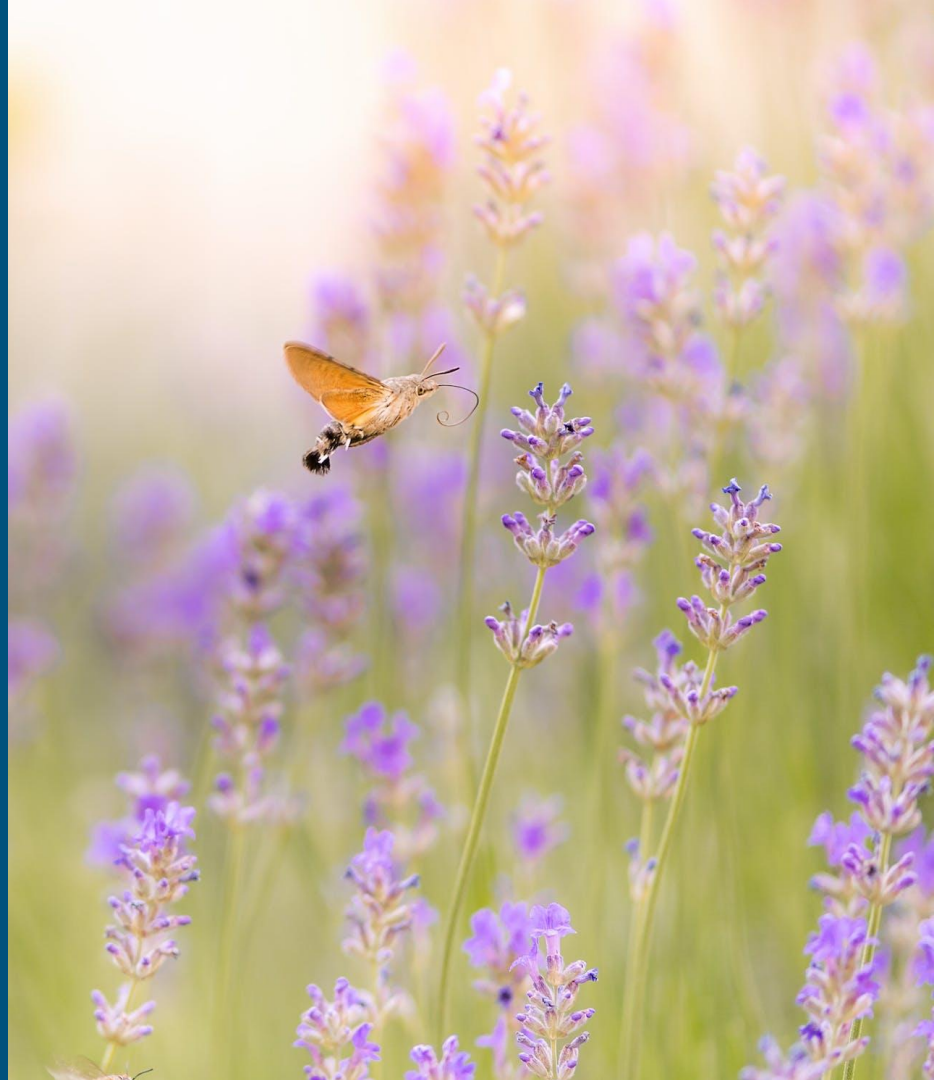
- My grandpa and I are working together to make a website that contains both a nature/art blog and a store to buy grandpa's birdhouses. we want to spread our love of nature and art.
- My blog posts will help artists enjoy drawing more, and give people more respect for nature; grandpa's birdhouses can make great gifts and decorations.

The Blog

Our blog will set us apart from the competition, attract new visitors, and keep people coming back. Our most used call to action will be "subscribe to our blog", and we will measure our success by the number of subscribers.

Our Audience

Our target audience is casual artists and nature lovers. They are likely to be old not especially skilled in tech, so we will take extra care to make sure our website is accessible, and follow the Web Content Accessibility Guidelines closely.



Stand Out

We will avoid using pure black or pure white and sans serif body fonts in our website design; we would look exactly the same as everyone else if we did.

The screenshot shows the Amazon website interface. At the top, there is a navigation bar with the Amazon logo, a search icon, and a language selector set to 'US'. Below the navigation bar, a banner reads 'Did you know? Amazon offers free and low-cost generative AI training for Amazon Bedrock' with a 'Read more' link and a page indicator '4 / 9'. The main content area is divided into two columns. The left column features a large graphic with two smartphone screens. The top screen shows an order confirmation for 'Order #1001' with an orange chair and the text 'Order delivered on October 17th'. The bottom screen shows a live chat interface with a 'Live chat' button. A large '24' with a circular arrow icon is positioned to the right of the screens. Below this graphic, a section titled '3 new shopping benefits Prime members get when using Amazon's Buy with Prime' includes a sub-headline 'This holiday season, Prime member benefits include 24/7 customer service through a live chat feature, easier returns, and order tracking in one place when they shop using Buy with Prime.' and a 'Read more' link. The right column is titled 'TOP STORIES' and contains three article cards. The first card is about '36 of the best Black Friday deals you can shop on Amazon in 2023, starting November 17'. The second card is about 'Amazon's renewable energy portfolio is now big enough to power 6.7 million U.S. homes'. The third card is about 'You can now get Amazon's grocery delivery without a Prime membership'. Below these stories is a 'See all stories' link. At the bottom of the page is a 'NEWSFEED' section with five article cards. The first card is dated 'Nov. 8' and is about 'Amazon introduces health care benefit for Prime members for \$9 a month'. The second card is dated 'Nov. 2' and is about 'Amazon Business adds Affirm as its first buy now, pay later option'. The third card is dated 'Oct. 26' and is about 'Amazon announces third quarter earnings'. The fourth card is dated 'Oct. 25' and is about 'Read Amazon's response to the FTC's antitrust lawsuit'. The fifth card is dated 'Oct. 25' and is about 'You can now treat your cough, cold, or flu virtually through Amazon Clinic'. Each card includes a 'Learn more' link.

Do Not Overwhelm

Many of our competitors (pictured: Lowe's, chewy.com) fill their homepage with a bombardment of products and sales. We will instead guide new visitors to our blog; after they read and enjoy our posts, they'll be more open to buying a product.

The image displays two screenshots of e-commerce homepages. The top screenshot is from Lowe's, showing a navigation bar with location, delivery, and account information, followed by a search bar and a row of category buttons. Below this is a promotional banner for a military discount and a large 'Black Friday' sale for appliances, featuring a table of spend-to-save amounts and a 'Shop All Deals' button. The bottom screenshot is from Chewy.com, showing a navigation bar with search, location, and account options, followed by a row of category buttons. Below this is a banner for 'Autoship' with a 'Shop now' button, and a row of four quick links: 'Hi Sign in', 'Save 35% Today Set up Autoship', 'Recent Order Track Package', and 'Chewy Pharmacy Shop Now'. At the bottom, a 'Top Deals' section features five blue boxes with offers: 'Up To 40% Off', '40% Off Treats', 'Buy 3, Get 4th Free', 'Exclusive Chewy Deals', 'Deals Under \$10', and 'eGift Cards'.

Lowe's Yorktown Lowe's Delivery to 10598

Shop Savings Installations DIY & Ideas

What are you looking for today?

Recommended Searches for You More Suggestions for You >

Electric Range Washing Machine Bathroom Vanity Bathroom Vanity With Sink Air Compressor Tool Box Electric Fireplace Space Heater Snow Blower

We honor our military community this Veterans Day — and every day — with our 10% Military Discount.
[Learn More](#)

Shop our lowest prices of the year on select major appliances.

Up to **45% Off**
Select Major Appliances
Get an Extra \$100 Off
For every \$800 you spend on major appliances.
Offer ends 11/29/23.

Spend	Save
\$800	\$100
\$1,600	\$200
\$2,400	\$300
\$3,200	\$400
Up to \$8,000	Up to \$1,000

FREE Local Delivery
Major Appliances \$99 or More

12 Months Special Financing**
On appliance purchases \$99 or more.
Valid now - 1/31/24.

Shop All Deals

Shop All

Shop **Black Friday Deals** by Category

chewy Search

USA 24/7 help sign in cart

shop pharmacy brands chewy picks give back early black friday deals Free 1-3 day delivery over \$49

Shop and save big with Early Black Friday Deals

Autoship
Up to **50% off**
Your first order of pet faves.*
[Shop now](#)
*Terms apply.

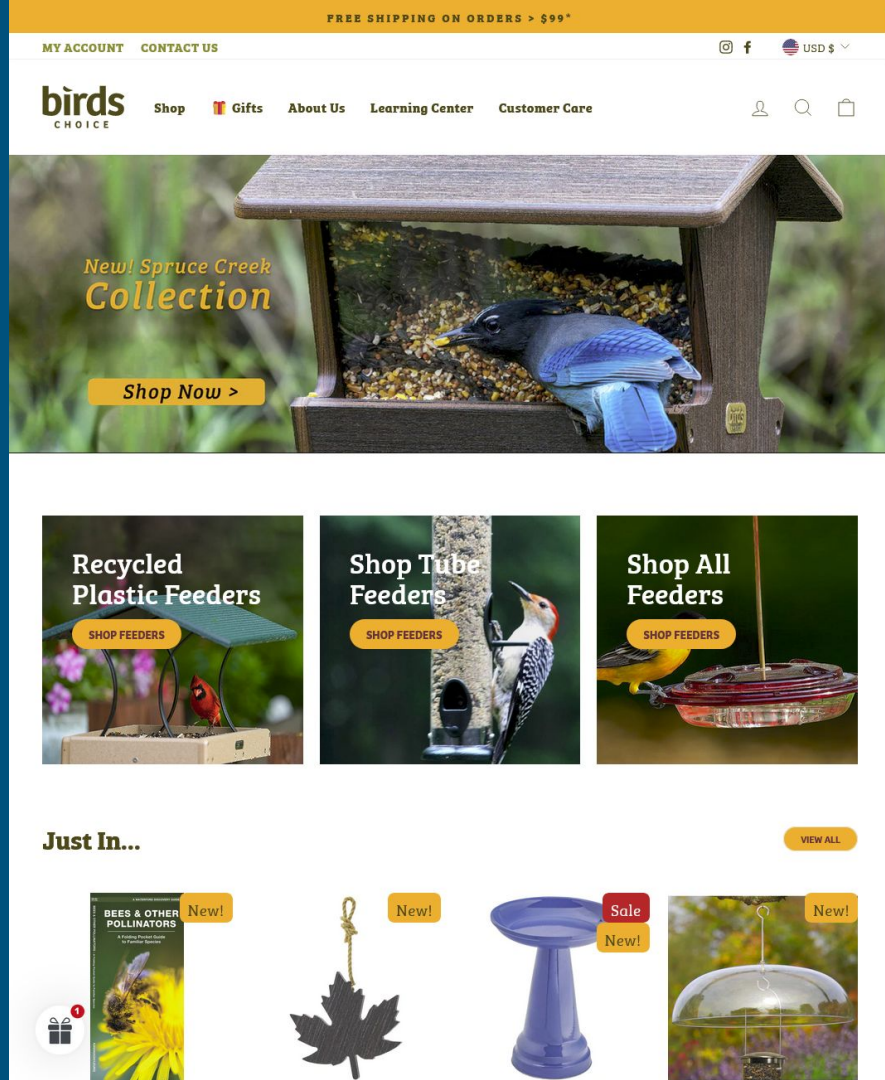
Hi Sign in Save 35% Today Set up Autoship Recent Order Track Package Chewy Pharmacy Shop Now

Top Deals

- Up To 40% Off
- 40% Off Treats
- Buy 3, Get 4th Free
- Exclusive Chewy Deals
- Deals Under \$10
- eGift Cards

Inspirations in Our Industry

Birds Choice will be a big inspiration to us. Their color palette, a dark yellowish green and gold, feels warm, cozy, and invokes nature. Their choice of body font, Bree Serif, is both classy and friendly.



Inspirations in Our Industry

Alma is another big inspiration to us. Beautiful pictures of birds, birdhouses, and nature are used extensively. The use of wood textures for the interface and background make it feel as if the website was handmade. The non-square shapes also add interest.



OUR COMPANY

Our company came into existence in 2001 as a small business entity, which produced bird tables and nesting boxes. With passing of time we've made new experiences and modernized our machine park. We want to live up to all expectations our customers...

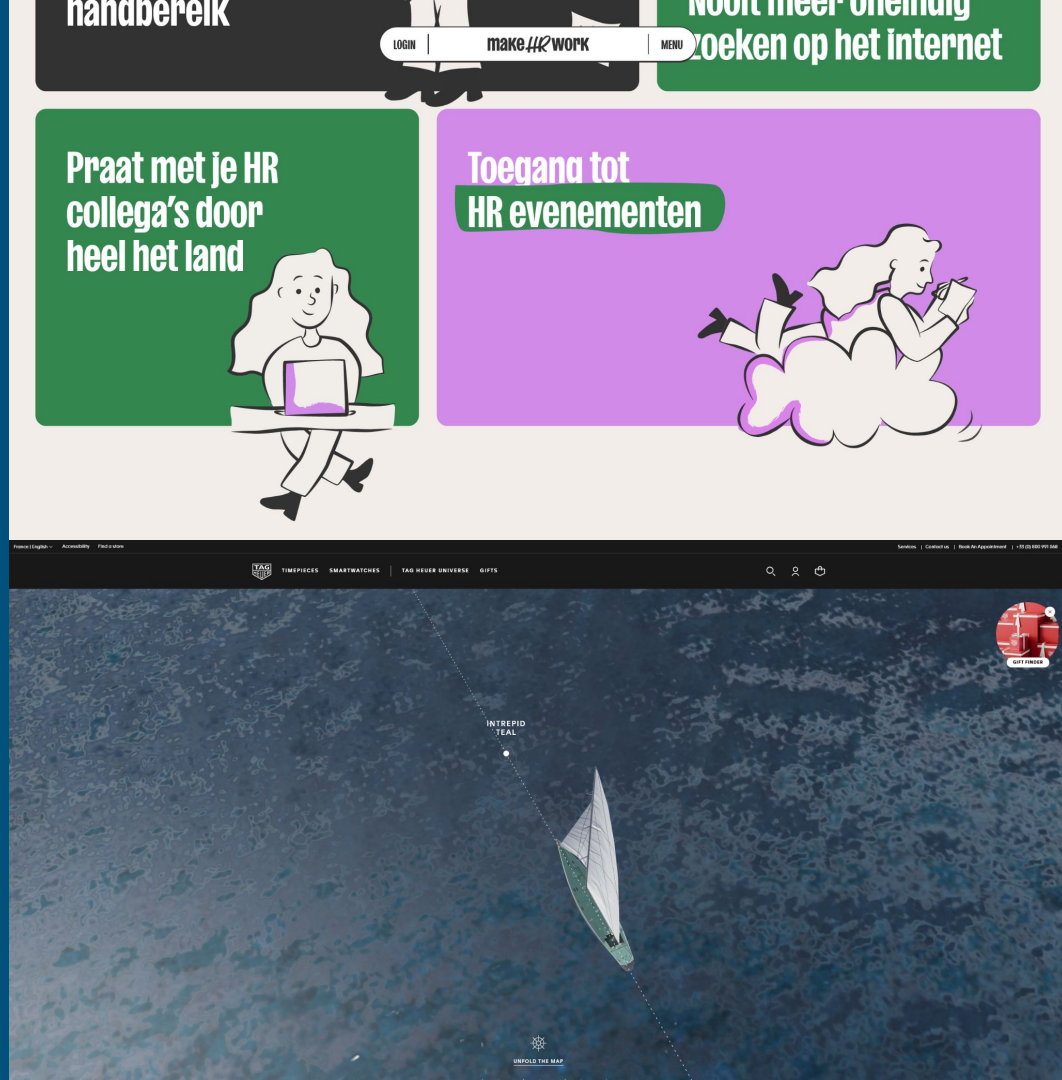
[More about us](#)

PRODUCT GALLERY



My Inspiration

As a web designer, here are some sites I love (makehrwork.nl, Tag Heuer Carrera Skipper). Creating beautiful art while keeping a clean design is difficult, which makes these sites all the more impressive. We likely won't be quite this ambitious, but I hope our design will also resemble a work of art.



Thank you for reading

