



THE FOUNDRY

Project Documentation

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Discovery Phase

Introduction

The Foundry works with entrepreneurs throughout the city, offering business incubation through affordable rental space, mentoring, business classes and workshops, and connections to local support services.

BUSINESS INCUBATION

creating the opportunities and conditions necessary for self sufficiency and economic stability promotes a healthier community

EDUCATION, EMPOWERMENT AND EMPLOYMENT

working with youth to explore various career paths and giving them hands-on skill sets is a priority for our organization.

NET+POSITIVE

all individuals should have access to our programs regardless of their criminal history, drug use, personal challenges, socioeconomic status, race, ethnicity, gender, sexual orientation, or religious beliefs, if they are committed to making a positive change in their own life.

Message

Increasing neighborhood prosperity by empowering individuals through education and entrepreneurship.

Goals

1. Increasing awareness about their facilities, programs, and mission of the foundry
2. By increasing awareness we will be increasing involvement
3. Increasing revenue through membership
4. Empowering youths to gain more experience and expanding employment opportunities.

Target

People of all ages who require tools and training to achieve artistic and entrepreneurship goals.

Strategy

- 1) Sonam will design website layout while Lawrence and Eyad will gather content(text, images, info, etc.)
- 2) Lawrence and Eyad will validate layout vice versa
- 3) Go into the development phase

Content Architecture

● Mobile Responsive

- Mobile ready

● Home Page

- Services provided (Classes)
- Contact info
- Donation info
- Social media integration

● Navbar

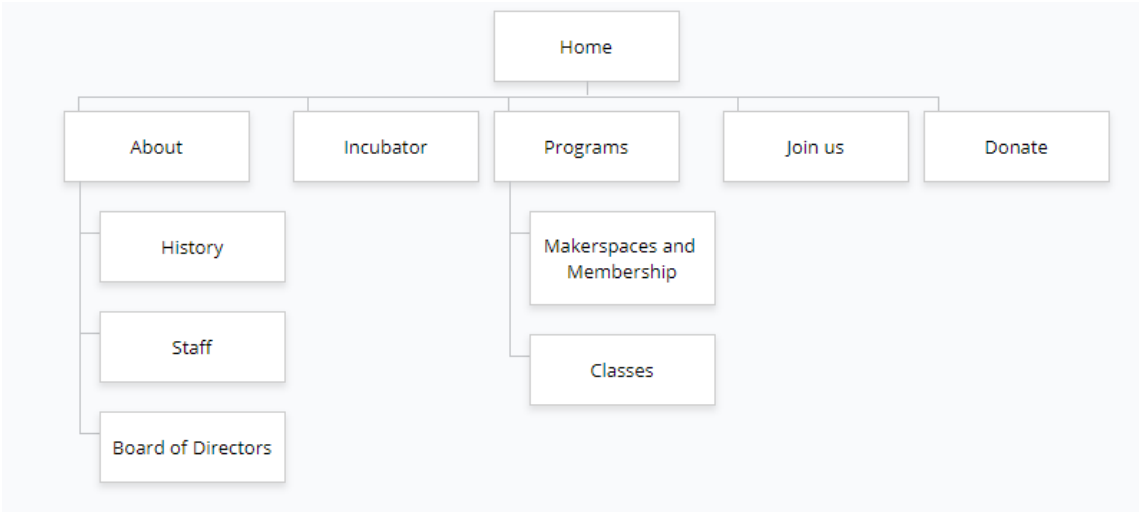
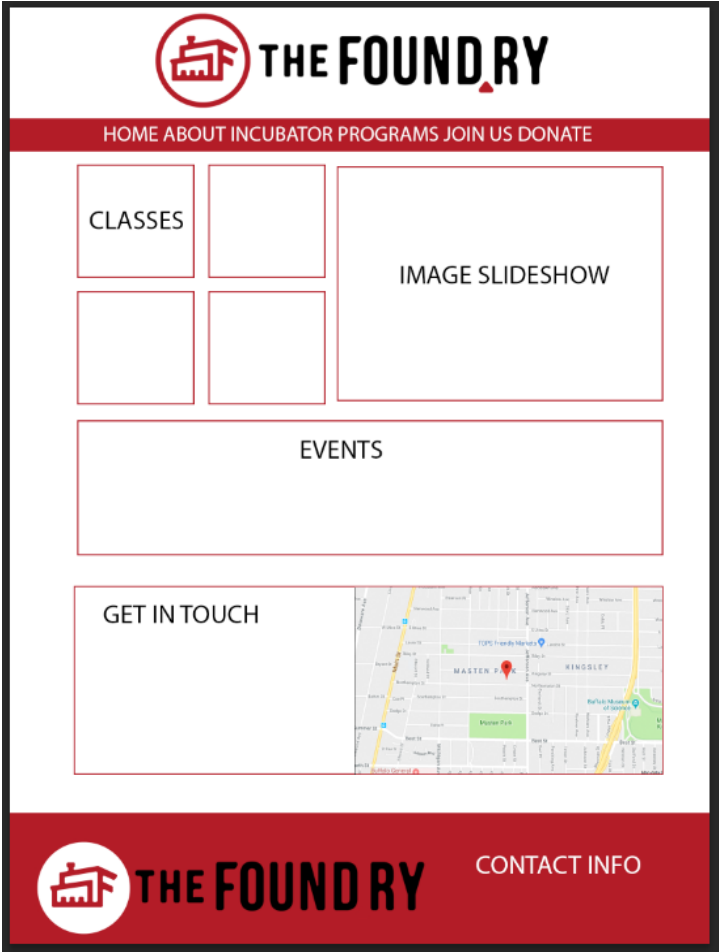
- Home
- Events
- Membership
- Classes
- Makerspace

Implement Caching for faster web speed

Optimize images to reduce server response time.

mailchimp

Site map and representative wireframes



Finalized style guide

Fonts

- Oswald (titles)

Oswald

- Raleway Normal (text)

Raleway

Color

- #333



- #b21e28



Screenshots

Class	Class	Class
Class	Class	

Hero

Map

Classes

Classes

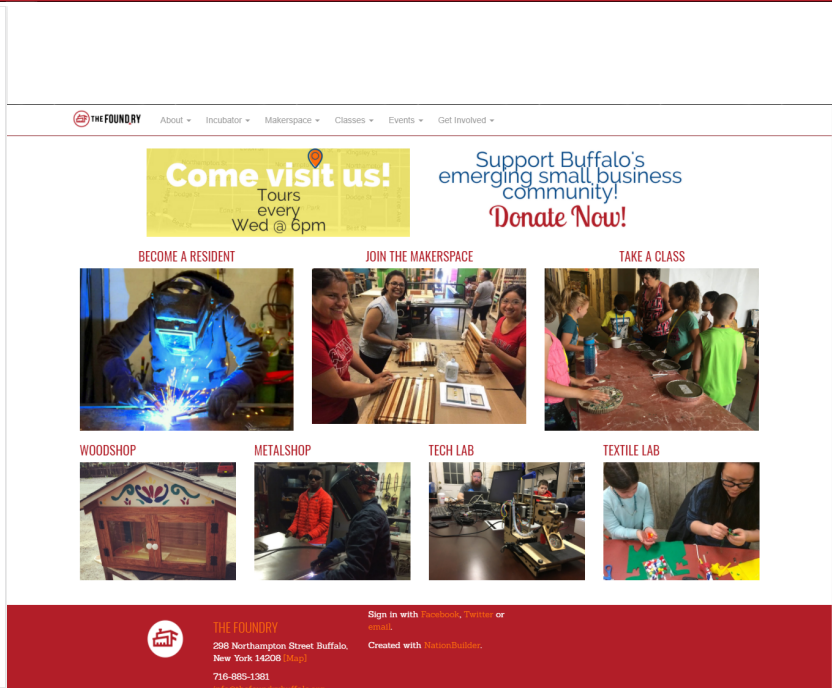
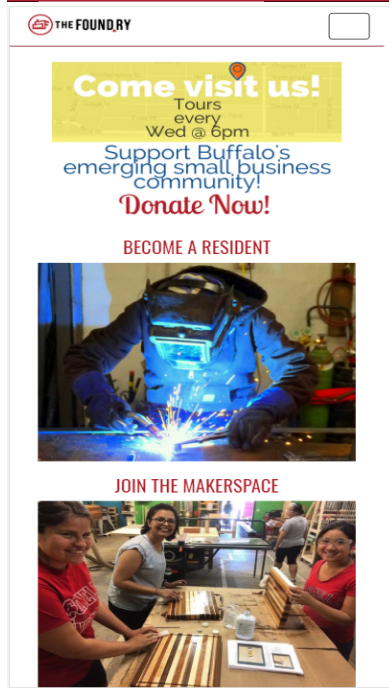
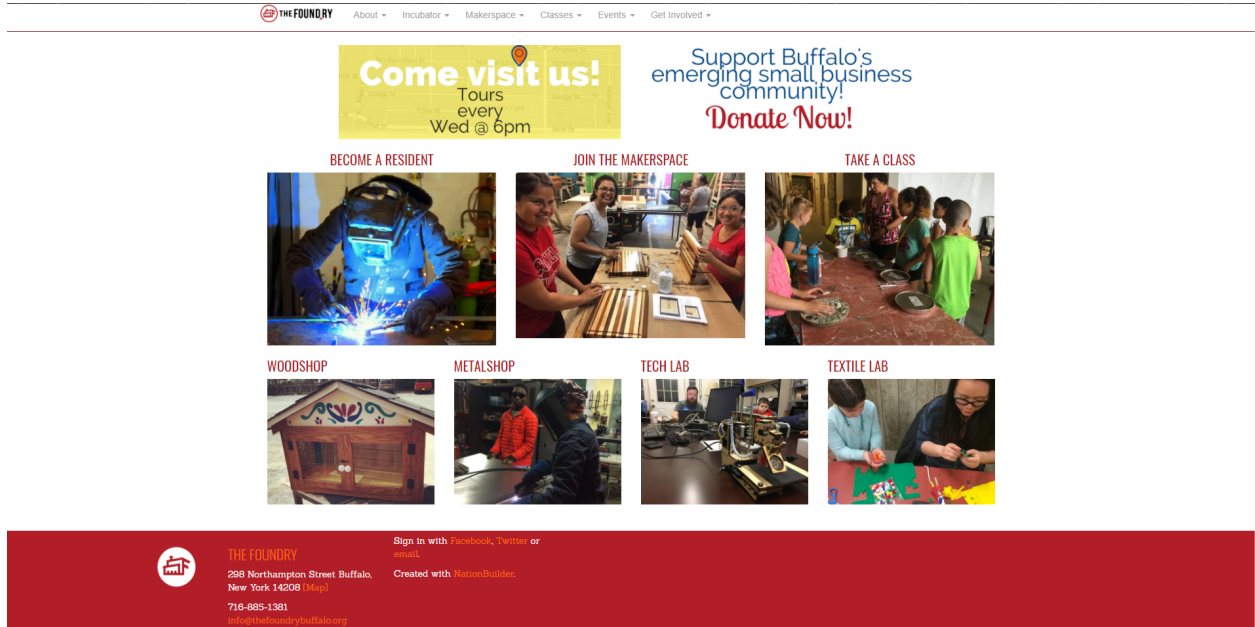
SlideShow

Classes

Classes

SlideShow

Events



Training

- Maintaining and Updating Site

-Login

Username: Client's Name

Password: Buffalo2018!

-Create Pages and Edit

- 1) Click Pages on the left hand side
- 2) Click Add New
- 3) Enter Title
- 4) Go to Page Attributes on the right hand side and change template to 'Demo Page Template'
- 5) Then click the Publish button above Page Attributes
- 6) You can edit and add content by clicking 'Edit with Elementor' under the title

-User Can's

- 1) Edit content on pages
- 2) Change colors, fonts, text, titles, logos
- 3) Add Media
- 4) Install plugins

-User Can't

- 1) Edit Code/Template