

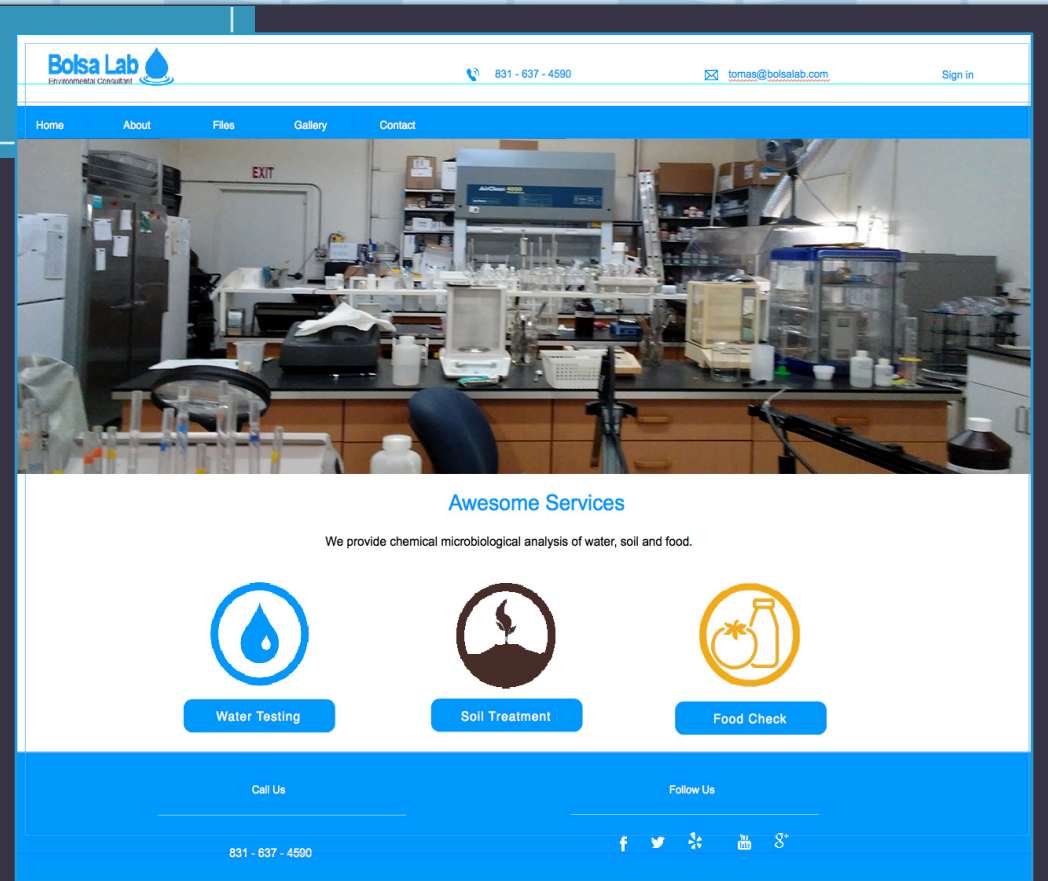
# JIA WELLS

## Bolsa Analytical Lab

The project of a website For Analytical Lab business

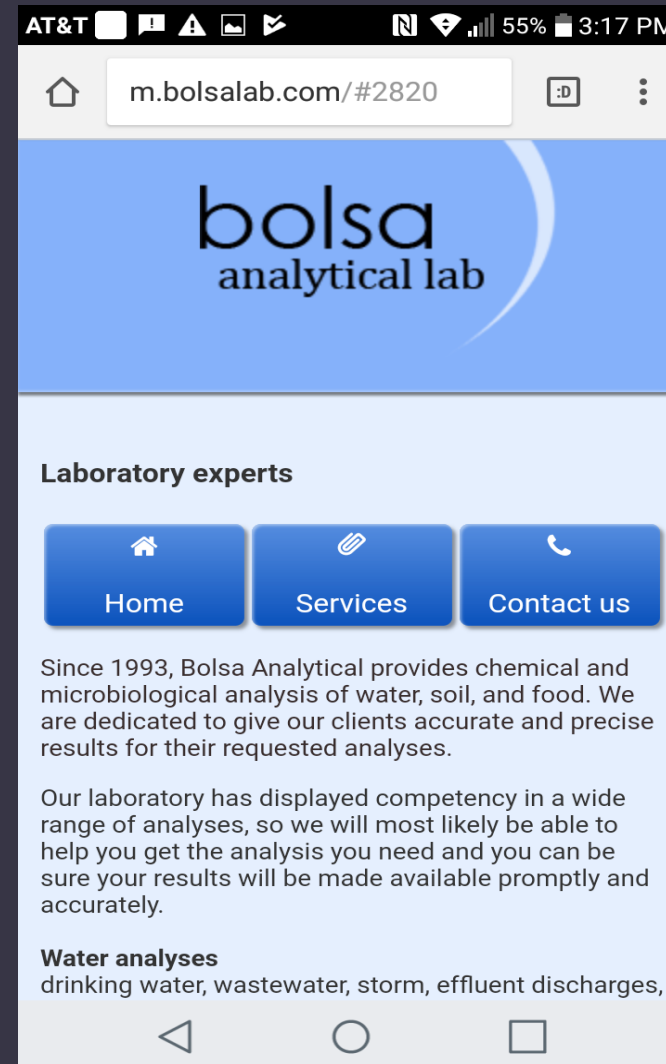
**Client:** Tomas Moreno

**Advisor:** Kevin Cahill



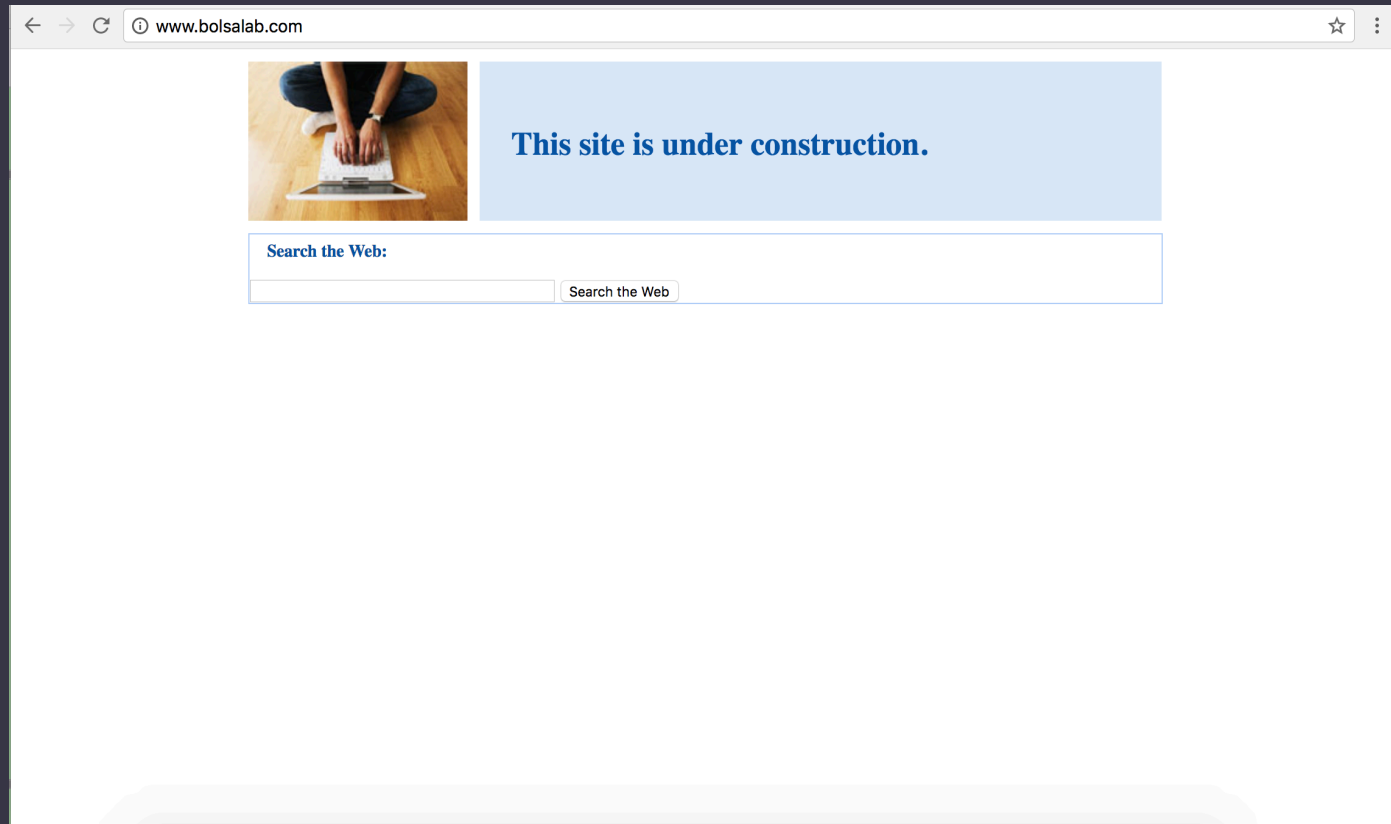
# Problem Statement

- ❖ Business that provides chemical and microbiological analysis.
- ❖ Located in Hollister, California.
- ❖ The mobile version of their service information.



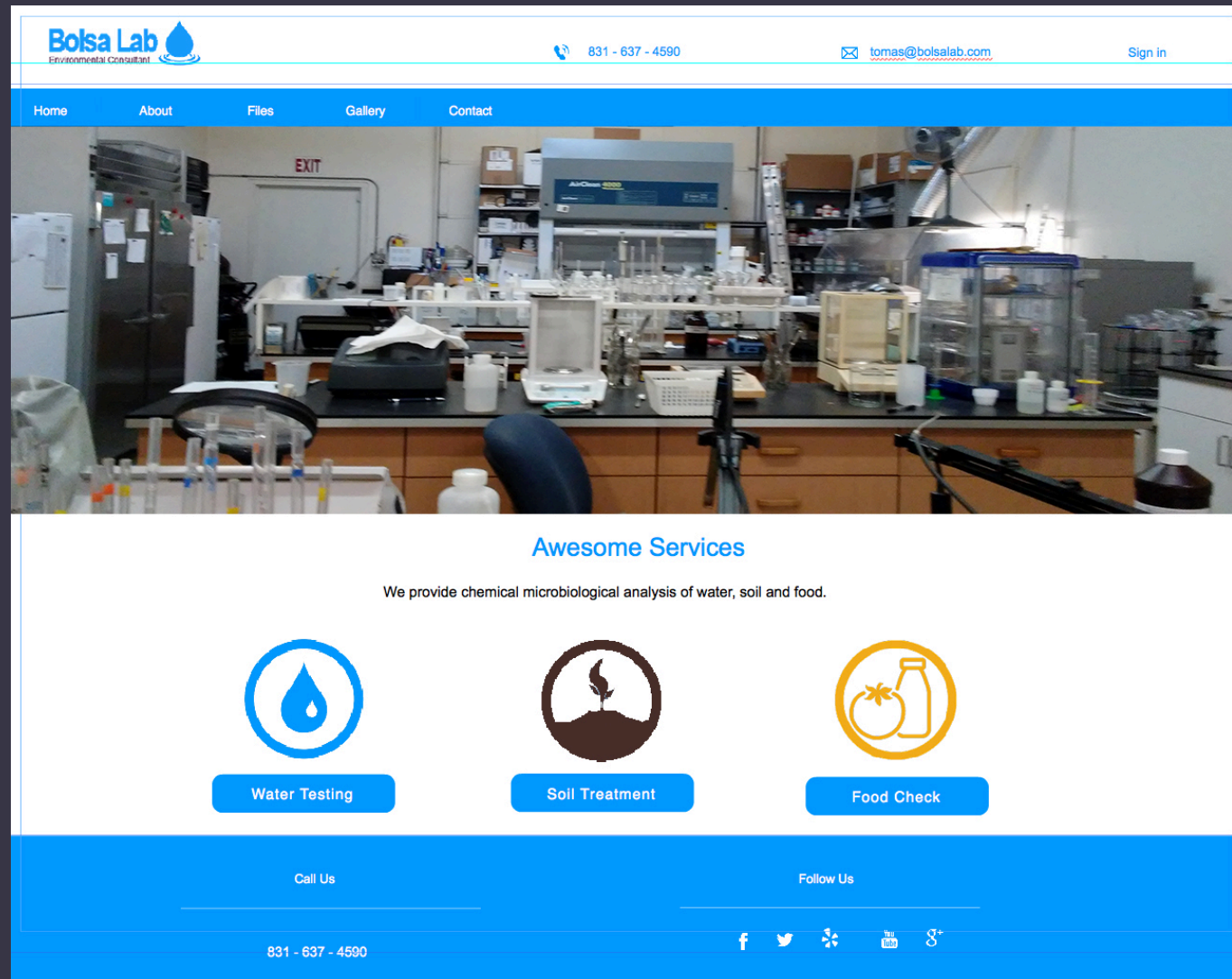
# Problem Statement (Continued)

- ❖ Current website -- “It’s under construction.”
- ❖ Missing the huge percent of the population that could be the real customers.



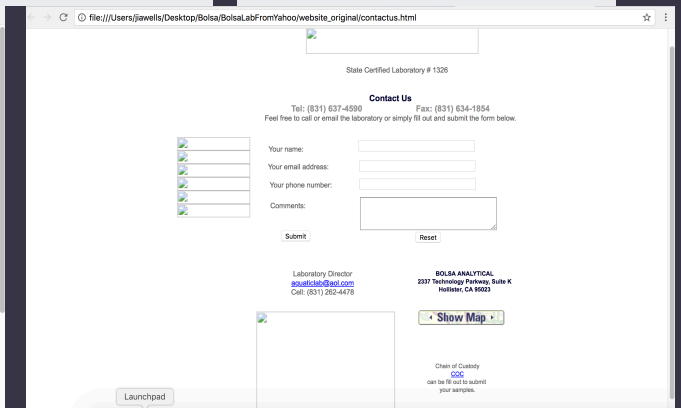
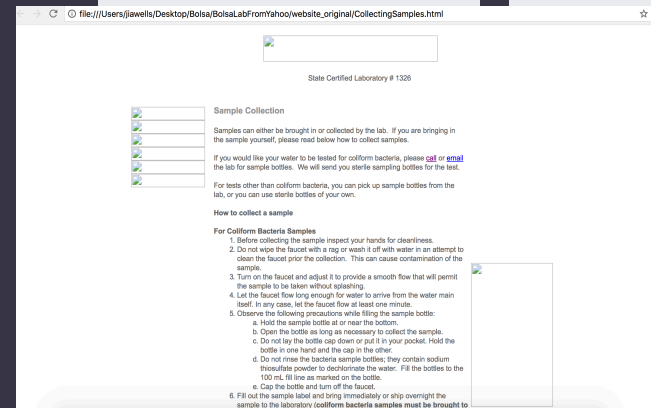
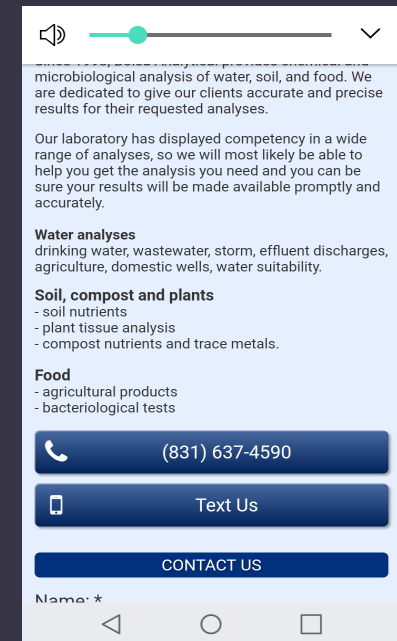
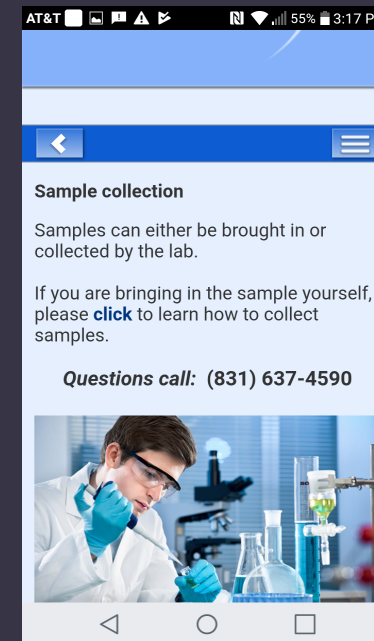
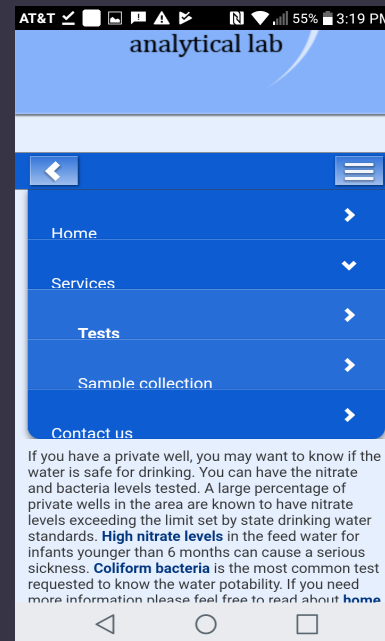
# Solution

- ❖ Need an effective and functional website.
- ❖ Help improve, growth, sales and visibility for their business.
- ❖ Need to be a complete and functioning tool for pricing, sales



# Methodology

- Based on:
- ❖ the old technology (Yahoo in 2006)
  - ❖ the mobile version
  - ❖ some new photographs taken at the company.



# Tools

- ❖ Adobe Muse software
- ❖ Adobe Illustrator software
- ❖ Adobe Photoshop
- ❖ Photographs with jpeg format
- ❖ Paypal Online payment system



**PayPal**<sup>TM</sup>



**Mu**



**Ps**



**Ai**

# What I have Learned

- ❖ How to communicate with a client
- ❖ Understand planning process
- ❖ Practical application of Adobe Creative cloud and programs
- ❖ How to sell project to the client and management (internal and external customers)



**Thank you for your  
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about the project,  
please visit my poster  
session in Room 110.**

