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| Bennie D. Cooper  Portfolio Project | | |
| **Title: Kamomaloca Business Website** | | |
|  | INTRODUCTION |  |
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| This project is a simple website that will be utilized by my wife’s home-based business by the name of Kamomaloca. The website will present/promote my wife’s baked goods that she sells from home as well as makes it easier for her, the owner, and her customers to stay informed though simple yet effective page designs. | | |
| A Basic Site — | MVP |  |
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| These pages will create a basic site that can be visited by customers to learn more about Kamomaloca. | 1. A Welcome Page (Home Page) 2. About Me Page 3. Contact Page 4. Products/ Food Page | |
| More Functionality — | EXTRA FEATURES |  |
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| These are “pies in the sky” that will allow the business to operate online turning the site from informational to actionable. | 1. Member Login 2. Inventory Management System for Owner 3. Messaging Functionality 4. Blog/Vlog Page 5. Catering/Large Order Service | |
| Market Research — | MARKET SURVEY |  |
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| I found it difficult to find many direct comparisons as most sellers work strictly through social media accounts.  I’ve noted some likes/dislikes that I’d want to see from my own page. | * Picture-based buttons * Nav items change color on hover * Clean design/ Plenty of white-space * Background video/GIF * URL to landing page but when hitting back, takes user to home page! * Very long pages * Reviews * Bookmark Functionality * Search Functionality | |
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|  | REFERENCES |  |
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| <https://www.food.com/?ref=nav>  [The Pioneer Woman – Recipes, Country Life and Style, Entertainment](https://www.thepioneerwoman.com/)  [Taste of Home: Find Recipes, Appetizers, Desserts, Holiday Recipes & Healthy Cooking Tips](https://www.tasteofhome.com/)  [Foodnome | #1 Home Restaurant Marketplace](https://foodnome.com/)  [Masalafusionkitchen](https://masalafusionkitchen.com/) | | |