



WHAT'S THE Scoop?

Website design project
By Clay Hurring

THE BRIEF



About Whats the Scoop?

What's the Scoop? is a growing ice cream business run by a group of friends who all have a passion for high-quality ice cream. The company's goal is to grow into a recognized brand that creates some of the best tasting ice cream around while putting a high value on quality ingredients, customer satisfaction and creating a homely feel that makes the customer feel welcome. *What's the Scoop?* has been growing their brand and the owners feel it's time to create a web presence.

The goal

Currently, they are missing out on a lot of potential customers due to the lack of a website. Not all customers can take time out of their day to travel to the only physical store. What's the Scoop has contacted me about creating an e-commerce website for them, the main goals being:

- customers to have the ability to view and purchase products online;
- find and view the physical store location;
- and have access to social media integration to help What's the Scoop grow further.

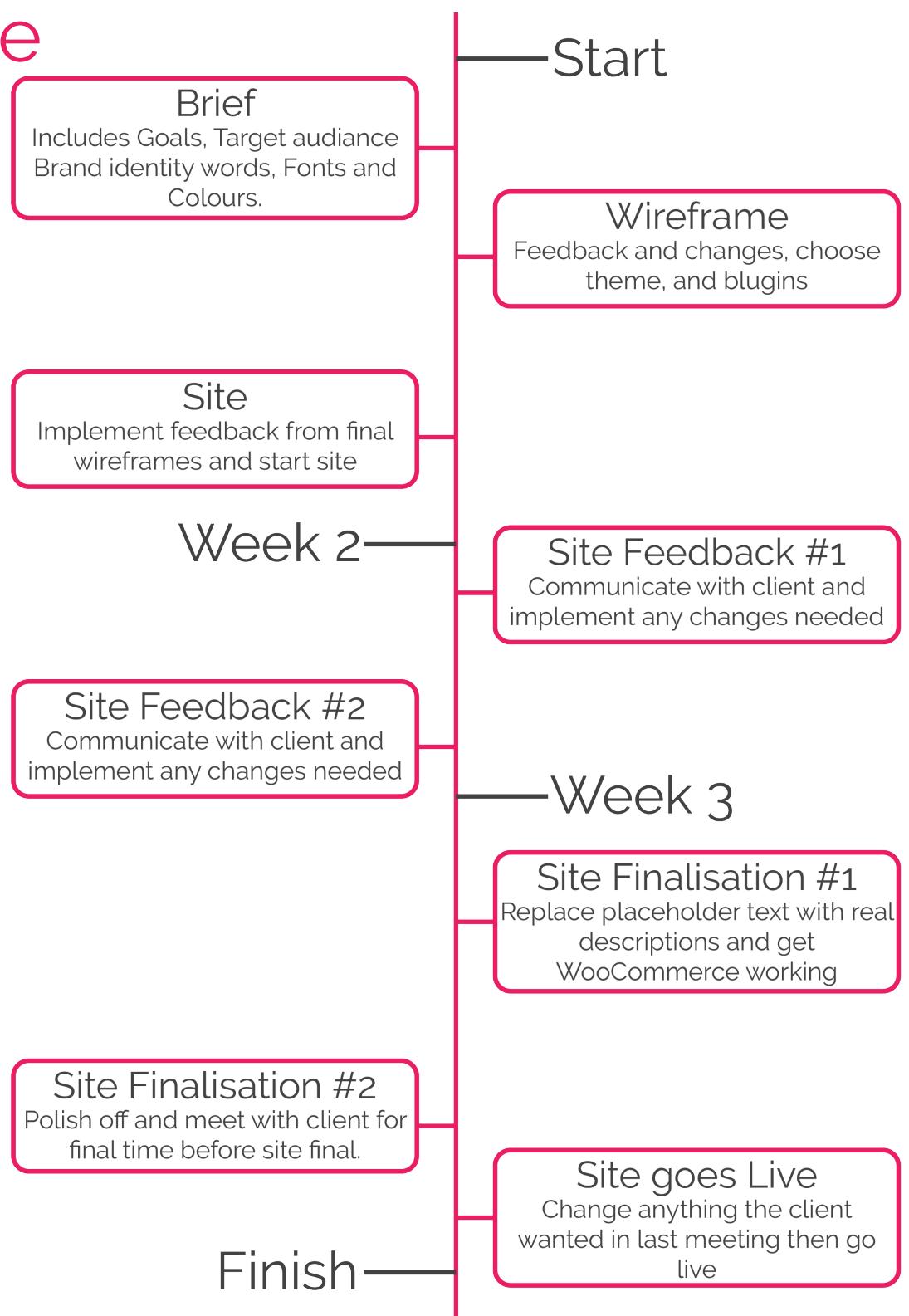
They also want the site to have a pleasing aesthetic that will engage and entice their customers. It must be responsive, easily navigated and look good on a range of devices.

They are currently based in Wellington and are hoping for the website to generate extra income for them so they can expand.

THE BRIEF



Timeline



THE BRIEF



Target audience

Primary audience

The primary audience that needs to be targeted are:

- In between 20-30
- Not married
- No children
- Moderate income
- Is okay with spending a bit more for quality
- Likes simple designs
- Has a moderately busy life
- Fairly high standard of living
- Slight workaholic
- Eats well
- Cares about their health
- Exercises
- Lives in New Zealand
- Employed full time
- Loves to find fun in everything

Secondary audience

- In between 40-50
- Employed full time
- Lives a comfortable lifestyle
- Moderate to high income
- Spends more for quality
- Likes simple designs
- Has a moderately busy life
- In long term relationship
- Has children
- Eats well
- Cares about their health
- Aging and trying to stay healthy
- Over time has come to appreciate good ice cream
- Lives in New Zealand
- Very busy with family and kids
- Wants quality foods they can feed their kids
- Lives live to the fullest

THE BRIEF



Target audience

Primary persona

Katrina is a pretty laid back artist, she creates all kinds of paintings for a variety of clients. Being a young and growing artist means that Katrina has to take as many jobs as she can to gain traction in the art world. This means she is always incredibly busy with work. She rents a loft apartment that facilitates her artist lifestyle and lives in a nice part of town. She makes good money and is slowly charging more as she gains experience. She has a passion for reading, loves staying on the bleeding edge of technology, spending time with her friends, drinking in town, and of course art.

Katrina has loved ice cream ever since she was a little girl, she has found it tough to find really good genuine ice cream that though until she found What's the Scoop? She fell in love at the first bite! But she normally wouldn't be able to routinely drive to What's the Scoop?'s physical location, but now with their web presence she can order online and have it delivered to her house whenever she wants.

Katrina



THE BRIEF



Target audience

Secondary persona

Jim is a pretty typical middle aged office worker, he recently turned 47 years old and got a good promotion. He lives a very comfortable lifestyle with his wife of 8 years and his two children. The things he loves in life are his family, fishing, a cool beer on a hot day with his mates and satisfying his sweet tooth with some good ice cream.

Jim found out about What's the Scoop? from a friend and has fallen in love with a bunch of the ice cream they make (and so have his children). However he is always busy with work or family and doesn't have time to drive out to What's the Scoop?'s physical store all that often. The new online store will enable Jim now to order his favourite ice cream whenever he wants and have it delivered to him so it suits his busy lifestyle.

Jim



THE BRIEF



Target audience

Audience overlap

Things that apply to both target audiences:

- Will pay more for quality
- Earns a fair amount of money
- Lives comfortably
- Live busy lives
- Eat well
- Care about their health
- Are adults
- Like quality ingredients
- Are energetic happy people

Design considerations

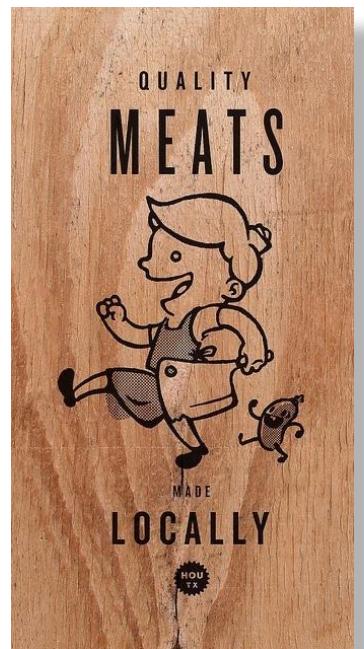
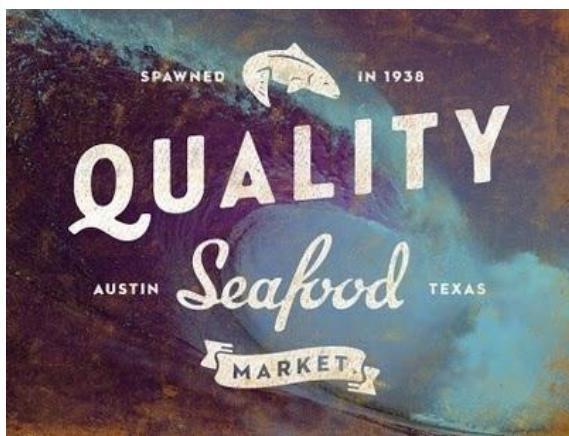
There are design decisions that need to be made because of these target audience traits. One. The site must be quick. People don't want to spend too much time purchasing ice cream. Two. The design should be clean and minimal to reflect the target audience's age, living status and values. Three. The site's design must give a quality reassuring feel while also staying fun and reflecting the brand's pre-existing image.

THE BRIEF



Insperation words

Quality

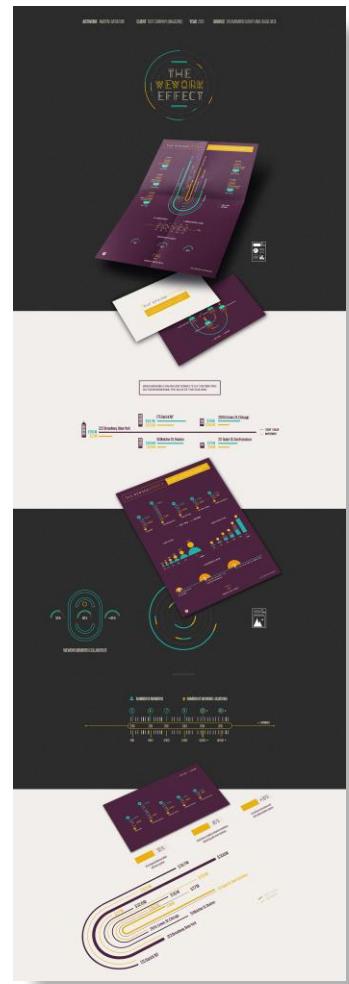
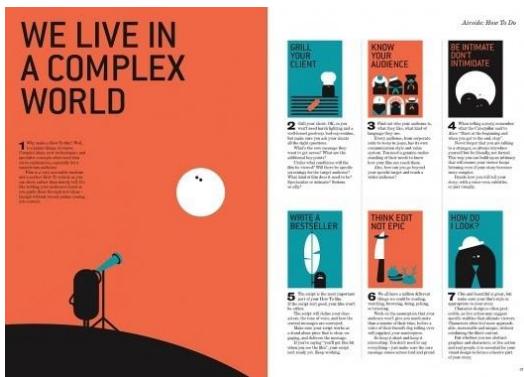


THE BRIEF



Insperation words

Vibrant

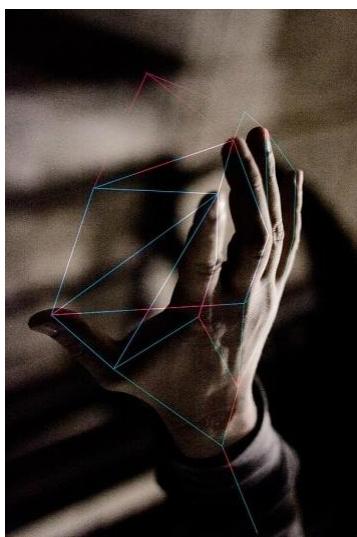
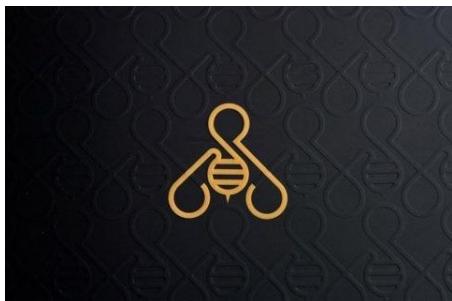


THE BRIEF



Insperation words

Minimalistic



THE BRIEF



Insperation words

Organic



FONT ANALYSIS



Choosing a font

Considerations

The font's I choose need to be:

- Readable
- Fun
- Lighthearted
- Reflect the brand's homemade feel
- Needs to give off a sense of authenticity

Fonts:

Raleway

The quick brown fox jumped over the lazy dog.

PATRICK HAND SC

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Lato

The quick brown fox jumped over the lazy dog.

Quicksand

The quick brown fox jumped over the lazy dog.

Pacifico

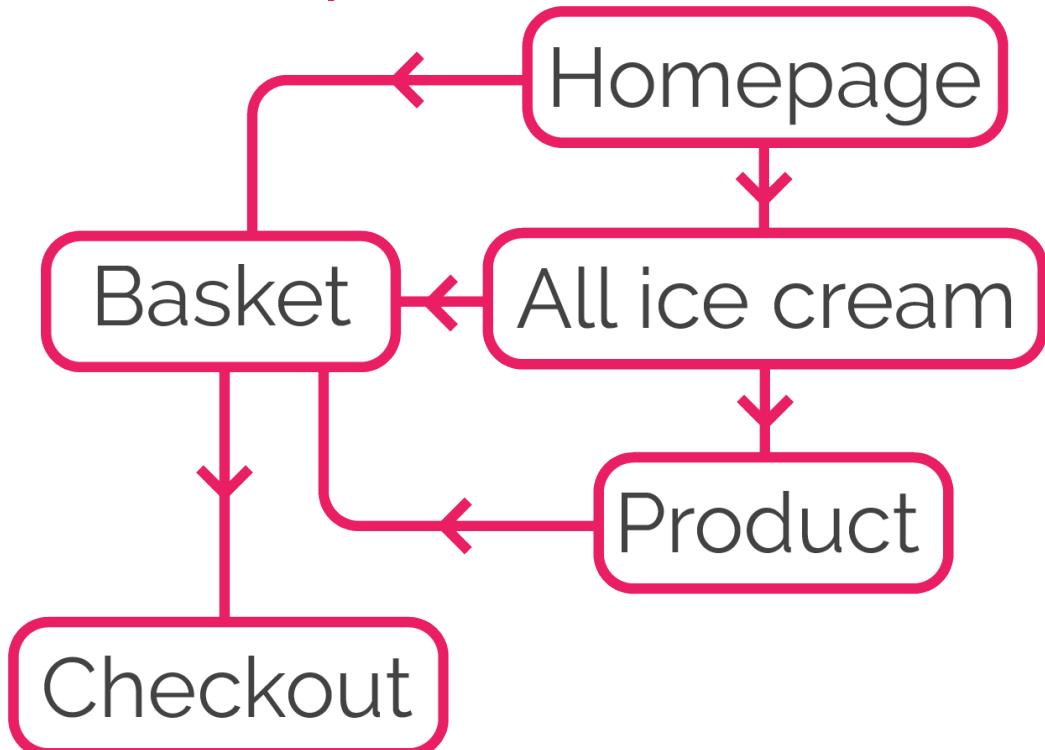
The quick brown fox jumped over the lazy dog.

I tried a lot of different fonts and these are the ones I narrowed it down to. Raleway and Patric Hand SC made the cut because together they made up everything that I needed for my target audience. It was quickly legable, reflected What's the Scoop?'s brand and kept a light-hearted fun vibe at the same time.

MISC PRE PLANNING



Site map



Inventory

- Raspberry
- Strawberry
- Pumpkin
- Peppermint
- Lemon
- Coffee
- Oreo
- Mint
- Blackberry
- Lime
- Cherry
- Coconut

CTA's

I plan to use CTAs primarily to get people onto a product page and then to encourage the consumer to buy the product. I will do this with a main CTA on the homepage leading to the all products page.

THEME ANALYSIS



Choosing a theme

Considerations

The big things I am looking for in my theme are these:

- I want the theme without any css customisation to reflect my design words (Quality, Organic, Vibrant, Minimalistic.)
- It needs to have useful features like; social media integration
- The speed of the theme can't slow down the user's experience
- It should have a lot of good rating on the wordpress theme store
- A good track record of updates, having an update break functionality of the site is not ideal
- Having good support in case something in the theme breaks

Colour considerations

There were a few colours that were used during the early stages of this project. All fairly colourful it is an ice cream store after all. A Green, Blue, and Red/Pink were all fairly good options. However the color that I settled on was a very nice reddish pink, that reflects the brand image perfectly. It is fun, vibrant, playful and homely. It also tested well with people in my two target audiences. It adds a nice splash of colour to my pages and makes them stand out. The colour also historically in marketing represents trust, friendship, quality, compassion, and kindness. All good things that reinforce the brand image What's the Scoop? is going for.



THEME ANALYSIS



The themes

Hesta

I like the themes design and layout and it has the few necessary features I need. It only has a few reviews but they are all good. The level of customisation is not as in depth as some other themes though. Its Google pagespeed insights scores are **73** / 100 for mobile and **88** / 100 for desktop.

Sydney

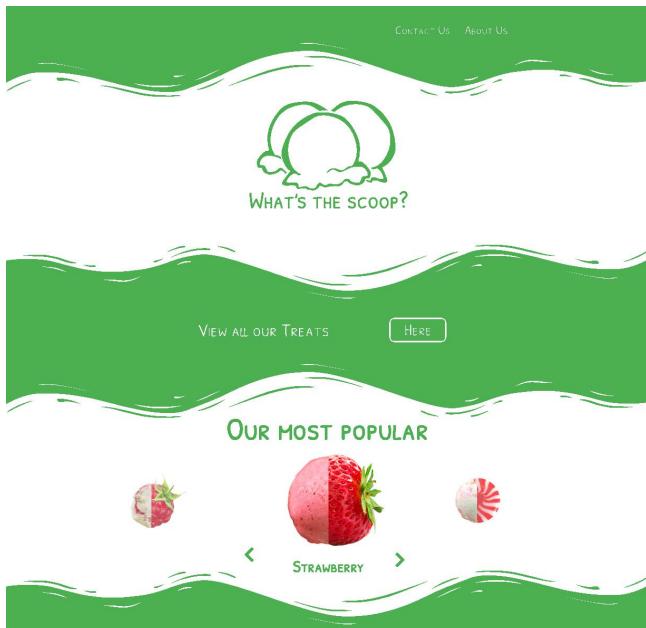
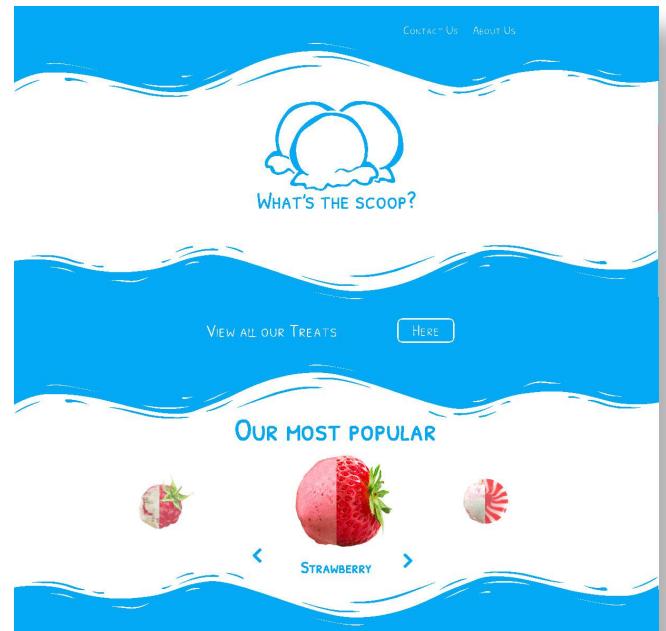
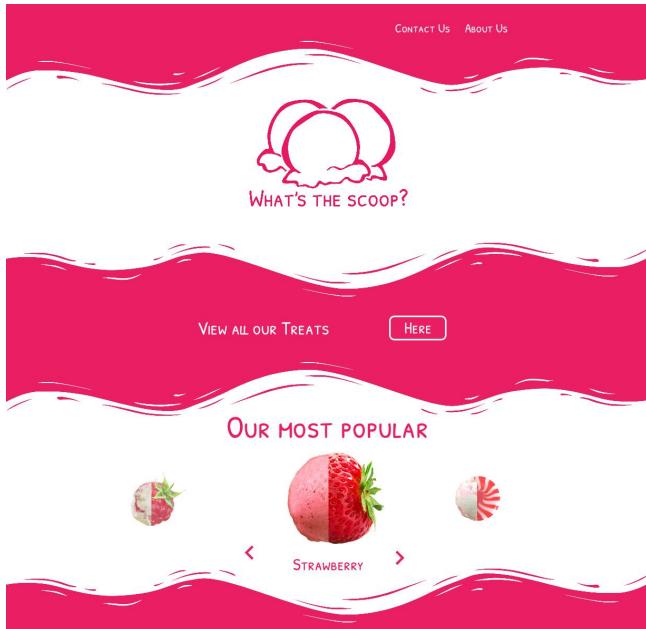
This was by the most popular of the themes I tried, but also had the lowest Google pagespeed insights score. **71** / 100 for mobile and **81** / 100 for desktop. It also didn't have quite as much customization as the other themes.

Bento

This theme hits all the marks for what I wanted. The layout and customisation options are all there. It still doesn't have a huge amount of reviews, but it is updated frequently, the reviews it has are good. it has the features I need and has a Google pagespeed insights score of **71** / 100 for mobile and **86** / 100 for desktop.

This is the theme I am going to be using for the rest of this project. It has everything I am looking for, customisation, speed and usefull features. The CSS is easily modifialbe and the mobile site is good. I will also be using Elementor for finer control of in page elements.

WIREFRAMES



Early experimentation with colour. Both my target audience and the client liked the Ruby colour. Feedback for this homepage was that contact and about us links were too small and the view all out treats CTA looked odd. It was also not clear that you could click on the images of the most popular ice creams to go directly to them.

WIREFRAMES





WHAT'S THE SCOOP?

FIND & CONTACT US

+640221172667

WHATSTHE@SCOOP.CO.NZ

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.



Commercial
Resort

Châtelot

Parc de la Tour
Saint-Jacques

Pompidou

Passage
Saint-Merry

Rue des Archives

LE MARAIS

Hotel de Ville

Rue de Rivoli

Rue du Roi de Sicile

SAINT-GERVAIS

4TH ARR.

Saint-Paul M

Hôtel-Dieu

Hôpital

Ville Georges Pompidou

Ecole Nationale
de la Magistrature
(Paris)

Pont Marie

Université
Diderot PI

Île Saint-Louis

Sully -
Morland

Île de la Cité

Notre-Dame

Michel

St-Michel

St-Paul

Saint-Michel

Place du Panthéon

Square Jean XXIII

Île Saint-Louis

Sully - Morland

ADD MAP

Or leave a message below!

Name

Email

Message

A decorative horizontal bar featuring four social media icons: Facebook (f), Twitter (bird), Google+ (G+), and Instagram (@). The icons are white with black outlines, set against a pink background with wavy borders at the top and bottom.

This contact page went through a few revisions. At first the client wanted a contact form for easy contact for the consumer, then testing it on my target audience I got feedback that there was a lot of wasted space, so elements were moved around to make better use of space

WIREFRAMES



The image shows a website for an ice cream shop. The header features a logo with two scoops and the text "WHAT'S THE SCOOP?". Below the header is a large wavy graphic. The main title "OUR ICE CREAMS" is centered above a grid of eight ice cream scoops arranged in two rows of four. Each scoop is labeled with its flavor: Raspberry, Coffee, Lemon, Strawberry, Pumpkin, Peppermint, Coconut, and another unlabeled scoop. At the bottom are social media icons for Facebook, Twitter, Google+, and Instagram.

Not much was changed on these pages. Buttons to contact and about us were added to the all ice creams page and product page for quick navigation, something that is very important to both my target audience. The social media buttons were moved on the product page to fit in with the design on other pages on the final. The ability to leave a review was added in the final. More ice creams were added in the final as well.

WIREFRAMES



CONTACT US | ABOUT US

WHAT'S THE SCOOP?

VIEW ALL OUR TREATS | HERE

OUR MOST POPULAR

STRAWBERRY

About Us

Find & Contact Us

CONTACT US | BUY HERE | ABOUT US

Evolution of the homepage

CONTACT US | ABOUT US

WHAT'S THE SCOOP?

VIEW ALL OUR TREATS | HERE

OUR MOST POPULAR

STRAWBERRY

CONTACT US | BUY HERE | ABOUT US

WHAT'S THE SCOOP?

OUR MOST POPULAR

STRAWBERRY

ABOUT US

FIND & CONTACT US

CONTACT US | BUY HERE | ABOUT US

First the about us and contact us pages were merged into the home page to make navigation of the site faster, I tried inverting the white and ruby colours but my target audience's liked the original colour scheme better. The contact us and about us buttons were made bigger and moved to the center of the screen alongside a primary buy now CTA that my client wanted to be added.

WIREFRAMES



Going back to try the other colours now that the page design has been refined more. The Ruby colour was still the favorite though. A few more button was added below the popular ice creams as well, this was to save time so that if people scroll down to the popular ice creams and are interested they don't have to go all the way back to the top of the page.

This wireframe shows the homepage layout in Ruby red. It features a large 'WHAT'S THE SCOOP?' logo at the top left. Below it is a green header bar with 'CONTACT US', 'BUY HERE', and 'ABOUT US' buttons. The main content area has a pink wavy background. It displays a 'OUR MOST POPULAR' section with three ice cream scoops (Strawberry, Coconut, and another flavor) and arrows for navigation. Below this is an 'ABOUT US' section with a map and social media links. At the bottom, there's a 'FIND & CONTACT US' section with a map and social media icons.

This wireframe shows the homepage layout in Green. The overall design is lighter and more pastel. The 'WHAT'S THE SCOOP?' logo is at the top left. Below it is a white header bar with 'CONTACT US', 'BUY HERE', and 'ABOUT US' buttons. The main content area has a light green wavy background. It displays a 'OUR MOST POPULAR' section with three ice cream scoops (Strawberry, Coconut, and another flavor) and arrows for navigation. Below this is an 'ABOUT US' section with a map and social media links. At the bottom, there's a 'FIND & CONTACT US' section with a map and social media icons.

This wireframe shows the homepage layout in Blue. The overall design is cooler and more aquatic. The 'WHAT'S THE SCOOP?' logo is at the top left. Below it is a blue header bar with 'CONTACT US', 'BUY HERE', and 'ABOUT US' buttons. The main content area has a light blue wavy background. It displays a 'OUR MOST POPULAR' section with three ice cream scoops (Strawberry, Coconut, and another flavor) and arrows for navigation. Below this is an 'ABOUT US' section with a map and social media links. At the bottom, there's a 'FIND & CONTACT US' section with a map and social media icons.

WIREFRAMES



Final wireframe changes. The contact form was re-added alongside a phone and email. The buy now CTA was also made to stand out more due to target audience feedback.

FINAL DESIGN

There were a few design changes between the final wire frame and final website. The buy here CTA was made slightly larger to stand out even further, due to request of my client. Buttons to go directly to the popular ice creams were added for clarity because my older target audience didn't think to click on the image of the product. A site map was added to the bottom. Sizes of different elements were tweaked to look good on different web page sizes.



The screenshot displays the final website for "What's The Scoop?".

Header: Features the logo with three scoops of ice cream and the text "WHAT'S THE SCOOP?" below it. Below the logo are three buttons: "CONTACT US" (white), "BUY HERE" (red), and "ABOUT US" (white).

Section 1: Our Most Popular Ice Creams

- Raspberry:** An image of a raspberry ice cream scoop. Below it are "More info" and a "View all" button.
- Strawberry:** An image of a strawberry ice cream scoop. Below it are "More info" and a "View all" button.
- Pavlova:** An image of a pavlova ice cream scoop. Below it are "More info" and a "View all" button.

Section 2: Find and Contact Us

Find us in person off the middle of Fernhill St on or Wigan Street. Come along at night for our famous after-dark menu, featuring natural ice cream cones, or buy a pintlet to take home.

If you want to contact us feel free to call or email us using the information provided below or leave a message below and we'll do our best to help out and answer back as soon as we can.

• +640221126767
✉ whatsthescoopscoop.nz

OR LEAVE A MESSAGE BELOW

Name *

E-mail *

Comment or Message *

Map: A map of the area around Fernhill Street and Wigan Street, showing the location of the shop.

About Us:

What's The Scoop? started with a simple wish: Michael Twinnthorp wanted to make a healthier, more natural ice cream for his family. But soon it became so much more. Read about Michael's journey from art gallery to ice cream extraordinaire. Before Michael found his calling, stinging top-notch ice cream cones were a distant memory. But he soon found himself on another path; pulled by his heart. He married his love Louis and together they had kids, one, two, three. Back home, Michael started making natural ice cream for his family. Together they moved to Wellington New Zealand, back to where Michael had grown up. Michael decided to commit to his culinary pursuit. He partnered with his old time friend James and together named their company What's The Scoop? and it's a sweet delight! Now Michael and James' ice creams are sweetening the nation.

Footer: Includes links for Home, All of our ice cream, Checkout basket, and Checkout, along with social media icons for Facebook, Twitter, Google+, and YouTube.

FINAL DESIGN



The homepage features a top navigation bar with 'ABOUT US', 'FIND & CONTACT', and 'HOME' buttons. Below this is a grid of twelve ice cream flavor cards, each with a small image, the flavor name, and a 'LEARN MORE' button. The flavors shown are STRAWBERRY, RASPBERRY, PUMPKIN, PEPPERMINT, LEMON, COFFEE, OREO, MINT, BLACKBERRY, LIME, CHERRY, and COCONUT. The background has white wavy patterns on a pink gradient.

Here the feedback from the wireframes was implemented learn more buttons were added to the ice creams because it tested better with my older target audience.

The product page for 'Strawberry Tub 2L' shows a large image of a strawberry ice cream scoop. The top navigation bar includes 'ABOUT US', 'FIND & CONTACT', and 'HOME'. Below the product image is a detailed product card with the title 'Strawberry Tub 2L', price '\$15.00', and quantity '1'. An 'Add to basket' button is present. A 'Description' section states: 'Natural flavored strawberry ice cream with chunks of strawberries.' Navigation links at the bottom include 'Home', 'All of our ice cream', 'Checkout basket', and 'Checkout'.

FINAL DESIGN



Mobile site

The image displays a grid of eight mobile phone screens, each showing a different page or section of the 'What's the Scoop?' website. The website has a clean, modern design with a white background and a prominent red header bar.

- Home Screen:** Features a large ice cream scoop icon at the top, followed by the text 'WHAT'S THE SCOOP?'. Below this are three buttons: 'CONTACT US' (red), 'BUY HERE' (pink), and 'ABOUT US' (light blue).
- Contact Us Screen:** Titled 'FIND AND CONTACT US'. It includes a 'View all' button, a map of Wellington, and a contact form with fields for Name, E-mail, and Comment or Message, along with a 'Submit' button.
- Message Form Screen:** A detailed view of the contact form, showing a map of Wellington with street names like Cuba St, Lambton Quay, and Dixon St.
- Story Screen:** A narrative about Michael and Jamie's journey, starting with their wedding and moving to Wellington, followed by their ice cream business and its success.
- Footer Screen:** Shows social media icons for Facebook, Twitter, Google+, Instagram, and Pinterest, along with links to 'Home', 'All of our ice cream', 'Checkout basket', and 'Checkout'.
- Ice Cream Category Screen:** Shows categories like 'ABOUT US', 'FIND & CONTACT', and 'HOME'.
- Strawberry Product Screen:** Shows a strawberry ice cream scoop with a 'LEARN MORE' button, social media icons, and links to 'Home', 'All of our ice cream', 'Checkout basket', and 'Checkout'.
- Product Detail Screen:** Shows a detailed view of a 'Strawberry Tub 2L' ice cream, including a description, price (\$15.00), stock level (10 in stock), and a 'LEARN MORE' button.

COMPETITOR ANALYSIS



Magnum

Magnum's website is a good comparison as I believe it is an example of a 'good' website. It is responsive, showcases their product, has extra information the consumer might want, and it does all of that while looking good. An advantage the Magnum site has is that it scales better for a mobile site. but a big difference between my and Magnum's site is the ability to purchase the product online. Magnum's site also took a little more time to load, but not much. Similarities are that they are both fairly simple, market their product well, have outlets for consumers to share via social media. Areas where What's the Scoop?'s site is better are its ability to buy ice cream online and it is slightly faster. Areas, where Magnum's site are better, is in marketing. A lot of their site is dedicated to promoting their brand.

COMPETITOR ANALYSIS



TipTop

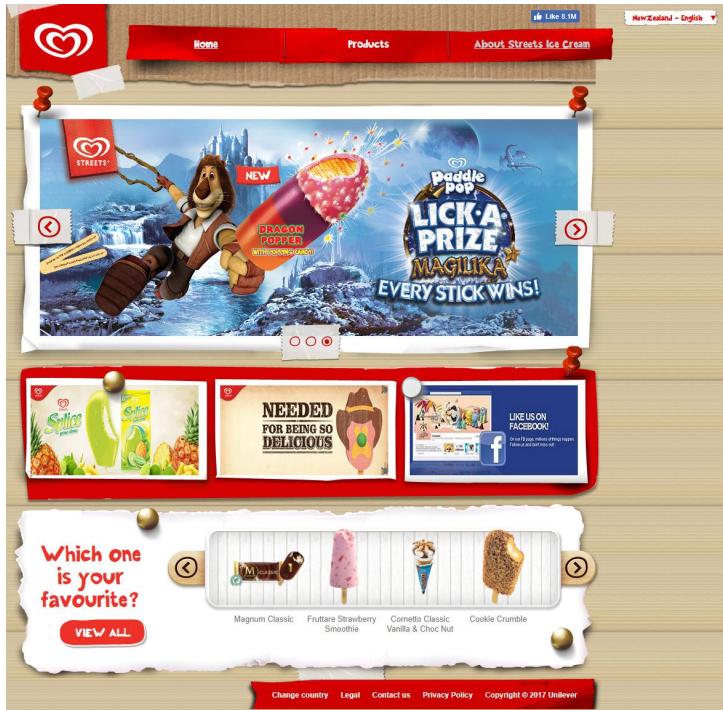
The screenshot shows the TipTop website homepage. At the top, there is a navigation bar with links for HOME, PRODUCTS, PROMOTIONS, RECIPES, ABOUT, FAQS, FACTORY TOUR, FUNDRAISING, and JOIN. Below the navigation bar is a large image of a bowl of Amaretti Affogato ice cream. The text "3 INGREDIENT AMARETTI AFFOGATO" is overlaid on the image. Below this, there are four main call-to-action buttons: "JOIN THE TipTop FAMILY" (with a photo of people in white), "FACTORY TOUR" (with a factory tour photo), "TIP TOP RECIPES" (with a photo of ice cream and a bowl), and "BECOME A RETAILER" (with a photo of ice cream). At the bottom of the page, there is a footer with links for Careers, Terms & Conditions, Contact, and Disclaimer, along with a copyright notice: "© Copyright | Tip Top is a Fonterra Company".

TipTop seems to be aiming for a different goal with their website. It does not showcase their products much at all. It seems focused on promoting their brand and showcasing their company. This is a distinct advantage that my site has, if anyone wants to go online to find out about TipTop's ice cream it's going to be hard to find much useful. The site is also not very responsive, as soon as the browser window changed from a 16:9 size to something thinner a lot of the site became unreadable, something What's the Scoop?'s site is quite good at.

COMPETITOR ANALYSIS



Streets Ice cream



Streets website is a bit of a mess design wise, almost every ice cream you click on takes you to a page with a different design aesthetic. The only design language consistent is the ever persistent cardboard box design in the background. Having a consistent design across all of my websites pages is a clear advantage over Streets website. Streets website is also completely unresponsive with keeping the website the same no matter what device you view it on, making it look horrible on mobile. You can also not buy products on their site.

FINAL REFLECTION



Did the site achieve the main goal?

Yes

I think the site has meet the requirements of the brief well. I have created a website with a pleasing design asthetic that matches What's the Scoop?'s brand image. The site is responisve and looks good on both desktop and mobile. It is fast and easy to use, something that was important to the breif. It has social media sharing, shows the stores physical location, and provides contact information as well as a way for customers to contact What's the Scoop? directly through the website. Most importnatly it achieves the goal of creating a space where people can quickly go online wherever they are and order ice cream to be delivred to thier home and continue on with thier day, something that was previously impossible without this website.

VALIDATION



CSS Validation

Here I validated my CSS and found no errors. Yay!

HTML validation

I can't validate my HTML here because I did not need to edit my HTML directly at all. All page layout that I edited was done through CSS or a plugin that I used called Elementor. Elementor is a visual editor for WordPress that deals with the HTML. So I would create elements using Elementor and then edit them with CSS.

Before I used Elementor I was using TextWrangler to access the server and edit the HTML that way.

The W3C CSS Validation Service
W3C CSS Validator results for TextArea (CSS level 3)

Congratulations! No Error Found.

This document validates as [CSS level 3](#)!

To show your readers that you've taken the care to create an interoperable Web page, you may display this icon on any page that validates. Here is the XHTML you could use to add this icon to your Web page:

```
<p>
  <a href="http://jigsaw.w3.org/css-validator/check/referer">
    
  </a>
</p>
```

<p>

</p>

(close the img tag with > instead of /> if using HTML <= 4.01)

The W3C validators are hosted on server technology donated by HP, and supported by community donations. [Donate](#) and help us build better tools for a better web.

If you like, you can download a copy of this image to keep in your local web directory, and change the XHTML fragment above to reference your local image rather than the one on this server.

If you would like to create a link to this page (i.e., this validation result) to make it easier to re-validate this page in the future or to allow others to validate your page, the URI is:

<http://jigsaw.w3.org/css-validator/validator?link>
or <http://jigsaw.w3.org/css-validator/check/referer> (for HTML/XML document only)

(Or, you can just add the current page to your bookmarks or list.)

[TOP](#)

Valid CSS Information

```
.wforms-field-label {
  font-family: 'ralaway';
  color: white;
}

.wforms-label {
  font-family: 'Paris Hand SC', cursive;
  color: white !important;
}

#wforms-306-field_1, #wforms-306-field_1, #wforms-306-field_0 {
  border-radius: 10px;
}

#wforms-306-field_0 {
  color: #E91E63;
  font-family: 'ralaway';
  border-radius: 10px;
}

#wforms-306-field_0-error, #wforms-306-field_0-last-error, #wforms-306-field_1-error, #wforms-306-field_2-error {
  color: white;
}

p {
  font-size: 12px;
}

h1 {
  font-size: 16px;
  color: #E91E63;
}

h2 {
  font-family: 'ralaway';
  color: #E91E63;
}

.log-default {
  display: none;
}

.footer-copyright {
  display: none;
}

.products {
  display: none;
}

button {
  background-color: #E91E63;
  border: none;
  color: white;
  padding: 10px 12px;
  text-align: center;
  text-decoration: none;
  outline: none;
  font-family: 'raleway';
  font-size: 16px;
}

a {
  color: #E91E63;
}

@media screen and (min-width:1200px) {
  .summary, .entry-summary {
    position: absolute;
  }
}

@media screen and (min-width:1200px) {
  .woocommerce-tabs, .wc-tabs-wrapper {
    position: absolute;
    top: 20px;
  }
}

.woocommerce-Price-amount, .amount {
  color: #E91E63;
}
```

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VALIDATION



PageSpeed Insights

My web page did really well on both desktop and mobile scoring an 85 on mobile and 92 on desktop. Some of the plugins I used to achieve these numbers are:

- Autoptimize
- W3 Total Cache
- WP Smush

Autoptimize compresses CSS, Html, and JavaScript to speed up page load times, W3 Total Cache caches images and logos on servers nearer to the user to speed up load times, and WP Smush compresses images to increase page load speed.

PageSpeed Tools > Insights

[GUIDES](#) [REFERENCE](#) [SAMPLES](#) [SUPPORT](#)

PageSpeed Insights

http://clay.hurting.yoobee.net.nz/basic

Mobile Desktop

Good 85 / 100

Great job! This page applies most performance best practices and should deliver a good user experience.

Possible Optimizations

- Eliminate render-blocking JavaScript and CSS in above-the-fold content
 - Show how to fix
- Leverage browser caching
 - Show how to fix
- Reduce server response time
 - Show how to fix
- Minify JavaScript
 - Show how to fix
- Minify CSS
 - Show how to fix

Optimizations Found

- Show details

Download optimized image, JavaScript, and CSS resources for this page.

*The results are cached for 30s. If you have made changes to your page, please wait for 30s before re-running the test.
*This test checks to see if a page has applied common performance best practices. A high score is correlated with a fast user experience but does not guarantee it. [Learn more](#).

[Web Performance](#) [Give Feedback](#) [About PageSpeed Insights](#)

Learn more about [web performance tools at Google](#). Have comments or questions about PageSpeed Insights? [Discuss on our mailing list](#).

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more](#).

PageSpeed Tools > Insights

[GUIDES](#) [REFERENCE](#) [SAMPLES](#) [SUPPORT](#)

PageSpeed Insights

http://clay.hurting.yoobee.net.nz/basic

Mobile Desktop

Good 92 / 100

Great job! This page applies most performance best practices and should deliver a good user experience.

Possible Optimizations

- Leverage browser caching
 - Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.
 - Leverage browser caching for the following cacheable resources:
 - http://clay.hurting.yoobee.net.nz/basic/wp-content/themes/bento/style.css (expiration not specified)
 - http://clay.hurting.yoobee.net.nz/_cada/2017/07/logo-pink-email-768x521.png (expiration not specified)
 - http://clay.hurting.yoobee.net.nz/_ads/2017/07/peppermint-candy-150x150.png (expiration not specified)
 - http://clay.hurting.yoobee.net.nz/_nf/uploads/2017/07/raspberry-150x150.png (expiration not specified)
 - http://clay.hurting.yoobee.net.nz/_nf/uploads/2017/07/strawberry-1300x300.png (expiration not specified)
 - https://maps.googleapis.com/_/language-en&libraries=places,geometry (30 minutes)

[Hide details](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content
 - Show how to fix
- Reduce server response time
 - Show how to fix
- Minify JavaScript
 - Show how to fix
- Minify CSS
 - Show how to fix

Optimizations Found

- Show details

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ETHICS



Images

Some of the images of ice cream I sourced were from the following places:

- Kapiti
<https://www.tastekapiti.co.nz/>
- Sweet Magnolia
<http://www.sweetmagnoliigelato.com/>

Software

I used the following software in this project:

- Wordpress
- Photoshop
- Illustrator
- InDesign
- Google PageSpeed Insights
- W3C CSS Validator

Plugins

I used the following plugins for my Wordpress site:

- Autoptimize
- Duplicate Page
- Elementor
- StylePress for Elementor
- W3 Total Cache
- WooCommerce
- WooCommerce PayPal Express Checkout Gateway
- WooCommerce Quick Buy
- WPForms Lite
- WP Smush
- Wordfence Security

Theme

Bento

By Satori Studios

<http://satoristudio.net/>



WHAT'S THE Scoop?

This project can be found at this url:

<http://clay.hurring.yoobee.net.nz/basic>

It has also been published to behance here:

<https://www.behance.net/gallery/54468231/Whats-the-Scoop>

Website design project
By Clay Hurring