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| **Project Status Report** | | |
| Project Name | Paw Paw’s Bakery | Project Summary:  Project Demonstration Completed  Ready for presentation to Customer. |
| Project Team Lead | Christopher Johnson |
| Project Team members | Crystal Chapman  Jaden Chapman  Kenneth Garrison |
| Status Date | December 3, 2024 |

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| Project Schedule | | |
| Item | Start Date | Completion Date |
| Report | December 1, 2024 | December 3, 2024 |
| Website Development | November 14, 2024 | December 3, 2024 |
| Website Testing | November 28, 2024 | December 3, 2024 |
| Final Presentation | November 23, 2024 | December 1, 2024 |
| Final Submission | December 1, 2024 | December 4, 2024 |

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|  | Project Color Palette | | | | | |  |
|  |  | | | | | |  |
|  | #111111 | #343732 | #281F18 | #745F4D | #66C2D1 | #EBEBEB |  |
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| Website Flow Diagram | |
| Website Uses a Hierarchical Structure | |
| Landing Page Storyboard | | |
| Desktop | Smartphone | |
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| About Page Storyboard | |
| Desktop | Smartphone |
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| Specials Page Storyboard | |
| Desktop | Smartphone |
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| Store Page Storyboard | |
| Desktop | Smartphone |
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| Contact Page Storyboard | |
| Desktop | Smartphone |
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| Testing |
| WAVE Accessibility |
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| WebFX readability |
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| PageSpeed Optimization |
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|  | Usability Testing Results | | | | | |  |
|  | 1. Female, age 44, lives in Macon, GA, Business Owner.    1. Website looks great and very easy to navigate. She loves that everything is responsive and the little pop outs with additional information on the store page. She also loved how the navbar changes depending on the color. The only criticism was the letter at the bottom was that some people might have a hard time reading the script but thought it was still great because it accomplished the goal of looking a like a direct letter from the bakery. 2. Male, age 45, lives in Byron, GA, Proprietor    1. Likes the overall look of the website. Implied that it was clean and orderly. He said that the color scheme makes it feel cozy and warm, (like a bakery). He stated that he likes the simplicity of the contact page and the design. He liked how the information on the modal cards were separate, but easily accessible. 9/10 3. Female, age 58, lives in Barnesville, GA, Retired Teacher.    1. the website has a pleasant aesthetic and is very user-friendly. She appreciated the warm and inviting color scheme, stating it felt nostalgic and fitting for a bakery. She also mentioned that the home screen was nice and brings it all in well. 9.5/10 4. Male, age 26, lives in Centerville, GA, Sales Manager.    1. Navigation is intuitive, but the menu lacks a search function, which could improve user experience. Clean and professional layout with consistent branding. Text contrast meets accessibility standards, but some images lack alt text. 9/10. 5. Female, age 25, lives in Centerville, GA, Customer Service Rep.    1. The website effectively communicates its purpose. The design is visually appealing and aligns with the brand. Found the about page a bit “wordy”, recommended shortening the paragraphs to be more brief. 8/10. | | | | | |  |
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| Looking to the Future |
| Our continuing commitment, as we look to the future, is to collaborate to bring the following functionality components to your web presence, as well as ongoing support   * Web hosting and URL acquisition * Development of storefront * Online ordering and credit/debit card acceptance |