# milestoneproject1

CSS User Centric Front End

**FinSpec**

A lean introductory website to a fictional fintech company called FinSpec. This is a SaaS product that can be used by businesses and provides a range of services that are structured into a number of key tiers depending on the business availing of the services needs. The goal is to provide simple information in an easily digestible manner to the potential use. This is a B2B product.

The primary goal of the service is to get people to sign up by providing their email address. It is envisioned that card details would be a requirement in a typical scenario, however, allowing for such a facility is beyond the scope of what I can accomplish at this stage of my progress through the programme. The users of this site would be very matter-of-fact buyers who know what they want and simply want straight-forward information without much fuss. Therefore, the information will be simple.

**The business goals are:**

Sign up customers

Acquire customers information

Provide easily accessible information about what each of the packages provide

Build Brand awareness

Drive sales

**The customers goals are:**

To manage their finances more effectively

To understand the difference between the services offered

To make a decision about what they want

**Client stories**

Clients are looking for a software solution to their financial needs and FinSpec provides them with this

It is seen as a service unique from a bank where by clients can circumvent stringent rules and receive support for what they need

These clients will be busy and supported by the ability to make quick decisions around a service that will save them time and make finance easier to manage thus greatly offsetting the cost.

**UX**

As most searches are now completed online using phones it is important to make the site mobile responsive. In this vein I will relied a lot on bootstrap.

I had initially wanted to provide all of the relevant information on one page, however this was deemed as limited and I would like to give the site a navbar (both to utilise this aspect of what I have learned and also make the site easier to navigate). The call to action page is the Sign Up Today page and a direct link to this should feature on the home page. I will also include social media icon at the end of each page so there will be some cross over in what I do here.

**Home**

The home page includes a well styles and somewhat dream-like settling that also suggests sleekness and something futuristic. It will feature a quote and also some information on what FinSpec offers. There will also be a quote on this page for someone to read and understand the value of what is on offer.

The nav here will create a link to each page but there will also be a direct call to action to the Sign Up Today page or a call to action (in case the user already knows what they wants and is merely submitting an order.)

**Pricing**

I will use a simple grid system with three columns on the home page. The Pricing page will feature the same design and contain three separate columns with each of the prices.

**About**

The about page will contain a picture of the owner (in this case envisioned as me) and some (fictional) text about the back story and history of the company.

**Sign Up Today**

The Sign Up page will contain two boxes to input an email address and select an option before clicking on a sign up button.

The lean approach is in line with perhaps the profile of the user and their ambitions for making swift decision with simple and straightforward information.

Use this section to provide insight into your UX process, focusing on who this website is for, what it is that they want to achieve and how your project is the best way to help them achieve these things.

**Features**

Existing Features

* Header Logo will be FinSpec and exist in the Nav on each page and allows all users to easily recognise the brand. Clicking the logo returns users to the home page
* Header Navigation Bar - Exists on every page and allows all users to easily navigate all the website's pages and find what they are looking for quickly.
* Footer Social Icons - Exist on every page and allows all users to access the social platforms that the SaaS uses.
* Call to Action Buttons - Exist on the home page and the Sign Up Today page to guide potential clients through the process of selecting a package
* The about page allows potential clients to understand the reasoning behind the company and how it is grounded in a real-life application of the financial needs of SME’s
* The Pricing page allows potential clients to understand the pricing of the service
* The Sign Up Today page allows for the use of an email address the selection of a package and a submit button

Features Left to Implement

* Additional feature idea
* GDPR Consent form
* Addition of Credit card facility to the Sign Up Today page\*
* A video testimonial from a high profile client
* Contact submission form
* Include a CAPTCHA on Contact form

Technologies Used

This project uses

* This project uses HTML and CSS programming languages.
* This developer used GITPOD for their IDE while building the website.
* [BootstrapCDN](https://www.bootstrapcdn.com/)
  + The project uses Bootstrap4 to simplify the structure of the website and make the website responsive easily.
  + The project also uses BootstrapCDN to provide icons from [FontAwesome](https://www.bootstrapcdn.com/fontawesome/)
* [Google Fonts](https://fonts.google.com/)
  + The project uses Google fonts to style the website fonts.
* JQuery
  + The project uses JQuery

Testing

## Testing

* [W3C CSS validation](https://jigsaw.w3.org/css-validator/)
* [W3C Markup Validation](https://validator.w3.org/)

I used **W3C CSS Validation Service** and **W3C Markup Validation Service** to check the validity of the website code.

### Testing:

The most common pathway through the website would be envisioned as:

* Home > Pricing > Sign Up Today
* There is a call to action button on the home page, pricing page, each leading to the Sign Up Today. There is no call to action on the about page as this is seen as secondary to the service offered, and not a key page, but ancillary information. Page. The home page call to action is a button with “join the revolution” an attempt to highlight the unique nature of this imaginary SaaS product.

### Testing client stories from UX section of README.md

* 1. The Nav bar is seen as essential is directing potential customers throughout the site.
  2. Information is to be found on the pricing page and each lead to the Sign Up Today page.
  3. The Sign Up Today page is seen as the end goal of the site. It is also envisaged that in the imaginary work of FInSpec the brand already has significant recognition (similar to Revolut) and visitors are familiar with it and simply want to sign up or clarify the pricing structure.
  4. Furthermore, given the expected profile of the user the site is seen as being an order-taking platform as opposed to a comprehensive informative sales and marketing tool.

### Manual testing of elements page functionality.

#### Main Page:

1. Nav bar:
   1. Go to the "Home" page from a desktop/ or by clicking on the logo (Works)
   2. The screen size is responsive in being changed from desktop to tablet to phone and the nav bar switches from in line menu to burger icon (all working).
   3. Nav bar responsiveness is good (all working)
   4. Click on the logo in the navigation bar and verify that it links to the home page. (working)
   5. Social media links (all working Except for Facebook icon\*)
   6. CTA Link Working

About Page:

1. Go to the "Home" page from a desktop/ or by clicking on the logo (Works)
2. The screen size is responsive in being changed from desktop to tablet to phone and the nav bar switches from in line menu to burger icon (all working).
3. Links works
4. Page responsive
5. Text legible
6. The screen size is responsive in being changed from desktop to tablet to phone and the nav bar switches from in line menu to burger icon (all working).
7. Nav bar responsiveness is good (all working)
8. Social media links (all working Except for Facebook icon\*)

Pricing Page:

1. Go to the "Home" page from a desktop/ or by clicking on the logo (Works)
2. The screen size is responsive in being changed from desktop to tablet to phone and the nav bar switches from in line menu to burger icon (all working).
3. Links works
4. Page responsive
5. Text legible
6. The screen size is responsive in being changed from desktop to tablet to phone and the nav bar switches from in line menu to burger icon (all working).
7. Nav bar responsiveness is good (all working)
8. Social media links (all working Except for Facebook icon\*)
9. CTA Link Working

Sign Up Today Page:

1. Go to the "Home" page from a desktop/ or by clicking on the logo (Works)
2. The screen size is responsive in being changed from desktop to tablet to phone and the nav bar switches from in line menu to burger icon (all working).
3. Links works
4. Page responsive
5. The screen size is responsive in being changed from desktop to tablet to phone and the nav bar switches from in line menu to burger icon (all working).
6. Nav bar responsiveness is good (all working)
7. Form functional (although functionality is limited given knowledge limitation in including card details) (tested with my own address and form refreshes upon submit)
8. Social media links (all working Except for Facebook icon\*)
9. CTA Link Working

Deployment

To deploy this page to GitHub Pages from its repository, I took the following steps:

1. Logged oto GitHub.
2. Selected MilestoneProject1.
3. Select Settings.
4. Scroll down to GitHub Pages section.
5. Under Source click the drop-down menu labelled None and select Master Branch
6. On selecting Master Branch the page is automatically refreshed, the website is now deployed.
7. Scroll back down to the GitHub Pages section to retrieve the link to the deployed website.

When submitted the Milestone project Development Branch and Master Branch are the same.

Credits

Content

* The text for the about section was written by me Ciarán Hourican and is fictional in its entirety (apart from the fact that I am managing partner of an SME)

Media

* The photos used in this site were obtained from https://planetshine.com

Acknowledgements

* I received inspiration for this project from the Apple website and Teamwork.com (the latter of whom are one of my current clients), but perhaps most directly from Revolut (the fintech service I am currently a customer of).