



EXAM PROJECT

Smokepins ApS



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Multimedia design MDC-E-19X

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https://piotr20.github.io/Smokepins_ApS/

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INTRODUCTION TO SUBJECT

For centuries, cold smoking has been a crucial way for people to preserve their food. Nowadays, with the help of modern technology, methods like this are no longer necessary but have become somewhat of a delicacy instead. Traditionally, the process of cold smoking is long and tedious, but one day, a passionate fly fisherman stumbled upon the solution. What usually required a ton of sawdust and a huge smoke oven, could now be done with a pocket-sized tube anywhere. He couldn't believe the potential and was eager to share the discovery. What started as a passion project evolved into Smokepins ApS.

PROBLEM DESCRIPTION

Our client, Smokepins, is a small Danish company, set out to make the process of cold smoking more convenient, and accessible for everyone. They are having trouble with establishing a strong brand identity and reaching a larger market. Their website is functional but doesn't portray the personality of the company. They have a lot of opportunities to better themselves, especially in terms of spreading awareness, thus growing the business.

PROBLEM STATEMENT

We have created a problem statement and sub questions that contextualize and precisely describe the current problems of Smokepins ApS (McCombes, 2020).

How can our team establish a firmer and solid brand identity for Smokepins ApS, making it more recognizable and overall strengthen their visual and digital presence?

1. What characterizes Smokepins ApS?
2. What characterizes their target group and what could make them choose Smokepins ApS?

Methodology

The methodology provides a plan for how to proceed with the project. What considerations we have made in concern to what methods, models and practices that will resolve the best possible plan for developing and controlling the project (My Management Guide, 2020).

DEVELOPMENT METHOD

By using an agile development method, we were able to test the solution along the way and adapt to the results, see figure 1. This allowed us to view our process objectively, because we based our work upon test results, rather than our opinions (Gilley, 2015).

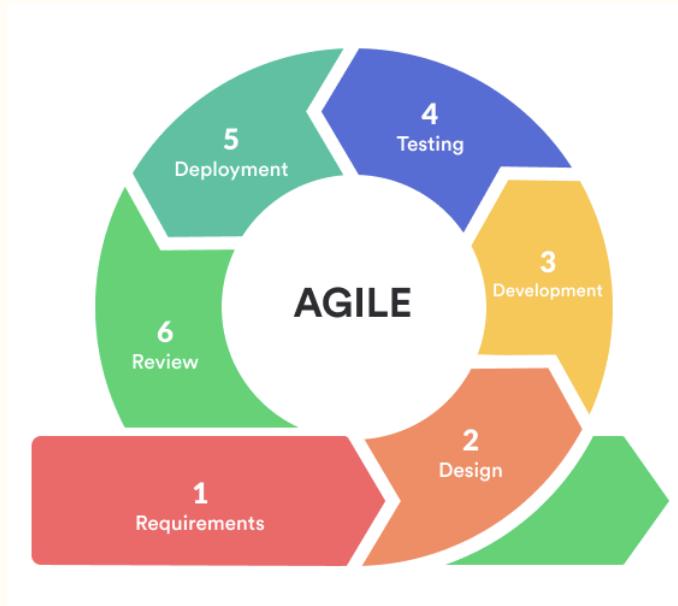


Figure 1: Agile development method

METHOD CRITIQUE

We are aware of some issues that will affect certain parts of our process. Because of the COVID-19 pandemic we know that our group work and field research will be affected. We also know we can't interview any customers and therefore will need to use our family, friends and colleagues, which might lead to biased results. We need objective opinions and can't do that ourselves.

PROJECT MANAGEMENT

Project management allowed us to track our progress and set specific deadlines to our schedules, ensuring we all worked towards the same goal, and only had to focus on the current phase, as seen on figure 2.

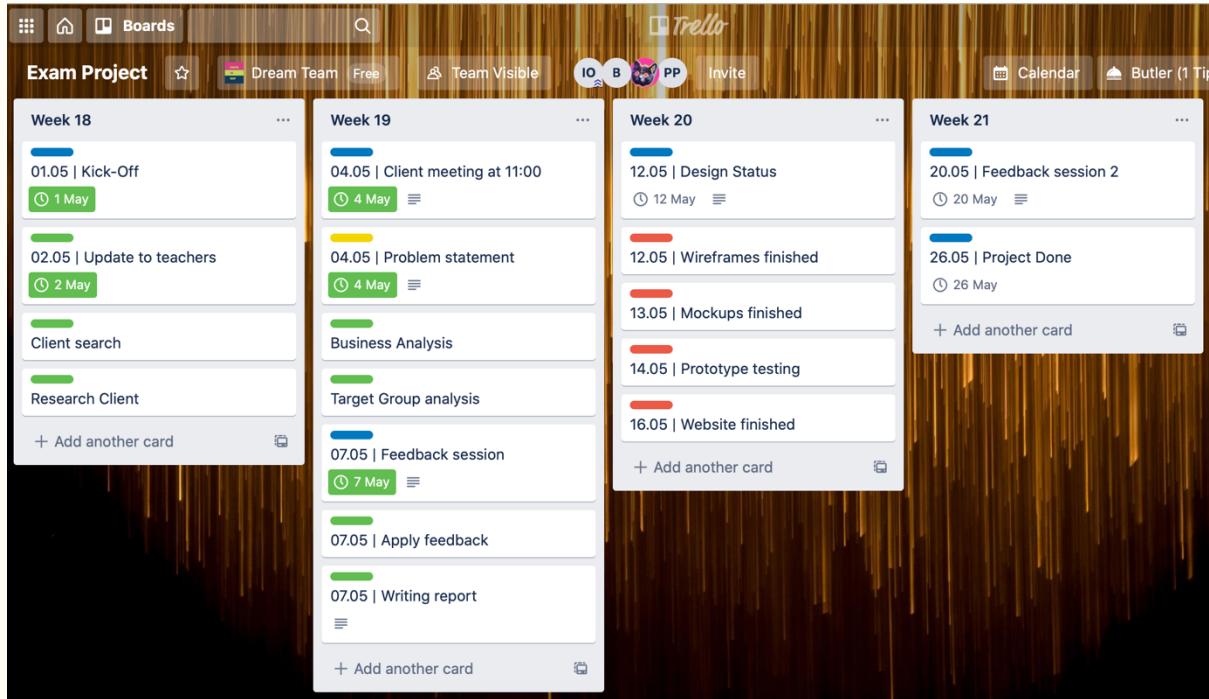


Figure 2: Snippet from Trello

For keeping everything organised, we used several collaborative platforms, for:

- Managing our work schedule, we used Trello.
- Communicating we used Discord.
- Sharing and storing documents we used OneDrive.
- Design processes we used InVision Freehand and Adobe XD.
- Writing the report, we used Google Docs.
- Collaborating when coding, we used GitHub.

We have all contributed equally to all aspects of the project. The nametags on the report sections illustrate the person who was the main contributor, see figure 3.



Figure 3: Nametags for the report

STRUCTURE OF THE REPORT

Here is the arrangement of our report and the methods we apply to each chapter, see figure 4.

Chapter 01 is an in-depth analysis of our client and their target audiences, with use of Business Model Canvas, SWOT, TOWS and Golden circle.

Chapter 02 is where we define the target market by analysing customer segments and creating personas.

Chapter 03 is utilizing all the collected information to get a better understanding of both the company's and customers' perspective and use it to find the sweet spot and analyse the current website.

Chapter 04 is the part in which we brainstormed and organised our content for the solution.

Chapter 05 is the whole process of the visual appearance, including user and expert testing.

Chapter 06 is an elaborate explanation of the coding elements, together with all the improvements we made to ensure the website is fully optimized.

01 Client research and analysis

- Client description
- Research
- Business analysis
- Business Model Canvas
- SWOT
- TOWS
- Golden Circle

02 Defining the target market

- Customer segments
- Personas

03 Common ground

- Sweet Spot
- Analysing the website

04 Information architecture

- Brainstorm possible Content
- Card sorting
- Sitemap
- Content explanation

05 Designing the appearance

- Creative brief
- Mind map of design
- Mood board
- Sketches
- Wireframes
- Style tile
- Designing the content
- Mock-ups
- User testing

06 Product development

- Coding structure
- Site Performance
- Validation

Figure 4: Table of content

01 Client research and analysis

Piotr

Research is a solid base for the creation of any well-suited solution. When we agreed to cooperate with Smokepins ApS, we immediately started collecting information on the web. This helps us get a better understanding of our case and with making decisions later in the process. We made great use of both desk and field research as well as quantitative and qualitative data.

CLIENT DESCRIPTION

Oliver

Smokepins ApS (formerly Skandinavisk Røgsystem) is a small Danish company, founded in 2017 by Ole Gravrok. From their headquarters in Viby J, they hand make Smokepins, a small tube that makes the process of cold smoking more convenient than traditional methods (Proff, 2020). Their product is trademarked and sold through their own webshop, and a few smaller retail stores in Denmark and Norway. Smokepins ApS technically doesn't have any permanent employees, as the founder and two co-owners handle the production and management themselves. Other tasks such as their online presence and marketing, is delegated to freelancers.

Their business approach is very laid-back and personal, both in terms of marketing and management. They want to sell their product to people who would actually use it, rather than trying to push it on everyone. The founder, Ole, started the company because he wanted to share a great product - not because he wanted to make a lot of money. And therein lies the true essence of Smokepins ApS.

Desk research

Piotr

Desk research is the method of collecting information based on existing data in order to better understand the market, company and target audience.

We started our desk research by visiting their original website, [Smokepins.com](https://smokepins.com), and their social media. We browsed through it and gained some knowledge about the product, company and the niche market that Smokepins ApS is occupying. To check how recognisable the brand is, we went on some Facebook groups to search for mentions about Smokepins ApS and to get insights of how they communicate and what discussions they have. To see what topics are relevant for them, and to evaluate any possible issues that they might have. Most people asked for other people's experiences; if they have tried them, and what their thoughts were.

The founder Ole Gravrok took part in a Danish series called 'Løvens hule' in the beginning of 2019 and secondly in February 2020 (*Løvens Hule: Sæsonens sidste budkrig*, 2020; *Løvens Hule: 3. episode*, 2019). Even though he didn't convince the jury to invest in him, he still gained much more interest from customers.

As Ole said; he had to reinvent Smokepins™ himself and the product is so new that it doesn't have any competitors yet. Looking into companies selling smoking ovens, equipment and outdoors gear, we

examined their communication and tone of voice, together with their UX and UI. To get inspiration and a better understanding of the market.

Field research Oliver

Field research is observing and interacting with people in their natural setting. It's a great way to get a more realistic idea of any given situation (Saylor Academy, 2020).

As mentioned before, we weren't able to meet up with our client in person because of COVID-19. As we would later discover, a lot of Smokepins ApS' identity lies in the fact that their products are hand-made, so seeing that process would have been ideal, and we would have done so under different circumstances.

We set up a virtual meeting with Ole, founder/CEO, and Mike, the tech guy. We talked to Ole about their history, brand identity, products etc. Whereas Mike explained their marketing strategy and digital solution.

A lot of our initial impressions of the company got confirmed. Ole explained that they were indeed a small company, without a lot of experience. As of now, he isn't even able to make a living doing it. Mike told us that most of their traffic comes from Google and Facebook, but they had some trouble measuring just how effective their online presence is. The interview made it clear that we needed to emphasize their personal, friendly approach.

Our first intention was to conduct in-depth qualitative research, but Smokepins understandably didn't want us to contact their customers unsolicited because of the possible backlash it could have.

We therefore infiltrated some Facebook groups that we found relevant, in hopes of conducting some basic interviews in the form of surveys. See Appendix 01: Surveys for all survey questions. Of course, this is more of a quantitative approach. Unfortunately, we didn't get many responses, but the results imply that people use more traditional methods such as saw dust and smoke ovens, rather than Smokepins™.

BUSINESS ANALYSIS Dan

After accumulating enough data from research, the next step we took was to further analyse the business as a whole.

Business Model Canvas

A business model canvas can help structure all the internal and external factors that surround a company into a simplified template, see figure 5. If used properly this tool can bring insights into the main activities within the company's many segments and how they correspond (Business Model Sinc, 2020).

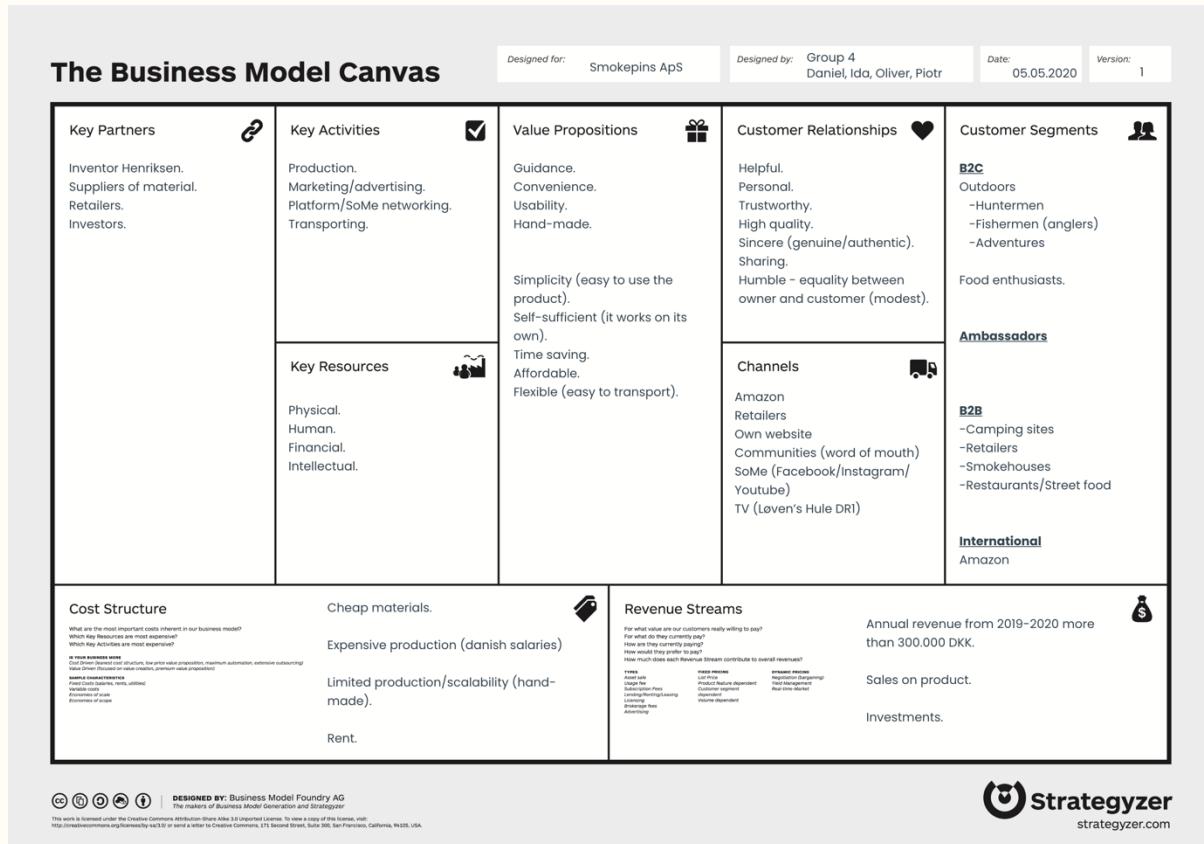


Figure 5: Business Model Canvas (see Appendix 02: Business Model Canvas for larger image)

By formulating our BMC we were able to categorize a lot of what we already learnt. Customer segments allowed us to think further than just the B2C clients that Ole mentioned and see all other potential customers. Value propositions helped us not only think about how the product solved customers pain points, but how the services Smokepins ApS offers did as well. Customer relationships also gave us a solid idea of the personality of Smokepins ApS and a clue to their tone of voice and we were able to see how it was reflected in the value propositions they offer.

SWOT

A SWOT is a technique commonly used by businesses in order to evaluate their current position, before choosing a new approach. A SWOT analysis can help to understand which areas your company excels, or on the other hand where it falls short. It can guide you into the right direction and tell you what to watch out for as well (Mind Tools Content Team, 2020).



Figure 6: SWOT analysis (see Appendix 03: SWOT for larger image)

Before the SWOT analysis we were only looking at Smokepins ApS' strengths – this obviously isn't a good foundation for improving a company. The SWOT analysis forced us to consider their weaknesses as well. We knew from our research that Smokepins ApS have no direct competitors, at first it seemed like a vital strength, but after further discussion we realize that it could hinder their motivation to adapt and grow.

We looked to the future, analysing external factors that could affect Smokepins ApS both positively and negatively. An obvious threat is the increase of trends regarding environment, animal welfare and plant-based diets, as well as more focus on a healthy lifestyle. On the other hand, since Smokepins ApS is such a small business, there's a huge potential for growth.

TOWS

TOWS is an elaboration of the SWOT analysis, going one step further to match internal and external factors and find a correlation between them. This method can help Smokepins ApS gain valuable insights on how to reduce their threats by limiting their weaknesses and how to use their strengths to exploit future opportunities (Oxford College of Marketing, 2016).



Figure 7: TOWS analysis

TOWS helped us gain a realistic overview of possible strategies that Smokepins ApS could implement for future success. It seemed obvious to us that if it was their intention to grow the company, they would need a machine for making the products faster and more efficiently. Although this could alter a unique selling point as they make products by hand.

Being a company that makes disposable products, it is key to build a strong customer relationship, as this gives you repeat customers, who are vital to your business model.

The market for Smokepins™ could potentially be international, but without awareness the size of the market doesn't matter. Improving their brand identity and marketing strategy, Smokepins ApS would be able to reach a larger audience.

Golden Circle Oliver

The golden circle is a way for companies to figure out what sets them apart from the competition. It's asking yourself what you do, how you do it and why you do it. Sinek, who founded the theory, believes that a company should focus on the 'why' first. The so called inside out approach (Chaffey, 2020). For us, finding the why helped us get an understanding, of the very essence of Smokepins ApS. Throughout the entire process, we kept the why in mind, and this helped us clearly convey their message.

WHY

We want to share a convenient method, that allows all to enjoy a unique taste and experience in cold smoking their own food.

HOW

We make the product by hand and we sell them online and in some retail stores. Our product simplifies the process of cold smoking food.

WHAT

We produce and sell Smokepins to fishermen, hunters, food enthusiasts and retailers.

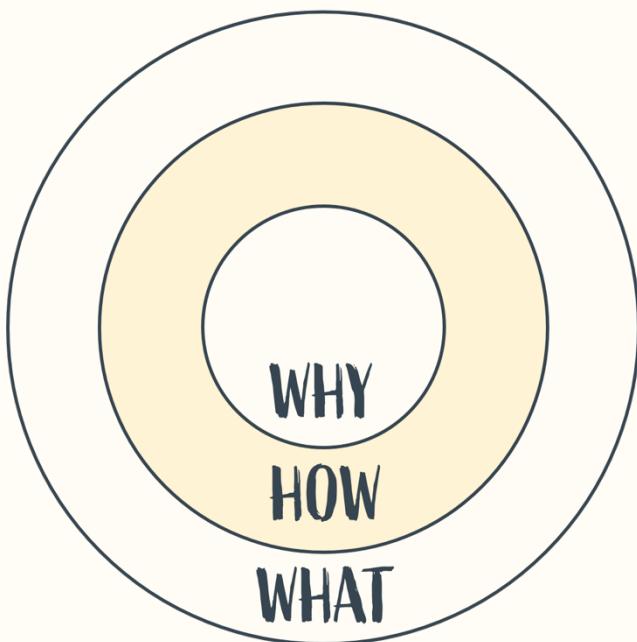


Figure 8: The golden circle

02 Defining the target market

Ida

To be able to create relevant content, a clear overview of your customers is fundamental. It is not possible to simply create content that will be suited for all target groups, you thereby need to classify the different groups of audience you have. To do this, you need to analyse your target audience (Newberry, 2018).

CUSTOMER SEGMENTS

As stated in the Business Analysis and the BMC, we have concluded that there are following customer segments:

B2C	Ambassadors	B2B	International
<p>Outdoors: Hunters Fishermen Adventures Food enthusiasts</p>		<p>Camping sites Retailers Smokehouses Restaurants Streetfood</p>	Amazon

Figure 9: Customer segments

We have chosen to focus on the B2C target audience; since this is the largest target group that Smokepins ApS have at the moment. Our goal is to reach the entirety of this target audience, to increase awareness and thereby strengthen the company.

We have hereby collected enough information to continue to create personas for the target group.

PERSONAS

A persona is a fictional customer that is based on knowledge from analysing the target group. It is a way to make it easier to empathise with the target group and understand them better, and thereby makes it simpler to make decisions in regard to design choice (Friis Dam, 2020).

Included elements

As for the persona we have included the following elements, based on our target group research and statistics, see Appendix 04: Statistics for personas. See figure 10, for template of the persona

The elements can be split into two categories; Personal and technical elements.

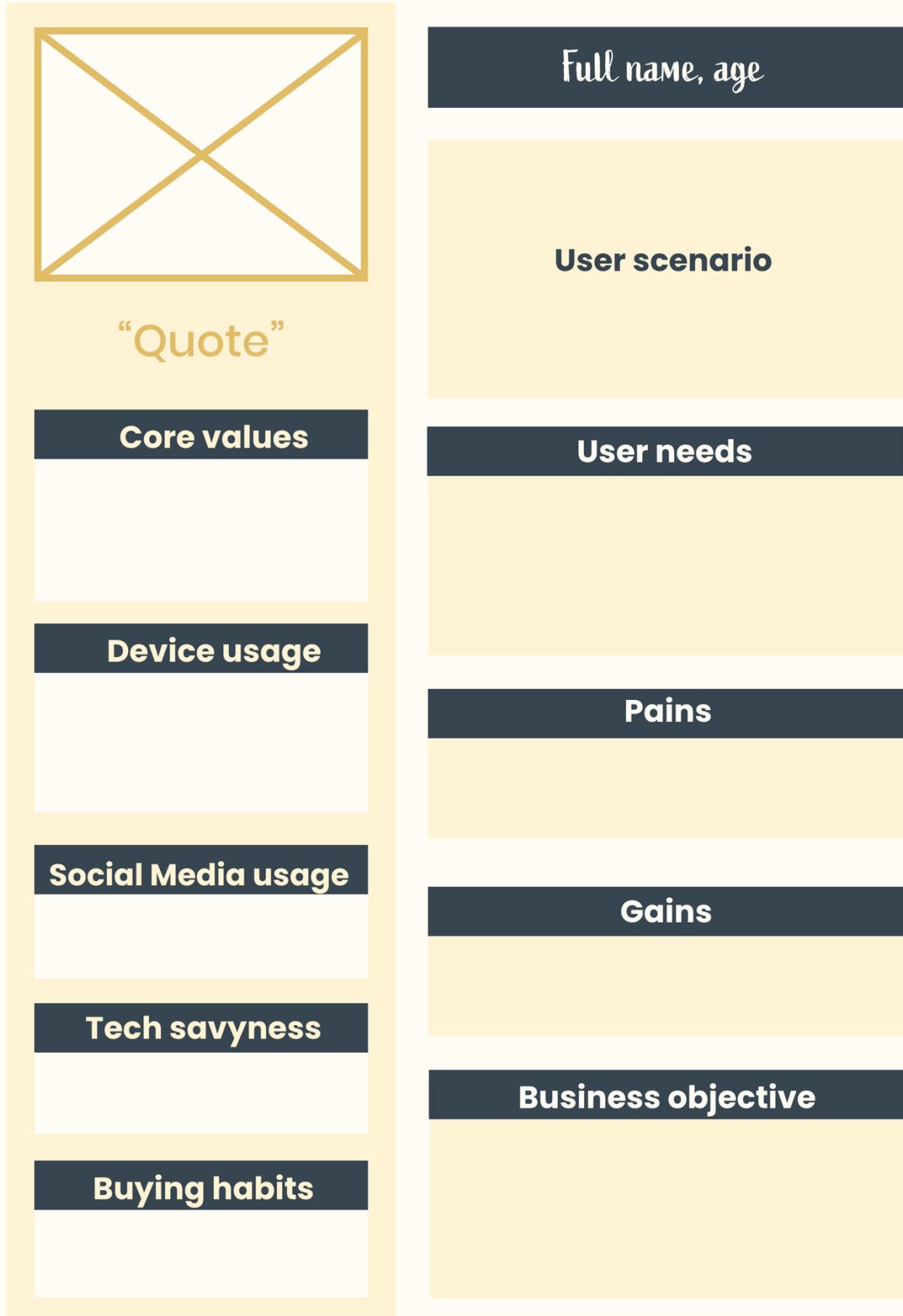


Figure 10: Template for persona

Personal elements. These helps sculpt and form the personality of the persona and shows insights into their opinions and life situation.

Picture and Name

It is important that you can visualize the persona to make a personal association. It makes the person relatable and thereby easier to empathise with if you know their name and face.

User scenario

Tells the story behind the persona, how he got to the place where he is today. A description of what kind of events and actions participated in the process of his development.

Quotes

Quotes give an insight into their opinions; it shows how the persona communicates.

Age

The age tells about what kind of life stage the persona is in. It tells about the person in relation to behaviour and mental state.

Core Values

Describes the fundamental beliefs of the person; the internal values that guide their decision making. It gives a better understanding of the behaviour instilled in them.

Technical elements. These gives important knowledge about technological requirements for the final solution.

User needs

The demands that the solution should focus on, to add value for the user. What does the expect from the solution?

Buying habits

How open they are to buying products, and how often they buy product, is important from the business perspective.

Device usage

Having knowledge about what devices the persona use, helps the developer to create a solution that is fitted for the individual, and is useful for marketing. The amount of time used daily.

SoMe usage

As to get an insight of what platforms is mostly used, and how much it is used. To get a better understanding of how to create strategies for SoMe marketing. The amount of time used daily.

Tech savviness

What skills the person have conducted in comparison to using technological devices. Which is relevant for the UX and UI of the solution. The scale goes from 1 to 10; whereas 1 is no knowledge of using any kind of device, and 10 is expert user, someone who is educated within the tech field.

Pains/Gains

The dilemmas/obstacles contra the benefits/advantages that the persona gets from the current solution. This help to understand what achievements should be reached.

Business objective

A description of what the company expect of their customers, what should be achieved with the solution from a business perspective.

Meet Kurt and Søren

Kurt and Søren are the two personas that represent the target group. They are similar in the way, that they both have an interest in cold smoking their own food. In terms of the B2C target group they are very different people, they don't have the same needs, also as their main interests are very diverged. These are opposite because we needed to think of the whole range of our target group, to fit the solution to as many people as possible. We were forced to fulfil the needs from both ends of the target group.

Kurt Brinkgaard

Meet 61-year-old Kurt, he is a very experienced man when it comes to outdoor living. Kurt finds calmness when surrounded by nature, and he spend most of his time outside, he likes the simplicity. And when it comes to simplicity, Smokepins™ is the way to go. Kurt have experience with smoked food, so when he discovered Smokepins™ there was no doubt that this was the most efficient method to cold smoke his food.



"I like smoked meat, but it takes so long to prepare, and I can't bring my smoke oven on trips."

Core values

Honesty
Respect
Knowledge
Simplicity

Device usage

Mostly use his smartphone, spends approximately 2 hours on the internet. Uses internet on computer for 1h and 20m.

Social Media usage

1 hour on social media:
70% Facebook
30% Youtube

Tech savyness

4,5
He knows how to use the internet and social media for his own needs

Buying habits

Prefer buying in physical stores

Kurt Brinkgaard, 61

When I was younger, I used to go on long excursions into the wild with a group of friends. We would usually catch our own fish and cook them together around a bon fire. This was where my interest of smoking food came from. Immediately afterwards, I bought myself a smoke oven and have been using it ever since. In my age I don't go on long trips anymore, although I still going fishing with good friends and the fishing community as a hobby for relaxation and enjoyment.

User needs

Simple and understandable UX and UI
Good SEO (find it easy online)
List of retailers
How to use guide (video)
Respectful and personal tone of voice
Recipes

Pains

Not enough information (manual), not enough awareness from retailers, reordering. Not all product selections in the same store.

Gains

Convenient, easy to use and transportable, faster method of cold smoking.

Business objective

- 1) Increase awareness through recommendations with word of mouth within the community.
- 2) Increase brand loyalty together with gaining repeated customer sales.

Figure II: Persona of Kurt

Søren Mikkelsen

Meet 38-year-old Søren, he is an energetic and experimental cook. Søren has tried a lot of different foods and cooking styles, and he keeps finding new inspiration that expand his knowledge. Søren would like to try cold smoking, but he has discovered that it is rather expensive, since he doesn't have any of the needed equipment and space for it. Until he heard about Smokepins™ he thought it would be impossible to cold smoke his own food.



"I love trying out new things, experimenting with different tastes, methods and techniques."

Core values

- Challenge
- Curious
- Efficiency
- Courage

Device usage

Mostly use his smartphone, spends 3 hours on the internet and. Use internet on computer for 1h and 30m.

Social Media usage

1 hour on social media:
40% Facebook
35% YouTube
25% Instagram

Tech savyness

7,5
He is comfortable in using the internet and social media.

Buying habits

Prefer buying online

Søren Mikkelsen, 38

Since I was young, I was always interested in cooking. Growing up has only strengthened my passion for cuisine. I am always experimenting with different tastes and flavours, trying out new styles and techniques when I can. I recently tasted smoked fish and want to attempt it myself, unfortunately I have neither the space nor the budget to get a smoke oven.

User needs

Guidance – how to use it. (text)
Recipes – examples.
Clear UX and UI.
Online store.
Good SEO – find it easily.
More professional tone of voice.

Pains

Not enough information about the product, not enough awareness on the online markets, reordering, more food inspiration (recipes).

Gains

Affordable, convenient, doesn't require a lot of cooking utilities. Multiple pack sizes

Business objective

- 1) Increase awareness through reviews and marketing on website and SoMe.
- 2) Increase brand loyalty together with gaining repeated customer sales.

Figure 12: Persona of Søren

03 Common ground

ANALYSING THE WEBSITE Dan

Before moving forward with our design process, we first decided it best to thoroughly analyse our clients existing website and take note of both its bad and good aspects. We examined the information architecture and use of layouts, colour schemes and design consistency to determine whether their UX and UI seamlessly matched their value propositions and customer segments. For elaborate explanation see appendix 05: Analysing the website.



Desktop

Good:

- Helpful and personal information
- Aware of SEO

Bad:

- Unclear what product is being sold
- Generic, basic layout
- Unnecessarily big navigation bar
- Overcrowded logo
 - Bottom half hidden on scroll
 - Unreadable text
- Low resolution images
- Vague visual hierarchy
 - Weak contrasting colour scheme
 - Inconsistent font sizing

Mobile

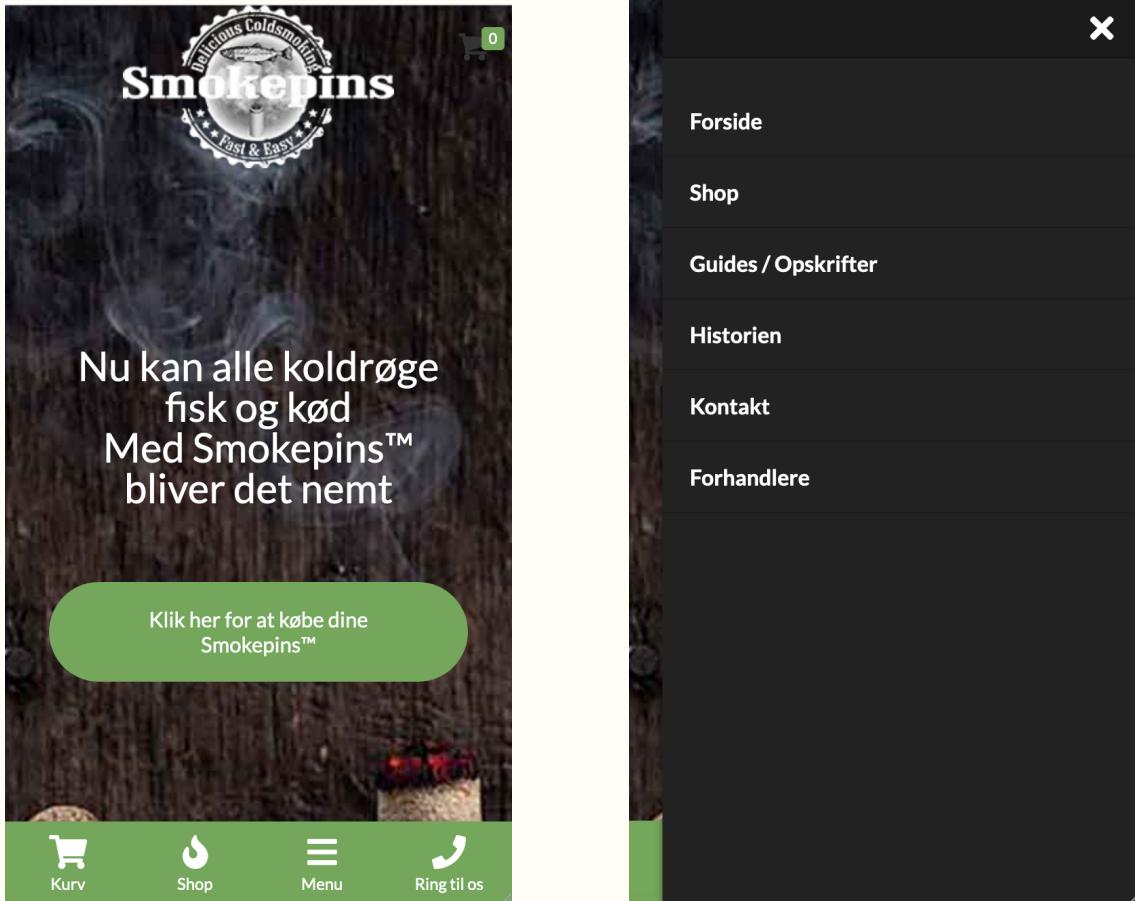
Good:

- Responsive

Bad:

- Confusing navigation
 - Uncommon icons
- Unfitting burger menu animation

- Poor information hierarchy



USABILITY TESTING

Usability testing is a simple method applied to see how easy or difficult a solution or prototype is to use for actual customers (Experience UX, 2020b).

We used this method to not only confirm our own analysis, but as well to test it among a group of people who had no awareness of Smokepins ApS or their product. We wanted to find out what effect this would have on the user experience as a whole.

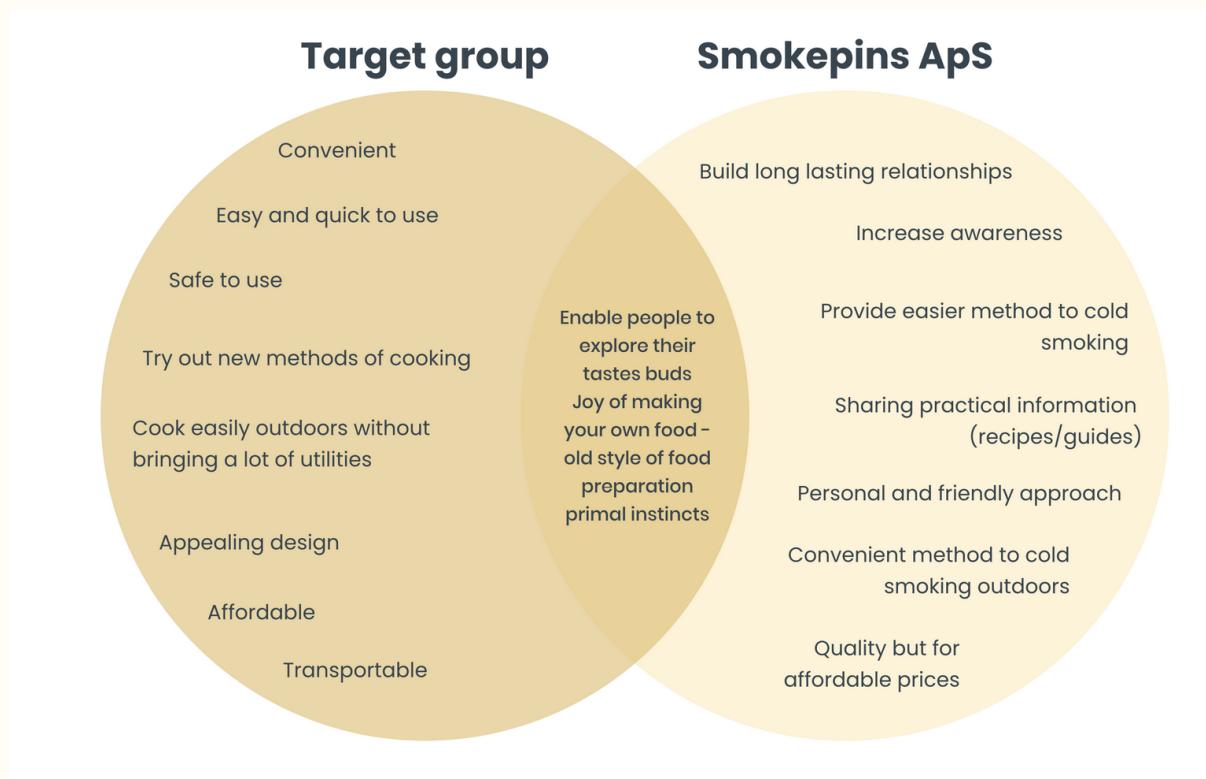
Unfortunately, as mentioned before we were unable to test the website among Smokepins ApS customer base, so we delegated that to our colleagues. We wrote down a list of tasks for our testers to perform, some were hand-picked to highlight key problems that we believed existed on their website. While other questions were open ended, allowing our peers the chance to explore the website on their own and share their

opinions without our tasks affecting their decision making. See the tasks in appendix 06: Usability testing tasks.

We tested the website on both the mobile and desktop versions and found that most of the feedback fit our own analysis. Overall, the current website had an understandable information architecture, but in general the user interface had a bland or empty design, using low quality images and weak contrasting colours. This in turn affects the user experience, described by our testers as “non-memorable”. This validated the issues previously described and gave us the green light to create solutions that would solve them. For elaborated explanation see appendix 07: Usability testing.

SWEET SPOT Oliver

The sweet spot is where you match your company's expertise and values with the needs and motivation of the target group, see figure 13. Here, we combined our 'why' from the golden circle with our target group research. Finding this common ground allowed us to create relevant content and further fine-tune a tone of voice that fits the customer.



04 Information architecture Ida

Information architecture, IA, is crucial for the UX and UI, because it has a huge impact on the overall experience of your website and how it is perceived. By organizing the content logically, the findability will be enhanced. It's about establishing a structure and hierarchy of the pages and content (Dabner, 2018, pp.156–157; Niederst Robbins, 2018a, p.5).

BRAINSTORM POSSIBLE CONTENT Oliver

Mind mapping is a commonly used method of visually organising information, ideas and/or impressions of any given subject (Mindmapping, 2020).

We began by mapping out the current Smokepins ApS website, in terms of information.

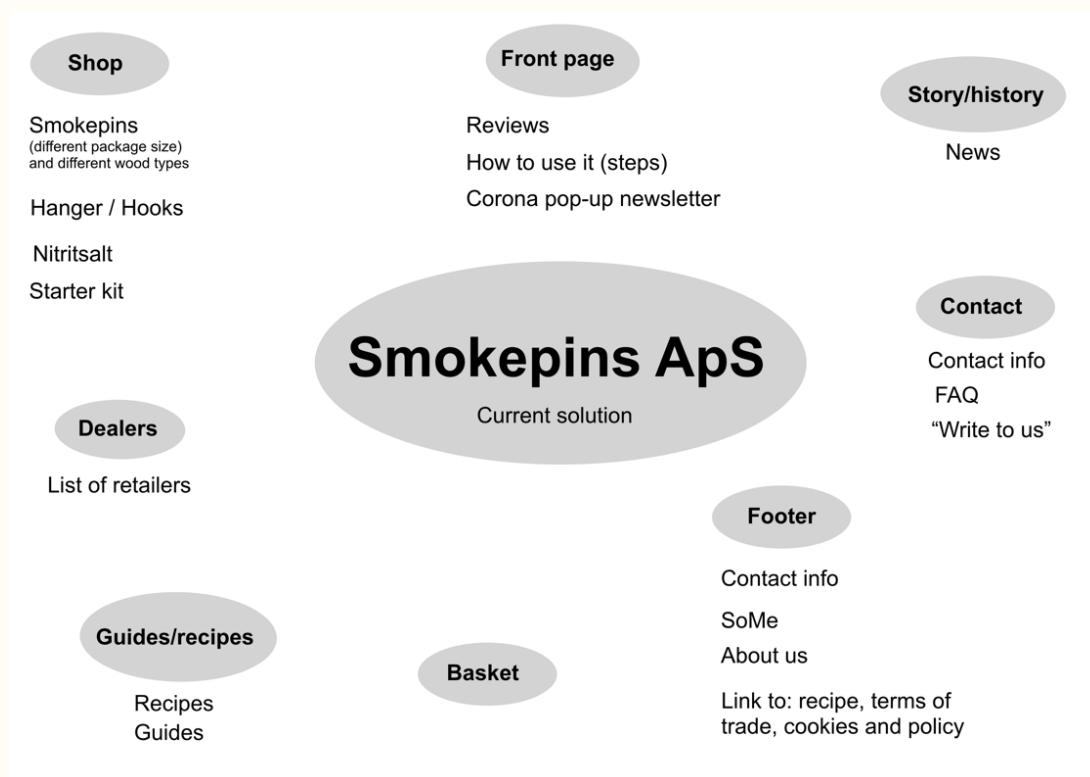


Figure 14: Brainstorm of current solution

Hereafter we had a second round of mind mapping, now focusing on our thoughts for the future website solution.

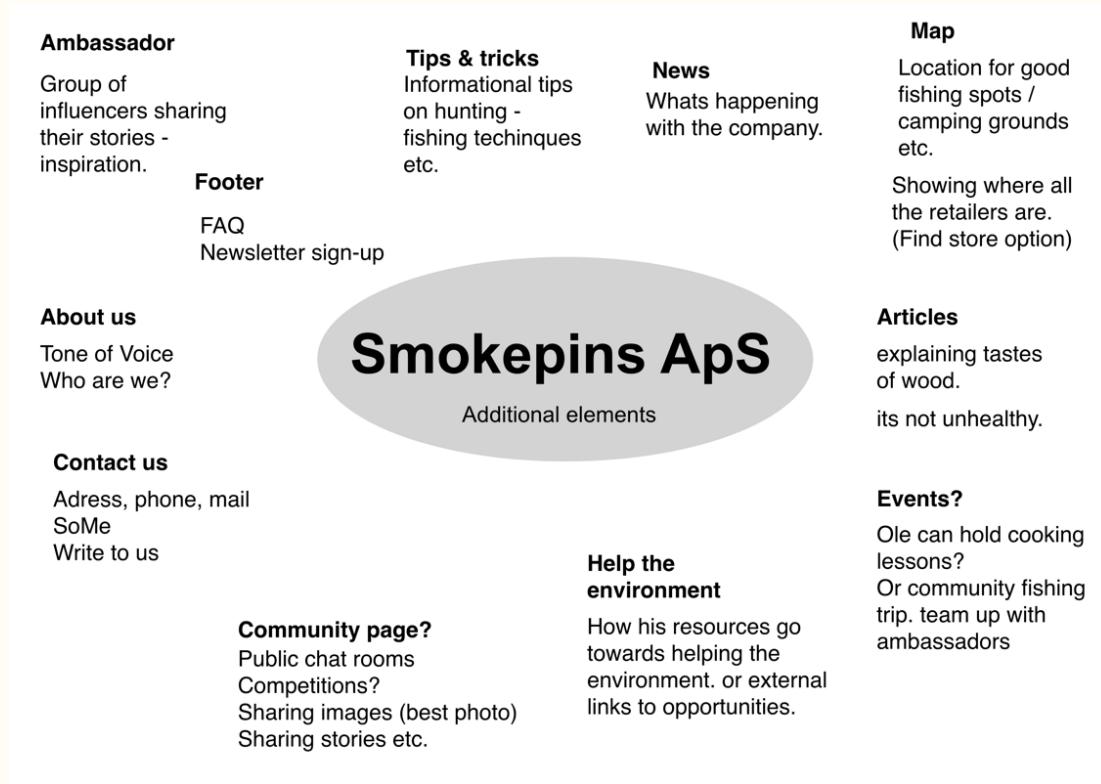


Figure 15: Brainstorm of additional elements

We decided on what pages to include based on our Tone of Voice and what's relevant to the target group.

CARD SORTING Ida

Card sorting is a technique to test the logical structure of the webpages, with involvement of users. It gives insights about optimal menu and navigation structure together with ensuring ideal paths for internal linking.

There are two ways of doing card sorting; Open and closed. With open card sorting the users are given a stack of labelled post-it's and are then asked to organize these into groups/categories that they find fitting. Whereas for closed card sorting, the users are already provided with the overall categories, and only need to sort the rest of the cards (Experience UX, 2020a).

We have used Trello to conduct our testing. We created a list of cards with all the page titles, as seen on figure 16. We have been testing with our colleagues.

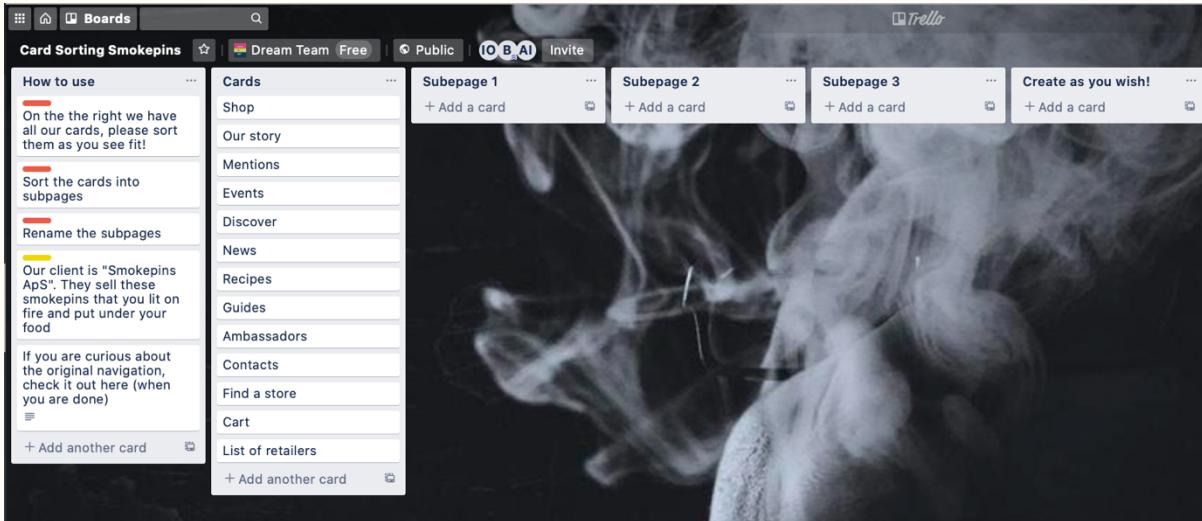


Figure 16: Template for card sorting

Results of the card sorting

To make it clear, this was how we imagined the whole website structure, see figure 17.

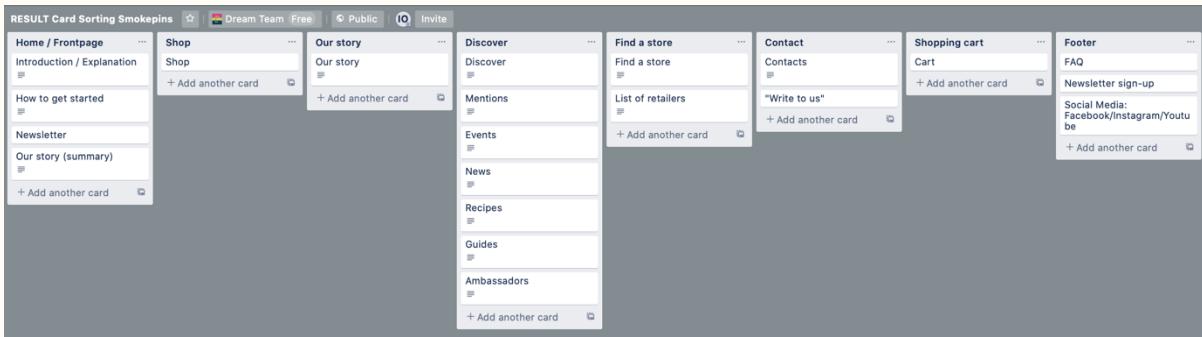


Figure 17: Our idea of the results

We have been adjusting some of the cards in between the tests, to try out different things. See appendix 08: Card sorting results, for all results.

The open card sorting turned out different from each other, since the cards for the 'discover' page were very hard for the users to organize. And especially the 'Mentions' card brought a lot of complications, since they didn't understand what it meant.

As the ending we have created a closed card sorting that we tested on 2 people. These turned out very accurate to what we have imagined. And there wasn't any confusion about the 'discover'.

We have discussed that 'Ambassadors' and 'Mentions' shouldn't go into the website; hence these are not relevant at the moment.

As a conclusion we have made a sitemap to illustrate the final structure of the webpages.

SITEMAP

A sitemap is a visual model that demonstrates the structure of a website's content, to easily examine and understand how the navigation of the website functions (FlowMapp, 2017).

As seen on figure 18 we have seven pages; Homepage, shop, discover, our story, contact, find a store and a cart. They are placed in firmly determinate order, from left to right.



Figure 18: Sitemap

On the frontpage we have links to some of the other subpages. To understand the internal linking, see figure 19.

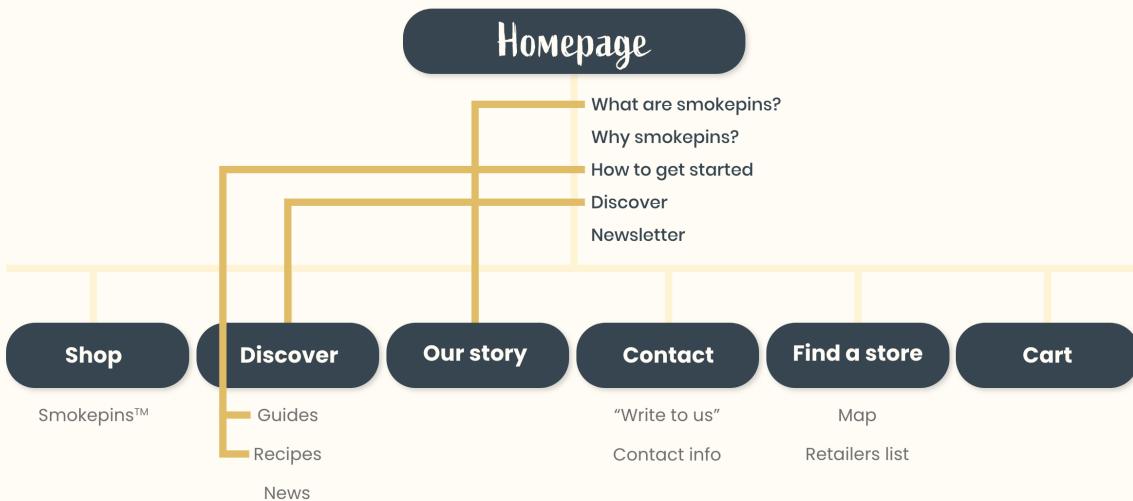


Figure 19: Internal linking

To clarify; we have decided not to work on the 'Shop', 'Cart' and 'Contact' pages, as usability testing revealed no current problems. We instead prioritized the unique pages of our website.

CONTENT EXPLANATION Dan

Now with our navigation bar cemented we started to think about what content we wanted to display on each subpage and possible ways to layout that content in terms of design and hierarchy.

Because of the feedback received from our current website usability testing we found it crucial to first discuss the homepage. We decided that the first top section of the homepage should clearly represent what product they sell. We decided to use a video to illustrate this instead of static images.

We then decided to have a section dedicated to our client, to reach out to the customers personally and show the core values of Smokepins ApS.

Since there isn't much awareness of Smokepins ApS, we thought it would be best to next bring attention to Smokepins ApS value propositions and clearly tell the users the benefits of using such a product.

We felt the "How to get started" section had a lot of potential, as it fit Smokepins ApS brand identity perfectly, in a way personally welcoming users to the website and giving them a helping hand in using and understanding the product. This original section would need to be redesigned into something more interesting and catchy to capture the users attention.

For the 'discover' page we already imaging a blog section of the website, where the articles were displayed with big images. Guide, news, recipes would then act as a sub navigation on the same page allowing users to select the 'tag' they were only interested in.

For Our story, we wanted to make the text more streamlined and the design less crowded and more engaging. The tone of voice used here was exactly what we thought defined Smokepins ApS and therefore act as a guideline for the rest of the website.

Video brief Ida

A video brief determines the specific desire and goals of the video. It establishes how the video would benefit the company (Thibodeau, 2020).

We have created a storyboard that shows a parallel cutting between one man outdoors and another man cooking at home, which illustrates the personas; Kurt and Søren. With panning and match cuts, the scenes will change from the house to the camp. The cuts create continuity and tension. By showing wide shots and closeups, we generate an impression of the environment and the expressions (Larsen, 2015, p.220). A story can make information 22 times more memorable, so by using storytelling we can engage our customers and invoke emotions (Harrison, 2015).

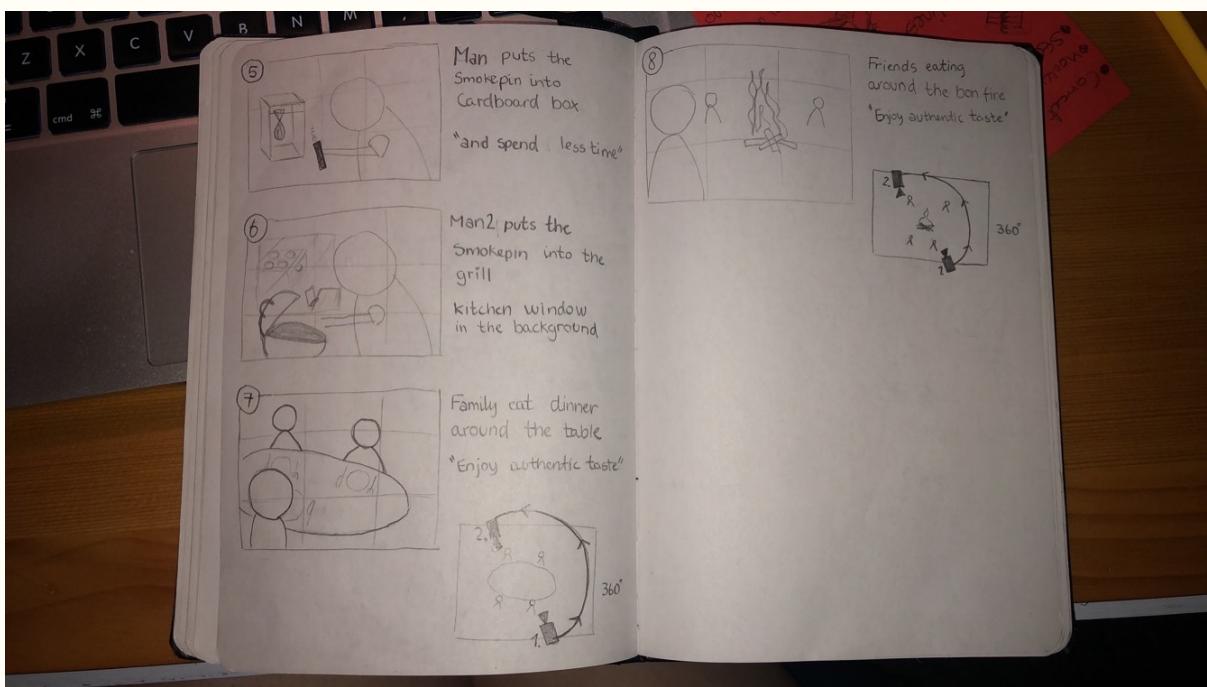
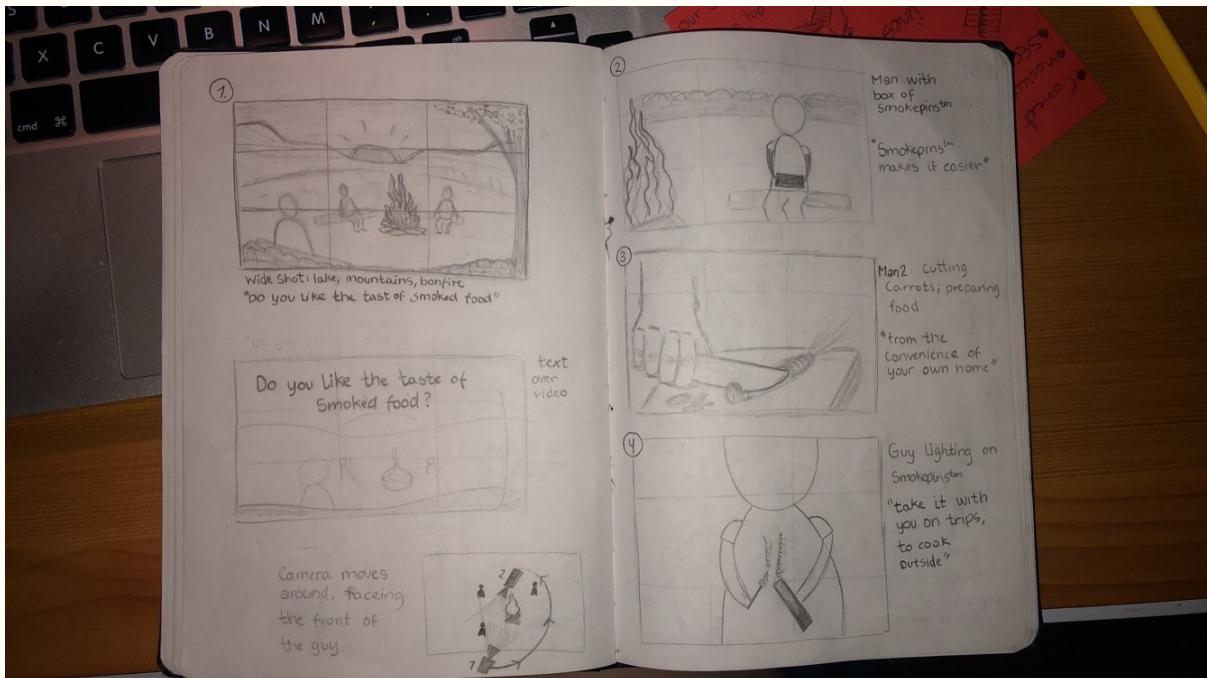


Figure 20: Storyboards

1. Why Do You Want Video?

The purpose of the video is to tell the customers 'What is Smokepins™'. It should be visually seen how the product looks, and how it can be used. The video should clearly clarify to the customer what this website is about, what they are selling.

2. Who Are You Speaking To?

We want the customer to watch the video when they first visit the website. The video should give them a clearer understanding of what/who the product/company is. They should feel welcomed and find it 'hyggelig' to watch the video. It should invoke emotions inside them, about their own trips they went on, or memories about times spent with good company and food.

3. What Do You Want to Say?

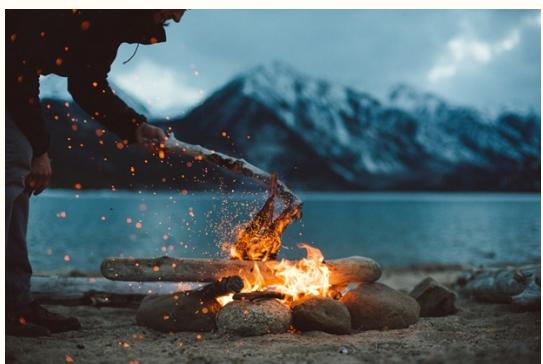
We want the customer to gain an understanding of the product, together with this we want to display how the product can be used.

4. Where Will it Be Watched?

Its main purpose is to be shown at the landing page of the website. As secondary it will be used as content marketing; meaning it will be on SoMe, B2B customers will display it on their websites, and generally be used for building awareness.

5. Tone of Voice

Light-hearted, friendly, welcoming, personal. For reference, here are pictures that have been used as inspiration for the storyboard. See more pictures appendix 09: Storyboard inspiration.



6. Content

The video should demonstrate the product and how it can be used, see figure 20: storyboard.

7. What's Your Deadline?

We don't have the required skills to execute this production. Hence, we will need a subject matter expert, SME, that can complete the video production (Lynch, 2016, p.85).

05 Designing the appearance

Design attracts attention to the message and enhances the quality hereof. Although design is not only aesthetics it's equally as much the functionality of the design. For establishing the design, the target audience should be the primary design inspiration (Harrison, 2018).

CREATIVE BRIEF

The creative brief is a foundational guideline that envisions the creative path during the whole design phase. It summarizes our findings from the research, thus ensuring keeping track with the visual appearance that you want your product/solution to have (Moses, 2018).

Project Summary

Our client is Smokepins ApS (unique). The purpose of our project is to strengthen their brand identity, generate more awareness for their product and create a long-lasting relationship with their customers. Main purpose of their website is to sell their product.

Secondary goal of their website is to guide people (how to use the product).

Long-term goals are growing client base (go international) and create a long-lasting relationship.

Audience Profile

Target audience: Outdoorsmen, fishermen, hunters, campers and food enthusiasts. As for this, these are the following two personas.

Kurt is an older experienced man, who spent a lot of time in outdoor environments. He has smoked food before and enjoys it fully, he would like a portable and easier method. Kurt would like to access information about retail stores, together with guides of how to use the product. It should be simple and understandable. Søren is a passionate man that thrives for making food and is very happy to experiment when it comes to cooking. He would like to try cold smoking, but he has limited space and no access to equipment's. Søren likes to discover new recipes, to get inspiration and try new flavours. Søren wants to try out Smokepins™, he heard that it is an easy way to cold smoke food.

Perception/Tone/Guidelines

We want customers to feel welcomed and respected. They should get inspired and feel guided making them want to return.

The target audience gives the product great reviews and finds Ole (founder & CEO) kind and helpful.

We want our customers to have a simple, clear, intuitive, engaging and smooth UX.

The website should be an information/inspiration source regarding the product, whereas you always have the opportunity to write questions to us. We want to illustrate that Ole is just a regular fisherman like you.

The website should have a clear representation of the product immediately when you open the page, understandable subpages navigation, better designed layout (only have useful information – in descending order) and quality, relevant images and layouts.

Communication

We want to get the attention from the target group, since they don't know that the product exists. The overall message that we are conveying is "We want to share a convenient method, that allows all to enjoy a unique taste and experience in cold smoking their own food", and thereby telling them that we are equals. We will promote our project by using marketing strategies and SoMe platforms and communicate it in a friendly and personal tone of voice. We will measure the success by checking for differences in sales and visitors on the website. As for marketing we can follow the number of likes/shares/comments on our post, together with page likes. We expect more communication from our customers and target group.

Competitive Positioning

There is no direct competition. Smokepins™ differs from others by being faster/easier to use, transportable and less expensive to get started. Our website will be extremely personal and have many elements included to help users have the best experience with us.

Targeted Message/Target Line

We want to clearly show the customers what product we are selling, and help them with any questions they might have, in an affectionate and caring tone.

MIND MAP OF DESIGN Oliver

We figured mind mapping would be a great way to begin our design process. We thought of adjectives that described the company and the way we wanted to represent them with the solution. As seen below on figure 21,



Figure 21: Mind map of Design

MOOD BOARD Ida

Mood boards are ideal for gathering inspiration and ideas, before designing the solution. It visually portrays the mind map of design and the creative brief, and it is a simple way of showing where the style and design are heading (Branding, 2017).

We divided the four main B2C target groups and did a mood board that reflected them individually, see figure 22, 23. By researching related websites, we also found inspiration. Here are some snippets of the mood boards, see all mood board appendix 10: Mood boards.

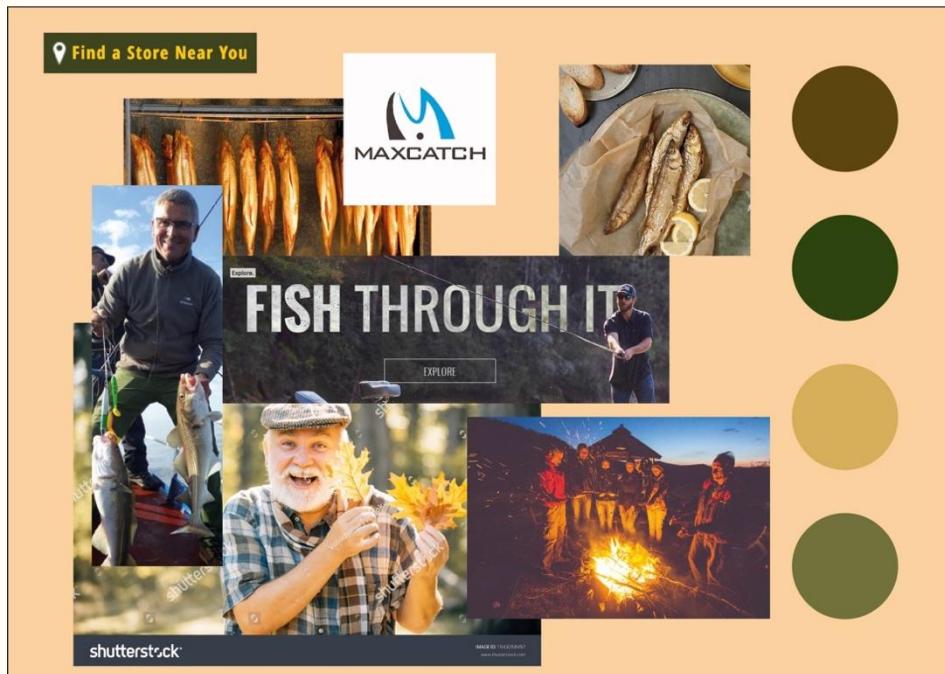


Figure 22: Fisherman mood board

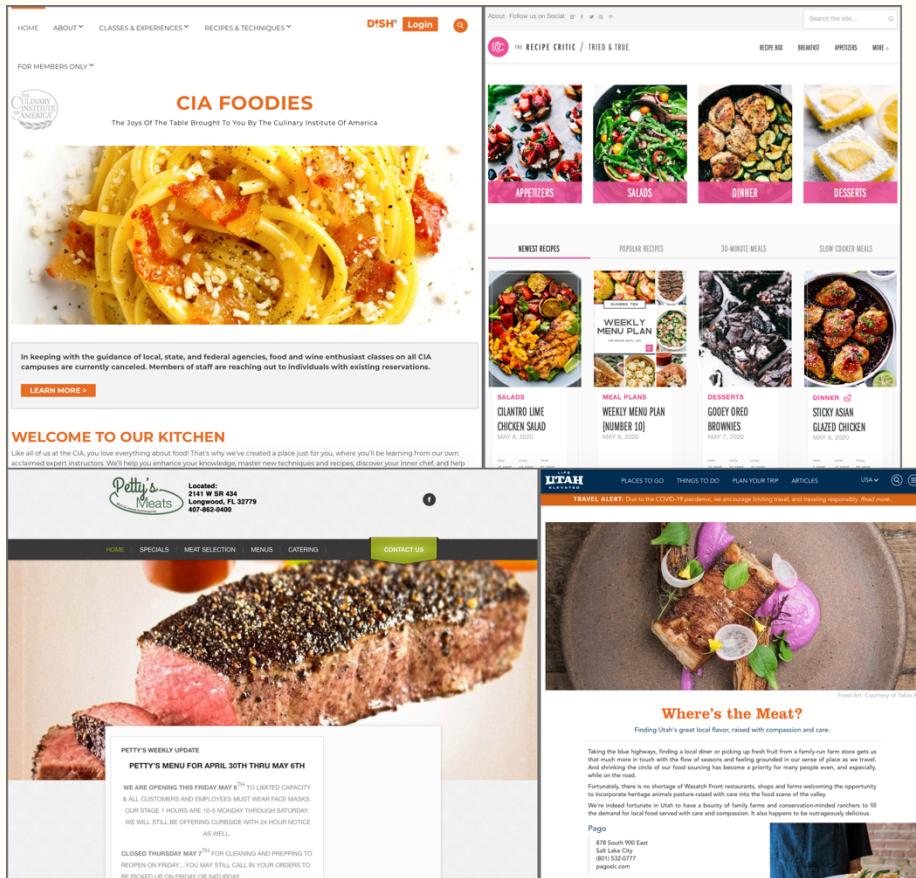


Figure 23: Food enthusiast websites mood board

We narrowed down the mood board to reflect our two personas.

We used Adobe colour wheel to extract colours from all mood boards (Adobe Color, 2019).



Figure 24: Adobe color

Here are all the extracted colours from the four mood boards:



Figure 25: Colours from all mood boards

We played round with the colour and tried to match them with text:

Smokepins	Smokepins	Smokepins	Smokepins
Smokepins	Smokepins	Smokepins	Smokepins
Smokepins	Smokepins	Smokepins	Smokepins
Smokepins	Smokepins	Smokepins	Smokepins
Smokepins	Smokepins	Smokepins	Smokepins
Smokepins	Smokepins	Smokepins	Smokepins
Smokepins	Smokepins	Smokepins	Smokepins

Figure 26: Experimenting with colours

Based on this we selected the colours for our mood board

Final mood board

We kept the colours relaxed. Whereas the orange/yellow colour displays contrasting and eye-catching. The mood board reflects the clearness, comfort and authenticity that we want in the solution. It includes inspiration with styles and icons and represents the adjectives from the mind map as well as the feelings from the creative brief, see figure 27.



Figure 27: Final Mood board

We tested this on our colleagues and got great feedback, such as; "Warmth, cosy, friendly, pleasant". See all feedback in appendix 11: Mood board testing.

SKETCHES

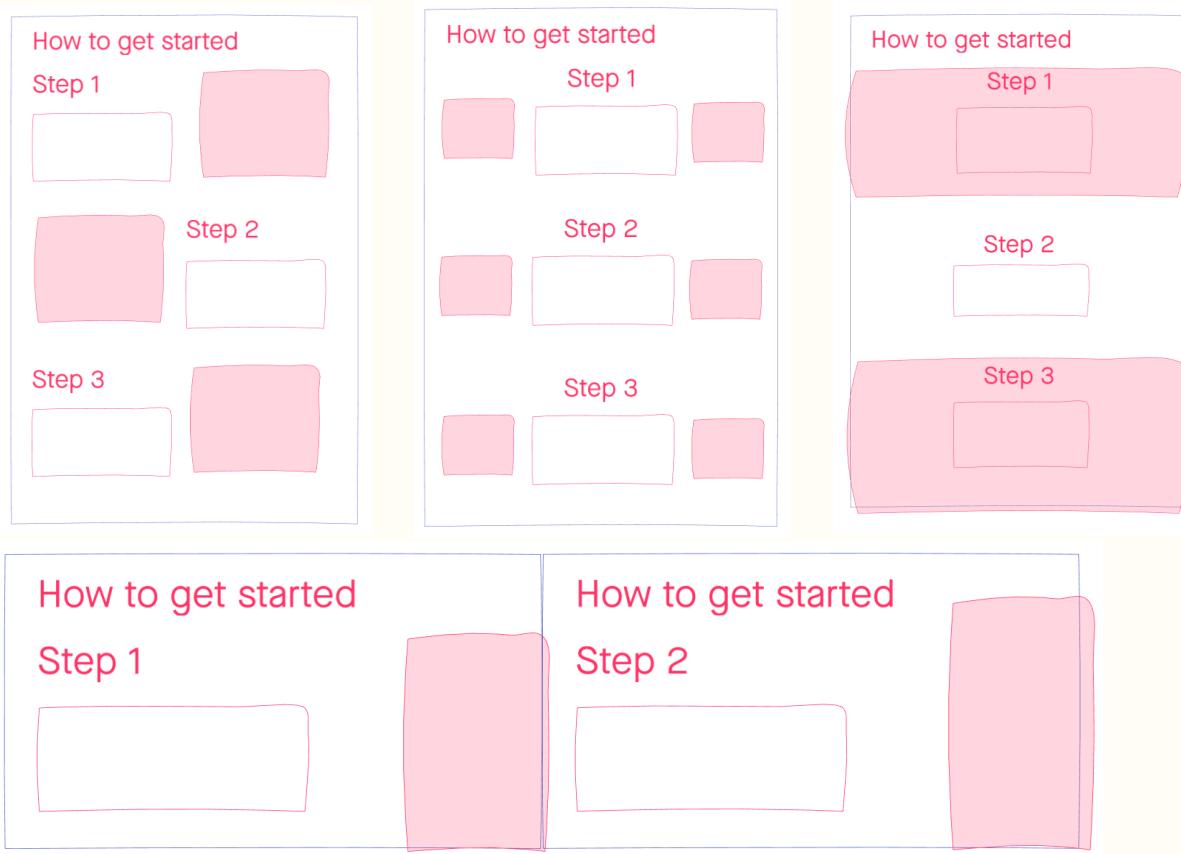
Dan

Sketches are an efficient way to quickly get multiple varieties of ideas down on paper and can outline the core functions of the solution.

Already having a clear idea of the content and its position on each page, all that was left was to design was the layout. We used a digital tool called invision free hand which allowed us to sketch together on one document, making it easier to show and explain our thoughts regarding the functions of each sketch. Although Invision sped up the discussion process, we lost a bit of our creative freedom that comes with hand drawn sketches, so we did that as well.

We considered which value propositions would be best to define Smokepins ApS to our users and narrowed it down to four; convenient, transportable, handmade and authentic taste. We decided to use icons for this section as it would be a simple, yet clear way to portray the information and make them stand out.

For the "How to get started" section, we designed multiple different styles of layouts and formats, each with different functionalities and animations attempting to find a way to make the section exciting and engaged without causing any difficulty for the users.



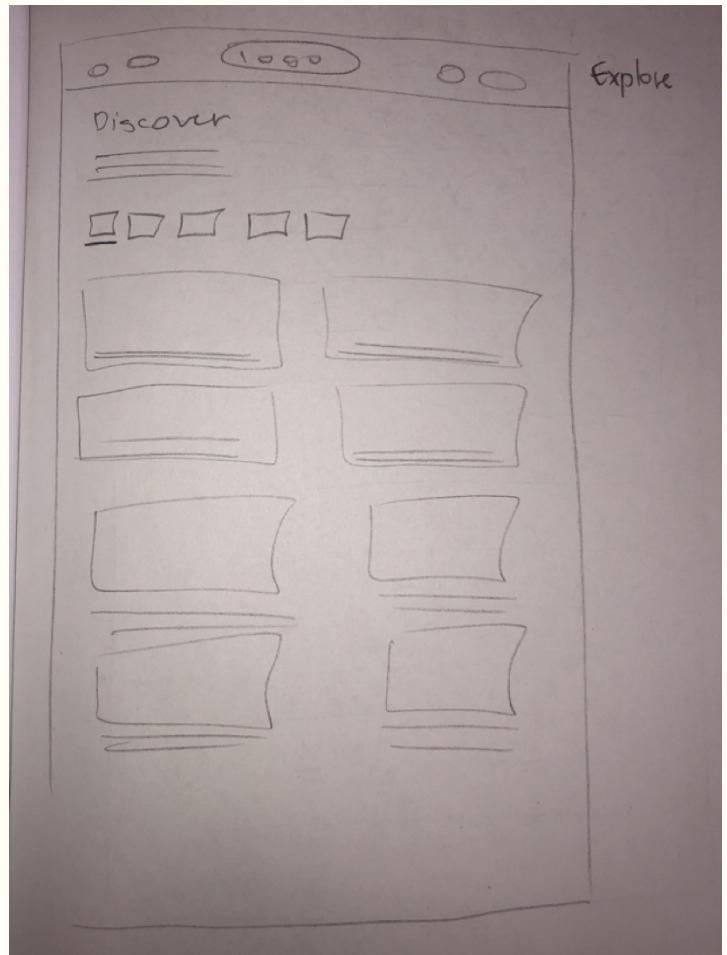
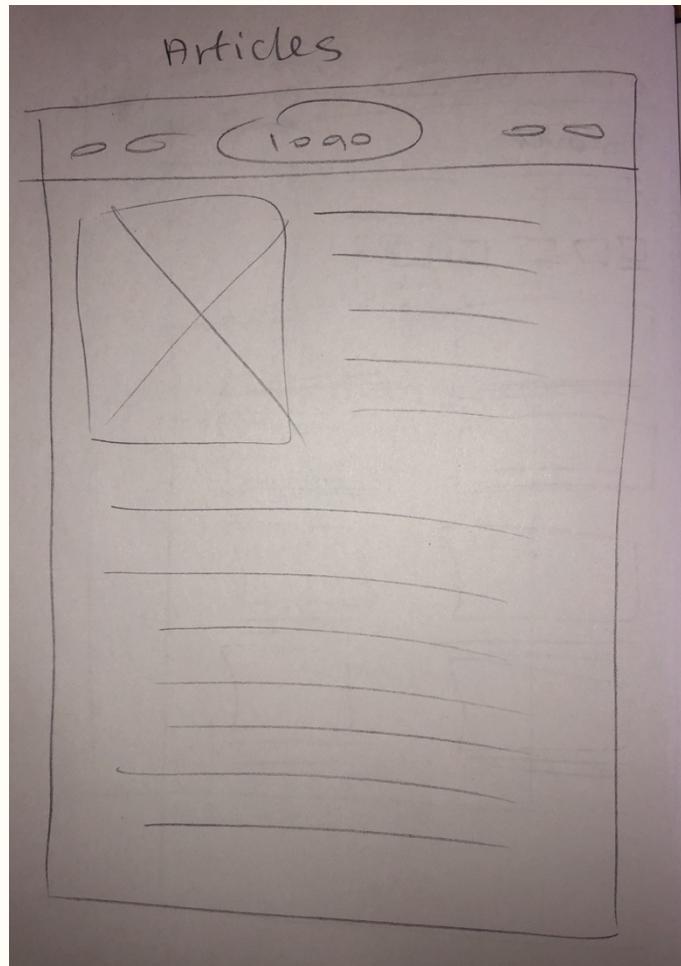
For "Our story" we took inspiration from one of the websites we had previously visited during our research of competitors. We really liked the element of the line and how it connects the paragraphs together as a form of storytelling, his story. We felt it suited the company's personality well and made the section more intuitive and engaging.

It was only after this that we thought to implement those same lines on the "How to get started" section as it would bring the design to life and give our website more of an overall design consistency.

As mentioned before we already had a vision about the "Discover" page, but sketched it out as well so we could all be on the same page when moving forward.



Figure 28: Inspiration for SVG lines



Video

Why Smokepins

Shop now

How to guide

Get you 针

Insert it into the

Push it up with your mouth

My story

Read more

Lions Den

Reviews

Newsletter

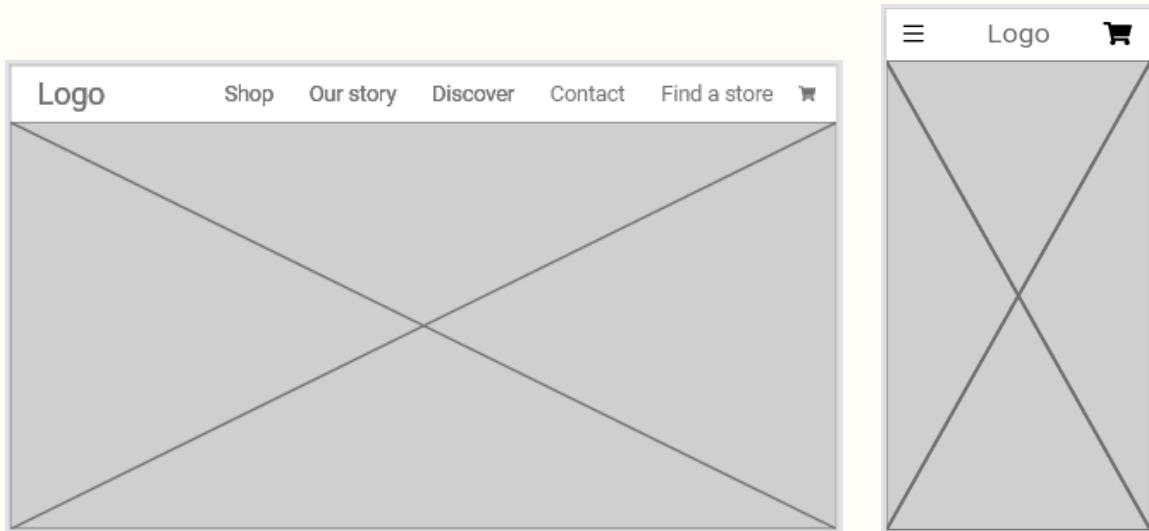
Footer

Hand-made
Transportable
Time saving - easy to use
Authentic taste

WIREFRAMES

Oliver Piotr

Wireframes are essentially the skeleton of a website and creating them was a natural continuation of the processes behind both the sitemap and the sketches. Because wireframes are devoid of distractions like colors and images, we were able to divide our full attention to the structural level of the layout. (Dabner, 2018, p.144). For more wireframes, see appendix 12.



There are roughly five patterns that can be used, whereas we use "Mostly fluid"; single columns on mobile that change to multiple columns on bigger viewports, see figure 28 (Niederst Robbins, 2018b, pp.499–502). As on the 'discover' page, the desktop version has three columns, and when it is scaled to mobile only one.

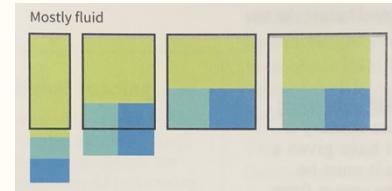
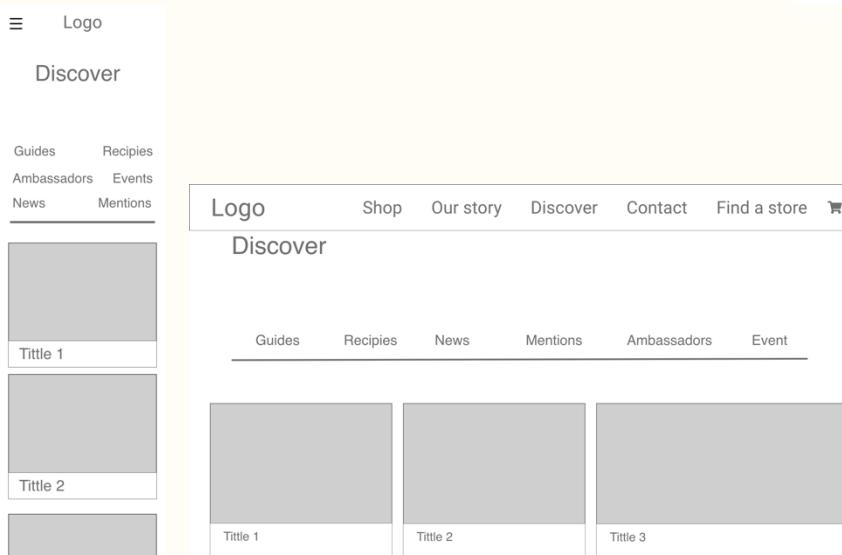


Figure 29: Mobile first approach
(Source: Niederst Robbins, 2018)



Wireframes also helped us with planning better elements that need to be different on the mobile version and bigger screen, one of such things was navigation. On mobile we limited the amount of icons visible all the time and moved the logo in the middle to place the burger menu on the left. We left the cart icon since our website is a webshop and it's convenient for users to just quickly access the cart.

Another difference is the fact that we decided not to put svg lines on the mobile version, because after placing it on wireframes it was making our design too crowded and breaking our simplicity.

STYLE TILE

Ida

Style tiles are a portrayal of the general design for the solution. This includes colours, typographies, buttons, icons and adjectives. Style tiles connect the mood board to the mock-ups (Dabner, 2018, p.164; Warren, 2012).

As a natural part of the process, our style tile changed a bit along the way. See appendix 13: Style tile for previous versions. More on this change later in 'User testing'.



Figure 30: Final style tile

Typography

After brainstorming on different typefaces, we selected Active as heading and Poppins as subheading and body text. See appendix 14: Typography, for the whole process. We think these typefaces contrast each other

well, in the sense that Active is very personal and soft, whereas Poppins is clear and strict, but has a rounded feel. All together it conveys that Smokepins ApS are welcoming and friendly.

Colours

The colours that we chose for the solution should be earthy tones, as stated in the mood board section. We are also following the 60-30-10 design rule, which means that we have one colour that is dominant (60%), then a secondary colour (30%), and at last an accent colour (10%) (Fleck, 2018). As seen on figure 31.

For the background colour (60%) we have chosen a broken white colour that has a tint of beige, because it is more pleasant for the eyes than a strong white (Bourn, 2010a).

Pure black can also be harsh on the eyes, which is why we choose charcoal (30%); which is a lighter black with a tint of blue (Canva, 2020).

The goldish yellow (10%) is warm and can be associated with wisdom and compassion (Bourn, 2010b).

The colours together reflect the personal and calm feeling of Smokepins ApS that seems inviting and welcoming.

See the final style tile below on figure 32.



Figure 31: Colours from final style tile



Figure 32: Final Style til

DESIGNING THE CONTENT

Logo Dan

A logo plays a vital role in brand identity, often described as the “face of the company”. The logo is an easy way to communicate the quality of your company and its personality. A good logo should be noticeable in all sizes, work on all interfaces and be visible on both dark and light backgrounds (Chrysalis Communications, 2014).

Because a company’s logo is such an important foundation for the branding of a company, we started this creative process as early as possible. Having the logo made early, would help us achieve our goal of portraying a consistent brand identity throughout the website, in terms of style, colours and design.

We formulated a few goals that we wanted to achieve with the new logo design:

- Represent their product, give the user a clear idea of the product being sold.
- Be eye-catching, interesting and professional to give Smokepins a stronger brand identity.

- Resonate with the personality and tone of voice of Smokepins.
- Be compatible on different interfaces and comprehensible at all sizes.

Then we designed multiple variations of logos in Adobe Illustrator. See the full process in appendix 15: logo process.

Logo testing

To find out if we fulfilled our goals, we conducted logo testing. We asked testers to:

- pick out the logos which caught their attention
- guess what product they thought it represented
- give their opinion on the design and the feelings it generated

All testers picked the fish logo immediately, describing it as detailed, eye-catching, interesting, clear and high quality. Our testers also had an easy time guessing the product of Smokepins due to the use of bold text.

Final Logo

With our logo chosen, we changed the colour and font to match our style tile, thereby creating the consistent brand identity that we wanted.

We made two different adaptations, removing the words “fast and easy” to allow more space and visibility for the logo on smaller interfaces.



Although our redesigned logo on first glance doesn't fully depict Smokepins as a product, it definitely took away the association with cigarettes. The logo is also much clearer and understandable in all sizes and the

style of drawing with the golden-yellow colour highlights the logo and gives off the impression of a high quality, professional business. By using a fish in the logo, we also resonate with Ole's passion for fly fishing, thereby bringing a personal aspect of our client into the renewed brand identity of Smokepins ApS.

Images Oliver

There's an old saying, that a picture says more than 1.000 words. And whoever said it, was probably on to something. Look at the rapid growth of visually based platforms such as Instagram, compared to the stagnation of text-based platforms like Twitter, and it's pretty clear: people like pictures (eMarketer, 2018). Which is why we agreed from the very beginning, that our solution needed to have a lot of pictures.

We started off by finding images that we felt set the right mood and related to our tone of voice guide. We initially thought that the pictures themselves would be enough, and so we just dumped them on our mock-ups as seen below.

Passionate fly fisher

My name is Ole Gravrok and I am passionate about fly fishing. Every summer I go on trips in Northern Norway in the areas of Narvik, Harstad & Kiruna in search of trout. In addition, I fish in Denmark both on the river and by the coast. I love everything about it, but I catch more fish than I can fit in my freezer.



The sharp corners didn't fit the friendly, welcoming approach we were going for. Suddenly, the website looked very formal and business-like. So, we put them in Photoshop, and roughed them up a bit. Take a look at the result below.

Passionate fly fisher

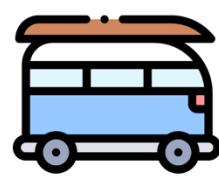
My name is Ole Gravrok and I am passionate about fly fishing. Every summer I go on trips in Northern Norway in the areas of Narvik, Harstad & Kiruna in search of trout. In addition, I fish in Denmark both on the river and by the coast. I love everything about it, but I catch more fish than I can fit in my freezer.



Now the pictures looked imperfect, and therefore personal. They told a story and seemed like an integrated part of the site rather than just being placed there.

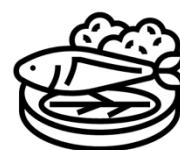
Icons

Icons can just like images, tell the user a story or provide information, without them having to read any text. With the four key values chosen we then searched for icons to best portray them. We compared different icons for each term. See all the different icons in appendix 16: icons.



Transportable

We chose the 4 icons below.



Hand-made

Transportable

Convenient

Authentic taste

Illustrations

Ida

For the 'How to get started' section on the website, we needed some illustrations that would be additional visuals to the text, see wireframe in the appendix 12.

Smokepins ApS original version as seen here:

How do I get started with Smokepins™?

Cold smoking requires a little patience, but very little work

1

Find a good recipe for what to smoke. Our two favorites are bacon and salmon.

Find the two recipes here:

[Cold-smoked salmon](#)

[Cold smoked bacon](#)

2

Choose your Smokepins™ - For example, if you want to make cold smoked salmon and bacon, you can buy a Smokepins™ 12. With it you can make both recipes.

[See all products here](#)

3

Use Smokepins™ in a smoke oven, grill, cardboard box or whatever you can find.

Here are a few guides on how you can and should carry on:

[Smokepins™ Guides](#)

We wanted to make this more engaging to read. The first thing we did was to write a possible text for the three steps:

1. Find a recipe

Find a delicious recipe that you would like to cold smoke.

You can find inspiration here: xxx

//

Recipe Book – turning pages.

Cutting food -meat into parts (preparing).

Food-cutting board.

Marinating – hand putting salt.

2. Build a box

Use a smoke oven, bowl grill, or something as simple as a cardboard box.

You can check out some tutorials here: xxx

//

Tools – hammer

Cardboard box – being step up (maybe 2 steps-2 different drawings)

Stop motion cuts – just fading it in.

3. Turn on a Smokepin

Light on your Smokepin, turn it around and blow out the fire and let it smoke.

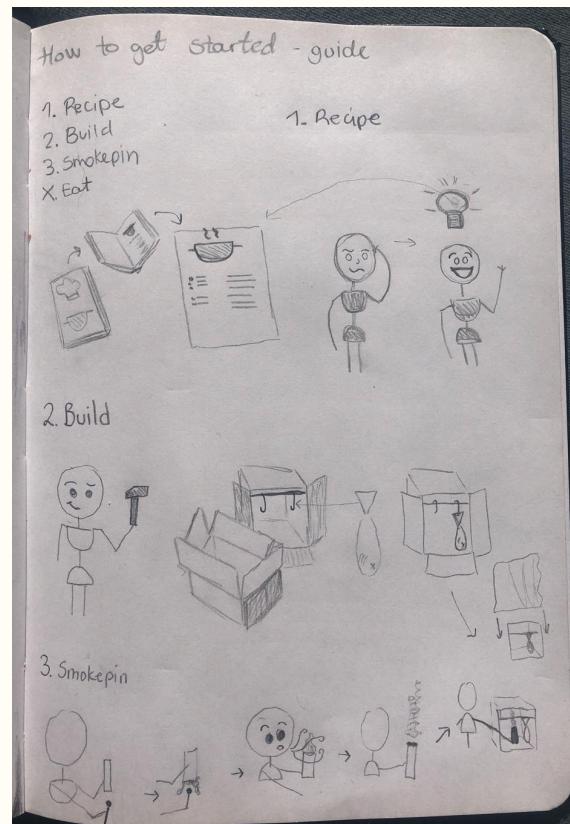
Read the instructions here: xxx

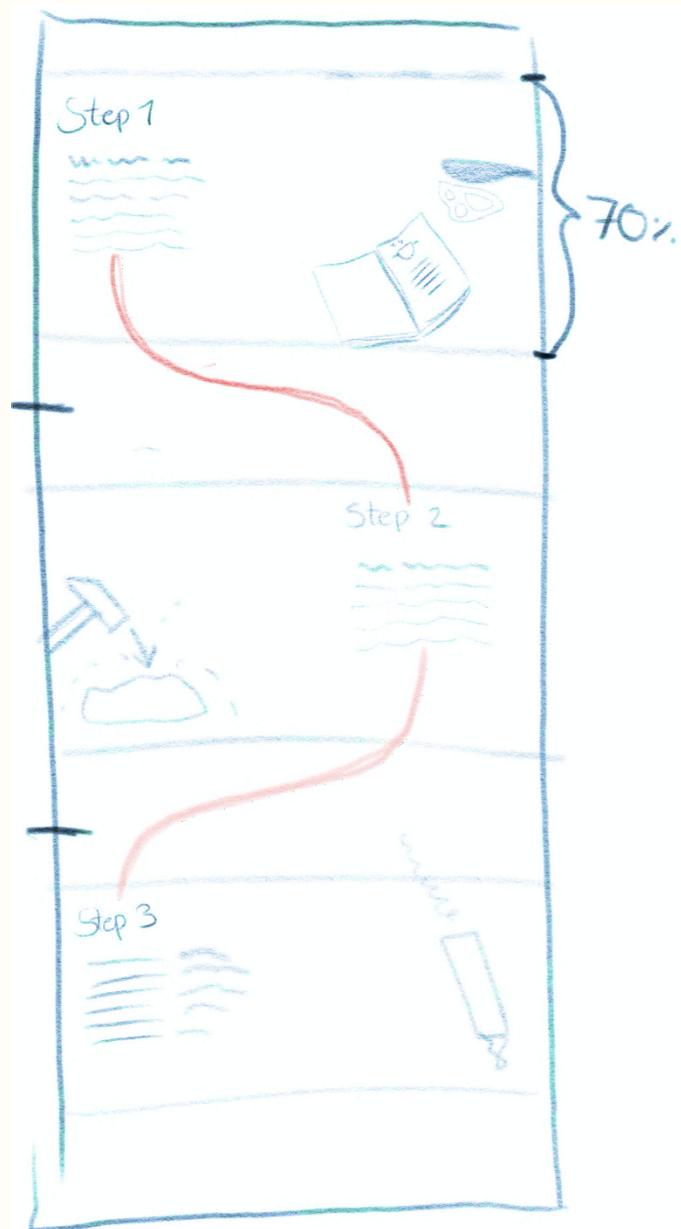
//

Showing the smokepin in the cardboard box

From this we also brainstormed some ideas of what the illustrations could show. We also weren't sure if it should be a simple animation as this:

Animations take a lot of time, and after discussion whether it should be animation our illustration, we came to the conclusion that we should keep it simple, as that would be the best for our target group. We sketched the layout and some possible ideas for illustrations:





The first step is a cooking book and a knife, which illustrates 'cooking' / 'making food'. The second step is hammering on a rock, which was meant to illustrate 'building'. But it didn't really fit in, so we decided to make a cardboard box. The third step is a smokepin™.

We then drew a more detailed drawing with colours to get a better visual, and to understand how it would function with the text.

1. Step

Find a delicious recipe that you would like to cold smoke.

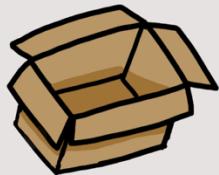
You can find inspiration here:
[xxx](#)



2. Step

Use a smoke oven, bowl grill, or something as simple as a cardboard box.

You can also check out some tutorials here:
[xxx](#)



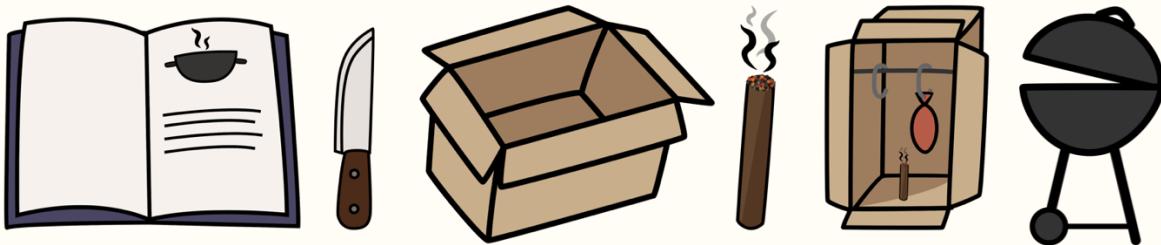
3. Step

Light on your Smokepin, turn it around and blow out the fire and let it smoke.

Read the instructions here:
[xxx](#)



We settled on the illustrations above, and thereby began to create them in illustrator. And they turned out as following:



The illustrations have a round and simple touch to it and can maybe be described as 'cute'. It wasn't totally what we expected of it, we wanted some more rough illustrations, but our technical skills didn't reach further than this.

Articles

For the discover page there should be articles about recipes, guides and news concerning the product/company. As for these we have selected three articles that we find important in terms of personal relation to our customers, see appendix 17: Article, for elaborated explanation. The articles are as following;

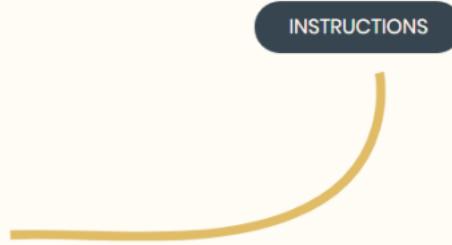
- Instruction on how to use Smokepins
- A delicious recipe on smoked bacon
- Insights about attendance in 'Løvens Hule'

MOCK-UPS

Mock-ups demonstrate the colour scheme together with overall aesthetics as layout, fonts, icons and images. You can correct issues at an earlier state with high- and mid-fidelity prototypes. It gives a realistic picture of a solution that can be used as a prototype before the coding begins (Plente, 2019). See mock-ups in appendix 18: Mock-ups.

We have included Gestalt laws, to create patterns, forms and proportions in our design, to control how our users perceive certain elements on the website.

The button on the website shows similarity, as they are all the same shape and colour, and thereby seen as the same. For the lines on 'Our story' and the section 'How to get started' represent connectedness, as the lines make the content relate to each other. You can see proximity in the navigation, as we have groups the subpages together. The 'Discover' and 'Find store' uses symmetric to create a simple overview of multiple elements (Busche, 2015).

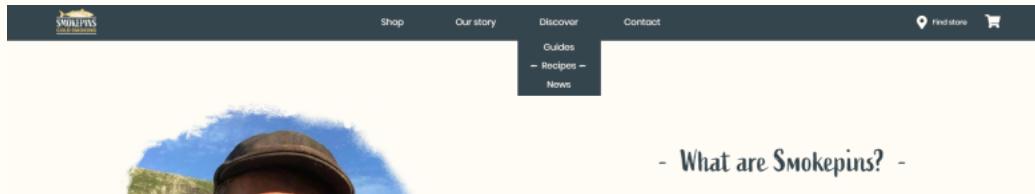


STEP 1: FIND A RECIPE

Do you already have a delicious meal in mind? If not don't worry!

You can find inspiration in our very own recipes.

RECIPES



USER TESTING

Dan

With our Mockup finished, we began linking all our subpages together to create our first high fidelity prototype. High fidelity prototypes are very close to the final product, with most of the necessary design elements and functions included. Hi-fi prototypes are used in the later stages to identify issues in user experience and information architecture (Esposito, 2018).

For usability testing we used most of the same questions used in Smokepins current website testing, adapting them to our prototype and the subpages we had made. We wanted to see how the answers would differ, with the new layouts and styles we designed. For that same reason we invited back some of our current website testers so that they could compare the differences, but as well asked new pairs of eyes, for a fresh take.

Most of our feedback came back positive, with almost everyone being able to determine in the first section that Smokepins had something to do with smoked food/fish. People also liked the:

- SVG Lines
- Illustrations (made the website feel like a story)
- Navigation (no issues navigating the site)
- Images
- Fonts

One slight problem was the lack of video, that made it a bit difficult to really show the purpose of Smokepins ApS. See appendix 19: User testing 2 for more details.

EXPERT TESTING

Although usability testing helped us confirm a lot of our work we decided to implement expert testing, as they tend to reveal more problems in design rules and consistency (Inviga, 2007).

Since it was our goal to create a consistent design and brand identity throughout the website we needed to be sure about our design before moving forward. Expert testing, although extremely harsh, revealed great benefit.

The biggest problem the expert pointed out was the use of different art styles on the logo, icons and illustrations. He repeatedly described our design as "hipster", because of the use of hand drawing as well as modern, minimalistic icons and then colorful vectors. He made it clear to us that we had to choose a singular style, especially when having a consistent design as our goal.

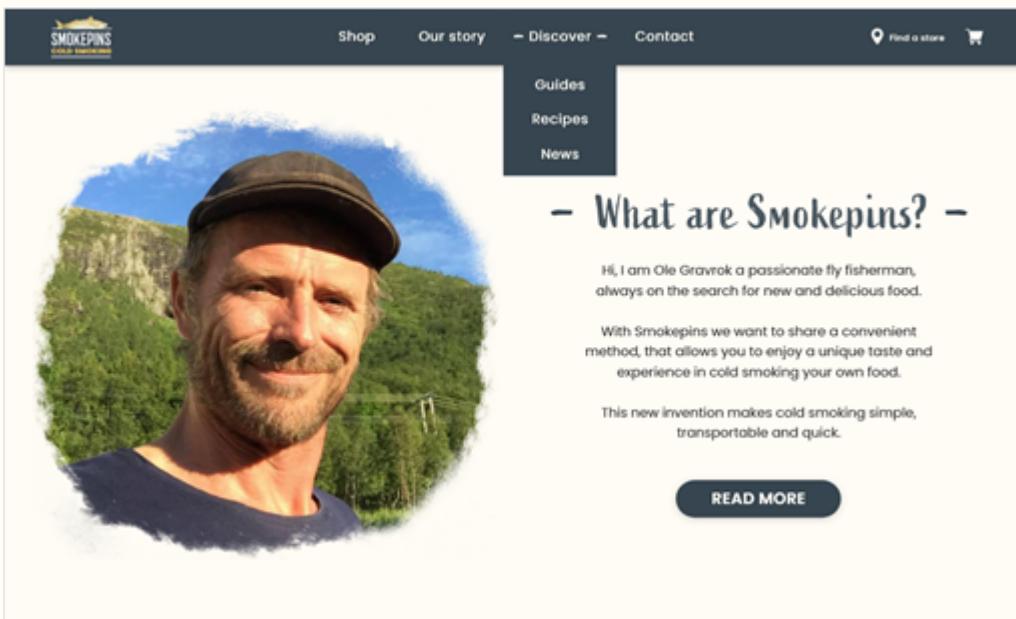
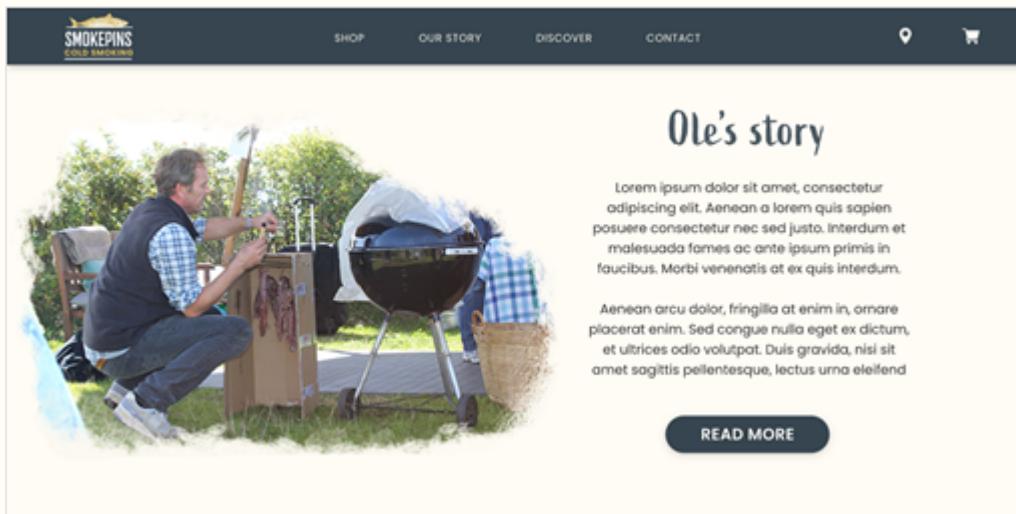
He also pointed out:

- Extremely long homepage without any breaking points
- Discover page sub navigation was too large and felt like it cut the page in half.
- Different types of borders for articles and icons.
- Hover effect should be the same as on headlines.

He did however see a lot of potential in our website, especially liking the colors and atmosphere.

Our Changes

In the case our users didn't watch the video we changed "Ole's story" to "What are Smokepins", to make sure they understood the product before moving through the rest of our site. We implemented our "Why" from the golden circle to convey the message of Smokepins clearly.



We also added a dropdown menu for "Discover" in case there was any confusion of what was on that page and added "Find a store" next to the icon so it was obvious what it meant. As well as that we implemented the hover effect as mentioned from our expert testing and felt it gave the page a consistent design.

– Why Smokepins? –



HAND-MADE



TRANSPORTABLE



CONVINIENT



AUTHENTIC TASTE

[SHOP NOW](#)

– Why Smokepins? –



Hand-made

Each Smokepin is hand-made with love and dedication.



Convenient

Cold smoking is now much faster than any traditional method.



Transportable

Easy to store at home and take outdoors, it fits in your pocket!

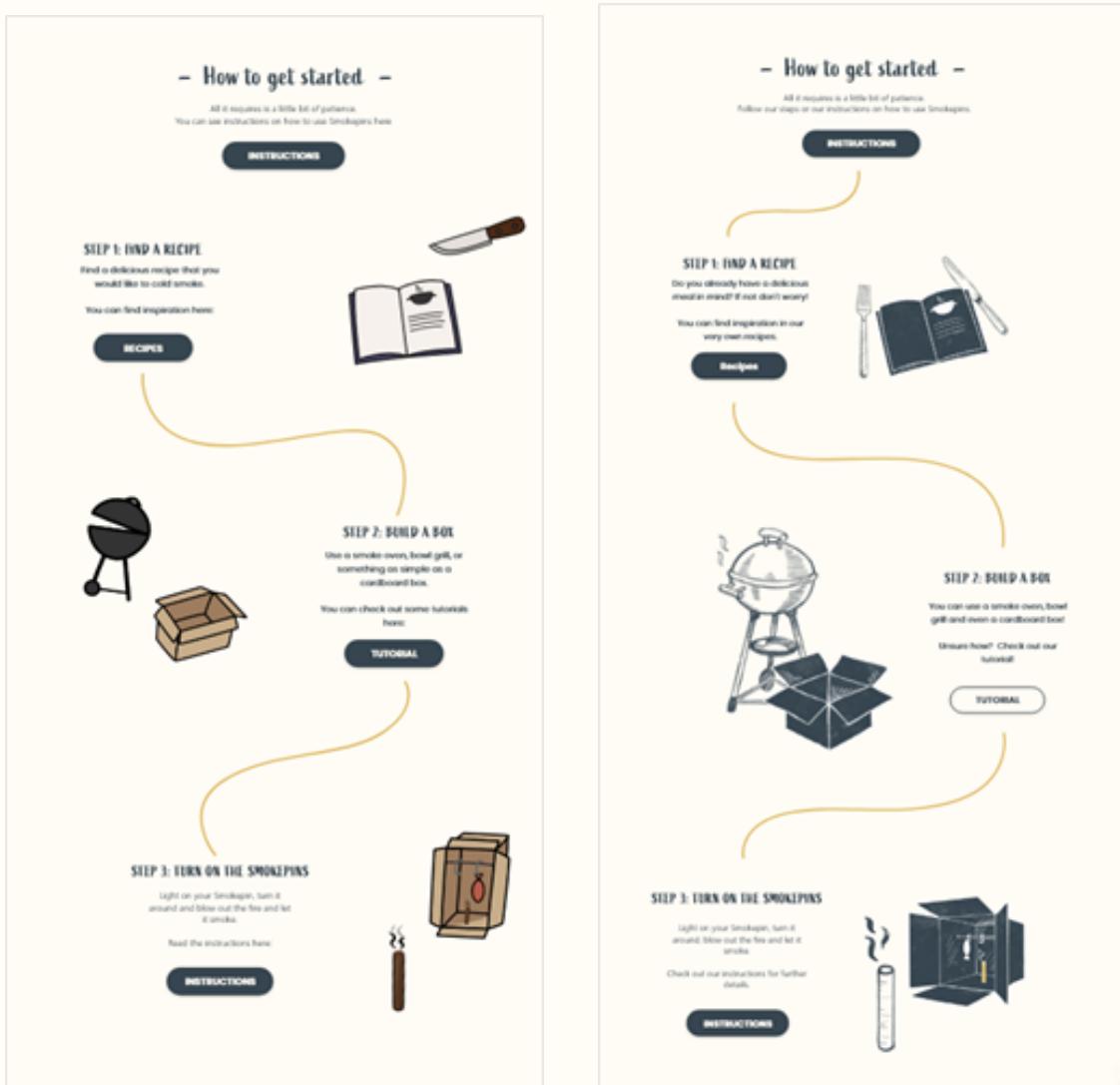


Authentic Taste

Find your own unique taste of cold smoked food and enjoy the flavours.

[SHOP NOW](#)

We used icons that weren't as minimalistic as the previous ones and roughly coloured them in to match the style of the icons to better match the logo



We did the same with the illustrations, making them more realistic and with the colours of our style tile. This made the lines pop out even more due to the strong colour contrast and gave the front page a holistic feeling.



We tried using the same art style on our navigation icons, but quickly retracted the idea as it was too small to be noticed if coloured in and when just sketched was confusing at a small size.

Passionate fly fisher

My name is Ole Grønnek and i am passionate about fly fishing. Every summer i go on trips in Northern Norway in the areas of Narvik, Herstad & Kiruna in search of trout. In addition, i fish in Denmark both on the river and by the coast. I love everything about it, but i catch more fish than i can fit in my freezer.



Cold smoking fish

So, a few years ago i decided to build a smoke oven. I knew that smoking your fish was a great way of conserving and adding taste to your fish. Before i got to building, i read about a guy who made these smoke tubes. He claimed it was an easier way to smoke your fish. It sounded too good to be true, but i gave it a try.



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In the end we brought the same style to the images used in “Our story”, even though it was just minimal and went almost unnoticed we still felt it made our website’s design even more consistent.

We then retested our new designs and found positive feedback.

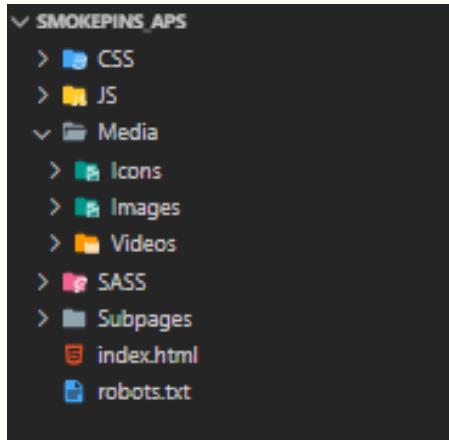
06 Product development

Piotr

After finishing the research and design processes, we finally got to the final development part in which our creation will finally take on its final shape and that's final. We finally finalized the final solution by finally starting to code.

CODING STRUCTURE

As mentioned before, we are a group of four people with different styles of working and coding. Therefore, We made separate folders for different types of files to keep everything simple and organised.



In parts of the code that were important or difficult to understand we put comments so the people reading it could easily learn how we coded the functionalities.

Responsive Web Design strategy

By using Responsive Web Design strategy, RWD, you ensure that mobile users will have an optimal user experience on your website. When you are working with RWD it's good to apply a mobile first approach, in the sense that you start your coding from mobile and then extend the solution when needed (Niederst Robbins, 2018a, p.40).

Our groups have different coding procedures when coding, some of us coded mobile first and others started from desktop and adjusted everything to mobile using @media queries in CSS.

The queries we used were:

- 1600 px for bigger desktop
- 1024 px for laptop
- 320-414 px mobile

We didn't optimize coding for tablets since our personas mainly use smartphones and laptop/desktop.

HTML

HTML is a skeleton for every website. It's the place where all aspects of the websites are connected fonts, styles, external API or plugins.

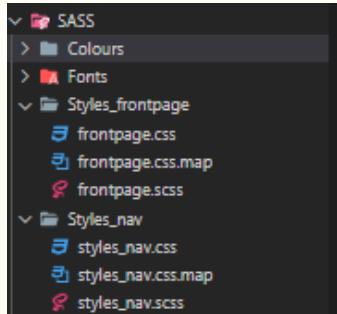
In our HTML files we were sticking to proper use of semantic tags which helps with organizing and additionally supporting our SEO, also we were trying to stick to BEM convention when it came to id and class names.

CSS – SASS

CSS is a coding language used to style elements and tags in HTML. It is one of the first things that you go for when it comes to coding layout ,static structure of the website and some simple animations.

SASS is however more like a real coding language, has more features that are very useful for quicker styling. The only thing that you have to take into consideration while using it that you will need a compiler to translate it to traditional CSS that you can later link to HTML

Frontpage, navigation and footer were coded in SASS but the rest of the subpages in regular CSS.



to use variables for colours and fonts placed them in separate files and import them using @import just so the code is easier to read and understand.

```
You, a day ago | 1 author (You)
@import '../Colours/colours.scss';
@import '../Fonts/fonts.scss';

//importing colours and fonts just to organise it better

* {
    margin: 0;
    padding: 0;
    box-sizing: border-box;
}

body {
    background-color: $beige;
}

//Reset
```

We also used nesting and '&' tags to refer to parents but it's the main thing that SASS is known from. We didn't see the point of using more complicated stuff such as mixins or functions because our website was so simple in terms of styling and it also could make the code much harder to understand for others or people reading it later.

JavaScript

JavaScript is the coding language used mostly for websites. It's this part that makes the website dynamic and interactive.

For our solution JavaScript was used to code burger menu, lines drawing itself.

We also used jQuery which is JS library to code discover sub navigation and plugin that allowed us to make reviews section,

Burger menu

Making the burger we coded it super simple; we selected the elements from the DOM and added some listeners that work on click adding class in CSS that makes the slider do fade in and out.

```
You, 8 days ago | 1 author (You)
const slider = document.getElementById('slider');
const burger = document.querySelector('header > span > i:nth-of-type(1)');
const close = document.querySelector('header > span > i:nth-of-type(2)');

burger.addEventListener('click', () => {
    slider.classList.toggle('active_slider');
    close.style.display = "block";
    burger.style.display = "none";
})

close.addEventListener('click', () => [
    slider.classList.toggle('active_slider');
    close.style.display = "none";
    burger.style.display = "block";
])
```

Lines drawing themselves

Lines drawing itself animation that works on scroll was more complicated.

Code is selecting the container of the svg (line) is inside and measuring it's bonding (checking if the element is in viewport). Later in the code inside the If we specified how far from the edge of the viewport the code inside brackets will be activated in this case it's 1000px and -400px. Finally the code is measuring the scroll and changing dynamically the offset of the line svg.

```
30
31 window.addEventListener('scroll', function () {
32     const secend = document.querySelector('#secend');
33     const sectionBonding_secend = secend.getBoundingClientRect();
34
35     //Selecting the certain div and bonding of that div
36     if (
37         sectionBonding_secend.top <= 1000 &&
38         sectionBonding_secend.top >= -400
39
40         //specifying where the code should work
41     ) {
42         const line_2 = document.querySelector('#secend svg path');
43         let pathLength_2 = line_2.getTotalLength();
44         line_2.style.strokeDasharray = pathLength_2 + ' ' + pathLength_2;
45         //Selecting the svg ,taking it's length and making it disappear so it can draw from nothing
46         line_2.style.strokeDashoffset = pathLength_2;
47         window.addEventListener("scroll", function (e) {
48             const container_2 = document.querySelector('#secend');
49             var scrollPercentage_2 = (document.documentElement.scrollTop + 420) / 1.969 /
50             | (container_2.scrollHeight - document.documentElement.clientHeight) + 300;
51             var drawLength_2 = pathLength_2 * scrollPercentage_2;
52             line_2.style.strokeDashoffset = pathLength_2 + drawLength_2;
53             //The function that makes the drawing, function is counting the scroll position,
54             // distance and height and dinamically changing the lenght and offset of the svg
55             You,
56         });
57         console.log('In viewport');
58     } else {
59         console.log('Not in the viewport... whomp whomp');
60     }
61 });
62 }
```

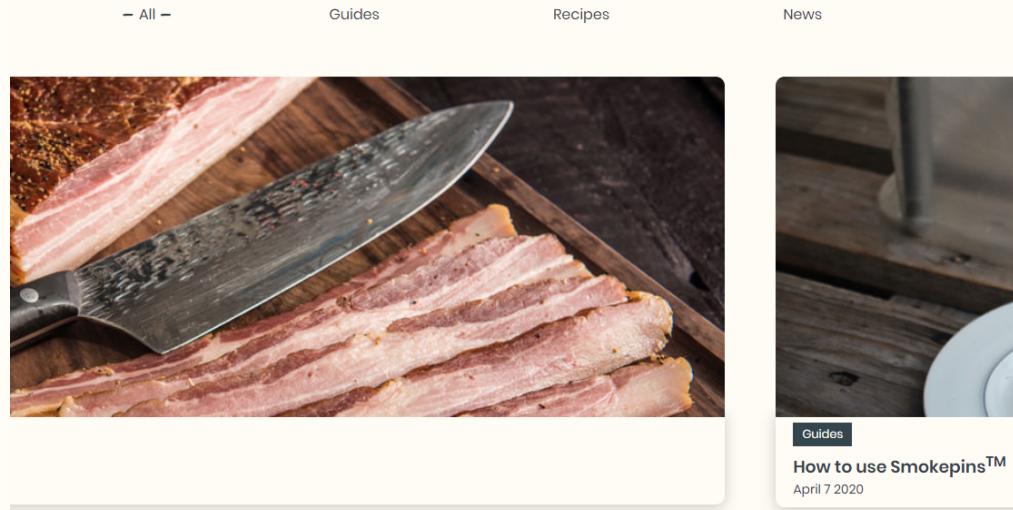
Fronpage.js

Even though we really put a lot of effort into code that we still didn't manage to make it working in 100% of cases, the problem is that different devices have different screen sizes and the code is not adaptable enough to work on all of them. We believe that we can fix it but because of lack of time we have to give up on it for now

API Oliver

An API (Application Programming Interface) can connect one piece of software with another. In our case, we have used this technology on the "Find Store"-page. Here we use it for connecting our solution with a Mapbox map (Mapbox, 2020). This way we don't have to understand the intricate code behind the map, which saves us a great amount of time (Redhat, 2020).

Discover page - sub navigation



Finding articles by the category. For that we used simple and light jQuery.

```
        });
        $("#news").click(function () {
            $(".grid7").css('display', 'block');
            $(".grid3, .grid4, .grid5, .grid1, .grid2").css('display', 'none');
        });
    });

```

```
</script>
<script>
$("#all").click(function () {
    $("#all").addClass("current");
    $("#guides, #recipes, #news").removeClass("current");
})

$("#guides").click(function () {
    $("#guides").addClass("current");
    $("#all, #recipes, #news").removeClass("current");
})

$("#recipes").click(function () {
    $("#recipes").addClass("current");
    $("#all, #guides, #news").removeClass("current");
})

```

The code selects the `<a>` tags with IDs and assigned boxes to them and on click adding to the `a` tag class `current` and styling the elements within the category with making the `display block` and others `display none` what makes them disappear.

Review section

For the review section near the bottom of our front page, we used slick. Slick is a jQuery plugin which makes it super easy to include a carousel/slideshow on your page. You just follow the instructions on the slick website, copying the code into your own. Afterwards, you can alternate it to your needs. It's fully responsive and supported by all major browsers (Wheeler, 2019).

```
251 .slick-prev:before,  
252 .slick-next:before {  
253   font-family: "FontAwesome";  
254   font-size: 30px;  
255   line-height: 1;  
256   color: #36454f;  
257   -webkit-font-smoothing: antialiased;  
258   -moz-osx-font-smoothing: grayscale;  
259 }
```

The screenshot above displays the styling of the buttons that allow you to go to previous and next slide.

SITE PERFORMANCE Ida

Site performance is crucial when it comes to page visits, if the page doesn't load fast you can lose customers, and it can be fatal for your revenue. By optimizing images to the smallest possible file size without losing any quality. Removing unnecessary characters, spaces and line returns from the HTML and CSS files. Together with keeping a minimal amount of JavaScript (Niederst Robbins, 2018b, p.44; Google, 2020). See appendix 20: Lighthouse Audits, for elaborate explanation of site performance.

Before

Desktop and Mobile



After

Desktop and Mobile



Search engine optimization

Search engine optimization, SEO, is a practice that ensures that the search engines understands the content on a website, and on that behalf ranks the website. The main goal of a website is to increase traffic, and it's here you use SEO (web.dev, 2020).

We have worked with semantic tags and meta tags, together with descriptive link text to improve SEO. For an elaborate explanation see appendix 21: SEO.

VALIDATION Piotr

After finishing our coding, we validated all our HTML and CSS in search for any problems. There were some, but they were minor and didn't affect our website negatively. Most of them were consequences of our lack of experience like wrong naming the id or using them inappropriately. We fixed those that we could and left those that we could not.

1	warning	5	1	Alphabetical order	a { Rule doesn't have all its properties in alphabetical order.}
2	warning	12	1	Disallow IDs in selectors	#container { Don't use IDs in selectors.}
3	warning	12	1	Alphabetical order	#container { Rule doesn't have all its properties in alphabetical order.}
4	error	17	52	Parsing Errors	grid-template-columns: repeat(3, minmax(300px, 1fr)); Expected RBRACE at line 17, col 52.
5	warning	19	5	Require use of known properties	grid-row-gap: 18vh; Unknown property 'grid-row-gap'.
6	warning	20	5	Require use of known properties	grid-column-gap: 3vw; Unknown property 'grid-column-gap'.
7	warning	23	1	Disallow IDs in selectors	#container img { Don't use IDs in selectors.}
8	warning	27	1	Disallow IDs in selectors	#container a:hover { Don't use IDs in selectors.}
9	warning	31	1	Disallow IDs in selectors	#container a:hover>img { Don't use IDs in selectors.}

Found 9 issues!

Section lacks heading. Consider using "h2"-“h6” elements to add identifying headings to all sections.

From line 72, column 11 to line 72, column 38

Code Extract:

```
<section id="video_wrapper">
```

Malformed byte sequence: "f8".

At line 325, column 44

Code Extract:

Malformed byte sequence: "f8".

At line 326, column 35

Code Extract:

Text not allowed in element "ul" in this context.

From line 325, column 30 to line 325, column 51

Code Extract:

```
<ul>Skandinavisk R&gsystem</ul>
```

Conclusion

It is stated that Smokepins ApS have a poor brand identity that isn't characterizing their tone of voice, and they thereby are unable to build awareness of their company and product.

To change this, we have based on research developed a unique style that portrays Smokepins values of being open hearted, friendly and welcoming towards their customers. This is the foundation for establishing a solid brand identity, which makes them more recognizable

Our target group consists of people who appreciate being a part of a close-knit community. They have great trust in personal experience, and they value word of mouth highly. Therefore, everything is written as if a friend is talking to you. Through useful and helpful content, we establish long lasting relationships with customers, while an interactive and engaging user experience will prompt customers to revisit the website and therefore generate repeat customers. Combined, this will make sure that customers will spread the word, thereby increasing awareness.

Future improvements

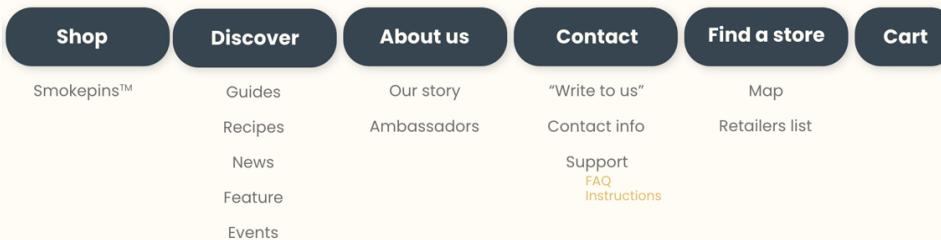
For future development we have thought about implementing the following:

PROTOTYPE TESTING

As we have coded our website, we want to test it once again, to be sure our website's user experience is flawless. We want to focus our questions in regard to navigating our website and whether the user interface and code works as intended.

SUBPAGES

We would like to implement an ambassador and a features/mentions page. But we don't find it relevant at the moment, since the business hasn't gained enough publicity yet, to market themselves in this way. We have also thought about implementing a more obvious support page, to help our customers.



INTERNATIONAL

As Smokepins ApS have implied, they have plans about going international, so we would focus on having multiple languages available on the website.

B2B

As they gain more publicity, we thought it would be relevant to also have a specific subpage directed to other businesses that are interested in retailing Smokepins.

MARKETING

To build more awareness about Smokepins™ we would like to make a marketing strategy for both B2B and B2C. This includes both SoMe and Content marketing.

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