Project Report

Cái tiệm tạp nham

Website series

Executor Bui Nguyen Dinh

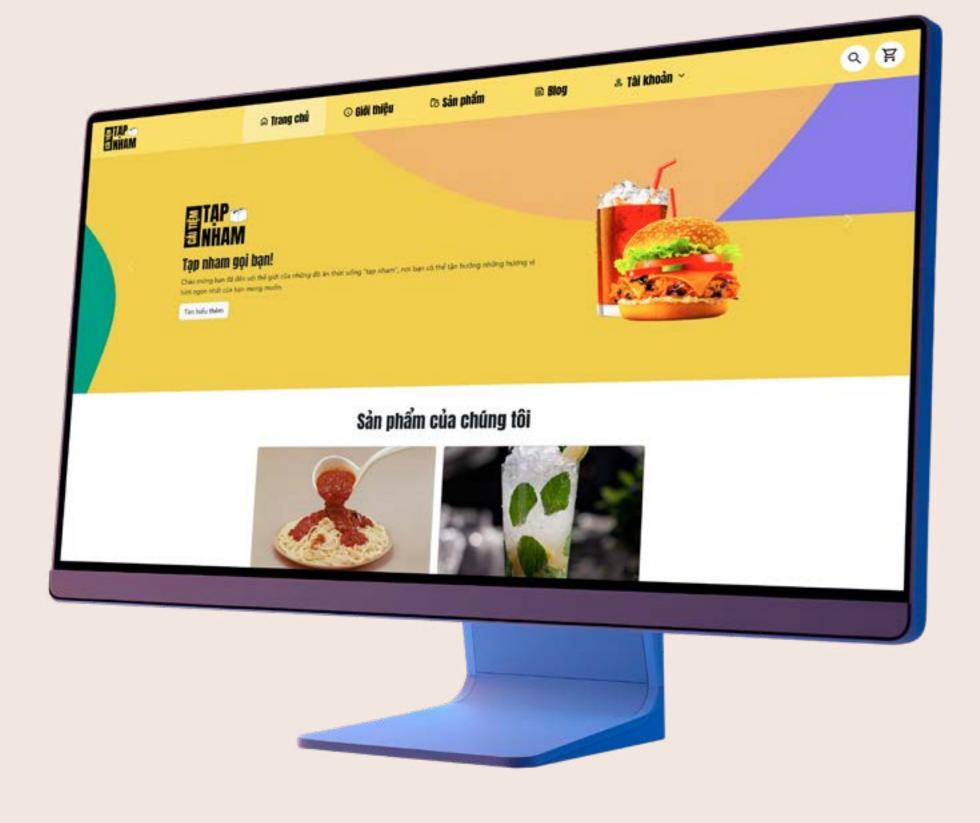
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Class GD18B (Digital Art & Design Specialization)

Instructor Mr. Nguyen Quang Tuyen

Course WED301 - Developing interaction for website





ABSTRACT

Problem statement

Based on the field discussed by our group, create a website series include at least 6 pages and host to GitHub.

- Homepage
- About page
- Product page
- Account page
- My cart page
- Blog page

Adapted with 3 categories:

- Responsive on all device types
- Ensure visual appealing
- Functional buttons

Problem solution

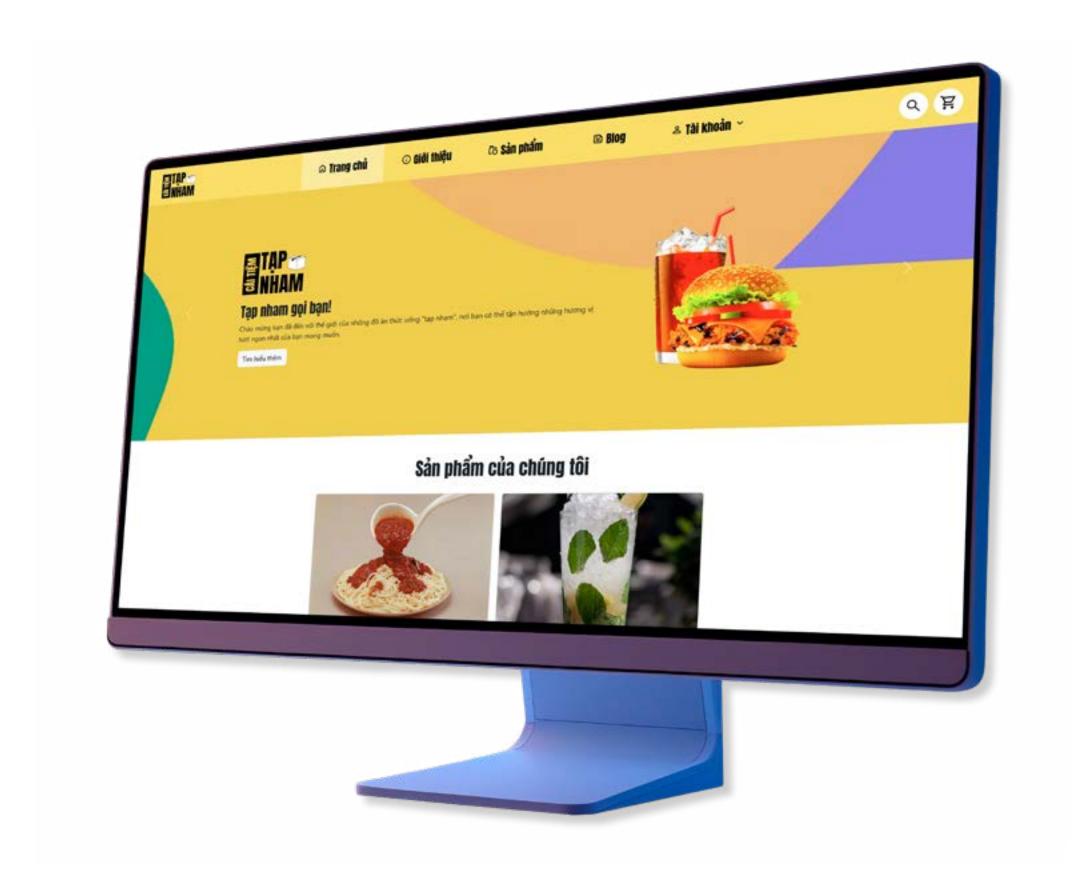
Phase 1: Collect information and create the moodboard for our brand concept.

Phase 2: Apply concept and design User Interface and User experience on Figma.

Phase 3: Based on these designs, writing front-end language include HTML, CSS and JS, combined with using Bootstrap respitories to make app responsively on all device types.

Phase 4: Test and host on GitHub by using Jekyll Deployment.

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PART 01 VISUAL RESEARCH

VISUAL RESEARCH

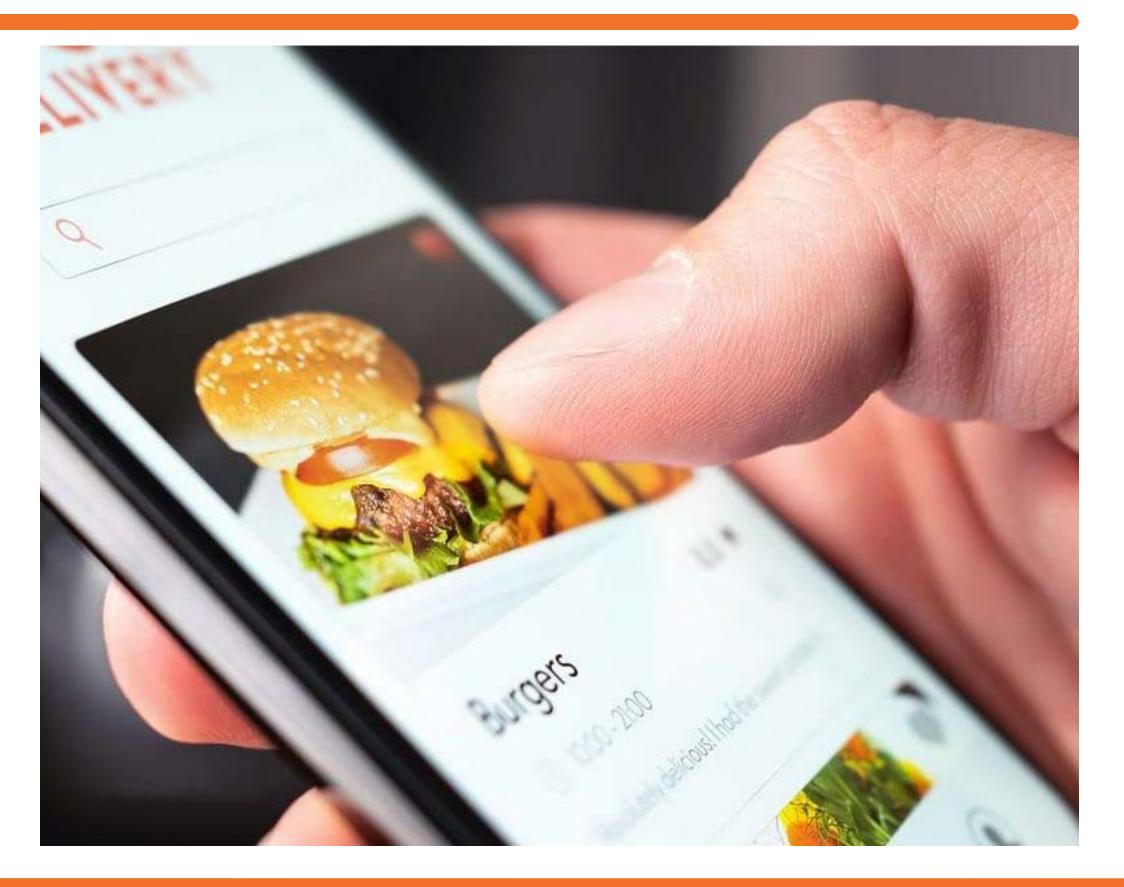
Topic introduction



Food store website

With the development of the technology, we would like to find the solution for selling products on our store.

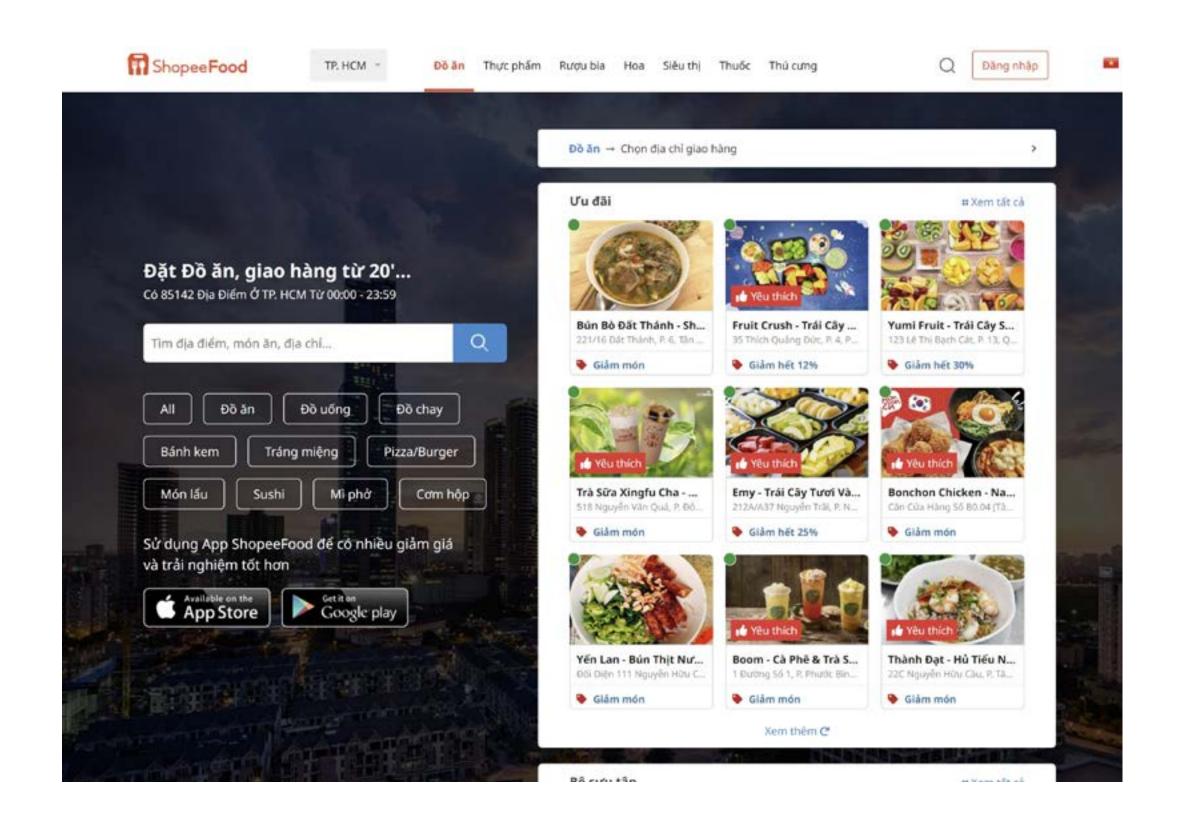
Beside selling at the official store, we can use website to help the customers order and purchase more various and faster. So we designed a website named "Cái tiệm tạp nham" to adapt with our problem.

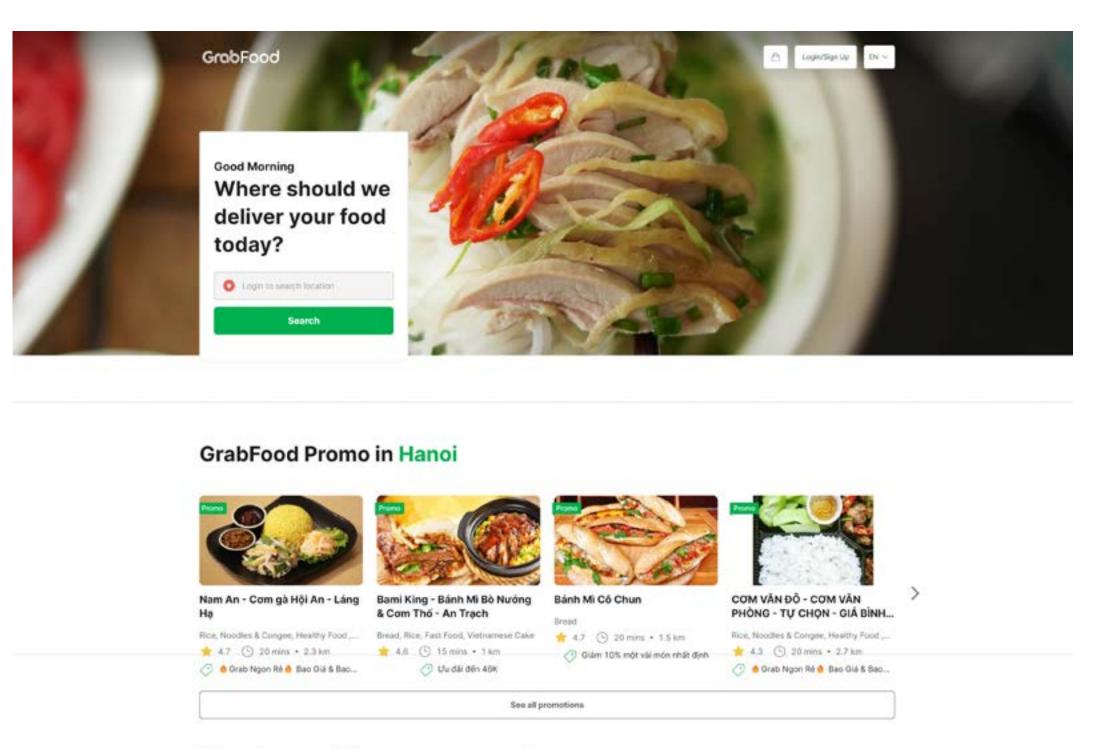


VISUAL RESEARCH

Some referent websites







There's something for everyone!

VISUAL RESEARCH

Marketing research



Demographics

Age group: Everyone, 6-35 age group is recommended

Gender: All

Income: Low to Medium-low

Nationality: Vietnam

Psychographics

- Interested in Vietnamese food
- Enjoy junk food
- Suitable for younger one enjoy fast food.

Customer Behavior

Their food choices reflect a desire for familiar, comfort foods, but with the added convenience of fast food delivery or easy accessibility through online platforms.

Younger customers are also influenced by peer recommendations and social media reviews.

Style

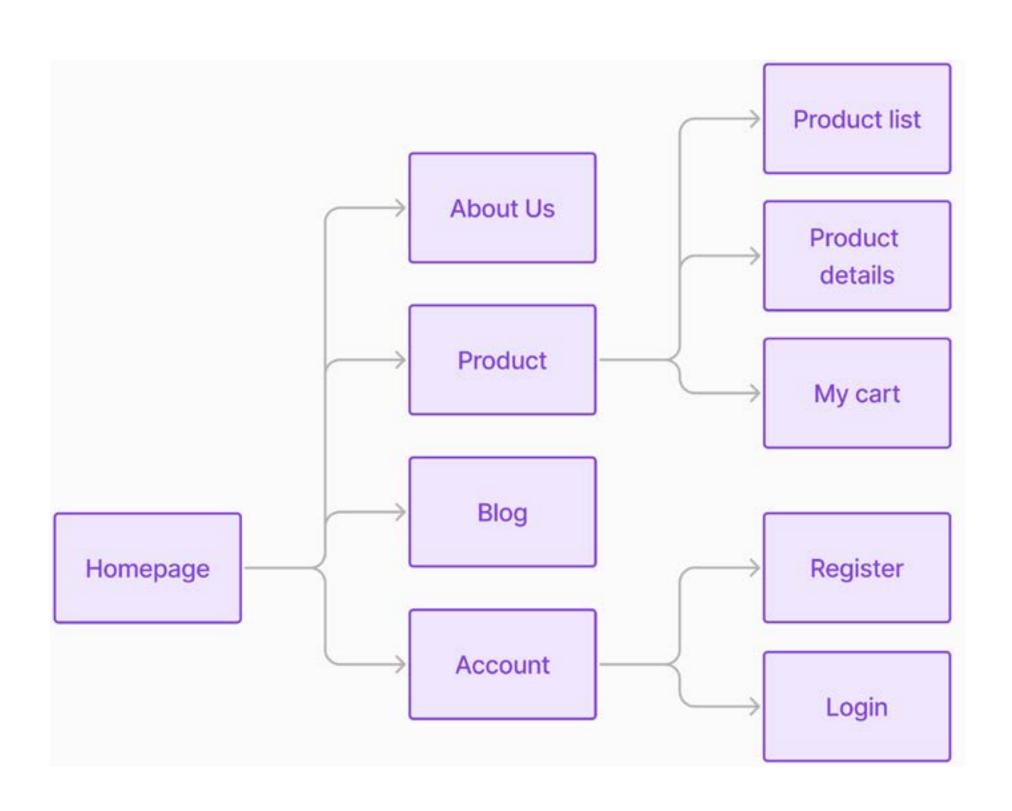
Minimalism and easy-functional

PART 02 VISUAL DESIGN

VISUAL DESIGN

Sitemap



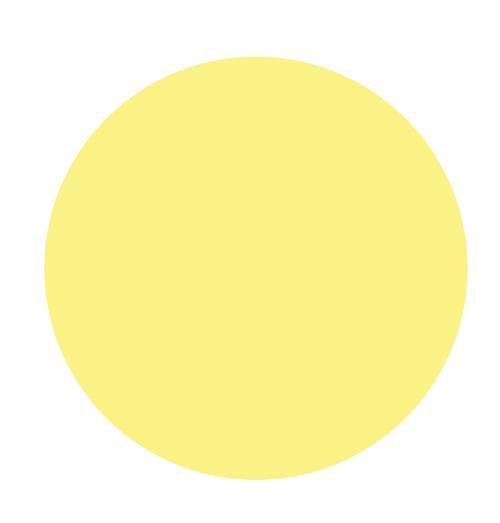


VISUAL DESIGN

Brand Design







Anton

Logo Color Tone Font Family

VISUAL DESIGN

Layout of website design



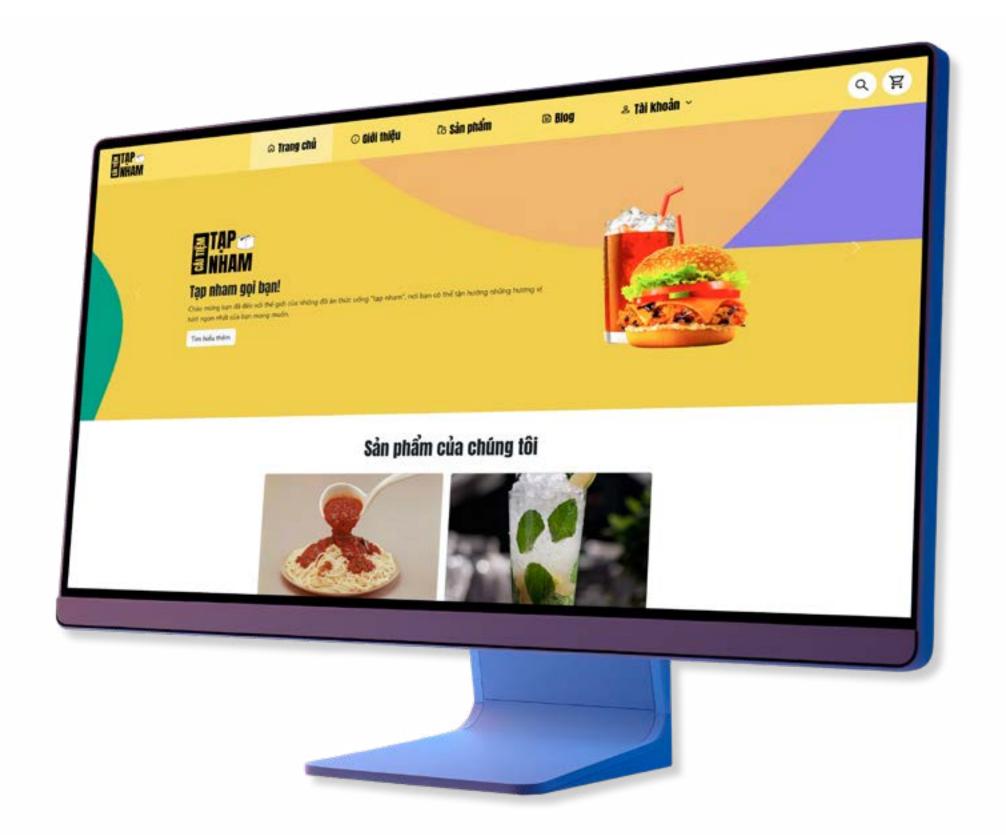
Include three main parts

Part 1: Sidebar - Horizontal for desktop and Offcanvas for mobile

Part 2: Content - 100% width, max width of 960px

Part 3: Footer - Contain brand logo and contact information

Detail Layouts



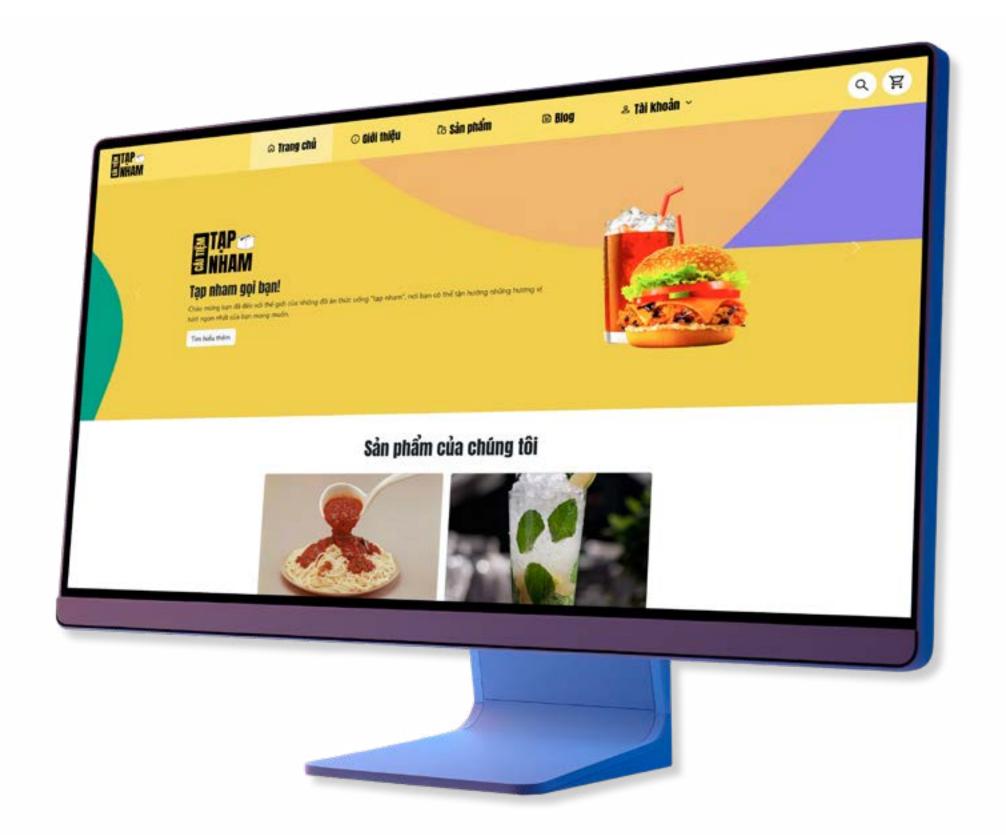
PART 03 & 04 FRONT-END PROGRAMMING, TEST AND HOST

FRONT-END PROGRAMMING, TEST AND HOST



- Using Visual Studio Code to program the website based on the design provided
- Apply Bootstrap for responsive layout
- Host to GitHub using Jekyll Deployment (On-build GitHub libraries).

Project Details







FPT UNIVERSITY QUY NHON A.I. CAMPUS

DIGITAL ART & DESIGN SPECIALIZATION
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