

Instructor: Ryan Achzet
Woodbury University
Project Process Book

**Erik Allahgholi
Spring 16**

> **Web Design**

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> Exercise I

Menu descriptions that make me salivate

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Roasted

Baked may have the same meaning, but it sounds like a technique you'd learn in home ec class, while roasted conjures up thoughts of bold, rustic flavors and succulent textures. Add salt in front of the word — as in "salt-roasted" — and it will have a 100 percent return rate in my book. Or try oak-roasted, spit-roasted or pan-roasted, to name a few variations. Gotta order it. Example: Pan-roasted Alaskan halibut, seared baby artichokes, niçoise olives, marjoram, pepperonata and fava beans. Solbar, Calistoga.

Roasted

- Place fish in an 11 x 7-inch baking dish coated with cooking spray
- Combine lime juice
- mayonnaise
- onion powder
- pepper in a small bowl
- spread over fish
- *Bake at 425° for 20 minutes or until fish flakes easily when tested with a fork.*

Spicy and cool

The juxtaposition of two seemingly opposite terms is always good for a Pavlovian response. Example: Spicy sauteed wild prawns with garlic and herbs; Cool cucumber salad with dill, yogurt and couscous. Palio d'Asti, San Francisco

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- Pan-fried
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- broiled
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- creamy sauces
- subtle seasonings
- *Plus, a 6-ounce fillet only has about 125 calories and about 1 gram of fat.*

Delicious and Nutritious

Low-fat fish provides a quality replacement for fatty meats. The protein in fish supplies your body with necessary building blocks that help your physical and mental health. Fish also contains plenty of vitamins and minerals. Riboflavin and vitamins B2 and D help transport calcium into the bones. Health-boosting minerals include iron, zinc, potassium, calcium, and selenium. Reap the heart-health and disease-fighting benefits of these scaly creatures. Click through the slideshow to learn more about the health benefits of fish.

All About Omega-3s

Perhaps the most important advantage of eating fish comes from the omega-3 fatty acids in both finfish and shellfish. According to the *Cleveland Clinic*, omega-3s help protect against heart disease and may help lower your blood pressure. They also have anti-inflammatory properties.

Types of fish that contain the most omega-3s include:

- tuna
- mackerel
- salmon
- sardines
- herring
- trout

How does fish affect our health?

It has been proven that fish meat and fish oil, both considered as part of our regular diet, reduce the probability of heart attack, protect bones, prevent the occurrence of cancer and slow down the aging process. Here are some diseases and pains against which fish acts like a medicine: Acne, anemia, blood vessel disease, heart disease, obesity, memory loss, depression, impotence, some types of cancer, infertility, insomnia, osteoporosis, increased blood pressure, premenstrual syndrome, skin problems, menopausal problems, problems in pregnancy, chronic fatigue syndrome, decreased blood levels of triglycerides, stress, hypertension and slows down the aging process. Even though fish is considered as healthy food, some people seem to be hypersensitive to fish and they should avoid eating fish. In situations like this, you should consult your doctor and ask for advice about the way you should consume the required nutrients in regular amounts.

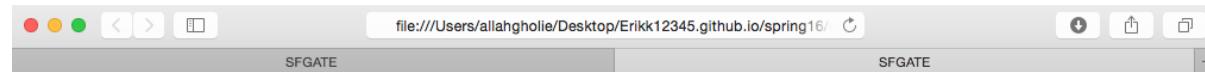
Longevity Link

Omega-3s may also help increase your lifespan, research shows. According to MedlinePlus, a study of over 2,600 older adults found that those who had the highest blood levels of omega-3 fatty acids lived on average more than two years longer than those with lower levels of omega-3s. Study participants with the highest omega-3 levels reduced their risk of dying from any cause up to 27 percent compared with those who had lower levels.

test update from ryan. [SFGATE](#)

Spicy Fish

Price \$10.40
Now on sale \$9.46



Menu Descriptions That Make Me Salivate Version 2

What is a Salmon?

Salmon are fish. That's pretty basic. But . . . what is a fish, exactly?

It's a cold-blooded, water dwelling vertebrate with gills, fins, and a body that is usually covered with scales. They breathe with gills, which are covered by opercula. They can sense their environment in a variety of ways. Along what is called the lateral line, fish have sensors that detect motion, vibration, and sound. Salmon also have an excellent sense of smell. Did you know that the two comma-shaped holes on either side of a salmon's head are its noses? These olfactory receptors absorb molecules from water that convey information to the fish about its environment. Most fish live in either salt water or fresh. But some fish are diadromous (dye-AD-ruh-mus) — they can live in fresh and salt water, at different times in their lives. Catadromous fish are born in salt water, move to fresh water to feed, and return to salt water to spawn (lay their eggs). Anadromous (ah-NAD-ruh-mus) fish begin their lives in fresh water, move to salt water to feed, and return to fresh water to spawn.

> Exercise 2

Raw Salmon Fish



Cooked Salmon Fish



Spicy Salmon Fish



Table

	Raw fish	Cooked fish	Spicy fish
Omega-3 fatty acids	Yes	Yes	Yes
Fat	27g	2g	3.1
Calories	123	148	333
Cholesterol	50 mg	90 mg	103 mg
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Links To Sources

- [Food Network](#)
- [Seven health benefits of salmon to improve your vitality](#)
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Original Page

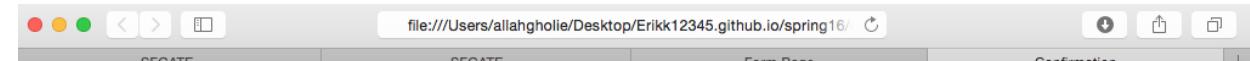
- [Click to go on Page 1](#)

> Exercise 3

The screenshot shows a web browser window with the title bar "file:///Users/allahgholie/Desktop/Erikk12345.github.io/spring16/". The window is divided into four tabs: "SFGATE", "SFGATE", "Form Page", and "Confirmation". The "Form Page" tab is active, displaying a form titled "Form". The form fields include:

- First Name: [Text Input]
- Last Name: [Text Input]
- Email Address: [Text Input]
- Date of Birth: [Text Input]
- Gender:
Male Female
- Hobbies:
 Working Shopping Learning Eating Vacation Reading Cooking
- Address:
Street Address: [Text Input]
Suite / Apt. Number: [Text Input]
City: [Text Input]
State: Select a State
Zip: [Text Input]
- What do you think of raw salmon fish?
Enter your comments..
[Text Area]
- Upload a pic of your favorite place to camp:
Choose File no file selected
- Comments:
comment in this section.
[Text Area]

At the bottom of the form are two buttons: "Submit" and "Clear".



Thank You For Answering

> Exercise 4

SFGATE file:///Users/allahgholie/Desktop/Erikk12345.github.io/spring16/exer

a double salivate: Butter- roasted Alaskan halibut with yellow corn, chickpeas, shishito peppers, bacon, summer beans and sweet onion sauce. Txoko San Francisco. Or: Blistered shishito peppers wit

Bake fish ingredients

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- broiled
- braised tilapia readily absorbs the robust flavor of spicy marinades
- creamy sauces
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Plus, a 6-ounce fillet only has about 125 calories and about 1 gram of fat.

Delicious and Nutritious

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Longevity Link

[Omega-3s](#) may also help increase your lifespan, research shows. According to MedlinePlus, a study of over 2,600 older adults found that those who had the highest blood levels of omega-3 fatty acids lived on average more than two years longer than those with lower levels of omega-3s. Study participants with the highest omega-3 levels reduced their risk of dying from any cause up to 27 percent compared with those who had lower levels.

[SFGATE](#)

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Roasted

Baked may have the same meaning, but it sounds like a technique you'd learn in home ec class, while roasted conjures up thoughts of bold, rustic flavors and succulent textures. Add salt in front of the word — as in "salt-roasted" — and it will have a 100 percent return rate in my book. Or try oak-roasted, spit-roasted or pan-roasted, to name a few variations. Gotta order it. Example: Pan-roasted Alaskan halibut, seared baby artichokes, niçoise olives, marjoram, pepperonata and fava beans. Solbar, Calistoga.

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> **Exercise 4**

Raw Salmon Fish



Cooked Salmon Fish



Spicy Salmon Fish




Table

	Raw fish	Cooked fish	Spicy fish
Omega-3 fatty acids	Yes	Yes	Yes
Fat	27g	2g	3.1
Calories	123	148	333
Cholesterol	50 mg	90 mg	103 mg
Potassium	360 mg	658 mg	840 mg

Links To Sources

- [Food Network](#)
- [Seven health benefits of salmon to improve your vitality](#)
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- [Facts: What is a Salmon?](#)

Original Page

- [Click to go on Page 1](#)

> **Exercise 4**

The screenshot shows a web browser window with three tabs at the top: 'SFGATE', 'SFGATE', and 'SFGATE'. The active tab is 'Form Page'. The main content area is a form titled 'Form'.

Personal Information:

- First Name: [Text input]
- Last Name: [Text input]
- Email Address: [Text input]
- Date of Birth: [Text input]

Gender:

Male Female

Hobbies:

Working Shopping Learning Eating Vacation Reading Cooking

Address:

Street Address: [Text input]
Suite / Apt. Number: [Text input]
City: [Text input]
State: Select a State
Zip: [Text input]

Text Area:

What do you think of raw salmon fish
Enter your comments..

File Upload:

Upload a pic of your favorite place to camp:
Choose File no file selected

Click to close this tab; Option-click to close all tabs except this one

Comments:

comment in this section.

> Exercise 5

SFGATE

Home Ingident Different Salmon Table Original Page

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Ingredients Photos About Salmon

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> Exercise 5

Form Page SFGATE

- salmon
- sardines
- herring
- trout

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Original Page

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SFGATE

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Price \$10.40
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Copyright 2016

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> Speed Project

The screenshot shows a Toyota website for the 2016 Prius. At the top, there's a black header with the Toyota logo. Below it is a red section containing text about the new 2016 Toyota Prius. To the right is a large image of a red Prius. Underneath the main image is a grid system photo gallery with several smaller images of the car from different angles. Below the grid is a red section with a form for entering a sweepstakes. The form includes fields for First Name, Last Name, Email Address, Phone Number, Date Of Birth, Address 1, Address 2, City, State, Postal Code, and three checkboxes for receiving announcements, being 18 or older, and reading the rules. At the bottom, there are social media links for Twitter, Pinterest, Facebook, and Instagram, along with a copyright notice.

Picture Yourself Going Places in a New 2016 Toyota Prius

The all-new fourth-generation 2016 Prius liftback. The new version of this global green icon takes the hybrid concept farther than ever with striking design, with expected higher fuel economy ratings, and greater ride comfort. New levels of driving satisfaction and refinement will reward the Prius faithful and surprise those new to the movement.

GALLERY

fold

LET'S GET DOWN TO BUSINESS. FILL OUT OUR FORM!

First Name (REQUIRED)
Last Name (REQUIRED)
Email Address (REQUIRED)
Phone Number (REQUIRED)
Date Of Birth (REQUIRED)
Address 1 (REQUIRED)
Address 2 (REQUIRED)
City (REQUIRED)
State (REQUIRED) Postal Code (REQUIRED)

Yes, I would like to receive future Toyota product announcements.
 Yes, I am 18 years or older with a valid driver's license.
 Yes, I have read the official rules.

SUBMIT

Follow Us And Stay Updated :

©2016 Toyota Motor Sales, U.S.A., Inc. All information applies to U.S. vehicles only.

The speed project I used red, white and black color scheme to create a contrast in the layout. In the middle I created a grid system photo gallery so it will be easier for users to go through pictures. I used diagonal lines on the white space to create a movement on the page.

> Project I

The screenshot shows a landing page for a Toyota Prius sweepstakes. At the top is the Toyota logo. Below it is a large red banner with the text "Picture Yourself Going Places In a New 2016 Toyota Prius". To the right of the text is a large image of a red Toyota Prius. Below the main image is a grid of smaller images showing various angles of the car. At the bottom of the page is another red banner with the text "LET'S GET DOWN TO BUSINESS. FILL OUT OUR FORM!".

**Enter for chance to win a new
2016 Toyota of your choice.**

First Name (REQUIRED)

Last Name (REQUIRED)

The screenshot shows a registration form for a 2016 Toyota. At the top is the Toyota logo. Below it is a large black and red graphic. The main heading is "2016 Toyota of your choice.". Below the heading is a paragraph of text about the sweepstakes rules. To the right of the text are several input fields: "Last Name (REQUIRED)", "Email Address (REQUIRED)", "Date of Birth (REQUIRED)", "Address (REQUIRED)", "Address 2 (REQUIRED)", "City (REQUIRED)", "State (REQUIRED) Select a State", and "Postal Code (REQUIRED)". At the bottom of the form are three checkboxes: "Yes, I would like to receive future Toyota product announcements.", "Yes, I am 18 years or older with a valid driver's license.", and "Yes, I have read the official rules.". A "Submit" button is located at the very bottom.

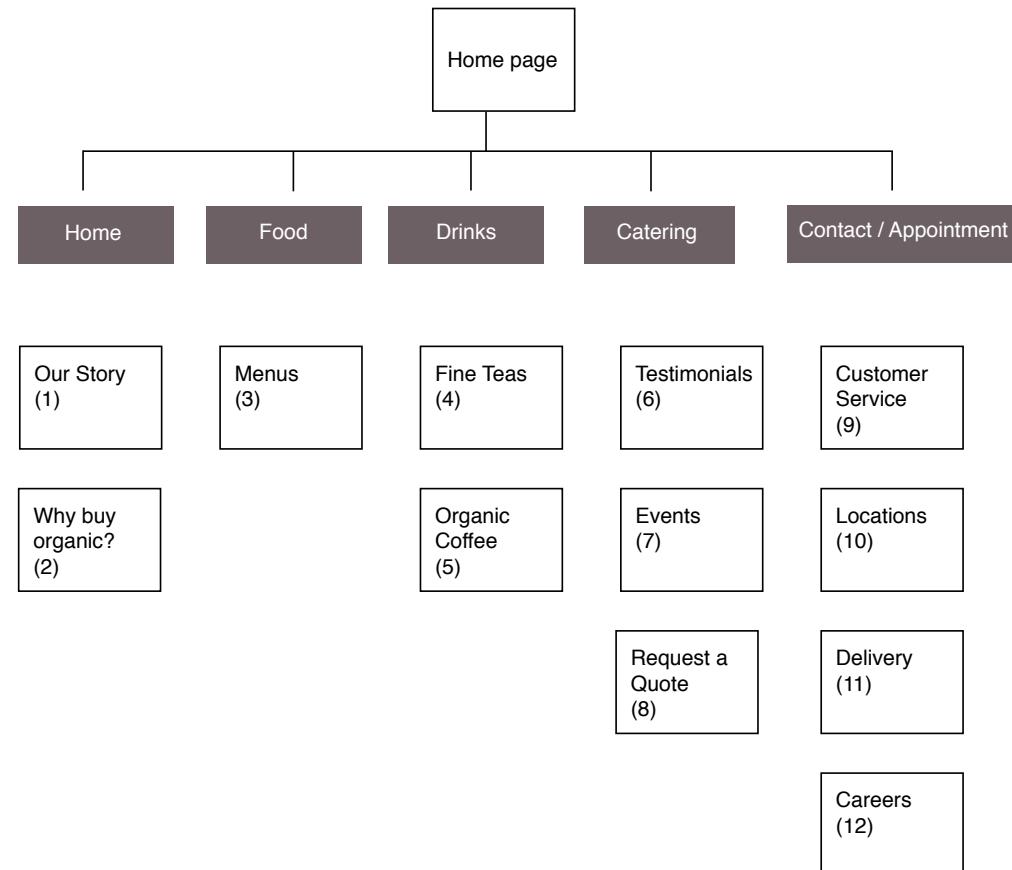
Follow Us And Stay Updated:



©2016 Toyota Motor Sales, U.S.A., Inc. All information applies to U.S. vehicles only.

> Research & Architecture Mapping

Urthcaffe.com



Pages in Footer

Terms of Service

Privacy Policy

Social Media

Notes:

1 Our Story

- When was the company founded
- What it delivers to people

2 Why Buy Organic

- Because it is heavily chemicals
- Economic Oppression

3 Menus

- PDF file with life of their menu and prices

4 Fine Teas

- Different type of teas to choose
- Unique Blending

5 Organic Coffee

- Gives you the option to buy coffee
- Get info about where the coffee is made
- Story about the coffee

6 Testimonials

- Listing of clients opinions and yelp pages

7 Events

- Events to coordinate customers events
- Handling with Quality and Elegance

8 Request a Quote

- Strive to meet customer's needs
- What customers need
- Form page

9 Customer Service

- Shipping and delivery hours
- Taking care of customers
- Service

10 Locations

- Shows different location with pictures
- Store hours

11 Delivery

- Pick up and take out all orders
- Store delivery hours

12 Careers

- Video about effort and support for workers
- Apply Now link

Website Research

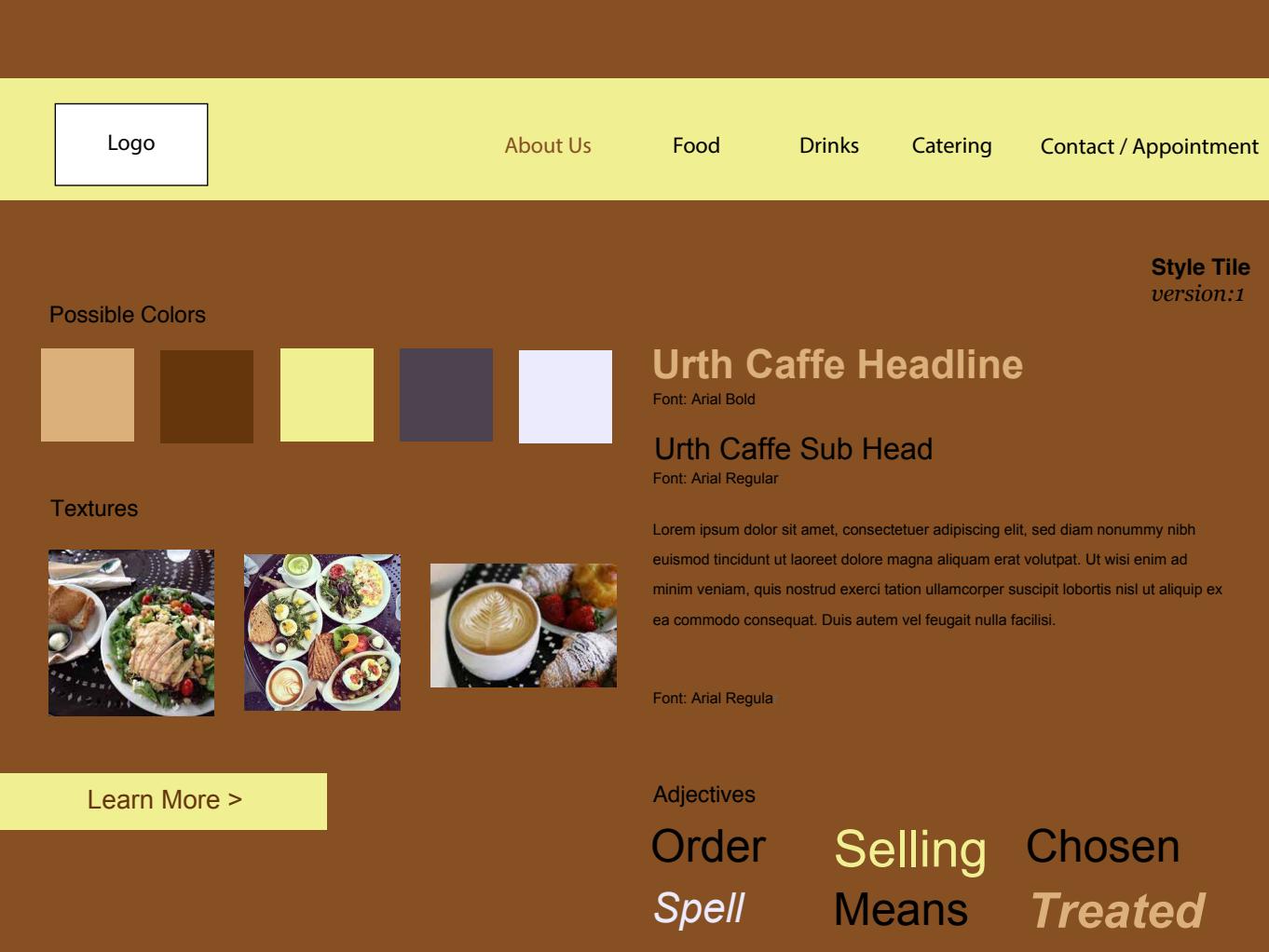
Urth Caffé

Jilla and Shallom Berkman as a small mail order company that was selling natural and non-toxic products for home founded Urth Caffé restaurant in 1989. In 1989, they met a farmer named Jorge who was an organic coffee farmer. Jorge represented the farms in Peru that produced organic coffees. After researching and partnering up, they noticed that coffee was highly demanded and it will be a great fit in the health industry. They wanted to offer people with great quality products, which it was natural and good tasting. They started developing and doing research on different type of coffees.

After spending several years experiencing and learning how to roast and brew coffee, they launched the first nation's first organic coffee company. The name that was chosen for the café was, Urth Caffé which means organic coffee, "Urth" is an old Welsh word spelling of Earth and "Caffé" is Italian for coffee. Through out years the company has been expanded to different locations and it keep expanding. The company has nearly 100 team members that help to serve tasty food to people.

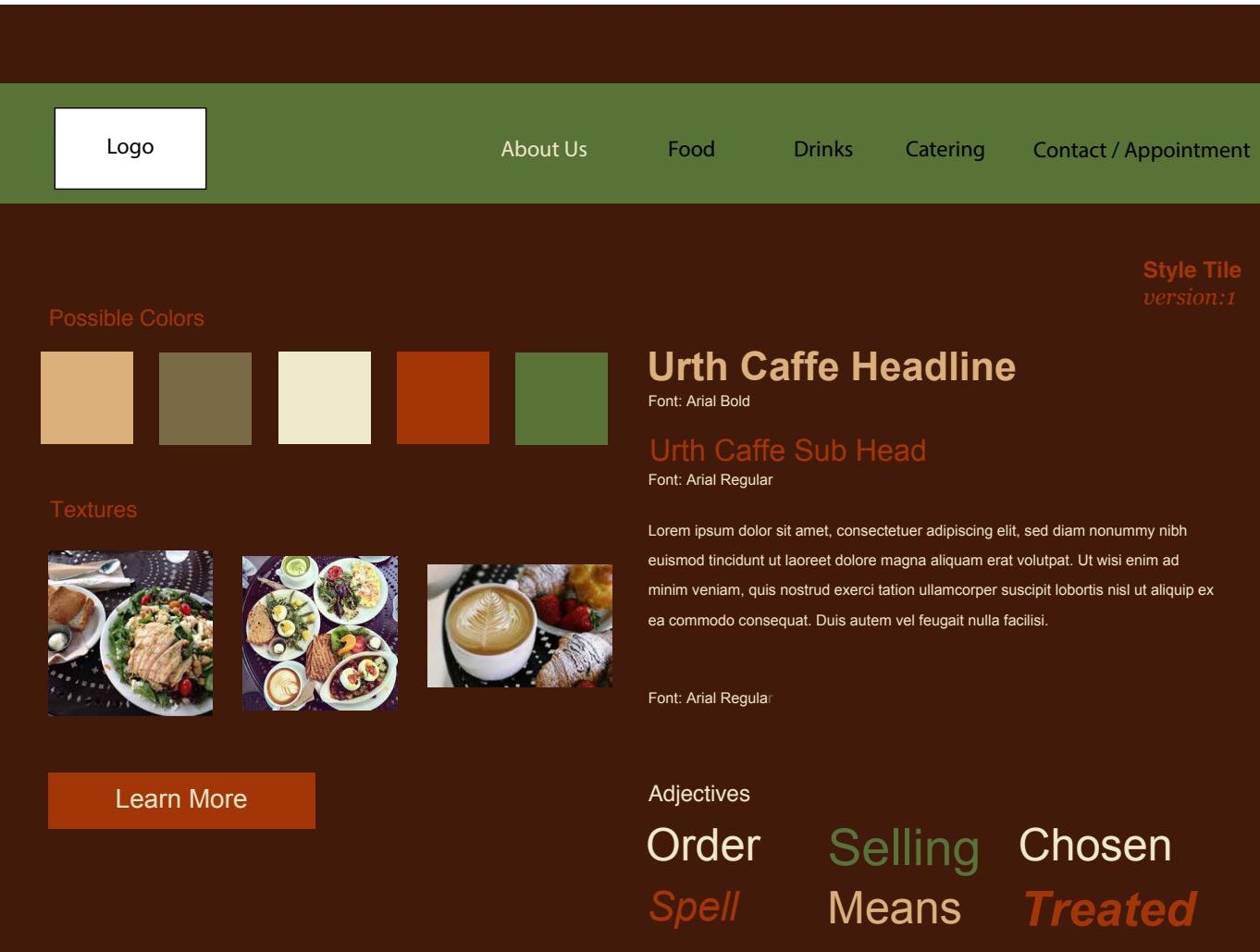
The website of the company is urthcaffe.com and on the first page there is an animated page slide with image and text. There is a navigation tag on top that located visitors to the right place. On top of the navigation bar there is a tab for logging in and age for shopping cart. In the footer it includes social media icons and repeated logo. The age for menu and delivery really stands out because everything is on a grid and balanced. The colors that are used on the page are saturated and it makes the content to pop out more.

> Style Tiles



A style tile with a light brown background. At the top left is a white box labeled "Logo". To its right are navigation links: "About Us", "Food", "Drinks", "Catering", and "Contact / Appointment". On the right side, the text "Style Tile" and "version:1" is displayed. Below these are sections for "Possible Colors" (five swatches) and "Textures" (three images of food). A "Learn More >" button is located on the left. On the right, there's a "Urth Caffe Headline" in bold brown font, a "Urth Caffe Sub Head" in regular brown font, a paragraph of placeholder text, and a section of adjectives: Order, Selling, Chosen, Spell, Means, and Treated.

The first style tile the colors tend to be more towards muted colors. The color combination is of this piece gives a calm and relaxing sensation. However, the light brown background does not make enough contrast with the text colors and the page layout.



A style tile with a dark brown background. At the top left is a white box labeled "Logo". To its right are navigation links: "About Us", "Food", "Drinks", "Catering", and "Contact / Appointment". On the right side, the text "Style Tile" and "version:1" is displayed. Below these are sections for "Possible Colors" (five swatches) and "Textures" (three images of food). A "Learn More" button is located at the bottom left. On the right, there's a "Urth Caffe Headline" in bold orange font, a "Urth Caffe Sub Head" in regular orange font, a paragraph of placeholder text, and a section of adjectives: Order, Selling, Chosen, Spell, Means, and Treated.

On the second style tile the color scheme i used is red and green which is a complimentary color and also chromatic gray with different shades. The text is Arial which makes a balance between the colors with a decent x-height. The color balance is charming and welcoming.

> Style Tiles

The wireframe illustrates a website layout with the following structure:

- Header:** A grey header bar at the top contains a "Logo" icon, "About Us", "Food", "Drinks" (highlighted in red), "Catering", and "Contact / Appointment".
- Main Content Area:** A large central area has a teal background. It features two columns of content boxes:
 - Left Column:** Contains a section titled "Green & White Teas" with descriptive text about green tea and white tea, followed by a "Black Teas" section with a list of tea types.
 - Right Column:** Contains a section titled "Green & White Teas" with a list of tea types, followed by a "Black Teas" section with a list of tea types.
- Product Cards:** Below the main content area, there are three identical product card templates arranged vertically, each featuring a large blue square placeholder with a diagonal cross. The cards are for different tea types:
 - Top Card:** Title: "Green & White Teas", Price: \$5.99, Shipping Options: Express, Regular, Add To Cart button.
 - Middle Card:** Title: "Jasmine Exquisite Flower", Price: \$5.99, Shipping Options: Express, Regular, Add To Cart button.
 - Bottom Card:** Title: "Yin Zhen Silver Needle, White Tea", Price: \$5.99, Shipping Options: Express, Regular, Add To Cart button.
- Footer:** A grey footer bar at the bottom contains "Store Hours", "Legal Terms", "Contact Us", and "Connect With Us" sections, along with copyright information.

> Wireframe Study I

The wireframe shows a main content area with a large image placeholder at the top. Below it is a section titled "GET TO KNOW US BETTER" containing three columns: "OUR STORY", "WHY BUY ORGANIC?", and "GALLERY". Each column has a title and a brief description. At the bottom is a footer with links to "Store Hours", "Legal Terms", "Contact Us", and "Connect With Us".

Logo **About Us** **Food** **Drinks** **Catering** **Contact / Appointment**

OUR STORY
Get to know Urth Caffe founders and developers
Why our products over other companies ?

WHY BUY ORGANIC?
Heavy Chemicals
Coffee is the heaviest chemically treated food commodity in the world
Deforestation
Original heirloom coffee trees do not grow in direct sunlight.
Economic Oppression
Farmers with small, remote pockets of land in high altitude locations fall prey to exploitative known as "coyotes".

GALLERY

GET TO KNOW US BETTER

Store Hours
Mon-Thurs: 8:00am-10:00pm
Fri: 7:00am-11:00pm
Sat: 7:00am-12:00am
Sun: 6:00am-11:00pm

Legal Terms
Terms of Use
Privacy Policy
Business

Contact Us
More Info
News
Site Map

Connect With Us

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The final design includes a welcome message, a "Learn More" button, and a "Today's Special" section. The "Today's Special" section contains a grid of items with images and descriptions.

Welcome to Urth Caffe
Making sure our customers are satisfied is as important to the Urth as the quality of our products. If any of the Urth's products fail to meet your expectations, please contact Customer Service and we will gladly replace it. Finally, in 2012 the latest and most beautiful branch opened in Pasadena. We are set to open another cafe in early 2015 in Laguna Beach at a historic property with ocean views. We currently employ more than 400 team members with a main kitchen, corporate offices, and 5 cafes.

Learn More

Today's Special
Lasagna
Fresh pasta with mushrooms, zucchini, eggplant and ricotta cheese. Served with mixed greens salad, fresh baked bread & butter.

Urth Quesadilla
Grilled chicken (also available: cheese, tuna, grilled veggies, or soy-cheese quesadilla), Monterey jack cheese melted in a flour, spinach or wheat tortilla. Served with black beans, sour cream, guacamole & salsa. Chopped chilies on request.

Yogurt Bowl
Low fat plain organic yogurt with a side of Urth granola.

Berry Bowl
Fresh seasonal berries such as blueberries, blackberries, raspberries & strawberries. Served with whipped cream or cottage cheese.

Today's Hours
Lunch 11:00am - 3:00pm
Dinner 3:00pm - 10:00 pm

For more information go on the event page

Store Hours
Mon-Thurs: 8:00am-10:00pm
Fri: 7:00am-11:00pm
Sat: 7:00am-12:00am
Sun: 6:00am-11:00pm

Legal Terms
Terms of Use
Privacy Policy
Business

Contact Us
More Info
News
Site Map

Connect With Us

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> Wireframe Study I

This wireframe shows the left side of a website layout. At the top, there is a navigation bar with links: Logo, About Us, Food, **Drinks**, Catering, and Contact / Appointment. Below the navigation, there is a large text block titled "Green & White Teas" with a detailed description of the tea types. To the right of this text is a large, prominent X mark. Below this section, there are three product cards, each featuring a circular "Picture" placeholder, a product name, price (\$5.99), shipping options (Express or Regular), and an "ADD TO CART" button. Each card also includes "DESCRIPTION" and "REVIEW" buttons. At the bottom of the page, there is a footer section with links for Store Hours, Legal Terms, Contact Us, and Connect With Us (social media icons). The footer also includes copyright information: "Copyright © 2016 Urth Caffe Inc. All rights reserved."

This wireframe shows the right side of the website layout. At the top, there is a navigation bar with links: Logo, About Us, Food, **Drinks**, **Catering**, and Contact / Appointment. Below the navigation, there is a section titled "Clients Testimonials" containing three testimonial cards, each with a circular "Picture" placeholder, the author's name, and a quote. A "Click here for more" link is located below these cards. Further down, there is a section titled "EVENTS" featuring five event cards, each with a circular "Picture" placeholder, the event name, and a brief description. Below the events, there is a "REQUEST A QUOTE" form with fields for Your Name, Your Email, Your Contact Number, Number of Guest, Date, Comments, and a Submit button. The footer at the bottom of the page includes links for Store Hours, Legal Terms, Contact Us, and Connect With Us (social media icons), along with copyright information: "Copyright © 2016 Urth Caffe Inc. All rights reserved."

> Wireframe Study I

Logo

About Us Food Drinks Catering **Contact / Appointment**

LOCATIONS

MELROSE	BEVERLY HILLS	SANTA MONICA	DOWNTOWN LA	PASADENA
8236 Melrose Ave. West Hollywood, CA 90024 310 530 3923 Hours: Sun - Thru 6:30am to 11:00pm Fri - Sat 6:00am to 12:00am	247 S. Beverly Dr. Beverly Hills, CA 90245 310 503 5034 Hours: Sun - Thru 6:00am to 11:00pm Fri - Sat 7:00am to 12:00am	5327 Main St. Santa Monica, CA 90356 310 453 3451 Hours: Sun - Thru 5:30am to 11:00pm Fri - Sat 5:00am to 12:00am	451 S Hewitt Street Los Angeles, CA 90013 213 593 6429 Hours: Sun - Thru 6:00am to 11:00pm Fri - Sat 6:00am to 12:00am	308 North Pacific Coast HWY Laguna Beach, CA 949 249 1359 Hours: Sun - Thru 6:00am to 11:00pm Fri - Sat 6:00am to 12:00am

Working At Urth

Urth Caffé is a long standing Southern California tradition - we started our business in 1989 as the first heirloom and organic coffee company in the USA. We have become an institution for great coffee and a leader in health conscious cuisine. The Urth Brand is known all over the world. Urth is a strong, growing company with a bright future filled with many exciting opportunities. Our goal is to create a work environment that is respectful, positive and satisfying. Urth Caffé is fast paced and hard work, and at the same time

Job Details

Title
Temporary Customer Relations Specialist

Location
Pasadena

Description
Summary Statement
Local Candidates Preferred
Promoting

APPLY NOW

Delivery

Enter Area

Promotions

Turkey Burger D'Lox Pizza Sunrise Pizza

Store Hours
Mon-Thurs: 8:00am-10:00pm
Fri: 7:00am-11:00pm
Sat: 7:00am-12:00am
Sun: 6:00am-11:00pm

Legal Terms
Terms of Use
Privacy Policy
Business

Contact Us
More Info
News
Site Map

Connect With Us

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> Wireframe Study 2

The image displays two side-by-side wireframe prototypes of a website layout for Urth Caffe, showing different design approaches for the 'About Us' page and the main navigation.

Left Wireframe (Original Design):

- Header:** Logo, About Us (highlighted in red), Food, Drinks, Catering, Contact / Appointment.
- Main Content Area:**
 - About Us:** A large box containing the history of Urth Caffe, mentioning its founding in 1989 by Jilla and Shallom Berkman, and its focus on organic, heirloom coffee.
 - Be a Member:** A box with the text "Love our food and product? Make sure to be a member and subscribe so you would not miss on anything. It is totally free!"
 - Why Buy Organic?** A box listing reasons such as "Heavy Chemicals" (coffee being the heaviest chemically treated food commodity), "Deforestation" (original heirloom coffee trees not growing in direct sunlight), and "Economic Op." (remote pockets of land in high altitude fall known as "coyotes").
 - Expansion:** A box listing locations: Manhattan Beach, West Hollywood, Beverly Hills, Santa Monica, Downtown LA, and Pasadena.
- Footer:** Store Hours, Legal Terms, Contact Us, Connect With Us (Facebook, Twitter, LinkedIn, YouTube icons).
- Copyright:** Copyright © 2016 Urth Caffe Inc. All rights reserved.

Right Wireframe (Proposed Changes):

- Header:** Logo, About Us, Food (highlighted in red), Drinks, Catering, Contact / Appointment.
- Main Content Area:**
 - POPULAR PAIRING:** A box featuring three items: Chicken Curry, Sprout Sandwich, and Turkey Burger, each marked with a large 'X'.
 - Save 30% On these:** A box featuring three items: The Tostada, Soups Du Jour, and The Egg Sandwich, each marked with a large 'X'.
 - Online Ordering:** A box.
 - Find Your Nearest Location:** A box.
 - Kids Menu:** A box.
 - Nutrition Information:** A box.
 - Special:** A box.
 - Take Out Specials:** A box.
 - Restaurant Dining:** A large box containing text about spacious buildings suitable for large parties and event hosting.
- Footer:** Store Hours, Legal Terms, Contact Us, Connect With Us (Facebook, Twitter, LinkedIn, YouTube icons).
- Copyright:** Copyright © 2016 Urth Caffe Inc. All rights reserved.

> Wireframe Study 2

The wireframe shows the top navigation bar with 'Logo', 'About Us', 'Food', 'Drinks' (highlighted in red), 'Catering', and 'Contact / Appointment'. Below this, there are two main sections: 'Green & White Teas' and 'Black Teas'. The 'Green & White Teas' section contains a detailed description of green tea and a list of products: Genmaicha, Uji Zen Gardens™, Jasmine Exquisite Flower™, Jasmine White Pearl™, Moroccan Mint, Certified Organic Yin Zhen Silver Needle, White Tea, and Wazuka Cha™ Entsu Estate, Certified Organic. The 'Black Teas' section lists: Classic Earl Grey, Certified Organic Darjeeling Shiva Gardens™, Certified Organic Royal Breakfast Blend™, Ave Maria™, Yin Zhen Silver Needle, White Tea, and Wazuka Cha™ Entsu Estate, Certified Organic. At the bottom, there are three product cards for 'Green & White Teas', 'Jasmine Exquisite Flower', and 'Yin Zhen Silver Needle, White Tea', each with a large placeholder image, price (\$5.99), shipping options (Express or Regular), an 'ADD TO CART' button, and links for 'DESCRIPTION' and 'REVIEW'. A footer at the bottom includes 'Store Hours', 'Legal Terms', 'Contact Us', and 'Connect With Us' social media icons.

The wireframe shows the top navigation bar with 'Logo', 'About Us', 'Food', 'Drinks', 'Catering' (highlighted in red), and 'Contact / Appointment'. Below this, there is a section titled 'Clients Testimonials' featuring three testimonial cards with placeholder images, names, and quotes. A link 'Click here for more' is provided. Further down, there is a section titled 'Upcoming Events' listing four events: 'Outdoor Food Serving' on Mar 30, 'Vartanoush Dance Team' on Apr 4, 'Free Drink and Boba' on Apr 19, and 'Free Delivery For Loyal Customers' on Apr 30. Each event card includes a date, time, location, and a brief description. A footer at the bottom includes 'Store Hours', 'Legal Terms', 'Contact Us', and 'Connect With Us' social media icons.

> Wireframe Study 2

The wireframe illustrates a website layout with two main vertical columns separated by a dashed line.

Left Column (Locations):

- Header: Logo, About Us, Food, Drinks, Catering, Contact / Appointment
- Section: See All Locations
- Section: Search
- Section: Near You
 - Urth Melrose
 - 9538 Melrose Ave.
West Hollywood, CA 90035
310 342 4259
Hours today: 6:30 Am - 10:00 PM
 - Urth Beverly Hills
 - 342 S. Beverly DR.
Beverly Hills, Ca 90122
310 440 2058
Hours today: 7:30 Am - 11:00 PM

Right Column (Careers):

- Section: Careers
 - HOURLY STAFF MEMBER
 - MANAGEMENT
 - KITCHEN MANAGEMENT
 - CORPORATE
 - BAKERY DIVISION
 - MILITARY CAREERS
 - CURRENT STAFF
 - BENEFITS
 - CULTURE, COMMUNITY, DIVERSITY
 - AWARDS
 - TALENT NETWORK
 - INTERNATIONAL
 - FAQ'S
 - TECH SUPPORT
- Section: MAP (represented by a large X)
- Section: Video Mock up (represented by a large X)
- Section: play (represented by a large X)
- Section: New Restaurant Opening
 - Our next openings include:
 - Texas
 - Washington, Seattle
 - California, Malibu
 - Boston, New York
 - Florida, Miami
- Footer: Store Hours, Legal Terms, Contact Us, Connect With Us

> Final Wireframe

The wireframe shows the final design of the Urth Caffe homepage. At the top is a dark green header bar with the Urth Caffe logo and navigation links for About Us, Food, Drinks, Catering, and Contact / Appointment. Below the header is a large image of a Urth Caffe storefront at night. Underneath is a testimonial box featuring a photo of Tom Jones and his quote: "This place is very clean and lovely people trying to serve you with the best food fro thier menu. Their prices are reasonable." Below the testimonial are two columns: "OUR STORY" and "WHY BUY ORGANIC?". The "OUR STORY" section includes a bio about the company's founding in 1989 and a "Read More" button. The "WHY BUY ORGANIC?" section includes a bio about coffee farmers and a "Help Our Farmers" button. The footer contains links for Store Hours, Legal Terms, Contact Us, and Connect With Us.

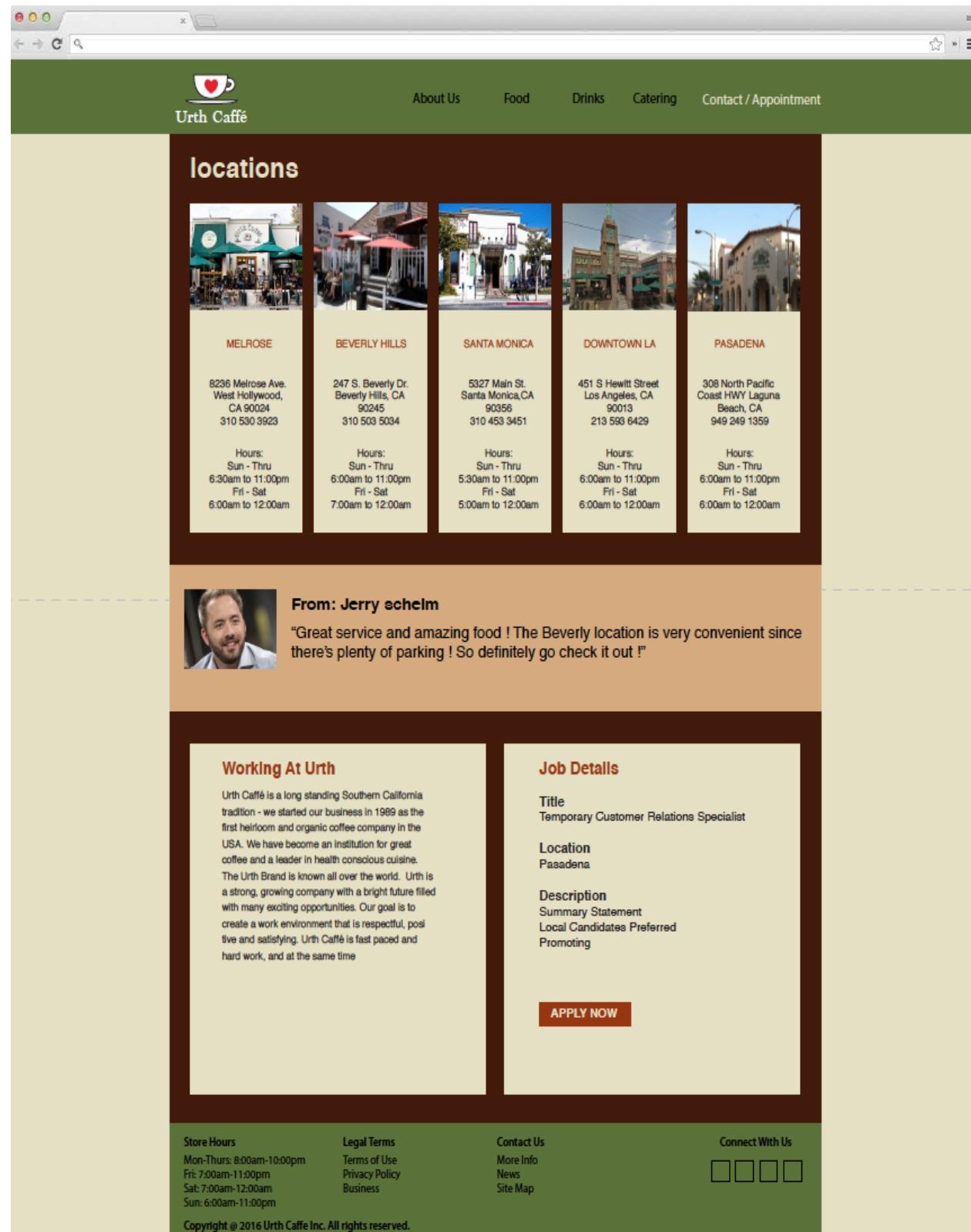
The wireframe shows the final design of the Urth Caffe homepage. At the top is a dark green header bar with the Urth Caffe logo and navigation links for About Us, Food, Drinks, Catering, and Contact / Appointment. Below the header is a large image of a Urth Caffe storefront during the day. To the right is a "Welcome to Urth Caffe" section with a bio about the company's satisfaction guarantee and growth. Below the welcome is a testimonial from Tom Jones with a photo and quote. The main content area features two sections: "Today's Special" (with a photo of a quesadilla) and "Latest Menut" (with photos of Lasagna, Yogurt Bowl, and Berry Bowl). Each section has a title, a photo, and a brief description. A "More Specials" button is located at the bottom of the "Today's Special" section. The footer contains links for Store Hours, Legal Terms, Contact Us, and Connect With Us.

> Final Wireframe

The wireframe shows a product listing page for "Green & White Teas". At the top, there's a header with the Urth Caffe logo and navigation links: About Us, Food, Drinks, Catering, Contact / Appointment. Below the header, there's a large image of dried tea leaves. To the left of the image, there's a section titled "Green & White Teas" with a detailed description of the tea. Below the image, there are three product cards for "Green & White Teas", "Jasmine Exquisite Flower", and "Yin Zhen Silver Needle, White Tea", each with a small image, price (\$5.99), shipping options (Express or Regular), and an "ADD TO CART" button. At the bottom, there's a footer with links for Store Hours, Legal Terms, Contact Us, and Connect With Us.

The wireframe shows a page for requesting a quote for catering services. It features a large image of a crowded event hall. To the right, there's a form titled "REQUEST A QUOTE" with fields for "YOUR NAME", "YOUR EMAIL", "YOUR CONTACT NUMBER", "NUMBER OF GUEST", "DATE", and "COMMENTS", followed by a "SUBMIT" button. Below the form, there's a testimonial from "Erik Hernandez" with a photo and a quote: "Always on top of their game, I have never had a problem once at this the Pasadena location. Love this Place !". At the bottom, there's a section for "Today's Event" showing people dining, and a footer with links for Store Hours, Legal Terms, Contact Us, and Connect With Us.

> Final Wireframe



Starting the first page (about us) I have a picture of one of Urth Caffe;s location in Melrose, testimonial about the location, and two columns talking about our story and why but organic? On the second page, it is the welcome page with two columns that provides today's special and latest menu. The third page is about drink and mainly tea. It shows the price, shipping options and the availability. Catering is the fourth page, this page includes the request form with latest menu information. Last page is the locations with five columns and a testimonial about the Beverly location. On the bottom it shows about working at Urth caffe and job details.

> Final

The screenshot shows the final version of the Urth Caffé website. At the top, there's a navigation bar with links for About Us, Food, Drinks, Catering, and Contact / Apointment. Below the navigation is a large image of a Urth Caffé storefront with outdoor seating. On the left, there's a testimonial from Tom Jones with a photo of him smiling. On the right, there's another testimonial from Erik Jones with a photo of two people at a table. Below these are sections for "OUR STORY" and "WHY BUY ORGANIC?". The footer contains links for Store Hours, Legal Terms, Contact Us, and Connect With Us, along with social media icons.

Urth Caffé

About Us Food Drinks Catering Contact / Apointment

From: Tom Jones

"This place is very clean and lovely people trying to serve you with the best food from their menu. Their prices are reasonable."

OUR STORY

Urth Caffé was founded in 1989 by Jilla and Shalom Berkman as a small mail order company selling non-toxic and natural products for the home. In 1989, they met an organic coffee farmer named Jorge, who represented a farm in Peru producing organic, heirloom coffee which was very special - coffee, in general is the heaviest chemically treated food commodity in the world.

WHY BUY ORGANIC?

Coffee is the heaviest chemically treated food commodity in the world, and the coffee industry is wrought with environmental destruction, deforestation, and social oppression. In support of passionate sustainable organic coffee farmers.

Store Hours
Mon-Thurs: 8:00am-10:00pm
Fri: 7:00am-11:00pm
Sat: 7:00am-12:00am
Sun: 6:00am-11:00pm
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Legal Terms
[Terms of Use](#)
[Privacy Policy](#)
[Business](#)

Contact Us
[More Info](#) [News](#) [Site Map](#)

Connect With Us

The screenshot shows the final version of the Urth Caffé website. At the top, there's a navigation bar with links for About Us, Food, Drinks, Catering, and Contact / Apointment. Below the navigation is a large image of a Urth Caffé building. On the right, there's a "Welcome to Urth Caffé" section with text about customer satisfaction and future openings. On the left, there's a testimonial from Erik Jones with a photo of two people at a table. Below these are sections for "Today's Special" and "Latest Menu". The footer contains links for Store Hours, Legal Terms, Contact Us, and Connect With Us, along with social media icons.

Urth Caffé

About Us Food Drinks Catering Contact / Apointment

Welcome to Urth Caffé

Making sure our customers are satisfied is as important to the Urth as the quality of our products. If any of the Urth's products fail to meet your expectations, please contact Customer Service and we will gladly replace it. Finally, in 2012 the latest and most beautiful branch opened in Pasadena. We are set to open another cafe in early 2015 in Laguna Beach at a historic property with ocean views. We currently employ more than 400 team members with a main kitchen, corporate offices, and 5 cafes.

From: Erik Jones

"This place continues to be a sure thing any time of day. There is everything from salads to coffee and pasta to steak. Throughout the years there has not been anything I did not like."

Today's Special

Urth Quesadilla

Grilled chicken (also available: cheese, tuna, grilled veggies, or soy-cheese quesadilla), Monterey jack cheese melted in a flour, spinach or wheat tortilla. Served with black beans, sour cream, guacamole & salsa. Chopped chilies on request.

Latest Menu

Lasagna
Fresh pasta wth mushrooms, zucchini, eggplant and ricotta cheese. Served with mixed greens salad, fresh baked bread & butter.

Yogurt Bowl
Low fat plain organic yogurt with a side of Urth granola.

Berry Bowl
Fresh seasonal berries such as blueberries.

Store Hours
Mon-Thurs: 8:00am-10:00pm
Fri: 7:00am-11:00pm
Sat: 7:00am-12:00am
Sun: 6:00am-11:00pm
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Connect With Us

> Final

The screenshot shows the 'Green & White Teas' section of the Urth Caffé website. At the top, there's a green header bar with the Urth Caffé logo and navigation links: About Us, Food, Drinks, Catering, and Contact / Apointment. Below the header, a large image of dried green tea leaves is displayed. To the left of the image, a red box contains the title 'Green & White Teas'. A detailed text block describes the properties of green and white tea. To the right of the image, another red box contains the title 'Green & White Teas' and product details: Price \$5.50, Shopping options (Express or Regular), and Availability (In Stock). Below this, two more products are listed: 'Jasmine Exquisite Flower' (Price \$7.50) and 'Yin Zhen Silver Needle, White Tea' (Price \$17.75), each with their own product details boxes.

The screenshot shows the 'Request A Quote' section of the Urth Caffé website. It features a large image of a formal dining room setup. To the right, a form is provided for users to request a quote. The form includes fields for 'YOUR NAME', 'YOUR EMAIL', 'CONTACT NUMBER', 'NUMBER OF GUEST', 'DATE', and a 'Comments' area with a placeholder 'comment in this section.' and a 'Submit' button. Below the form, a testimonial from 'Erik Jones' is shown, featuring a photo of a smiling woman and a quote: "This place continues to be a sure thing any time of day. There is everything from salads to coffee and pasta to steak. Throughout the years there has not been anything I did not like."

Latest Menu

Name:
Get to know the chef
Hours:
9:00 am - 10:00 pm
Description:
This event will focus on the customers, chefs and managers. It will bring everyone closer and with great food sampling for everyone to try. Please join us !

Store Hours
Mon-Thurs: 8:00am-10:00pm
Fri: 7:00am-11:00pm
Sat: 7:00am-12:00am
Sun: 6:00am-11:00pm
Legal Terms
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[More Info](#) [News](#) [Site Map](#)
Connect With Us

 Urth Caffé

About Us Food Drinks Catering Contact / Apointment

Thank You

The form was submitted successfully.

> Final

Store Hours

Mon-Thurs: 8:00am-10:00pm
Fri: 7:00am-11:00pm
Sat: 7:00am-12:00am
Sun: 6:00am-11:00pm

Legal Terms

Terms of Use
Privacy Policy
Business

Contact Us

[More Info](#) [News](#) [Site Map](#)

Connect With Us

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 Urth Caffé

About Us Food Drinks Catering Contact / Apointment

Locations

MELROSE	BEVERLY HILLS	SANTA MONICA	DOWNTOWN LA	PASADENA
8236 Melrose Ave. West Hollywood, CA 90024 310 530 3923	277 S. Beverly Dr. Beverly Hills, CA 90245 310 503 5034	5327 Main St. Santa Monica Blvd, Ca 90356 310 453 3451	451 S Hewitt Street Los Angeles, Ca 90013 213 593 6429	308 North Pacific Coast HWY Laguna Beach, Ca 949 249 1359
Hours: Sun - Thru 6:30am to 11:00pm Fri - Sat 6:00am to 12:00am	Hours: Sun - Thru 6:00am to 11:00pm Fri - Sat 7:00am to 12:00am	Hours: Sun - Thru 5:30am to 11:00pm Fri - Sat 5:00am to 12:00am	Hours: Sun - Thru 6:00am to 11:00pm Fri - Sat 6:00am to 12:00am	Hours: Sun - Thru 6:00am to 11:00pm Fri - Sat 6:00am to 12:00am







From: Jerry Scheim
"Great service and amazing food ! The Beverly location is very convenient since there's plenty of parking ! So definitely go check it out !"

Working At Urth
Urth Caffe is a long standing Southern California tradition - we started our business in 1989 as the first heirloom and organic coffee company in the USA. We have become an institution for great coffee and a leader in health conscious cuisine. The Urth Brand is known all over the world. Urth is a strong, growing company with a bright future filled with many exciting opportunities. Our goal is to create a work environment that is respectful, positive and satisfying. Urth Caffe is fast paced and hard work, and at the same time creative.

Job Details

Title
Temporary Customer Relations Specialist

Location
Pasadena

Description
Summary Statement
Local Candidates Preferred
Promoting

Store Hours

Mon-Thurs: 8:00am-10:00pm
Fri: 7:00am-11:00pm
Sat: 7:00am-12:00am
Sun: 6:00am-11:00pm

Legal Terms

Terms of Use
Privacy Policy
Business

Contact Us

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> **Logo &
Conclusion**



This course was really helpful and opened my eyes to html and css. One thing that stood out for me was working with rows and columns. Using columns are really useful for grid system layouts and will help to organize our page properly. Rows are as important too because it sets a placement for areas such as nav or footer. Working with padding, margin, and border is really important specially in css. In order for the page layout to work, there needs to be a consistency throughout all the pages. Overall this class was was really helpful to have a knowledge of how the websites are being coded. I am excited for what web design 2 has to offer.