# Project Methodology Technology M.A.

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# Lofthus Frukt og Saft:

The main purpose for the website will be to promote and sell their products

information about the company and their production processes will be an important part of the website.

You have been asked by "Lofthus frukt og saft" to create the online website, including all the necessary content (identity elements, articles, photos etc.). At this moment they have just a logo and a simple brand strategy without any visual assets to use in the website production.

The System musts:

T.S.M…display our product…for visualization (promotion)

T.S.M …have prizes…to inform the customers and investors (promotion)

T.S.M …display what fruits (different types of apples) are used in the process…to inform the customers and investors (production process)

T.S.M…Tell about Lofthus (location)…to understand our history and traditions. (production process/promotion)

T.S.M…Tell about the Company…to understand our history of origin. (promotion)

T.S.M…offer the site in different languages…so we can expand beyond the border.

T.S.M…