

WEB DESIGN

PROJECT REPORT

PROJECT TEAM	
Student No.	Student Names
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<https://coffeeland-ca.netlify.app/>

Overview - Winnie

Our project will focus on the creation, development and deployment of a website for Coffee Land. Coffee Land is a coffee company that prides itself on its ethically and sustainably sourced coffee beans. Coffee Land sets itself apart from its competitors by positioning itself as a gourmet coffee brand with only the best single origin coffee beans from across the world.

We considered building a website for a Bike repair service amongst other options but eventually settled on building one about coffee, a product that has become ubiquitous in our everyday lives.

The scope of the project will cover building a brand image for the Coffee Land, a semi functional website (features like ecommerce check out, backend functionalities etc will be absent from the website) and product selection that reflects the brand.

Section 1: Design

Research / Investigation

We looked at 3 potential competitors in the coffee market in Ireland.

- <https://www.ponaire.ie/>
- <https://3fe.com/>
- <https://badgeranddodo.ie/>

1. 3fe Coffee: They stick to a very plain and open layout making it very clear and organized while also being user friendly in its layout by sticking to a basic layout that many websites use; they have a slide show off different merch and each slideshow shows a different product type they sell, such as coffee beans, coffee pods, jumpers and coffee machines. I feel it lacks the most in its use of colors and pictures the rest of the competitors use that make their product look so attractive.
2. Ponaire: they go one level up from 3fe with their design while keeping the basic layout simple for user friendliness. They have an attractive picture on the main page and instead of a slideshow displaying their merch you scroll down and they have a row to display their main product which is a coffee then under that they have their story and information about their coffee for the coffee enthusiast . they seem to focus more on the coffee itself and go for more on the sourcing and there target is aimed at coffee enthusiasts and less on the basic coffee drinker
3. Badger and dodo: they went a level above even Ponaire with visual display by having a big bright picture off the bat with a small paragraph about their coffee subscription. Then as you scroll down the page the layout becomes simpler and less cluttered to make it easier to read information on the page . they focus heavily on there subscription then further down they display their coffee machines to sell and finally under that they have a section about themselves and there stores

Based on these competitors we would want to stick to a website that is very clean and easy to read while making use of visually pleasing images possibly using images as buttons to click through the website. This will allow us to use images to communicate with the user and help reduce the use of text blocks and can be off putting to a user and deter them from going through the process off the website.

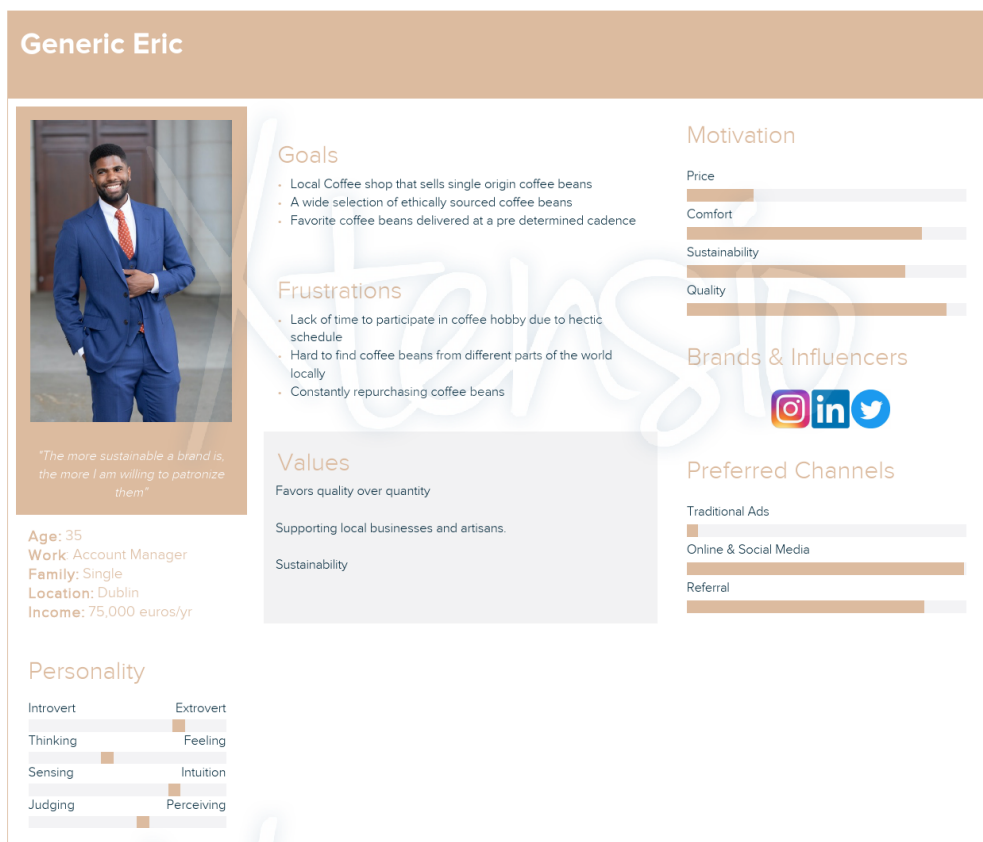
Target Demographic

After assessing the market and our competitors, we interviewed various coffee lovers with the aim of creating user personas that will be reliable and realistic representations of our key audience segment.

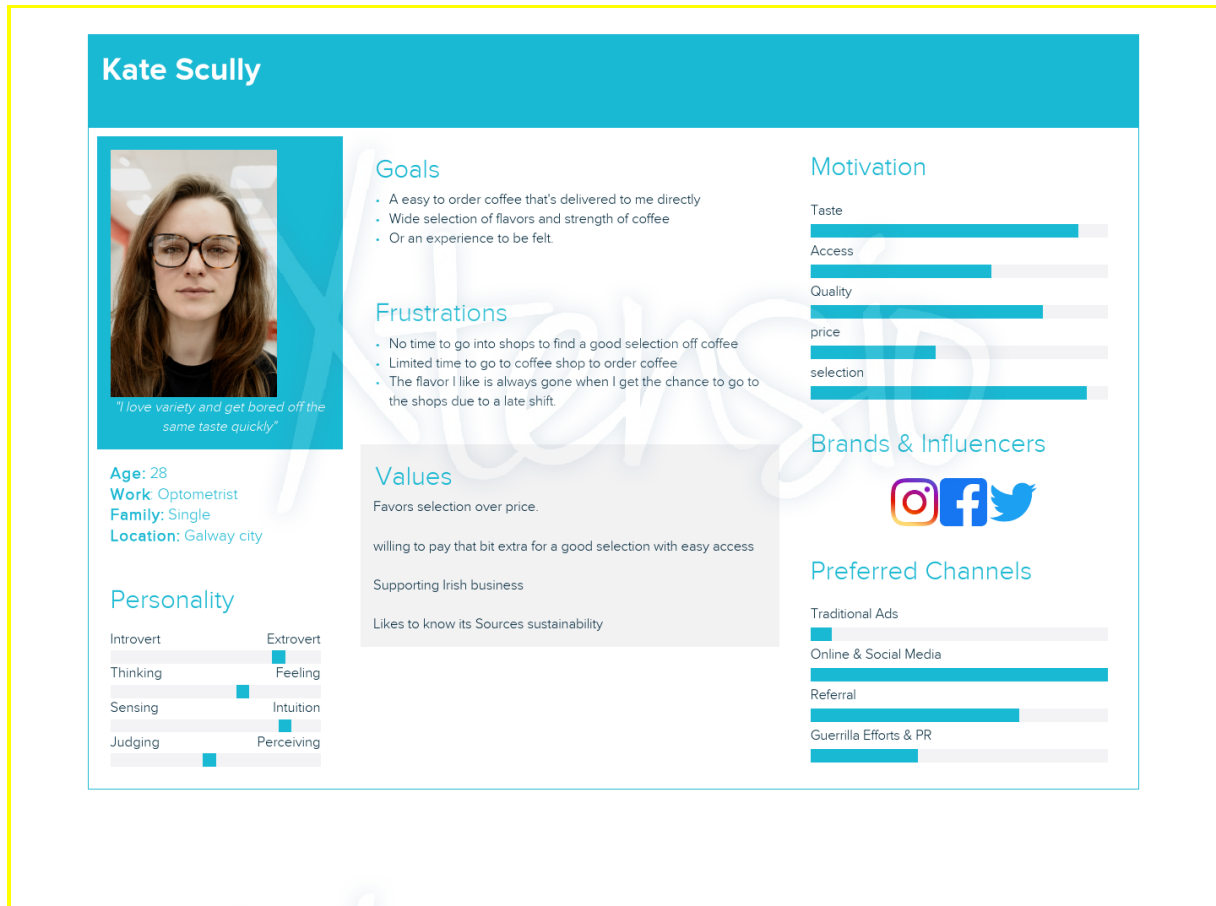
In order to build the user personas, our interview questions centered around these four main questions in order to uncover how best Coffee Land could deliver value to its customers:

- What do you do for a living?
- Are they married, singles, living with a partner?
- What are their motivations?
- What problems or concerns do they have that Coffee Land can solve?
- What are their goals and current frustrations?
- Where do they hang out and what do they do online?
- Are these people decision makers, influencers or referral sources?

The exercise resulted in two user personas:



fig(1) - User Persona1



fig(2) - User Persona2

Requirements & Technical Approach - Francis

In developing this website, the project requires the following technologies:

- Javascripts/Jquery
- HTML, CSS
- Bootstrap

The markup will be of course done with HTML and styled by CSS along with Bootstrap. We also leveraged pop - up created with CSS. Javascript and jQuery is leveraged to manipulate the products and also provide validation in form entry.

Given that Coffee Land is an ecommerce website, we would like to dynamically pass the product names, images and prices from Contentful, a content management platform used to publish content for display, to the site via an API in order to mimic a real life situation.

For different aspects of the website, we will adhere to these industry design standards:

Navigation - (see above section: sitemap & wireframe)

Body of the Site - We will place call- to- actions such as shop now etc really high on the page in the header section per industry convention.

Footer - In this section, we will house social media icons as well as a newsletter sign up bar here.

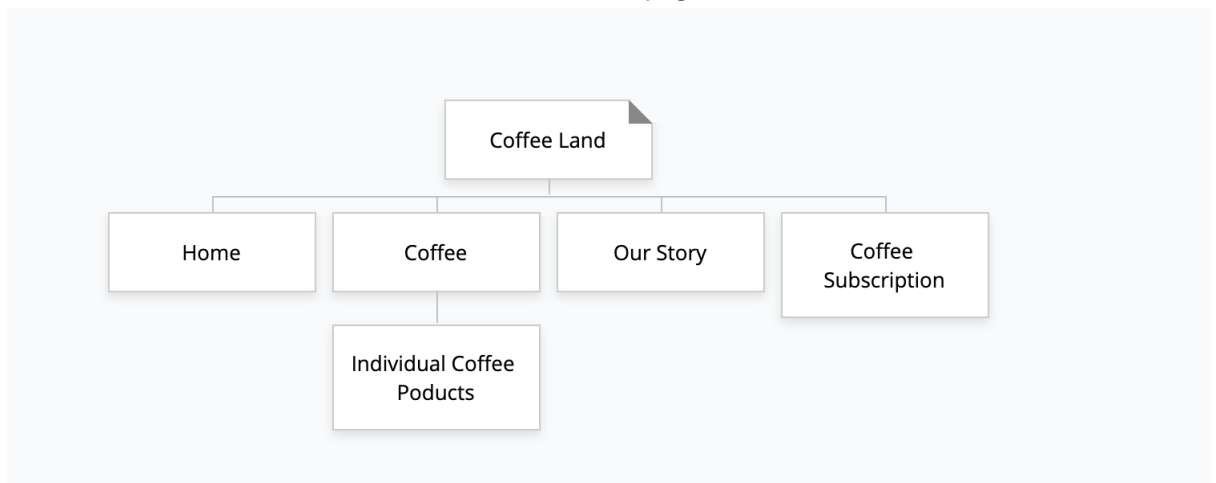
Finally, we will ensure the site is responsive so users have a great experience regardless of the device.

Sitemap & Wireframe - Winnie & Francis

Sitemap

The website has been designed to contain four pages:

- Home page - The page users land on when they arrive on our site. The page shares information about the brand and offers navigation to the rest of the site.
- Coffee - This is the product selection page that displays all the products that are available for sale.
- Our Story - This is the about us page where information about the brand founders is detailed, the origin of the product and the brands sustainability efforts.
- Coffee Subscription - This page introduces the different coffee subscription options that Coffee Land offers. Users are redirected to the Coffee page to add the items to cart.



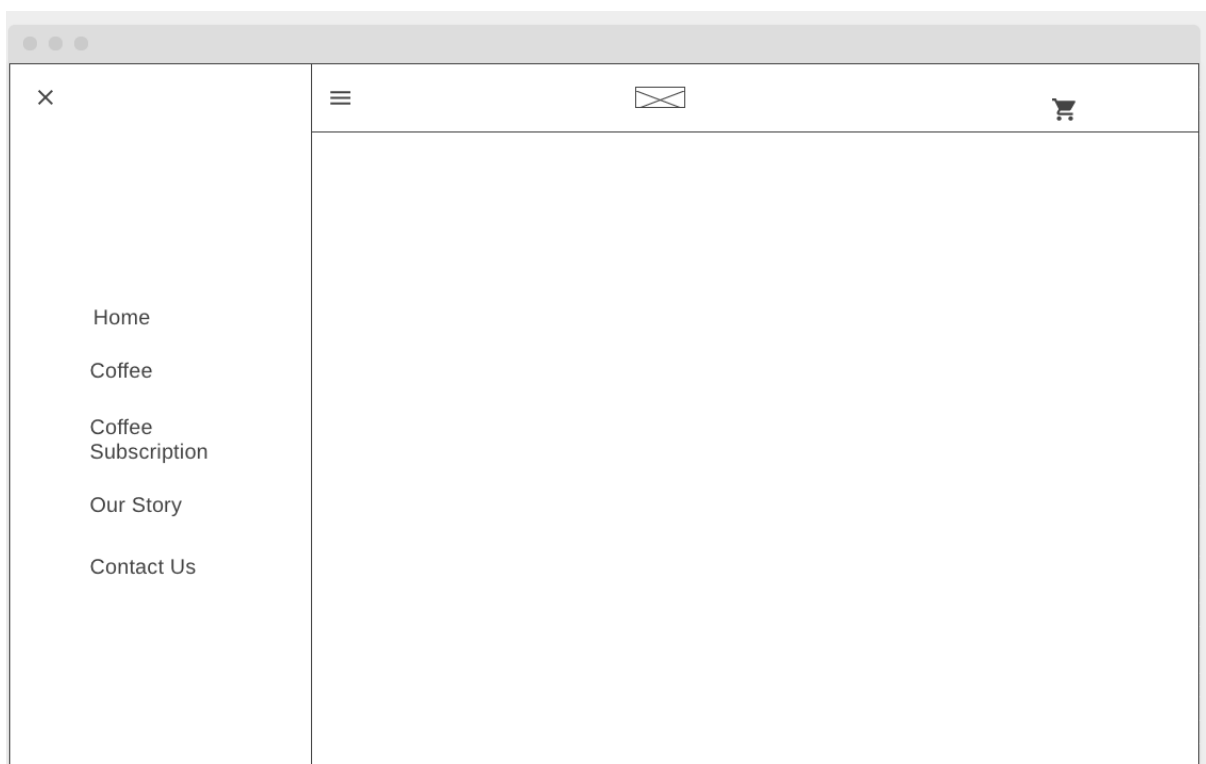
fig(3) - Coffee Land Sitemap

Wireframe

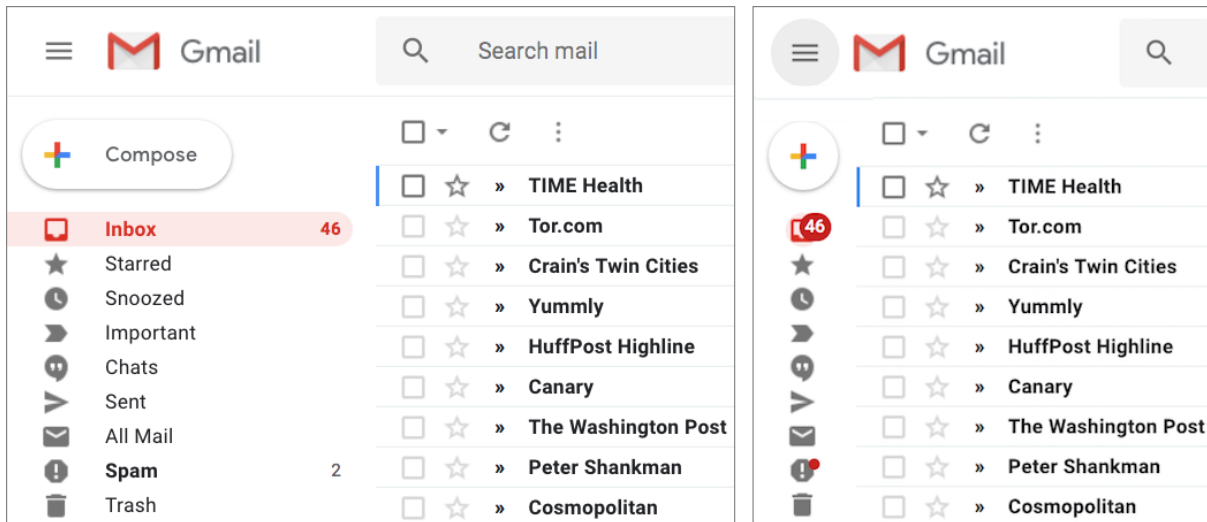
Across the entire site we chose a singular horizontal navigation bar as well as a responsive left sidebar that appears when the hamburger icon is clicked and disappears to the left when it is closed to give the site a clean and uncluttered look.

The hamburger button is a responsive web design pattern that is typically used to foster a great mobile user experience. Though we see this increasingly on desktop layouts across brands like Google (see example gmail sidebar below).

Note: for clarity purposes and to show precisely what page is being discussed this navigation is not present in the rest of the wireframes, instead a regular horizontal navigation is shown.



fig(4) - Horizontal nav bar and responsive left sidebar

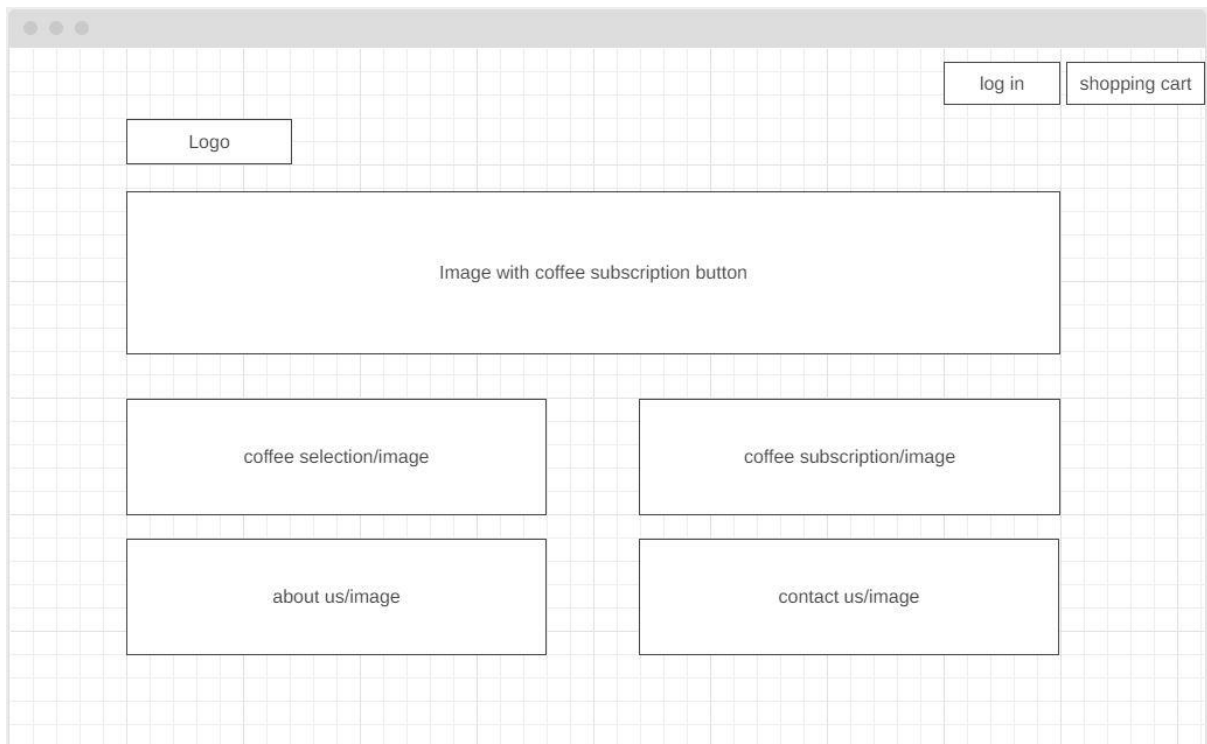


fig(x) - example Gmail left sidebar

Home Page

This is the page the user sees once they click the link to our site. We have Purposely kept the navigation bar minimal and used pictures instead of text to cut down on text that might bog down the user with information and instead give them visual representations off the buttons so make it more appealing to them.

The limited text on the page is consistent throughout the website to make the page clutter free.



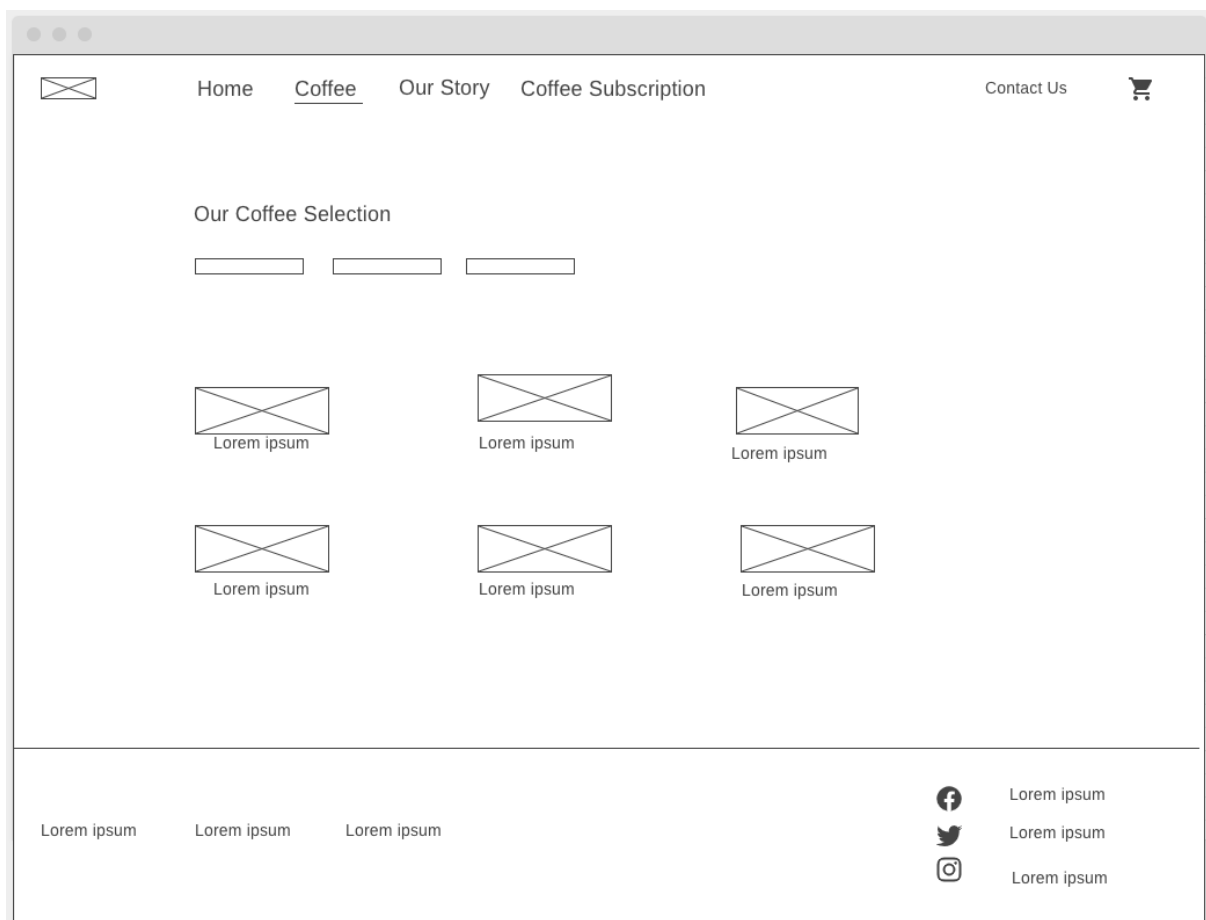
fig(x) - Homepage wireframe

Coffee Product Selection Page

We followed the industry standard design pattern for product pages by ensuring that the below four design elements are present on the page for each product:

- Product title (product name)
- Main picture of product
- Price
- “Add to cart”, “Place order” or “Buy” button

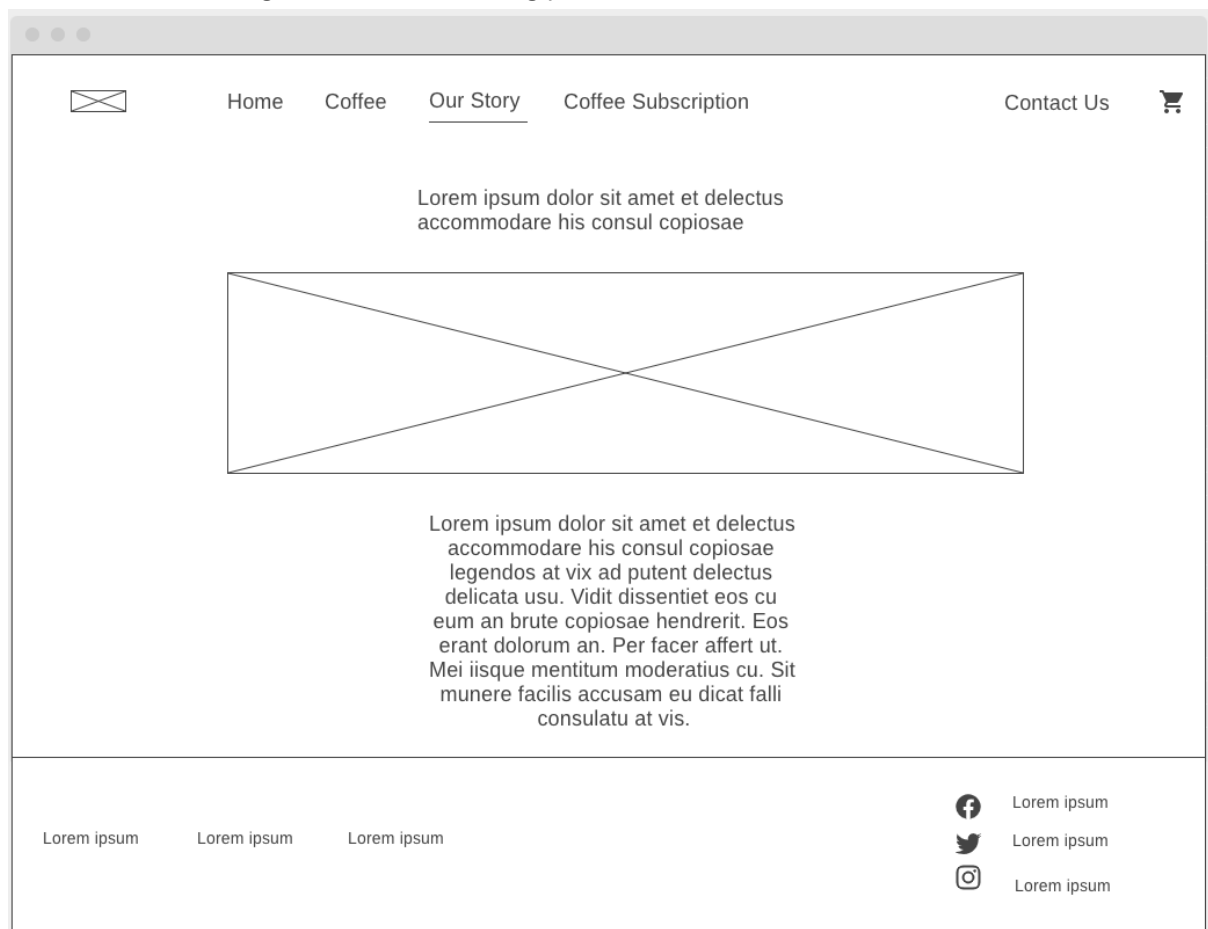
Though our website does not have all the functionalities to complete a purchase, a complimenting “add to cart” button can be selected by the user. The contents of the cart can also be viewed at any time or on any page on the site, in detail by clicking on the cart icon.



fig(x) - product page wireframe

Our Story Page

This page is inline with the rest of the site, this will feature images and details about the founders, the coffee beans, their origin and ethical sourcing practices.



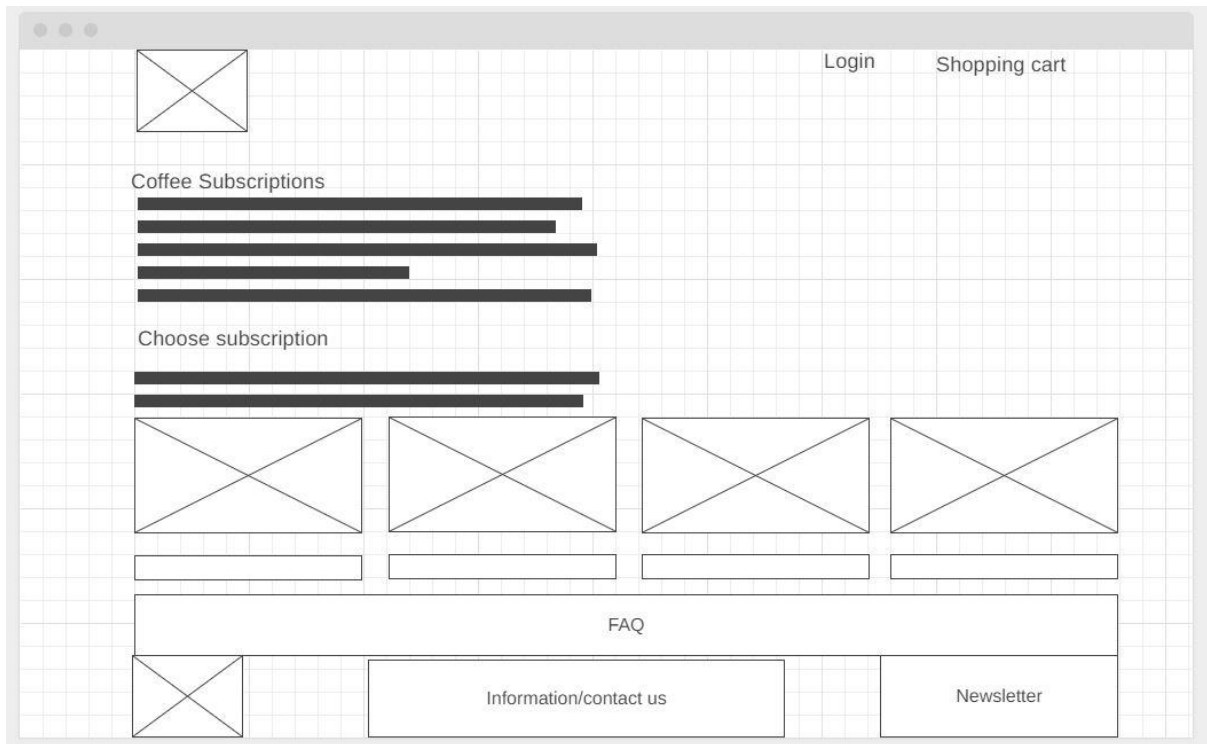
fig(x) - Our story page wireframe

Coffee Subscription Page

The coffee Subscription Page has a small paragraph about explaining how to determine the quantity of coffee they would need to order then a small run down off the types of subscription they can get.

We then have a selection of options for the different subscription lengths and when clicked into them a pop up appears to let them select the weight and amount they want .

We then have a FAQ under this to answer any common questions they might have.



fig(x) - coffee subscription page wireframe

Contact Us Page

This houses a contact us form with appropriate form validation in place. Form Validation is in place with the submit button clearly outlined per industry design standards.

Home Coffee Our Story Coffee Subscription Contact Us

Lorem ipsum dolor sit amet et delectus
accommodare his consul copiosae legendos at vix
ad putent delectus

Name

Surname

Email

Message

SUBMIT

Lorem ipsum Lorem ipsum Lorem ipsum

Facebook Twitter Instagram

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fig(x) - contact us page wireframe

Section 2: Development - Winnie & Francis

For the style we took inspiration from all the different competitors and took what we thought were the most appealing features. badgeranddodo.ie/ was a webpage that i took a lot of design layout ideas from.

For media we used Pexels and iconfinder.com. I used w3schools.com for examples and general coding practices as well as a platform to validate my code. Winnie focused very well on the responsiveness of the website, an area I did not at first think off implementing.

Search engine optimization used in Developement

- We utilised CSS stylesheet with media queries to ensure that the site was mobile friendly.
- Using only CSS and Javascript for site navigation ensures that our page can crawled pperyl by Google and other search engines.

- Almost all the styling and Javascript is carried out in external javascript and css files.
- All alt attributes had descriptive text so Search engines can read properly.
- Adhering to all W3C standards.

Validation & Errors - Winnie and Francis

We used validator.w3.org to validate the website. When we put the url link through the validator we got 16 warnings as shown

- 14 off the errors where duplicate IDs so we removed them to fix these errors
- CSS: width: only 0 can be a unit. You must put a unit after your number.
Just had to input a percentage sign at the end off the value to give it a unit value
- The value of the for attribute of the label element must be the ID of a non-hidden form control. Had a typo for a label element so fixed that and it fixed the error.

1. **Error** CSS: `width` only can be a unit. You must put a unit after your number.
From line 50, column 44; to line 50, column 118

```
"_blank"> </a></pre>
```
2. **Error** Duplicate ID `Logo`.
From line 221, column 26; to line 221, column 80

```
<p></p></pre>
```
3. **Warning** The first occurrence of ID `Logo` was here.
From line 50, column 44; to line 50, column 118

```
"_blank"> </a></pre>
```
4. **Error** Duplicate ID `subButton`.
From line 247, column 4; to line 247, column 55

```
<a href="shopping.html" class="button" id=subButton>SHOP N</a></pre>
```
5. **Warning** The first occurrence of ID `subButton` was here.
From line 224, column 23; to line 224, column 74

```
<a href="Indexsub.html" class="button" id=subButton>SUBSCR</a></pre>
```
6. **Error** Duplicate ID `subButton`.
From line 253, column 4; to line 253, column 55

```
<a href="Indexsub.html" class="button" id=subButton>SUBSCR</a></pre>
```
7. **Warning** The first occurrence of ID `subButton` was here.
From line 224, column 23; to line 224, column 74

```
<a href="Indexsub.html" class="button" id=subButton>SUBSCR</a></pre>
```
8. **Error** Duplicate ID `leftButton`.
From line 274, column 42; to line 274, column 101

```
"_blank"> </a></pre>
```
9. **Warning** The first occurrence of ID `leftButton` was here.
From line 246, column 45; to line 246, column 111

```
"_blank"> </a></pre>
```
10. **Error** Duplicate ID `subButton`.
From line 275, column 4; to line 275, column 52

```
<a href="about.html" class="button" id=subButton>About</a></pre>
```
11. **Warning** The first occurrence of ID `subButton` was here.
From line 224, column 23; to line 224, column 74

```
<a href="Indexsub.html" class="button" id=subButton>SUBSCR</a></pre>
```
12. **Error** Duplicate ID `RightButton`.
From line 280, column 46; to line 280, column 110

```
"_blank"> </a></pre>
```
13. **Warning** The first occurrence of ID `RightButton` was here.
From line 252, column 45; to line 252, column 128

```
"_blank"> </a></pre>
```
14. **Error** Duplicate ID `subButton`.
From line 281, column 4; to line 281, column 56

```
<a href="contactus.html" class="button" id=subButton> Contac</a></pre>
```
15. **Warning** The first occurrence of ID `subButton` was here.
From line 224, column 23; to line 224, column 74

```
<a href="Indexsub.html" class="button" id=subButton>SUBSCR</a></pre>
```
16. **Error** The value of the `for` attribute of the `label` element must be the ID of a non-hidden form control.
From line 150, column 17; to line 150, column 35

```
<label for="uname"></label></pre>
```

Testing on Google

We discovered that the site loaded poorly on 4G connection whilst testing with a Google site tester on mobile : <https://www.thinkwithgoogle.com/feature/testmysite/>

Your speed results for coffeeland-ca.netlify.app

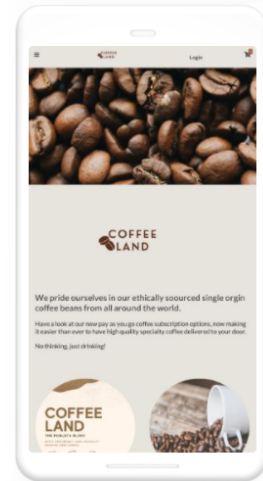
Your mobile page speed is 3.2 seconds on a 4G connection.

RATING

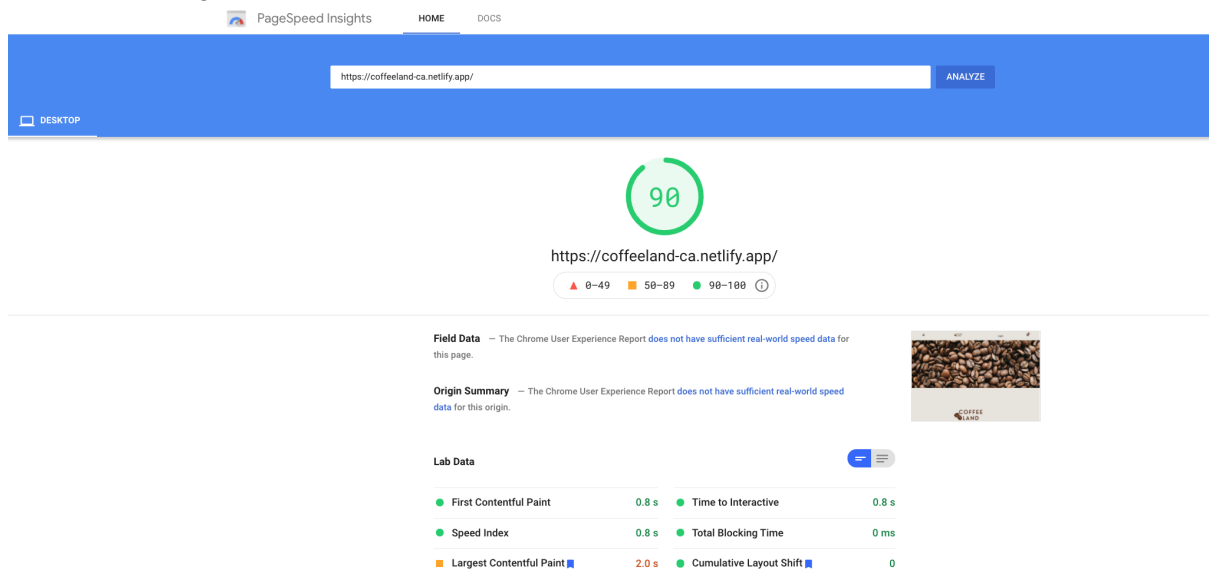
Poor

Poor sites start to load in over 2.5 seconds.

[Learn more](#)



We also tested the page speed on desktop on [Page Speed Insights](#) to evaluate how well our site was loading



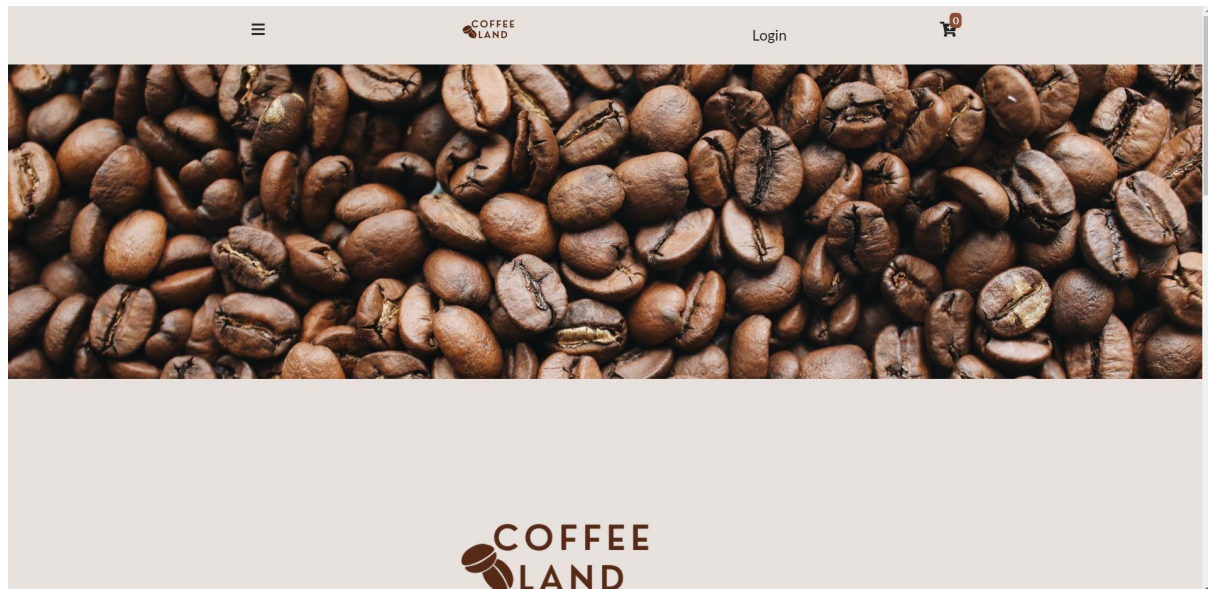
Section 3: Deployment

- Winnie

Link to live site: <https://coffeeland-ca.netlify.app>

We chose app.netlify.com as it is highly dependable and easy to use. We created a shared account and had a shared google doc where we uploaded our files then winnie uploaded the folder with all our compiled files. App.netlify has a feature to automatically deploy the website once the files are drag and dropped to upload them to the site.

Screenshot of the site:



Section 4: User Testing - Winnie & Francis

The user testing we carried out was on four people, winnie and myself as well as both our housemates.

We both let them go through the website then asked them to try :

Logging in - This uncovered an error which we did not have time to fix.

Navigating to the product page and adding items to the cart. - This worked well.

We asked feedback on what they thought of the layout, design and overall functionality off the website. - They suggested making the colors and fonts on the site more cohesive, so we implemented this.

Section 5: Project Team - Winnie

Winnie did the About Us, Contact Us and Shop Page.

Francis Did the Main page and Coffee Subscription page.

We each did our own css files for our own pages then we split work from each page for features such as the footer, nav bar and shopping cart so they would all be uniform across the website.

We met at least once a week to review progress and assess any pain points.

Week 1 - Decide on product and category.

Week 2 - Research competitors (Francis) and Develop brand story (Winnie)

Week 3 - User Personas, Interviews, Sitemap & Wireframe (Winnie and Francis)

Week4 - Develop and Deploy (Winnie and Francis)

Section 6: Conclusion - Winnie & Francis

If we had more time, we could have created all the functionalities necessary to complete a purchase.

It was an enjoyable experience with a lot of learning throughout the whole process. We both learned how organizing files differently can affect compiling work together and next time we would be able to use that experience to help minimise the workload of bringing individual work together.

We didn't achieve everything we set out to achieve but just like a work environment deadlines had to be met and we feel like we made the best of the situation and prioritized well.

If we had more time we would have added functionality on the subscription page to allow it to be added to the cart function.

We would have also added a messenger popup using javascript in order to link social media accounts.

Section 7: References / Appendix

- Competitors: Available at: <https://www.ponaire.ie/>, viewed 21 april 2021
 - Competitors: Available at: <https://3fe.com/> viewed 21 april 2021
 - Competitors: Available at: <https://badgeranddodo.ie/>, viewed 21 april 2021
 - Wireframe programme: Available at: <https://wireframe.cc/> [Accessed 21 april 2021].
 - Social media icons: Available at: <https://www.iconfinder.com/social-media-icons/> [Accessed 21 april 2021].
 - Pexels: Available at: <https://www.pexels.com/> [Accessed 21 april 2021].
 - Deploy website: Available at: <https://app.netlify.com/> [Accessed 21 april 2021].
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