

# FRO Exams: Umbrella

## Why I chose for such a project

I'm a creative person by nature and whenever I have a choice to make something new from scratch I choose for that option. The other options didn't give me a lot of creative freedom to make what I want which would negatively impact my creativity, motivation and by extension the results of the project. I'm happy with the motive that I chose and I'm really motivated to get to work on it and try new things out. I will take this as an opportunity to work with new CSS framework, to learn it and to make something fun and creative with it.

## The Client.

### **Client Overview**

I chose to make a project for a fictional client, which is The Umbrella Corporation. They are a fictional pharmaceutical company which want to have a information website made about them. The Umbrella Corporation in it's fictional world is a sinister entity focused on biological advancements but they work in the public space, which makes for a blend of corporate cleanness and sinister feeling about them. A combination that can yield a fun website design.

### **Client Wishes**

The information website needs to have five distinct pages, all responsive and mobile friendly. Those pages being: the home page, general information page, products page, historical information page and contact page. Every page need the have a clean 'pharmaceutical' feel with modern design solutions but it also has to make use of their standard black and red color scheme and their logo must be visible at all times. The clients wants to have a website where all the clients could be redirected for basic information.

## The Users

### **Who are the Users**

As an all round pharmaceutical company Umbrella supply every social group and age range, that's why their website need to be easy for everyone to navigate and read, including elderly people, which means that the website text needs to be quite big to be easy to read. Keeping up conventions such as using `alt` tag for people with bad or no sight.

### **The use of the website**

Website is mostly of the informative kind with no wider range of use cases than simply informing the guest about the Umbrella corporation.

# Technical choices

## Framework

My framework of choice is Ulkit. I was looking for a new framework and Ulkit stood white to me with how clean and simple it is, something perfect for a pharmaceutical corporation. I also don't know anything about this framework so it's an opportunity to learn.

## Code languages

Aside from HTML and CSS I might use a bit of JavaScript for some visuals, but that wil be included as a stretch goal.

## SEO

Optimizing SEO will be done at the and of the whole project, when the whole website is stable. This is one of the more important aspects of the whole project because the pharmaceutical company would like to get the correct information in front of people looking for it

## The Base

I'll be basing the design of my project on [this webshop](#). I find it nice looking but also in need of some improvement. Some aspects of it could be better and I'll try to improve on it while keeping true to the original style

# Plan

<b>Week 20</b>	Writing up, submitting and correcting documentation.
<b>Week 21</b>	Starting to work, setting up the project and framework, starting to work on the homepage
<b>Week 22</b>	Finishing the homepage and starting to work and finishing the contact page
<b>Week 23</b>	Starting to work on products page
<b>Week 24</b>	Finishing products page and historical information page
<b>Week 25</b>	Finishing general information page and starting tests and fixes
<b>Week 26</b>	Finishing fixes, optimizing SEO and submitting the project