

Unit 1 Learning Diary

Purposes and Main Themes

I've decided to create a website on a family-owned company called Turri's Italian Foods. This company already has a website, but I won't be basing mine off of theirs. I'll be starting from scratch and creating something that likely differs greatly in look and feel to the original one.

People visiting the website will have access to a lot of information on the company – its history, what it produces, how it produces it, and the personnel.

The history section of the website will be devoted to how Turri's Italian Foods began, and some of the events that took it from being a very small restaurant to the industrial-scale pasta production company it is today.

The majority of the website will focus on the different types of pasta and rice produced and how they are produced (this includes the cooking machines, IQF freezers etc).

Personas

1. **Customer** – is a potential buyer and interested in what the company has to offer.
2. **Casual visitor** – is vaguely interested in the company and what it does, perhaps a family member.
3. **Pasta connoisseur**: Someone who is interested in pasta and how it is made.

Scenarios

1. **Customer Scenario 1**: A buyer has had trouble with a supplier due to unsanitary conditions. They are looking for another, more responsible supplier. They are visiting the website to see if Turri's places an emphasis on keeping their food and the environment in which it is made, clean.
2. **Customer Scenario 2**: A potential buyer is growing quickly. Their demands outweigh their available supplies. To expand, they need more pasta/rice. They are scouting for suppliers and come across Turri's website. In addition to the food they offer, they are also looking for a well-designed website. A smooth site indicates the company takes pride in what it does; this is always a good sign.
3. **Casual Visitor Scenario 1**: The visitor is a family member who has known about Turri's for a long time. The company is of close interest to them and they are naturally curious about the website; they aren't looking to be impressed by something really fancy, their demands are quite modest. They aren't looking for anything particular, just to look around.

4. **Casual Visitor Scenario 2:** someone is looking for work and they heard something about Turri's before; they think visiting the website might help them decide whether or not to apply for a job there.
5. **Casual Visitor Scenario 3:** for some reason or other, someone wants to contact a Turri's management person through email, so they go to the website in hope of finding one.
6. **Connoisseur Scenario 1:** A chef who regularly makes pasta on the job is curious about how some pasta is made. They visit the site to potentially gain some insight into this.

In light of these scenarios, I decided to visit the plant and take some photos/videos to demonstrate sanitation, the various stages of development as the pasta is cooked/frozen, etc. However, I live far away from this company and only visit it when I come to visit family; upon returning to my home, I've realized that I'm missing some images and videos. I will visit my family again in a couple months. Until then, I will use filler images or placeholders to replace the missing images. When I get the material I need, I will replace these fillers with the actual material.

Legal Requirements

I remove any brand names from the pictures because the company owners don't want the makers of their cookers/freezers/etc to be known. I will proceed to edit out the stamped brand names from the photos for privacy.

Creating a site map and a mock-up

I've been thinking about how I want to structure the site. I've settled on the following framework:

- Front page – will contain links to most other pages on the site, and will have three main visual sections – a green, white, and red one, modelled after the Italian flag. Will look sleek and elegant and impress people who come to the site.
- Types of pasta – single page with square card-style sections with pieces of pasta on them, if clicked, rotate to reveal more information on them. This page will inform customers on the products the company makes.
- History page – will contain links to two other sections:
 - Early History
 - Later History
- Product Development – has a brief description of the different plants and lines that Turri's has. Will contain a link to another page that has videos/pictures of the products being made. This will enlighten any connoisseurs that arrive to find info on the making of pasta. Potential customers might also find something useful to glean from this page.
 - Picture/Video demonstration of the creation of food
- Sanitation – Explains how Turri's controls the cleanliness of their plants. Will assure potential customers that, should they choose Turri's, unclean products will not be an issue.

- Contact page – contains info of managements' contacts such as emails, etc. Useful info for potential customers who want to contact a Turri's management member.
- Workers page – explains worker pay, shift times, etc. For people who would like to apply for a job.

I'm debating whether to include a "Middle History" page as well. I don't yet know that much about Turri's past, so depending on how much material I can gather, this page might/might not be implemented. In the future, I will make a decision on this.

I've started to draw rough outlines of the pages and some details on the interactivity of the page. Previously, I had decided to have product development as a single page. I thought better of this; I'm going to split it into two parts. The first will explain at length the different Turri buildings and how they function; the second will have pictures and videos visualizing the process of cooking/freezing/packaging of pasta and/or rice.

Throughout the website I'm going to have many icons, many of pasta. I'm thinking I want to custom-design some of them. I don't know how long this will take, so until I develop those fully, I will have filler icons in their place. These filler icons might not be as good or may even all look the same.

I found an online resource called "Milanote" which allows me to create nice site maps using icons and lines to demonstrate relationships between webpages. I'll create a diagram using the framework described above. [Click here](#) to visit my site map. This is live, so it updates whenever I make changes. I will save the board as a .png file at the end of each unit so that my work will meet the course requirements.

Reflective Commentary

So far, I have identified:

1. The main purposes of the site;
2. The different pages on the site and how they are interlinked;
3. A rough idea of how the pages will look;
4. The different types of people that will be visiting this site and how the pages will cater to their needs;
5. Different reasons people have for visiting the site and what they will be looking for upon their arrival.