Web Applications Project: Greenbox by Joergen

Read general information about the webpage at <https://github.com/Jeyloh/greenbox/>

* In the read.me you will find general information about the project. It is hosted at Heroku and a link is provided there.

**Who are the target audience of the website?**

* I am creating a web application for users who are willing to pay a monthly fee to receive food packages delivered to their door. This is already a business idea in use in Norway and I will add a twist by making it organic/vegetarian styled. The idea is that you receive a recipe book every week, with ingredients enough to make all the recipes. The user will be households wanting to receive packages instead of going shopping after work every day.

**The intended goals and objectives of the web site.**

* A user based webpage where you register to a database. If you register as an admin you can modify packages etc. If you are a user you will have the option to subscribe to different packages. These will then show up on your home page.

**The technologies that you intend to incorporate into the design of the site (software and hardware), including server and hosting options.**

* For front end stuff I will use the basics such as HTML, CSS, JS with support from Bootstrap and Jquery.
* The backend consists of a lot of PHP and MySQL components.
* I will back up my work on GitHub mainly, and use Heroku as an online hosting for PHP projects.
* To locally host the page I use XAMPP but might decide to deliver it with USBWebserver. Both of these use MyPHPAdmin as a visual DBMS.
* I also test out some new technologies such as AJAX and JSON as seen in adminpage.php, reviews.php, greenbox.js and invokeAjax.php.

**Strategies for how you would increase the companies’ social media presence and your Search Engine Optimization strategies.**

* I chose to add social media tags to the home page so that users can easily move between pages. There’s also room for extra ads or similar elements on the home page.
* As for increasing SEO I have followed a set of rules, such as keeping titles correct, added a description meta tag and kept the navigation easy and understandable. Users will slowly and steady build up over time as I would effectively use Google AdWords to promote the page. To keep users around I’ll make sure to have the site clean and easy to use.

**Design**

Very early paper prototypes of userpage and adminpage

* <https://goo.gl/photos/7GdXuwZErXydPPSW8>

Wireframes created only days after

* Wireframe Productview: <https://wireframe.cc/Tfe9k0>
* Wireframe Mobile: <https://wireframe.cc/3ACC3T>

My navigation system created in Creately. Explains the page navigation and user/admin relationship.

* <https://creately.com/diagram/ivsgt5ny1/68eGD3FxRODQDnmq5dYJ4K8gls%3D>

**Everything should be documented in GitHub. If anything goes wrong with the local build I’ll make sure to have the online Heroku version up and running always.**

<https://greenbox-wit.herokuapp.com/>