

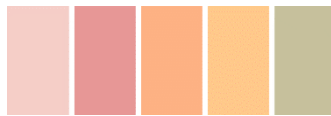
# mangobirds

CCT460 Project 1 | Mango Birds Canadian Bird Breeder Website

Mango Birds is a fictional startup bird breeding business. The idea was inspired by my two budgies. One of them was from a friend whose budgies laid eggs. I already had many pictures and videos birds that I could use for the site. I chose the name Mango Birds because of the peach face lovebird and sun conure colors.

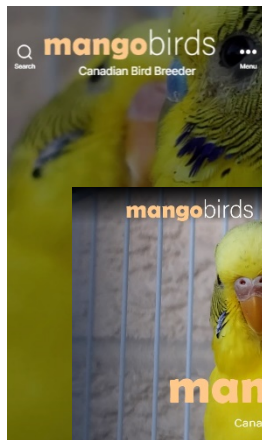
The colors of the logo are orange and black/white. The color palette of the site is based on the pastel color scheme. The header and footer are dark to contrast with the light colors. There is a linear gradient on the nav and header images for a fade to image effect. The image used for the header/footer backgrounds is of the birds of paradise flower which matches the bird theme. The background uses an image of bird cages with a very light gray overlay to make it more subtle.

I thought the video background worked best on the home page. I was thinking of having a single block (like the Travis Scott website) but didn't think it would go well with the type of business and website purpose. I looked at pet shop websites and other business websites for layout inspirations. Most small



bird breeder sites or similar pet breeding websites were very different in style from the big business sites, but common among themselves (content heavy almost like a collage, no color scheme, non-professional look). I implemented the video background using the cover template provided by Wordpress. This is so the video would appear under the navigation. When

the screen width is under 700px it shows the original still image header. This is because on smaller screens the video would be too small and covered by the nav. The original idea was to have the nav menu under the logo and centered but it would've covered more of the video.



The home page features content from the inner pages and links to the inner pages – About, Shop, Gallery, Blog, Contact. The testimonials are there as a marketing strategy, to tell the viewers Mango Birds is trusted and reliable. There are many images of the birds across the website – another marketing strategy.

Visitors are on the website because it's what they want to see. There are hover transitions/effects on elements making the images of the birds and the website theme "cuter." The website has a millennial or casual tone in writing (lowercase styles, headings like "cute bird pics here", similarity to the language people use when they caption dog videos). This makes the site more friendly and welcoming.

The shop page has a "featured" image to tell the visitor what bird types are available for purchase. This small breeding business is not expected to have many birds available at a time. There is no cart on the website because usually pet breeders would want to be contacted for pricing and purchasing details. They would want to know if their animals are going to a good home so it's better that they meet the customer in person. This also means that the business can be contacted easily – good customer service.

The media gallery page showcases Mango Bird's birds. The slider from W3Schools is styled to match the website theme (rounded corners, pink drop shadows). The drop shadows give dimension to the elements. Without them and with a fixed background, the website looks flatter. The 3 videos are bird documentaries. The photos under are of a single bird. The site can continue with this layout where each row is a group of related images. There would be titles and subheadings for each group. The last block is a preview of the birds they have on Instagram. Instagram is already a popular service for posting images, so the business has a choice of where they want to post their pictures. They might have some more professional ones on the site and promotional images on Instagram. They could also attract visitors to their website from their social media.

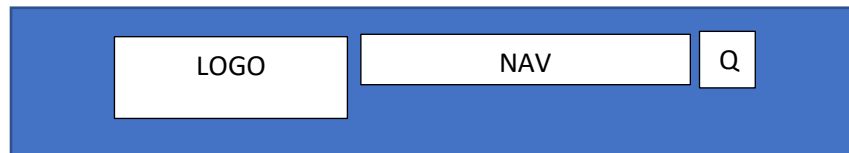
The blog page has a typical blog page layout with the main content and a sidebar. The type of posts on The Daily Bird blog are tips, tricks and stories. The posts would be categorized. This "guide" style is beneficial for the visitors of this website (also since the site purpose is to be informative). The heading style is different from the rest of the website since a blog is its own thing.

The contact page is simple – white background, light colors. It has the important information including a map of the breeder home location and a contact form. The site really encourages visitors to contact the breeder for more details. The newsletters are more promotional – if the visitor wants to be notified of available birds, etc.

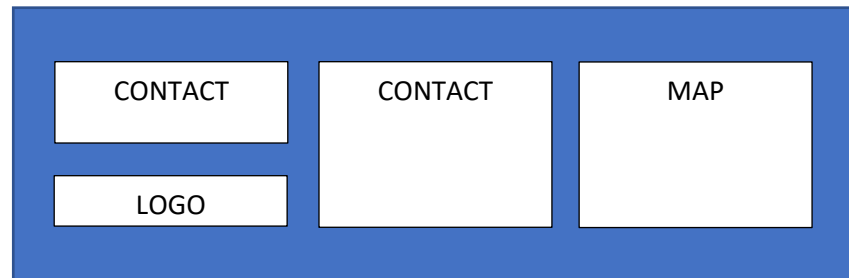
The footer has the same contact information plus the logo and links to social media sites. Wordpress has a default two-column template for footers that I was having trouble modifying. To make the 3-column footer, I used the Wordpress column block template in the page editor and moved that code to the footer. The column grid item in the footer was originally set to 50% and I changed it to 100%.

Wireframes

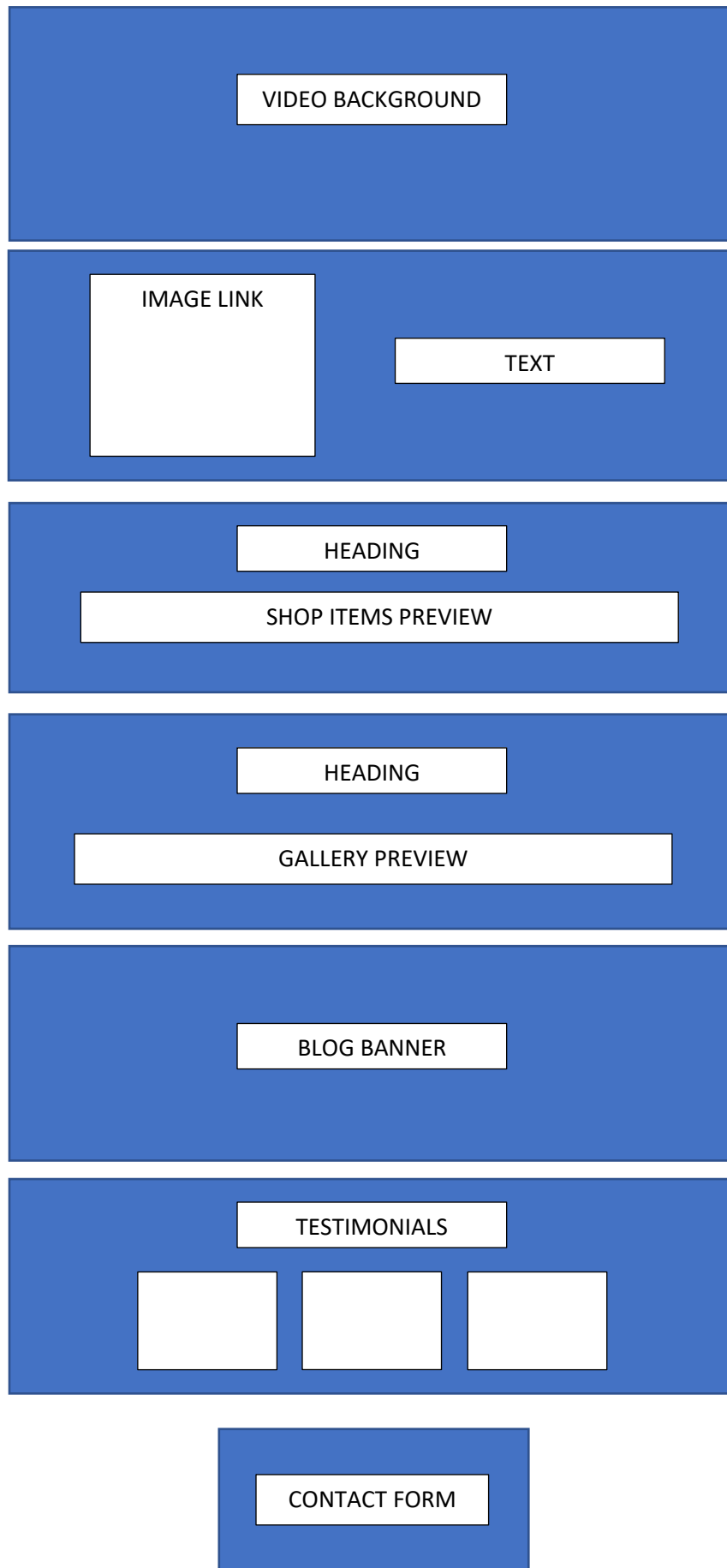
HEADER



FOOTER



HOMEPAGE



ABOUT

HEADER

IMAGE

TEXT

TEXT

IMAGE

SHOP

## HEADER

BANNER

CAPTION

SEARCH

IMAGE

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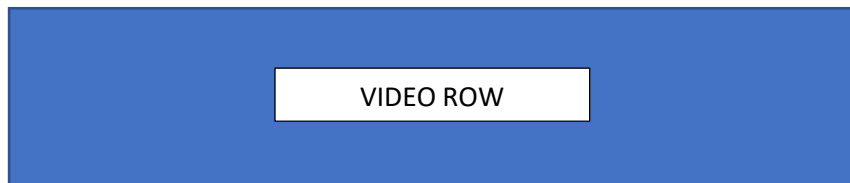
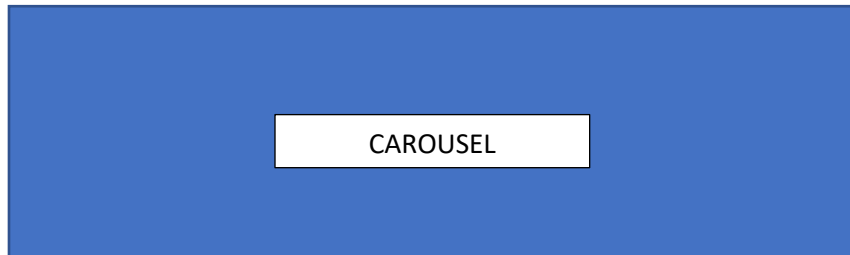
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IMAGE

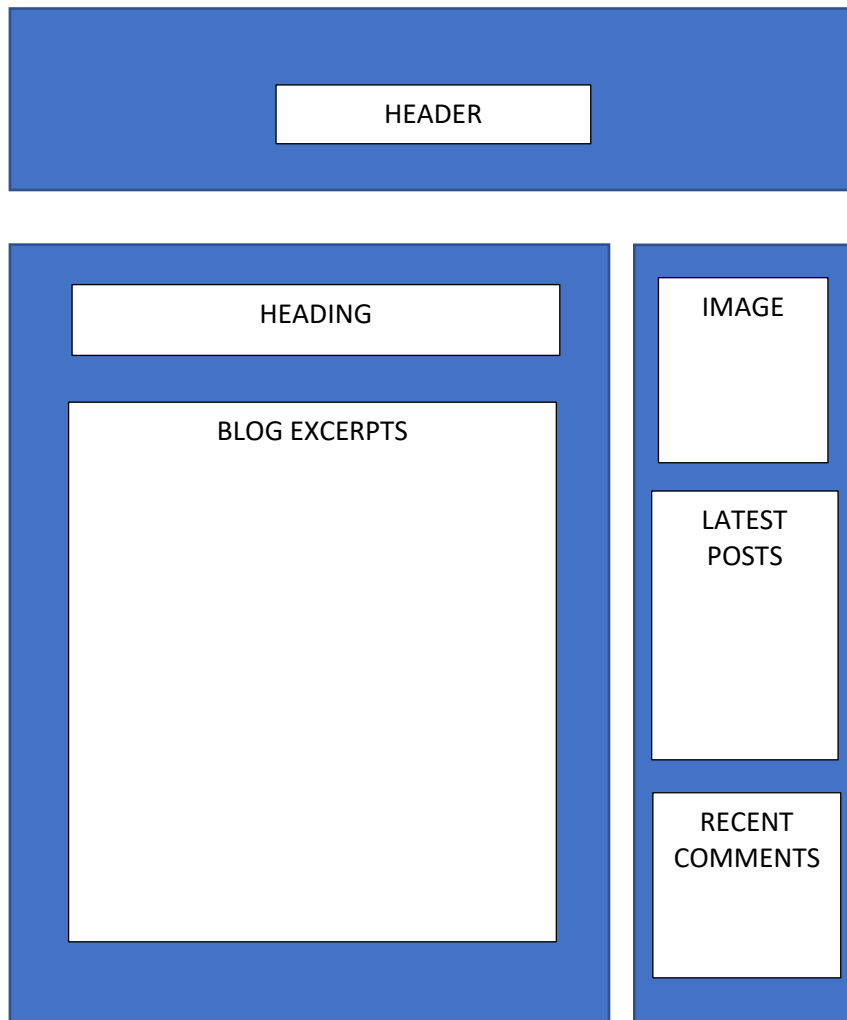
INFO

MAP

GALLERY



BLOG





CONTACT

HEADER

HOURS

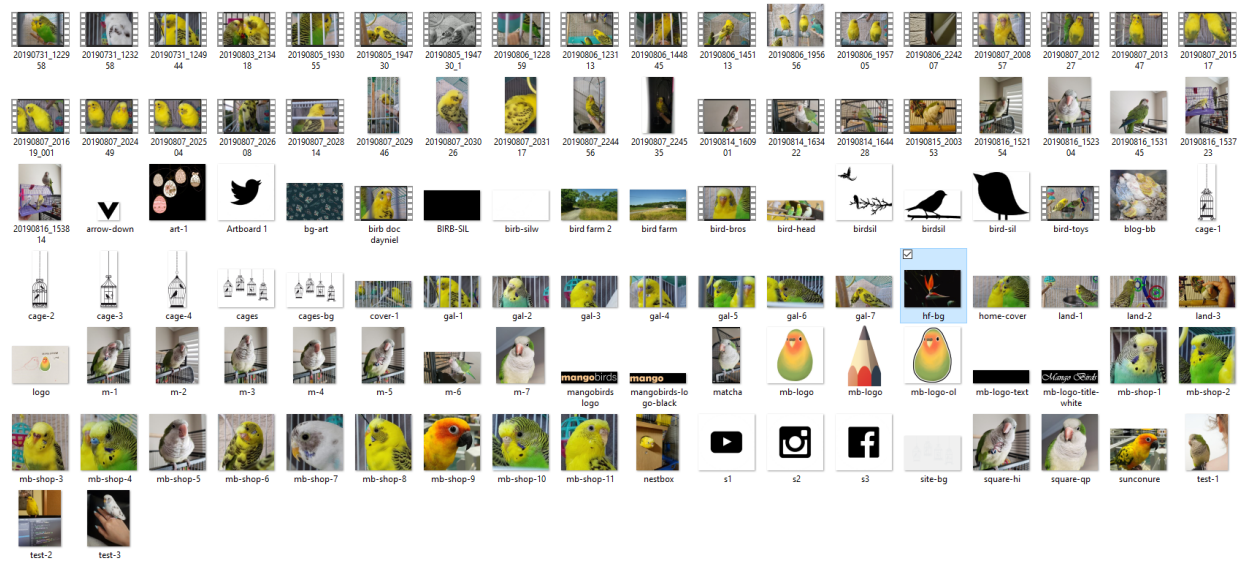
INFO

MAP

CONTACT FORM

## SOURCES

All videos, most budgie images, and some quaker parrot images were taken by me. Others were from my friend or online.



(sun conure)

[https://www.petlandhoffmanestates.com/wp-content/uploads/2017/08/944190\\_800.jpg](https://www.petlandhoffmanestates.com/wp-content/uploads/2017/08/944190_800.jpg)

(baby budgies)

<https://i1.wp.com/puppiesareprozac.com/wp-content/uploads/2010/11/Budgie-Chicks-November-1.jpg?w=450&ssl=1>

(testimonial 1)

[https://www.thesprucepets.com/thmb/HgIjH-4Tq0w1zeQuS4XpDDndCJ8=/960x0/filters:no\\_upscale\(\):max\\_bytes\(150000\):strip\\_icc\(\)/168574354-58a6e9fa3df78c345b62365c.jpg](https://www.thesprucepets.com/thmb/HgIjH-4Tq0w1zeQuS4XpDDndCJ8=/960x0/filters:no_upscale():max_bytes(150000):strip_icc()/168574354-58a6e9fa3df78c345b62365c.jpg)

(background)

[https://all-free-download.com/free-vector/download/bird-cages-icons-classical-flat-silhouettes-sketch\\_288699.html](https://all-free-download.com/free-vector/download/bird-cages-icons-classical-flat-silhouettes-sketch_288699.html)