COMP 2681 Final Project

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Business Statement

Barratt's specializes in delivering high quality confectionaries, candies, and sweets to customers globally. Barratt's confectionaries prides itself on creating unique and memorable experiences through high-quality confectionary design and production. Barrat's builds lasting and joyful memories by working with customers to receive feedback, and using that feedback in research and development. Integrity, Respect, Passion, Pace, and Accountability are Barrat's five key principles, and Barratt's strives to create the best, sweetest, and most fun experience for every customer.[1]

Project objectives and a project description stated clearly

My project objective is to create a dynamic and mobile-accessible website for the Barratt's product line, specifically focusing on Fruit Salads, Black Jacks, and Refreshers. I feel that this will give enough diversity in the website to explore different web design styles such as grid, flex, position, and float based styles as well as color diversity on each page.
My project description is as follows:
A mobile-friendly website for the Barratt's confectionary company with pages designed around Fruit Salads, Black Jacks, and refreshers. I will be using different HTML design elements along with CSS selectors and properties to design a functional, practical and aesthetic website. I will include a cross-reference page linking to the required design elements, the documentation and the demonstration evaluation form

A brief explanation of how the business would benefit from your design, in about 100 words

My design is very colorful and attention-getting, and has a page with room for description of each type of candy as well as room for any other images, videos, and other content which the business may want to add to the website. My website is mobile-friendly and practical, and would be ideal for a confectionary website company like Barratt's which may want to highlight their individual candies with a specific and fun page for each one. Due to the simplicity of my design it is easy to add more content in the future such as about pages, pages for other candies, and a shop.

Documentation of the flow of Web Pages

Flow of the webpages: Each page has a header menu with links to each other page on it. The index and 3 candy pages, as well as the cross-reference page specific to this project. The index page also has links to the three pages for each specific candy type.

1 - https://valeoconfectionery.com/our-story#our-story