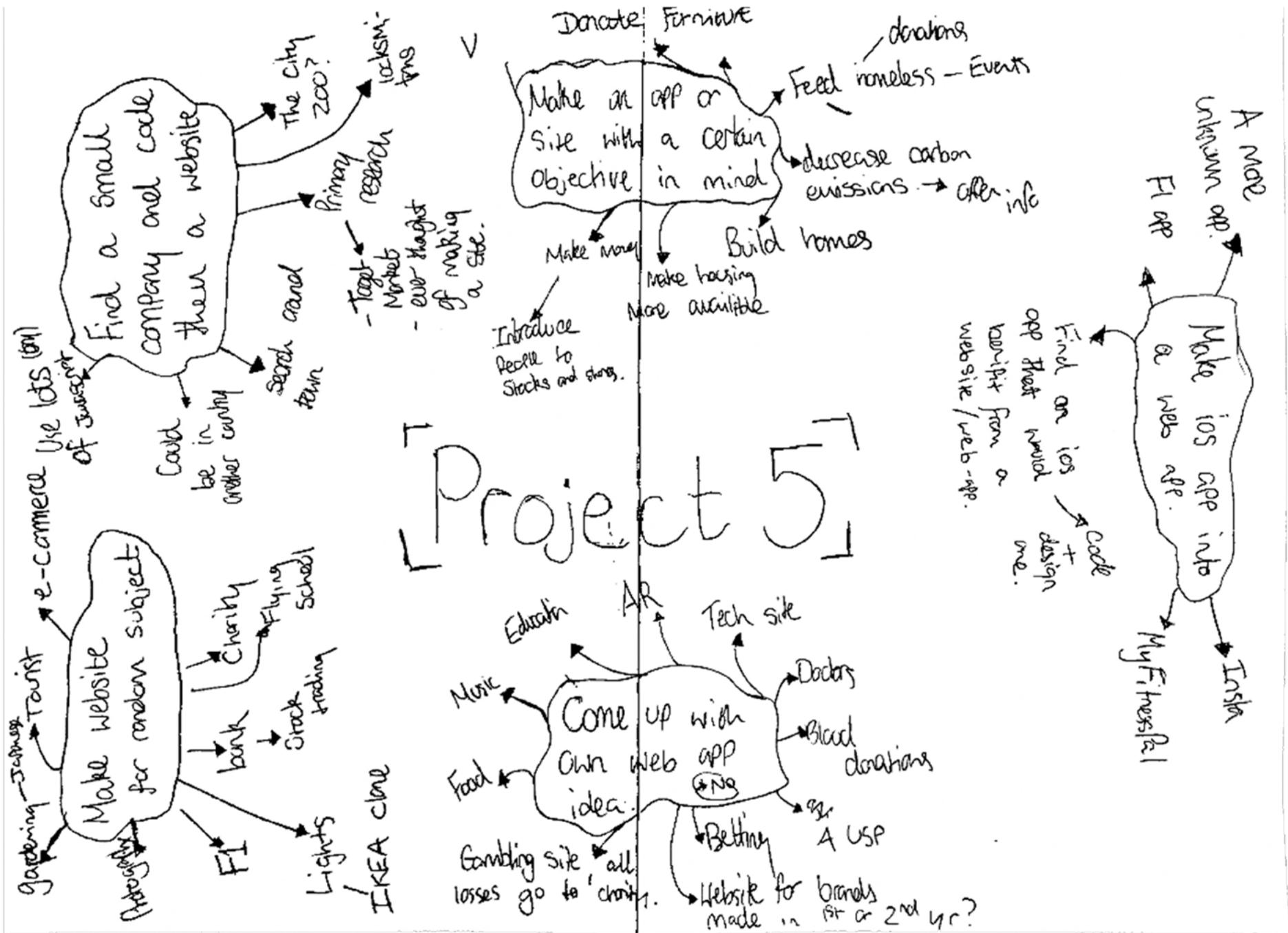


Project 5 mindmap



Self-Initiated Brief Proposal

GD3

Name: Leo Roberts
Project title: Small Business
Project number: 5
Tutor: Jason Holroyd
Date:

Project description

Identify a local small business that doesn't have an existing website. Thoroughly research the business using primary and secondary methods. Find out their target audience, competition, branding etc. before designing and coding a functional, responsive website for their business. Do this either using their current branding or by developing it.

Project aims

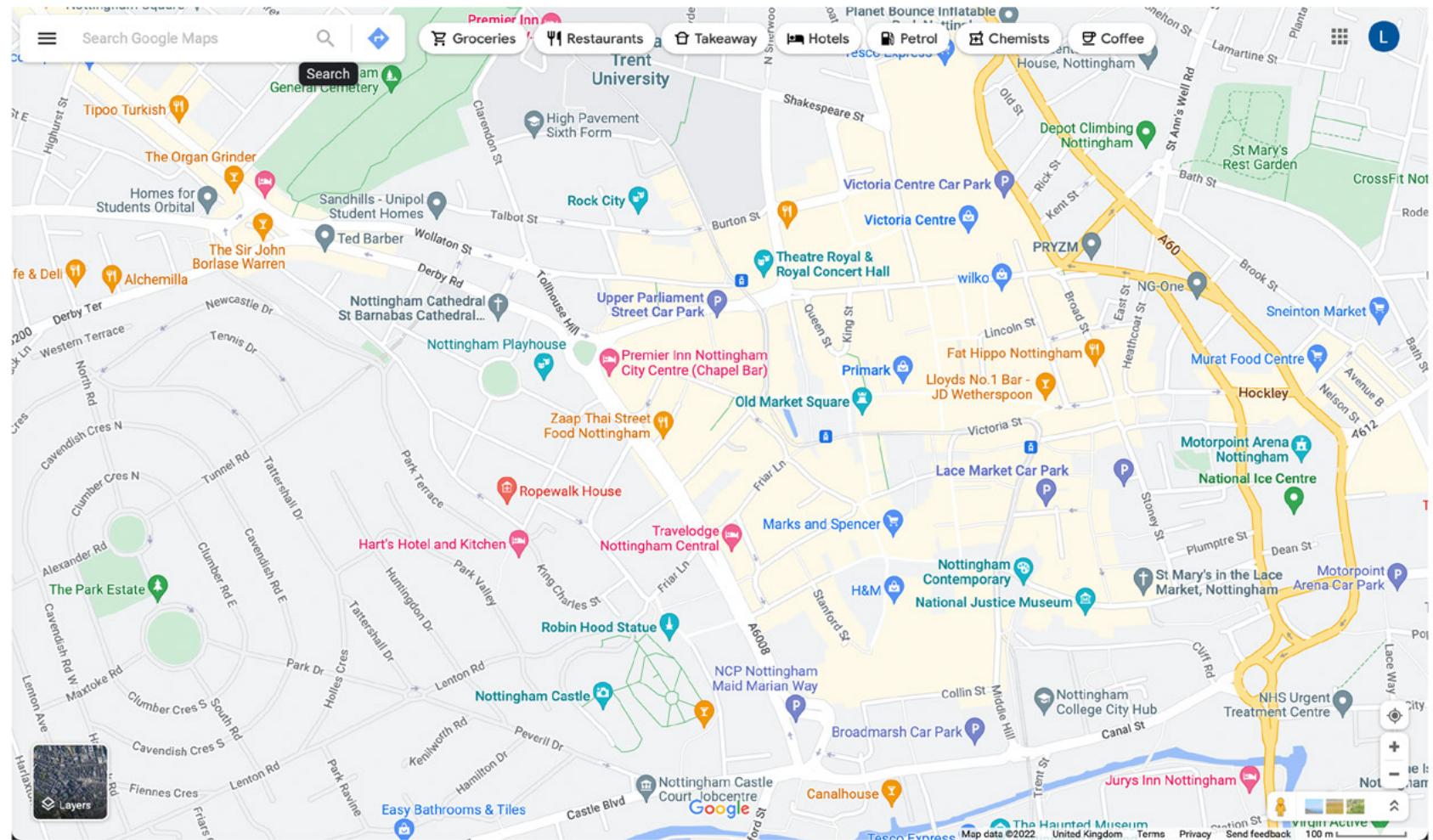
- Improve skills required to gather and record relevant research.
 - Develop conceptual thinking and unique ways of presenting ideas.
 - Improve my skills in developing final solutions.
 - Learn some new technologies to prototype, test, and craft a response to the brief.
 - Further develop my understanding of technologies such as, HTML, CSS, and JavaScript.
 - Plan, prototype, and code an effective, functional website that fits the brand of the small business and is responsive across multiple different devices.
 - Improve my ability to design for websites and applications.
 - Produce a website that demonstrates UX and UI design literacy.
 - Produce semantic code that is easily readable.
 - Improve understanding of programmes e.g. Visual Studio Code, Adobe CC, Figma.
-

Proposed plan of work

- Explore a range of small local business.
- Find one that would benefit heavily from a website.
- Carry out varied research on the topic to inform my outcome.
- Plan and design a website.
- Mock-up website digitally using Figma.
- Code website that is responsive, functional, on brand and demonstrates UX/UI literacy.

Local Business's

I've been searching on google maps for local business's, obviously a lot of them already have websites so I wonder if I will struggle to find a business in a city that doesn't have an online presence.



Potential business's



Fresh Asian Food Mart is specialised in oriental products from Vietnam, China, Thai, Korea and Japan. They have a Facebook page but no website. It's a business that I would be interested in designing for. One I would enjoy myself. I can see a lot of potential for a website.

LM



Lilly Monroes is a hair and makeup place just off Alferton Road. It doesn't have a website, only a Facebook page. I don't know how enjoyable it would be for me to base my project around them(know nothing about makeup) but I'm always open to learn new things, and it would be beneficial if they did have a website.

An Instagram profile for "raycutz_nottingham". The profile picture shows a man with a shaved head. The bio reads: "Ray Cutz Barber Shop 07445206704". The stats show 53 posts, 340 followers, and 42 following. Below the bio are two thumbnail images: "Taper fade" and "Highlights".

raycutz_nottingham [Message](#) [Follow](#) ...

53 posts 340 followers 42 following

Ray Cutz
Barber Shop
07445206704

Taper fade Highlights

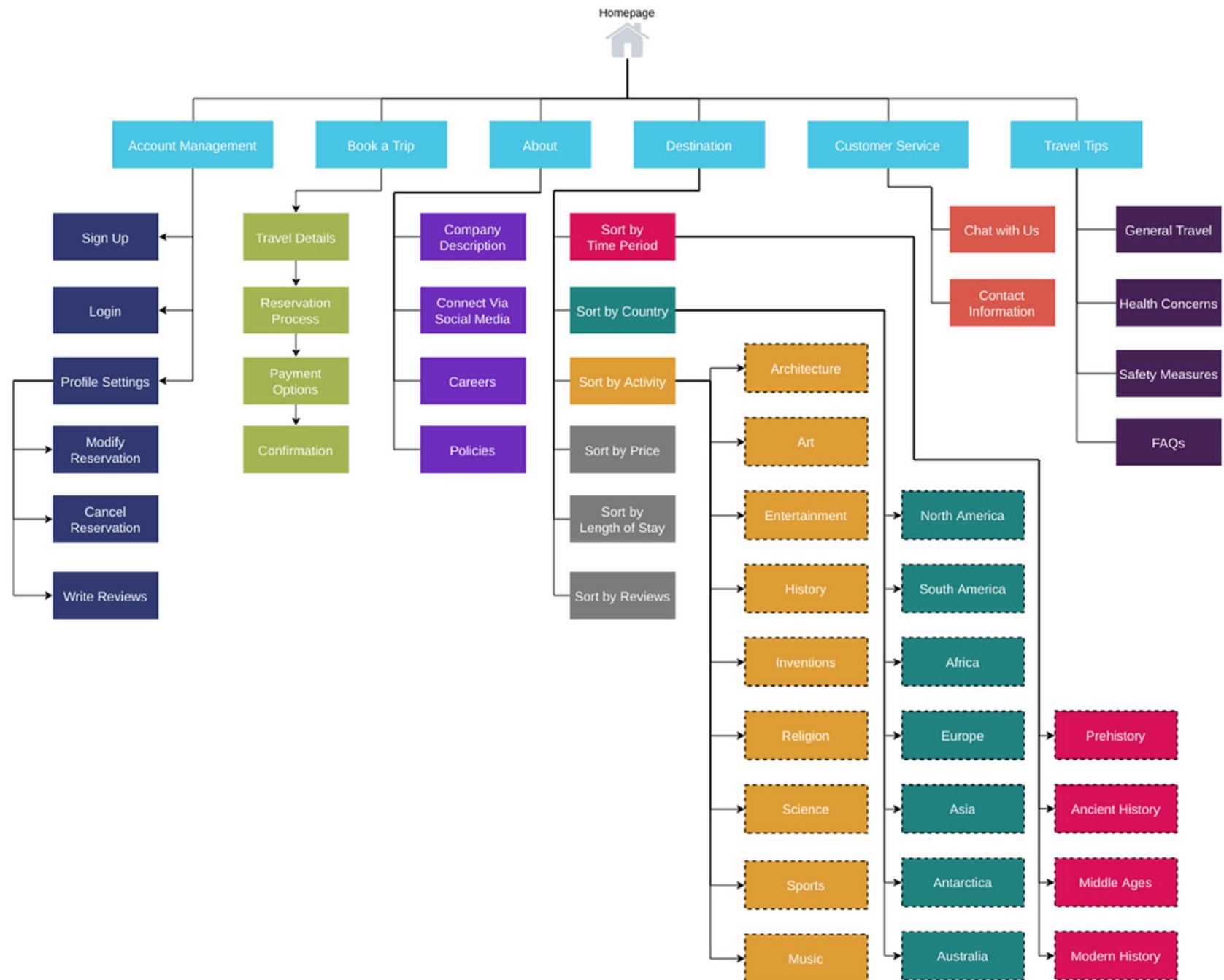


Ray Cutz is a barber shop on Derby Road. They don't have a website, instead they use Instagram to show off their work. It would be fun to make a website for their business but I don't know if there's a need for a barber website? Maybe I could set up a shop section selling equipment or product. A booking system etc.

Information Architecture

Information architecture has two main components: identification and definition of site content and functionality. the underlying organization, structure and nomenclature that define the relationships between a site's content/functionality.

Could be useful for me to add this to my process so that I'm more clear about what I need to build when it comes to coding.



Web Design Process's

I've been researching a lot about the web design process. It's interesting to see different ways of approaching projects.

These are 2 comments on Reddit that I found quite informative.

Just tossing a few ideas around that might help:

- Understand your clients business and it's goals
- Research their competitors, as well as their websites
- Research your clients target audience: do they have a high percentage of older users? Do they have a high percentage of people working on older machines? These things all dictate and inform your design decisions
- Search for inspiration, there is lots of it out there :)
- Investigate your clients branding / styling, do they have brand guidelines? This is hugely important when designing for big business.
- Create a style guide, this will contain all the common site elements styled. Headings, buttons, typography, theme colours, logos, hover/focus states etc. If you're feeling ambitious perhaps map some component layouts out? NEVER underestimate how much a style guide can help!
- Start designing! Making sure you follow your style guide, this will help consistency and make your life easier.
- Ensure you're designing mobile up, it'll mean every user has a great experience - and you don't have to strip stuff out.

At the company I work for, before we can ever propose a design, let alone build it, we have to know the information architecture. Without knowing the structure of the content it can be difficult (if possible) to design a site at all.

So, that leads to the question of what are the goals of the site you want to build?

Knowing html/css/jquery is great if someone is giving you that IA already. If you don't know the IA then you need to start there before you can design it.

Now, personally, I'm terrible at graphic design, but I'm good at building a design in code (development). If someone hands me an IA and an image of the desired design (from a graphic designer or otherwise) then I can build it.

It's important to know that there is a difference between design and development. If you are decent at graphic design then go out and find some sites you like AND some sites you don't like. Then create several wireframed models (basically outlines with no content/design) using your IA, and incorporating ideas you got from the sites you liked/disliked. Make each one different and focus on layout, not colors, fonts, etc. Once you have a few to compare, either adjust them if you aren't happy, or pick one.

Once you have one picked out, then take the same approach for adding the graphic design. Create several graphic mockups in your chosen wireframe while incorporating ideas you got from sites you liked/disliked. Then make adjustments, and/or pick one.

Once you've settled on a design THEN you can use your newly acquired html/css/jquery skills to build it.

Planning
design
development
testing
launch

Web Design Process's

Immersion

In that very dull period of time when the managers are prepping all the legal paperwork, I like to ask my client for data and get very much drunk on it. The data you might need (or be able to get) will depend on a number of factors, and it can include (but of course it's not limited to):

- Analytics and other quantitative metrics
- Audience reports
- Documentation about the platform you are about to redesign
- Sales reports
- Market data
- User stories
- Feedback gathered from a number of sources
- Notes about the *possible* problem
- Access to an intranet or otherwise private (or in-progress) environment

- **Context:** Why are you doing this? What are you trying to find out? Why?
- **Hypothesis:** There can't be a research without a hypothesis, that will be later validated or invalidated. You frame your question, and then you list your assumptions regarding that question in the form of a hypothesis.
- **Objectives:** What are you trying to gain with this research?
- **Questions:** What questions do you need to answer in order to validate/invalidate your hypothesis and reach your objectives?
- **Methodology:** Map out your chosen methodology and include things like how long each interview will take, where you will conduct them, which technique you will use (e.g. the think-aloud protocol), and so on.
- **Team:** Who is going to participate? Who will be the facilitator? Who will take notes? Who will record? Are there going to be silent observers?
- **Participants:** Include information about the people you will be taking to (if you have it, if not, keep reading!).
- **Timeline:** When are you going to conduct the research? When will you present the findings?

- **Personas:** Great to help define the audience and test assumptions about it.
- **Interviews:** Very versatile, can be used to accomplish a number of goals.
- **Contextual Inquiries:** Awesome to understand how someone does something in particular.
- **Experience Sampling:** Useful to validate (or invalidate) product/business ideas before investing.
- **Diary Study:** Used to closely follow an entire interaction/ process/ workflow from beginning to end.
- **Journey Mapping:** Can help identify users' pain points during their journey using a product or service.
- **Heuristic Analysis:** Very valuable technique to assess the usability of a platform or design by comparing it against a list of conventions, and finding areas of improvement to guide any future efforts.

More Potential Options



Silly Sausage Cafe

Website Directions Save

4.4 ★★★★★ 182 Google reviews

£ · Cafe

Service options: Dine-in · Takeaway · No delivery

Address: Cattle Market road, Nottingham NG2 3GY

Hours: Closed · Opens 7AM Thu ·

Phone: 0115 986 8880

[See photos](#) [See outside](#)



Forge Mill Tea Room

Website Directions Save

4.8 ★★★★★ 42 Google reviews

Tea room

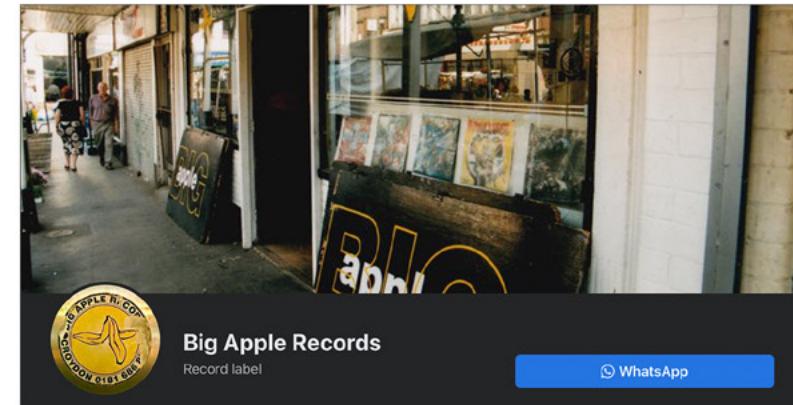
Service options: Dine-in · No delivery

Address: Mill Ln, Bestwood Village, Nottingham NG6 8SW

Hours: Closed · Opens 9AM Thu ·

Phone: 0115 783 8562

[See photos](#) [See outside](#)



Big Apple Records

Record label

WhatsApp





The DoughMother

Directions Save

4.9 ★★★★★ 106 Google reviews

Bakery

Service options: Dine-in · Takeaway · No delivery

Address: 109 Central Ave, Beeston, Nottingham NG9 2QS

Hours: Closed · Opens 10:30AM Wed ·

Health and safety: Staff required to disinfect surfaces between visits · [More details](#)

[See photos](#) [See outside](#)



Trent Fish Bar

Directions Save

4.4 ★★★★★ 183 Google reviews

Fish and chips takeaway

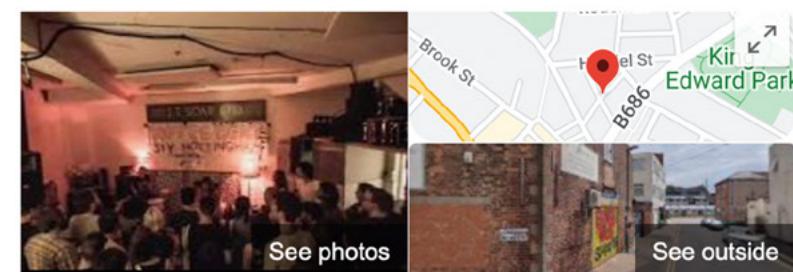
Service options: Takeaway · Delivery · No dine-in

Address: 82 Turney St, Nottingham NG2 2LG

Hours: Open · Closes 9PM ·

Health and safety: Staff required to disinfect surfaces between visits · [More details](#)

[See photos](#) [See outside](#)



JT Soar

Directions Save

4.8 ★★★★★ 126 Google reviews

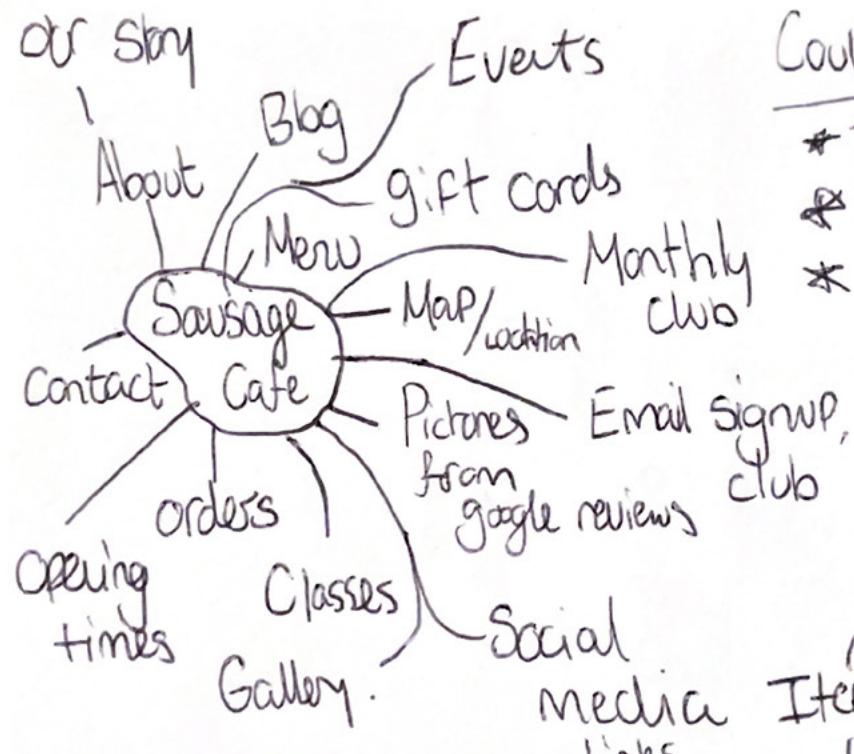
Live music venue in Nottingham, England

Address: 2 Aberdeen St, Nottingham NG3 1JB

Phone: 07854 889034

[See photos](#) [See outside](#)

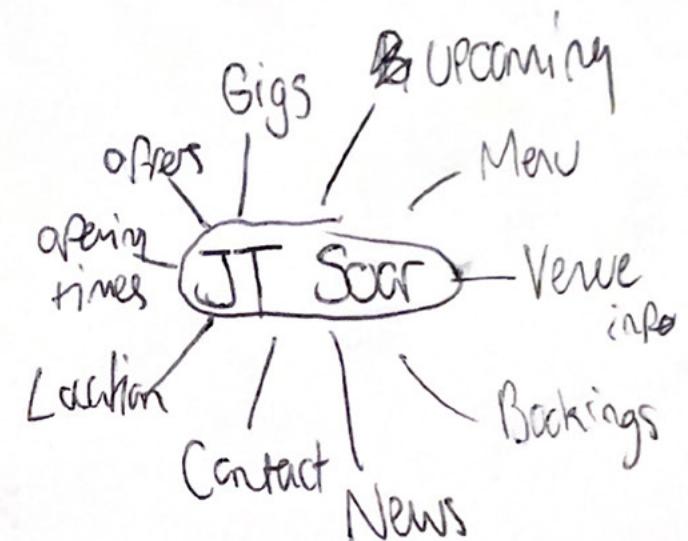
Company Ideas



Could use here:

- * The DoughMother
- * Forge Mill Tea
- *

IS that too much?
(100's items).



Doughmother

I think the small business I want to base this project on is 'Doughmother', a bakery in Beeston. They don't already have a website only a Facebook page. From what I can see they would really benefit from a website. All of their competitors I've glanced at, have websites. They don't do deliveries and I think a website would bring a lot of new customers. I can also see a lot of potential in their current branding.



Their shop front even looks like a website, Navbar at the top and a hero image underneath!

Domain name

I think it's important to think about Domain names for the business that I choose.

This is an extract from an article at <https://www.web.com/blog/start/web-site-design/a-guide-to-do-main-names-for-small-businesses>. I think it does a decent job at explaining why.

Importance of a domain name for your small business

A domain name is the starting point of building an online presence for your company. It will help to set the tone for how your customers find your website, think of your business, and engage with your brand.

How can you put a domain name to work for your business and stand out in a crowded online market? Let's take a closer look at what a domain name is, how it works, and how you can select and register the one that's right for your business and brand.

Why are domain names so important?

A domain name gives your business instant credibility and puts you in the same online marketplace as your largest competitors. It says that you mean business and helps online shoppers and customers see you as a forward-thinking company that is conveniently accessible online. It is the pathway for people to visit your website, learn more about your business, and purchase your products and services.

The right domain will build your brand by creating a strong image for your business, and it can mean the difference between establishing a vibrant online presence and getting lost in cyberspace. If you publish your site through an internet service provider (ISP), your web address could end up like ISP.com/SuperiorAutoRepair (not very professional), as compared to SuperiorAutoRepair.com. See the difference? Your customers will, too.

Also, [search engine optimization](#) (SEO) is critical to your business being found via search, so you need to consider if your chosen domain name is SEO-friendly and includes keywords that will help with your site's ranking.

Domain name

DOMAIN BROKER SERVICE

doughmother.com is taken
We still might be able to get it for you.

I was checking to see if their domain name is available, it seems like it would be pretty easy to acquire. There's also a lot of similar ones not being used.

Domain names are a highly valuable asset to have. They help people remember your websites and serve as representations of a person or company online.

GoDaddy
Domain
Broker



[See how it works](#)

[Watch this quick video](#)

Broker Service Fee

£51.99^②

plus commission

[Add to Cart](#)

doughmothers.com

£17.12 **£3.99^①**

for the first year



doughmother.net

£16.12 **£9.99^①**

for the first year with a 2 year registration



PROMOTED

doughmother.live

£31.94 **£1.71^①**

for the first year



doughmother.co

£27.99 **£1.99^①**

for the first year with a 2 year registration



PROMOTED

doughmother.homes

£16.03^①

Same price next year



doughmother.com

is parked free, courtesy of GoDaddy.com.

[Get This Domain](#)

Ads are blocked

Doughmother

Address: 109 Central Ave, Beeston, Nottingham NG9 2QS

Service options: Dine in, Takeaway, No delivery

Opening hours: 10.30am – 3.30pm

Research File

About

Est. 2018

'Come and visit us in the heart of Beeston to taste our freshly baked bread or enjoy a coffee in a European atmosphere.' - Facebook Page.

'This cafe is recommended for Greek and Mediterranean cuisines offered. Have a good time here and share nicely cooked cheese pies, bougatsa and sandwiches with your friends. *Doughmother* offers you to try tasty fruitcake, cinnamon rolls, and chocolate cakes. Get your meal started with delicious coffee or great tea.

At this place, you can get a takeout. The friendly staff demonstrates a high level of quality at this spot. Terrific service is something that visitors highlight in their comments. Prices are found low here. There is a peaceful atmosphere and spectacular decor at this cafe. 4.9 is what *Doughmother* received from the Google rating system.' - RestaurantGuru.com

Frequently mentioned in reviews

Restaurant features

- [takeaway](#)
- [lunch](#)
- [brunch](#)
- [great location](#)
- [great service](#)
- [friendly staff](#)
- [cosy atmosphere](#)

Owner

Company Director 1

Type:	Person
Full Forename(s):	MS CHOULIA
Surname:	MOLA
Former Name(s):	
Service Address:	recorded as Company's registered office
Country/State Usually Resident:	UNITED KINGDOM
Date of Birth:	**06/1987
Nationality:	GREEK
Occupation:	CHEF

The subscribers confirm that the person named has consented to act as a director.



Choulla Mola is the director of Doughmother. She recently became the director of another business, Hunger Grinder LTD. It seems to be another food & drink business.

Menu

Desserts

- [cakes](#)
- [pastry](#)
- [fruitcake](#)
- [chocolate cake](#)
- [cinnamon rolls](#)
- [brownies](#)
- [cupcakes](#)
- [baklava](#)
- [creamy cake](#)
- [bagels](#)
- [strawberries and cream](#)
- [orange cake](#)
- [carrot cakes](#)
- [biscuits](#)
- [sourdough cake](#)
- [tiramisu](#)
- [brezeln](#)
- [pudding](#)
- [coffee cakes](#)
- [halva](#)

Drinks

- [coffee](#)
- [chocolate](#)
- [tea](#)
- [pastis](#)
- [absinthe](#)
- [herbal tea](#)
- [frappes](#)
- [bread drink](#)
- [latte](#)
- [cappuccino](#)

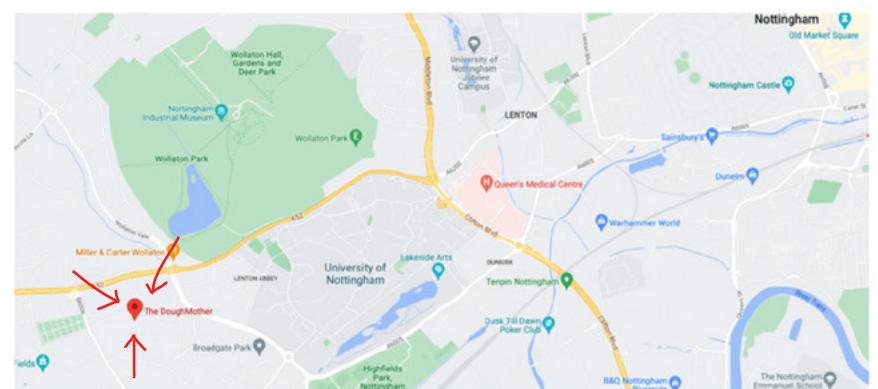
Dishes

- [pies](#)
- [pasty](#)
- [cheese](#)
- [bougatsa](#)
- [cheese pies](#)
- [salads](#)
- [moussaka](#)
- [spanakopita](#)
- [cheese salad](#)
- [strawberry shortcake](#)
- [sandwiches](#)
- [seasonal soup](#)
- [bread soup](#)
- [tapas](#)
- [baguette](#)
- [spinach pie](#)
- [artisan bread](#)
- [cheese bread](#)
- [fried cheese](#)
- [soup](#)
- [fatteh](#)

This is the only type of menu I could find online, just a list of the type of items they sell. It further proves how much they need a website, lots of customers would want to be able to see a menu before trying a new café.

I plan on visiting in real life and will get the real menu then.

Location

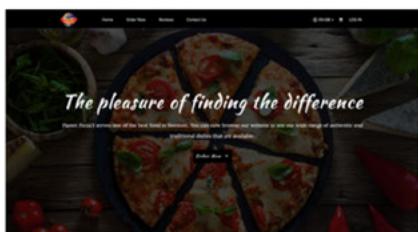
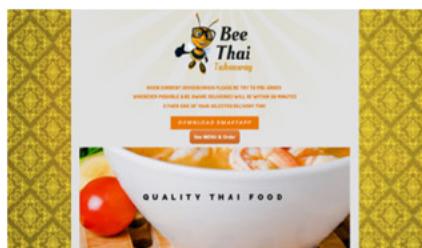


Located right near Wollaton park and Highfields Park, next to University of Nottingham. From this information I could infer that a lot of their customers could be local students who live nearby or are on their lunch breaks etc. they might also get a lot of families coming in, before or after spending time in one of the parks. It seems to be a good location that could cater to multiple audiences.



Can see from google street view that there's a lot of housing situated around it. This could be why they don't have a website. They get all their customers from the housing estate they're located in. A website would allow them to expand their reach further out and into the city centre.

I have looked at some of the other business on the same road and they have websites, so it must still be beneficial in this location.



Bee Thai and Planet Pizzas are located right beside Dough mothers, here are their websites.

Competition

Tough Mary's Bakehouse

Tough Mary's Bakehouse

Website Directions Save

4.8 ★★★★☆ 286 Google reviews

££ - Bakery

Service options: Dine-in · Takeaway · No delivery

Address: 70-72 Derby Rd, Nottingham NG1 5FD

Hours: Closed · Opens 9AM Wed ·

Menu: toughmarysbakehouse.co.uk

Phone: 0115 837 4321

This is a bakery I often visit, they're located in the city centre, have trendy interior, lovely product, a strong online presence, and great design. I think Dough mothers could take a lot of Inspiration from looking at Tough Mary's Bakehouse.

Tough Mary

850 Tweets

Tough Mary

@toughmarysbakehouse

Tough Mary's Bakehouse is a small independent bakery in Nottingham.

Nottingham, England [View on map](#) toughmarysbakehouse.co.uk

Joined September 2016

63 Following 633 Followers

Tweets Tweets & replies Media Likes

Tough-Mary (@toughMarys) · 30 Apr Just posted a photo @ Tough Mary's Bakehouse

Instagram.com Tough Mary's Bakehouse (@toughmarysbakehouse) + Instagram photos and videos

Tough Mary (@toughMarys) · 28 Apr Just posted a photo @ Tough Mary's Bakehouse

Tough Mary's Bakehouse

@toughmarysbakehouse • 5 (81 reviews) · Café

Call Now

Home Reviews Photos Videos More

Ask Tough Mary's Bakehouse

"What kind of food do you serve?" Ask
"Can I see the menu?" Ask
"Where are you located?" Ask

Tough Mary's Bakehouse is at Tough Mary's Bakehouse

Tough Mary's Bakehouse's Twitter and Facebook. They have a good following on both and are very active on these platforms.

toughmarysbakehouse • Message Follow ...
1,175 posts • 10.5k followers • 693 following
Tough Mary's Bakehouse
Bakery
Independent bakery in Nottingham
Wednesday - Friday 09:00-15:00
Saturday 10:00-15:00
tough-marys-bakehouse.myshopify.com

Our Bread ... Skandi So... Pizza Party

They have a massive following on Instagram. This online presence must lead to a massive boost in sales.



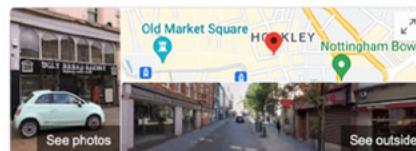
They also have a lovely professional website. It's clean, offers a lot of useful info, has nice animations, and is very on brand. At first you wouldn't really think a website is essential for a bakery but looking at Tough Mary's it demonstrates just how much it can improve the business.

THINGS WE LIKE

- 4 x Classic Hot Cross Buns £5.00 GBP [SOLD OUT](#)
- Honey & Orange Pain au Chocolat £3.00 GBP [SOLD OUT](#)
- Hot Cross Buns £3.70 GBP [SOLD OUT](#)
- Orange & Anise Hot Cross Buns £3.20 GBP [SOLD OUT](#)

They also have a delivery section where they offer their baked goods online.

Ugly Bread Bakery



Ugly Bread Bakery

[Website](#) [Directions](#) [Save](#)

4.4 ★★★★☆ 326 Google reviews

££ · Bakery

Service options: Dine-in · Takeaway · Delivery

Address: 34 Carlton St, Nottingham NG1 1NN

Hours: Closed · Opens 11AM Tue ·

Menu: uglybreadbakery.co.uk

Phone: 07951 886944

Ugly Bread Bakery is another popular bakery in Nottingham, I've been there once for pizzas, and it was good, and not too pricey. They have a clear brand and convey a feeling to their customers, I remember the interior being very funky and trendy with lava lamps, tall tables etc.

UGLY BREAD BAKERY
ESTABLISHED IN 2016

WE ARE NOW OPEN!
We have indoor and outdoor seating available.

OPENING HOURS
Monday-Closed
Tuesday-10am-4pm
Wednesday-10am-4pm
Thursday-10am-4pm
Friday-10am-4pm
Saturday-10am-4pm
Sunday-10am-4pm

[ONLINE SHOP](#)

Home Delivery
We only deliver within a 5 mile radius of our shop. If you live outside this area, please contact us and we will let you know if we can still deliver to you.
[View Details](#)

Topped Sour Dough Pizzas
Hand made sour dough, olive oil based base with delicious toppings. Please add extra flour, as you can never have enough.
[View Details](#)

Order Now

Special requests

Delivery Options

Order Now

uglybreadbakery • Message Follow ...
4,296 posts • 8,162 followers • 3,296 following
Ugly Bread Bakery
34 Carlton Street, Nottingham, NG1 1NN
Tues-Fri 10:30-Sun10:00/Friday 10:30-8pm
Visit our website for catering and more
www.uglybreadbakery.co.uk

Followed by [dscy.net](#)

Online pre... Home Pizz... Charity wo... Friedch...
See more

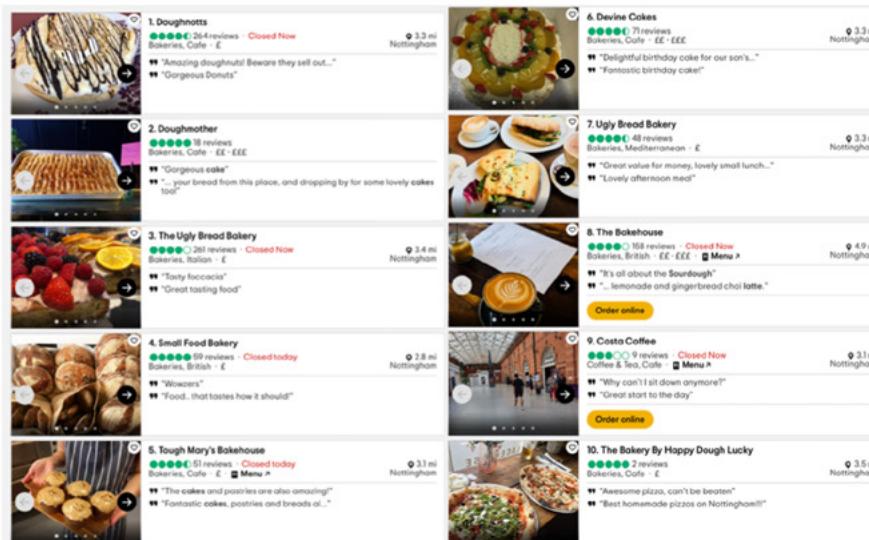
They have a website with lots of clear information as well as an order section that lets you order from their whole menu.

Their Instagram has 8k followers which is a massive amount of people actively interested in their brand. I really think Doughmother is missing out on a massive share of the market by not investing in their online presence more.

Both bakeries have strong, clear branding, an option to order online, and an online presence. Doughmother needs more of this.

How many have websites

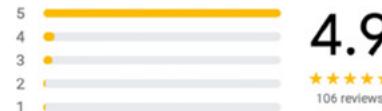
I wanted to check if the 2 bakeries mentioned above were anomalies, so I scrolled through google maps and picked out 10 random bakeries in Nottingham. 9/10 of them had websites. It seems to be a must have for a bakery in a city like Nottingham.



These are the 10 listed bakeries in Beeston (on TripAdvisor). 8/10 of them have website.

Customer Reviews

Reviews sourced from Google, Facebook, and trip advisor.



Stephanie Muzzall
Local Guide - 54 reviews

★★★★★ 7 months ago

Finally visited the DoughMother and I'll be back weekly from now on. Two choices of lovely sourdough bread (and not overpriced), huge selection of sweet and savoury pastries and goodies. I came away with a cheese pastry, and a slice of vegan cake. The cheese pastry didn't make it home.. wow! So impressed with this little place and finally some real bread to be found in Beeston. Will sit in next time to enjoy the cosy, vintage atmosphere.

tony jones
6 reviews

★★★★★ 2 months ago

Lovely cafe in a quiet location. The aroma of freshly baked bread hits you as you turn the corner to walk up to the door. Friendly staff and a pleasant atmosphere. We will be back! Sara and Tony

Laura Taylor recommends The DoughMother.
5 March - 5

A gorgeous little 'cafe' with the most amazing cakes and treats. Such lovely staff and great prices too 🍞👍🍞

Dawn Reeves recommends The DoughMother.
19 December 2020 - 5

Yummy lunch! And beautiful bread 🍞👍 great discovery- will be back

Lisa Fitzpatrick recommends The DoughMother.
8 April 2020 - 5

Thanks for the wonderful bread and leek and cheese pies yesterday. My 3 year old was most complimentary as he likes your baking very much. Great to be able to order/collect in these difficult times. Thank you 😊

Dan Simmons
Local Guide - 119 reviews

★★★★★ 5 months ago

Perfectly crafted home made pastries, bread, desserts and other baked goods, paired with great coffee. Always very welcoming.

Simon Holland
3 reviews

★★★★★ 6 months ago

Lovely little cafe in a quiet area. They sell artisan bread, cakes, coffee and savoury snacks.

Enes Çelik
3 reviews

★★★★★ a year ago

It was great experience if you want to eat something special and delicious you have to visit the doughmother.

Maddie Whitehead recommends The DoughMother.
11 February - 5

amazing line of pastries and cakes, they were so lovely and delicious

Unique desserts - Delicious pastries

Francesca Lumachelli recommends The DoughMother.
8 November 2020 - 5

We discovered it a couple of weeks ago and we are slowly trying every single item they have available! I highly recommend the bread (and if you time your visit right it might still be warm!) and the tiramisu! As an Italian I can say that it tastes just right, if you are vegan, they have a selection of vegan cakes as well (please do yourself a favour and try the carrot cake. You will not be disappointed), and they also do some tasty savoury pastries as well.

Unique desserts - Freshly baked bread

Ratings and reviews

5.0 18 reviews

#1 of 1 Bakeries in Beeston

RATINGS

Food

Service

Value





karOlcias
5 reviews

Reviewed 18 September 2021

Proper bread

This is a real bread, pastries and sourdough Will be back back and back for more. Real hidden treasure so happy I discover Dough Mother.

Date of visit: September 2021

Helpful?



julia384
38 reviews

Reviewed 23 July 2021

Gorgeous cake

Visited here in lockdown for some take away cake. Had the salted caramel slice. Really big and delicious. Staff friendly. Good protective measures in place.

Date of visit: March 2021

Helpful?



ValoBeeston
Nottingham, United Kingdom

13

Reviewed 11 June 2021

A great discovery which deserves to be better known.

We discovered this bakery/cafe during lockdown and are gradually sampling all the goodies on offer. Today we tried the fabulous strawberries and cream cake, a perfect summer dessert, light and delicately flavoured. After reading other reviews, we're looking forward to visiting the cafe instead of just buying to take away.

Show less

Date of visit: June 2021

Ask ValoBeeston about Doughmother

Thank ValoBeeston



This review is the subjective opinion of a Tripadvisor member and not of TripAdvisor LLC.



yiktzel
Nottingham, United Kingdom

Reviewed 30 May 2021 via mobile

A little Greece in Beeston!

It is a dry sunny day and we are just thinking about what to get for lunch. And we remembered this little cafe in beeston with some greek pastries. So we thought it is a perfect lunch for a warm sunny day, just like in Greece. Trust me the feta spinach pastry is a must!

Overall, all the reviews seem very positive. The examples above aren't biased I've just picked random ones. There isn't any reviews below 3 stars, and even they don't elaborate why they are giving a lower rating.

Recent Events/ News Stories

Residents give optimistic take on Nottinghamshire town hit by anti-social behaviour

The local council is putting resources into reducing problems in the town centre

By Ella Bonham | 04.07.2021 | updated 04.07.2021

NEWS



MOST READ

Doughmother hit with anti-social behaviour. A lot of youths causing disruption to business's but improving because of councillors trying to tackle it.

The fact that this is the first article that comes up when I sort by news on google shows that there isn't much online buzz around the company.

Shop owner describes moment windows 'exploded' as fire ripped through flat in Beeston

"We just saw the thick black smoke coming from the window"

By JESSICA LACKNER | Digital News Correspondent | 04.07.2021

NEWS



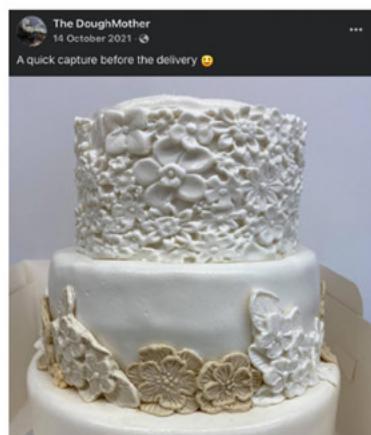
MOST READ

Article about a fire breaking out next to the bakery. A lot of negative stories when people search for the bakery, this could turn customers away. A bigger online presence could negate this.



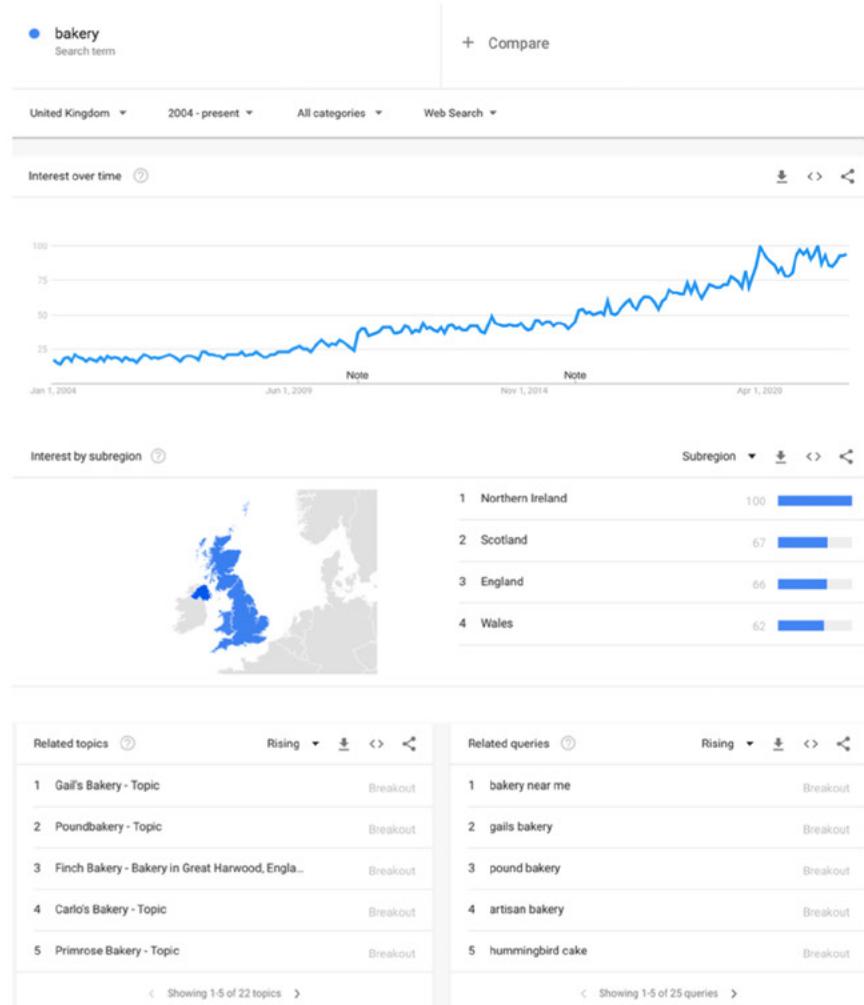
This is always good!

It seems like they can do special deliveries, in this case a massive cake. Again, this is something that could be scaled if they had a website with good branding and SEO to bring in customers.



Bakery on Google Trends

Wanted to check what the market's like for bakeries right now, this could demonstrate how in demand bakeries are and in turn how useful a website would be.

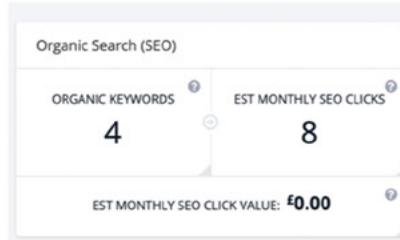


Actively employing people. Always a good sign of a growing business or one that is at least investing in itself and/or doing well.

This data from Google Trends shows a steady increase in interest in bakeries. More and more people in the UK are searching for bakeries online.

SEO

Spyfu.com gives insights into companies search engine optimization.



Top Pages

Page	Est Monthly SEO Clicks	Keywords
The DoughMother - Home Facebook facebook.com/thedoughmother	8	VIEW 4 KEYWORDS
VIEW ALL TOP PAGES >		

Top Keywords

Rank	Term	SEO Clicks Per Month	
2	bakery beeston	5	ADD
3	beeston bakery	3	ADD
76	central avenue beeston	0	ADD
19	central avenue, beeston	0	ADD
VIEW ALL ORGANIC KEYWORDS >			

Term	Cost Per Click	Monthly Cost	
fb	£0.10	£359	ADD
facebook login	£0.23	£16.3k	ADD
meta	£2.94	£99.60	ADD
google home	£0.46	£2.21k	ADD
gmail account	£0.41	£358	ADD
VIEW ALL PAID KEYWORDS >			

There's not much to optimize for The Doughmother, but it doesn't seem like they're getting many visitors or interested through SEO. A website would obviously improve this a lot.

Tough Mary's Bakehouse

Thought it would be a good idea to look at the competition on this site to see how they are doing.



Competition

Organic Competitors
1 thebakehousenotts.co.uk
2 catherinesbakery.co.uk
3 fresh2youbakery.com
4 hiddenbakery.co.uk
5 huntnbakery.co.uk
VIEW ALL COMPETITORS >

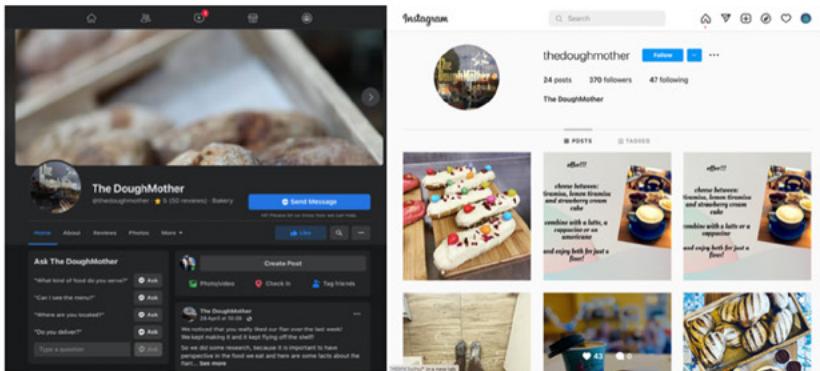
Top Keywords

Rank	Organic Keywords	SEO Clicks
1	tough mary's bakehouse	70
88	tough	28
1	tough mary's bakehouse	20
6	bakery nottingham	7
4	nottingham bakery	5
VIEW ALL ORGANIC KEYWORDS >		

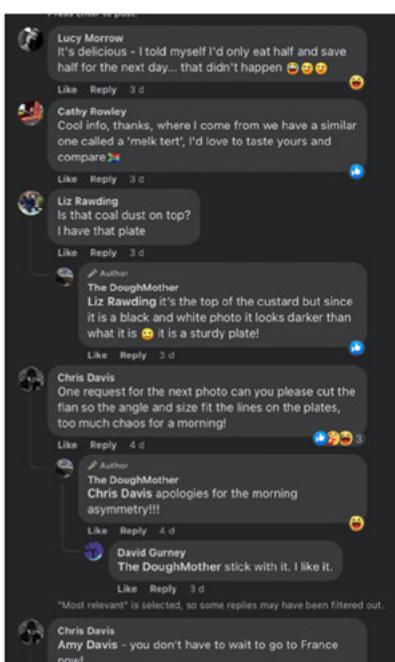
There's so much more happening with Tough Mary's Bakehouse. Their SEO is much better, they are getting a lot more traffic than The Doughmother.

Social Media

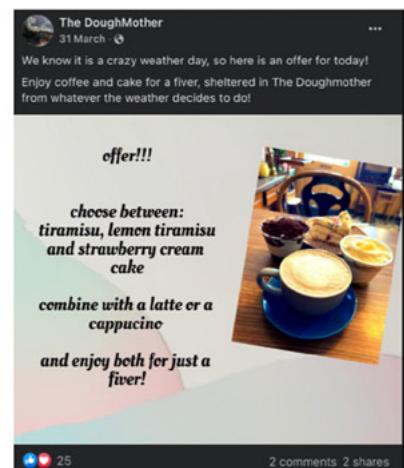
Although they don't have a website they make use of social media channels, Facebook (1,469 followers) and Instagram (370 followers). This is where they post all their updates, offers, new products etc.



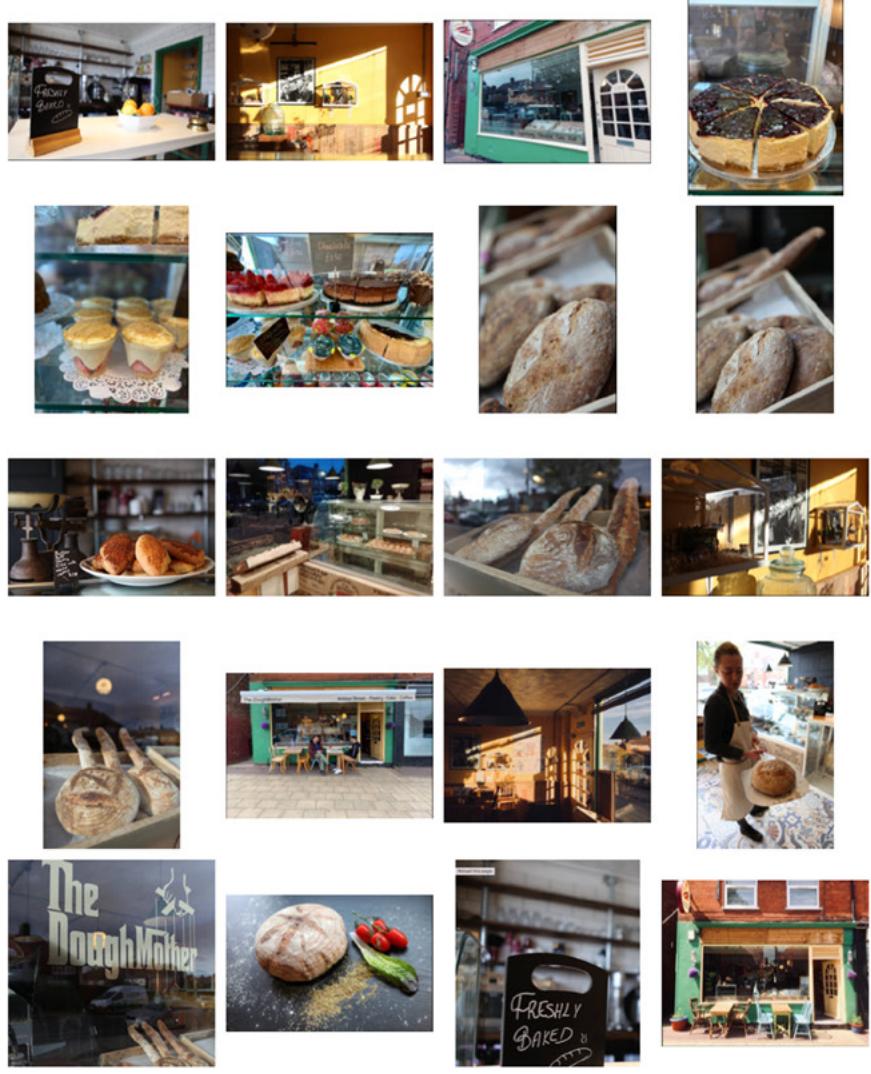
Seems like the content shared is identical on both platforms.



They have an active community of people interacting with their page. It demonstrates how this online presence is benefitting them and it's likely a website would improve this massively.



Pictures



Branding

Colour scheme

They don't really seem to have a colour scheme (won't truly know until I've been in person), but the front of the bakery is green with brown and cream tones from the wood. I like this a lot, a simple, summery, fresh, rustic friendly and warm feeling.



They also have pattern tiled flooring, muted colours, creams, yellows, greens, and blues.



Font

The only fonts I can find that they're using is the Sans serif one on the shop's umbrella, and the one in the Godfather logo copy.



I really like the modernism style font used on the right image, can't think of its name right now but moving forward I think it would be best to use this. It goes well with the colour scheme and the overall feeling the brand has.

Tone of Voice

They seem to have a laid-back authentic style, very classic bakery, trendy, nice plants colours patterns, a lot of the reviews say it has a European atmosphere. On their Facebook they have a fun and friendly tone of voice, interacting a lot with their community so they seem to really care about their customers and the products they are serving. There is passion and love behind this bakery, at least that's the impression they give off.

I don't think the Godfather rip off logo suits their tone of voice; it comes across a bit tacky and just sticking with the over typeface they use would be a better look to suit their cosy brand.

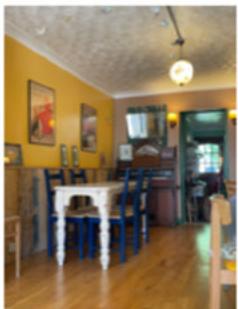
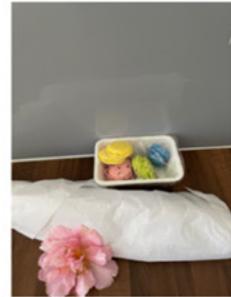
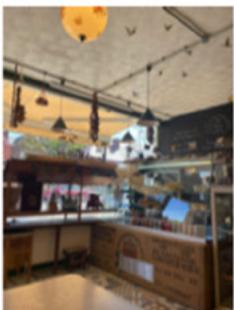
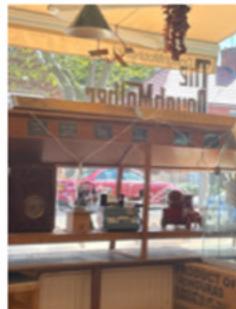
Imagery

They like to lean into the Godfather aspect, which is nice sometimes. For example, the black and white pictures they post on Facebook. However, they do not fully commit to this style and in turn it can be a bit confusing as to what look and feeling they're trying to go for. When there's the godfather logo next to a black and white image, next to a colourful picture of Easter bunnies and cakes, it can be a bit confusing. I don't think they need the Godfather aspect.



Example of juxtaposition between tones of voice. For the website I would like to meet somewhere in-between.

Primary Research



I visited the Dough Mother to get a better idea of the business, the atmosphere, the brand etc. It was an atmospheric bakery/café, the owner was nice, we felt welcome. There were no menus, just a board with all the drinks on and then a selection of cakes, pastries, and breads to choose from. I think it would have been useful to have a menu, but I suppose the items change daily, and it depends which items they have on sale that day. The café was very European inspired, with art from the French belle époque era, little old posters, potato bags used as decoration, little nick knacks, the summery floor tiling and seating evoked a distinct feeling. The owner is Greek, and this was reflecting in some of the menu items. We ordered some Greek coffee, cheesecake, and orange cake. It was all nice; she also gave us some information about the Greek coffee. Afterwards we got some macaroons, a baguette, and a spinach and feta pastry (my fav item).

Overall, it was a really nice place, the food was lovely, and the prices weren't too bad. There wasn't really anything that surprised me after my research, it was what I expected. I think they've got a lot of potential and they are a bit hidden away. It has made me even more confident in the fact they need a website to expand their business and get more customers and community feel.

Just Eat

When I visited the DoughMother i noticed that a few food business's on the same road did deliveries through Just Eat.

I wanted to see if other bakeries used this food delivery app because it could be something I reference on the website.

Found a couple of places similar to DoughMother but they seem to be more desert focuesd.



Photo I took showing 2 Just Eat signs next to DoughMother.



Dessert Haven

★ 4.45/6 (1134)

Desserts • Cakes • Collect stamps



OMG

★ 3.69/6 (15)

Desserts • Cakes • Collect stamps



Duas Panini and Shakes

★ 5.68/6 (247)

Panini's • Desserts



Sammies Sandwiches

★ No ratings yet

Sandwiches • Lunch



Yamas Meze Tapas

★ 5.63/6 (80)

Greek • Mediterranean



The Crusty Cob Shop

★ 5.20/6 (52)

Sandwiches • Breakfast • Low Delivery Fee

Similar places on Just Eat

Why a bakery needs a website.

DoughMother needs to establish their brand more and a website would be perfect for this. It would make it a lot easier for customers to find them and access information. 8/9 bakeries in Beeston have websites,

DoughMother needs one tp compete with the competition who are stealing their potentiol customers!

They don't do deliveries at the moment, but having a website would allow them to expand their business location out of Beeston and into the city centre.

On the right is just useful information found on Quora.com

Regarding the essential features, ***take into account the following:***

- Easy navigation - avoid the mess of your website, once entering your website the customer should clearly understand, where to move further according to the needs.
- The ultimate product page - it should include good quality images, information about the ingredients and dietary restrictions, the price, "Add to cart" button, terms of delivery, choice of occasion etc.
- Take care of the order procedure - it should be clear, quick and easy.
- Remember the total price should include all the components. No additional fees after - it irritates.
- Payment options - provide your customers with several payment methods.
- Social nets integration - offer your customers the opportunity to share their experience.

The fundamental questions are: Why do you want a website?

Do you just want to advertise your products

Do you want to take orders.

Do you want to take forward payments.

Do you want to have a delivery business.

After the above have been established one can select the options to suit in any case try Shopify or Alternatives.

if you have any problems with it ask your accountant to set it up.

Most high school students would also be able to set it up.

The Pros of Having a Home Bakery Website:

- You can be found in a Google search = more customers
- Look professional = impress potential customers turning them into future orders
- Cohesive branding across your business = sets you apart from competition
- Showcase your best work = showcase the types of cakes/bakes you want to work on to attract those types of orders
- Can funnel all order enquiries through your site to keep things organised = save yourself time by keeping all your orders coming into your email via one contact form on your website
- Attract ideal customers = your branding, images and language on your site can be targeted to the specific types of customers you want to attract
- Answer FAQ's simply and easily = save yourself time answering the same questions over and over again by directing customers to your frequently asked questions page on your site

<https://philosophyofyum.com/why-your-home-bakery-needs-a-website/>

So the basic features are:

- The website should provide the customers with all the necessary information regarding the product and at the same time, it shouldn't be overloaded with the content.
- Take care of the informative and functional product page. It can contain dietary info, description of ingredients, great product images, choosing the occasion, delivery and storage information, "Add to cart" button etc.
- The bakery website is all about storytelling, add a "Blog" page, where you will share your stories, culinary secrets / life-hacks and other useful information.
- Take care of good navigation. The customer shouldn't feel being entrapped.
- The order process should be clear, easy and quick.
- Also, consider the "food constructor" option that is quite engaging.

Questionnaire

Asking DougMother some questions about their business and their online presence. I think it would help when it comes to designing the site.

Hello,

I am a final year Graphic Design student at Nottingham Trent. For my final project I am finding a business to design and code a website for. I am thinking of basing this project around DoughMother and I would be really grateful if you could answer a few quick questions for my research.

Questions

1. Why don't you already have a website?
2. Do you think you would benefit from having a website? Why/Why not?
3. How would you describe your USP?
4. How would you describe your main target audience?
5. Would you say having a Facebook page has improved your business? And why?

Thank you so much for your time

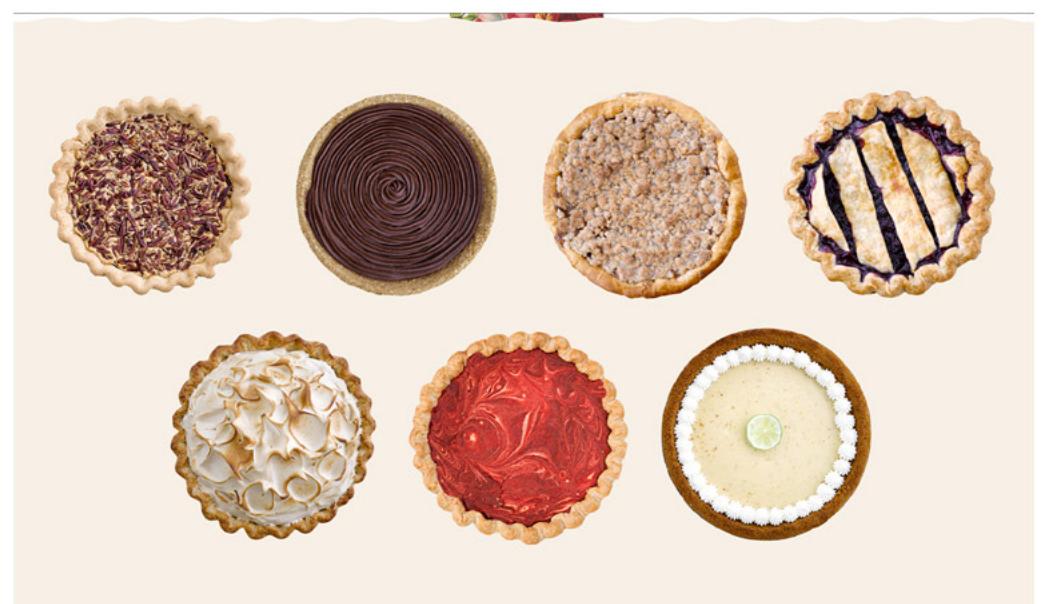
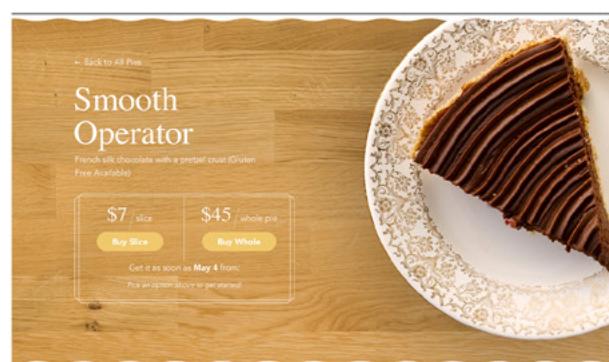
Leo :)

UPDATE: They didn't reply :|

Existing bakery websites



Emporium Pies is a bakery in Texas, and they understand the importance of a good brand and website. The site is unique with a clear style. It's got lots of little things going on which add to the experience (animations, pop-ups etc.)



Existing bakery websites

Corporate Customer Login

PAUL depuis 1889

Cakes Pastries Pâtisserie Tarts Bread Macarons Afternoon Tea

Click & Collect Cake 12 noon cut off time for next day orders Home Delivery across London

Level up your work meeting!

Bored of the same old lunch? Level up your work meetings with some delicious PAUL Platters! Now available for 1 Hour Delivery Time slots.

We have an extensive range of delicious platters, perfect for that breakfast or lunch meeting. We have a selection of delicious croissants, pastries, sandwiches and yogurts to enjoy. Plus drinks and snacks. All freshly handmade in the PAUL kitchen.



Fraisier Cake Afternoon Tea for Two Our famous macarons

[Order Platters](#) [View our full range of Afternoon Tea*](#) It's a new tab

PAUL All-Butter Croissants x 4 £8.95

SKU: 2265

New Online only

Be the first to review this product

Start the day the Parisian way with this family-sized serving of 4 authentic and gloriously golden croissants, made with pure butter. Available for Del. [Read More](#)

Check Availability:

Find a shop for collection, or can we deliver to you?

Postcode: CHECK

Quantity: - | 1 | + ADD TO BASKET

♥ Add to Wish List

Description

Start the day the Parisian way with this family-sized serving of 4 authentic and gloriously golden croissants, made with pure butter. Available for Delivery to all London postcodes.

Nutritional

catalog/product/4/c/4croissants.jpg* In a new tab



PAUL UK will be donating 10% of all bread sales to the DEC Ukrainian Humanitarian Appeal to help families in need.

Thank you to all our teams and customers for the continued support.



Quality at Heart
Delivering the highest standard in all we do

Passion for Bread
Freshly baked everyday all year round

French Tradition
Taste of France at your local bakery

Family-Owned Company
Established since 1889, read our story here

PAUL All-Butter Croissants x 4 £8.95

New Online only



PAUL All-Butter Croissants x 4 £8.95

Best Of PAUL Breakfast Selection £9.15

New Online only



PAUL Pain Au Chocolat x 4 £9.15

PAUL Pain Au Chocolat x 4 £9.15

New Online only



Escargot Raisins x 4 £9.15

New Online only

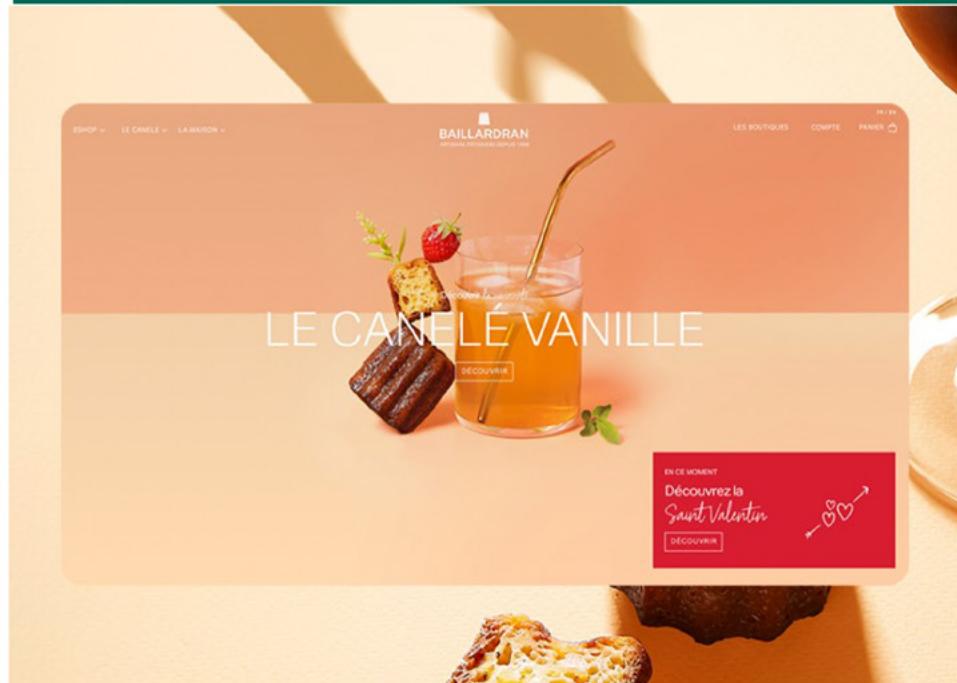
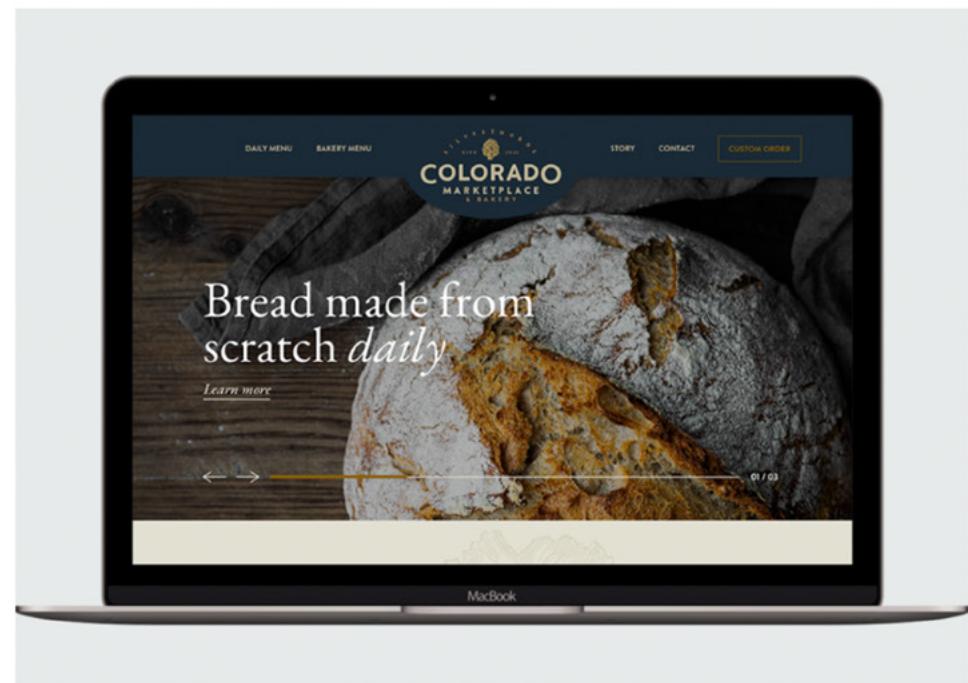
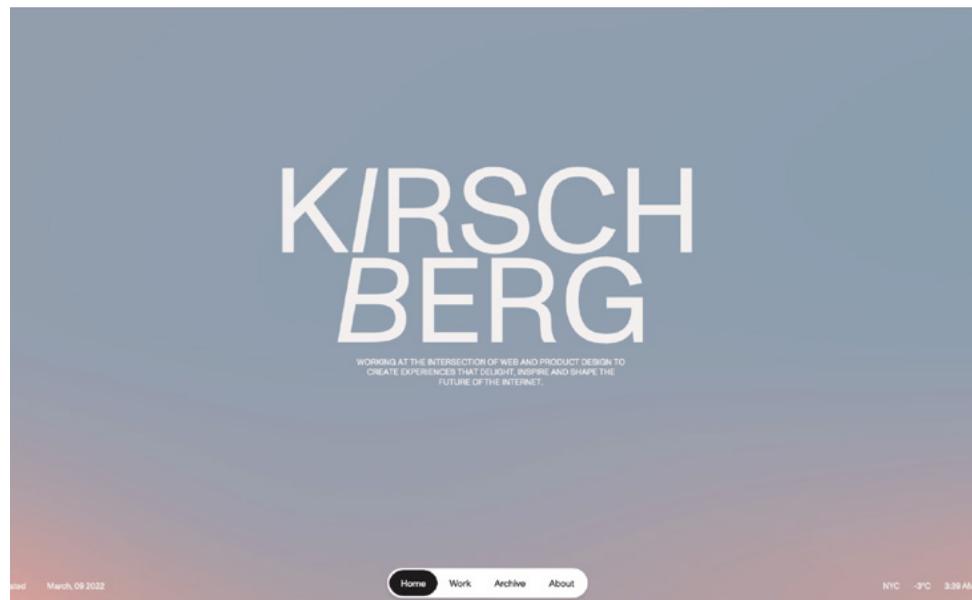


Gourmandise Duo £5.95

New Online only



Site Inspo



Html Semantics

When I write html I tend to just use `<div>` elements. This isn't the best way of writing as it isn't semantic. I've been learning how to write my code more clearly . Semantic html helps makes websites much more readable and accessible, making them much easier to read by screen readers for people with bad vision. It also better describes meaning to the browsers and other developers reading my code. Basically it provides more meaning and context.

To make my code more semantic I will start using other elements other than `div` that are more specific to what is happening on the page.

```
1 | <!-- These are buttons... right? -->
2 | <div class='button-container'>
3 |   <div class='rock'>Rock</div>
4 |   <div class='paper'>Paper</div>
5 |   <div class='scissors'>Scissors</div>
6 | </div>
```

```
1 | <!-- Okay, these are *definitely* buttons -->
2 | <div class='button-container'>
3 |   <button class='rock'>Rock</button>
4 |   <button class='paper'>Paper</button>
5 |   <button class='scissors'>Scissors</button>
6 | </div>
```

This example shows button elements for a rock paper scissors game look when it's written semantically(bottom) vs when it's not. The top section uses divs and has no clear indication as to what the elements are going to be . The bottom example clearly shows that they are buttons that are nested inside the div.

- `<article>`
- `<aside>`
- `<details>`
- `<figcaption>`
- `<figure>`
- `<footer>`
- `<header>`
- `<main>`
- `<mark>`
- `<nav>`
- `<section>`
- `<summary>`
- `<time>`

These are some semantic elements that can be used instead of `<div>` and ``. There are over 100 of these so I will likely have to refer back to this list while coding.

- `<aside>`
- `<footer>`
- `<form>`
- `<header>`
- `<main>`
- `<nav>`
- `<section>`

The elements above are landmark elements that are used in semantic html to clearly define different regions of the page.

Bootstrap

Bootstrap is a front end framework used to design responsive web pages and applications. It takes a mobile-first approach to web development, and includes pre-built CSS styles and classes, plus some JavaScript functionality.

I've been learning how to use Bootstrap recently to speed up my coding and make all of it responsive to different sized pages.

I'm not sure I agree with using Bootstrap to make my whole website as I think it can make a website look boring and I would like to have more personalization rather than using the pre-built styles. However I think I'm going to use it alongside vanilla CSS or Sass in order to make my pages responsive aswell as being personalized how I want them. It will also speed up my process.

Coming from a design into a dev background, bootstrap is terrible. A website is a personalised visual representation of a business or person, therefore design should also be personal too.



Found this comment on reddit that I like. I do think Bootstrap will be useful for other reasons than personalization.

jQuery Playground

#left-well #right-well

<#target1 #target2
#target3

<#target4 #target5
#target6

```
1 <div class="container-fluid">  
2   <h3 class="text-primary text-center">jQuery  
Playground</h3>  
3   <div class="row">  
4     <div class="col-xs-6">  
5       <h4>#left-well</h4>  
6       <div class="well" id="left-well">  
7         <button class="btn btn-default target" id="target1">#target1</button>  
8         <button class="btn btn-default target" id="target2">#target2</button>  
9         <button class="btn btn-default target" id="target3">#target3</button>  
10        </div>  
11      </div>  
12      <div class="col-xs-6">  
13        <h4>#right-well</h4>  
14        <div class="well" id="right-well">  
15          <button class="btn btn-default target" id="target4">#target4</button>  
16          <button class="btn btn-default target" id="target5">#target5</button>  
17          <button class="btn btn-default target" id="target6">#target6</button>  
18        </div>  
19      </div>  
20    </div>  
21  </div>
```



Made this really simple button element using Bootstrap. It's responsive aswell.

On the right is the code. Everything highlighted red is the Bootstrap classes.

- ▼ Collapse course 31 / 31
- ➊ Use Responsive Design with Bootstrap Fluid Containers
- ➋ Make Images Mobile Responsive
- ➌ Center Text with Bootstrap
- ➍ Create a Bootstrap Button
- ➎ Create a Block Element Bootstrap Button
- ➏ Taste the Bootstrap Button Color Rainbow
- ➐ Call out Optional Actions with btn-info
- ➑ Warn Your Users of a Dangerous Action with btn-danger
- ➒ Use the Bootstrap Grid to Put Elements Side By Side
- ➓ Ditch Custom CSS for Bootstrap
- ➔ Use a span to Target Inline Elements
- ➕ Create a Custom Heading
- ➖ Add Font Awesome Icons to our Buttons
- ➗ Add Font Awesome Icons to all of our Buttons
- ➘ Responsively Style Radio Buttons
- ➙ Responsively Style Checkboxes
- ➚ Style Text Inputs as Form Controls
- ➛ Line up Form Elements Responsively with Bootstrap
- ➜ Create a Bootstrap Headline
- ➝ House our page within a Bootstrap container-fluid div
- ➞ Create a Bootstrap Row
- ➟ Split Your Bootstrap Row
- ➛ Create Bootstrap Wells
- ➜ Add Elements within Your Bootstrap Wells
- ➝ Apply the Default Bootstrap Button Style
- ➞ Create a Class to Target with jQuery Selectors
- ➟ Add id Attributes to Bootstrap Elements
- ➛ Label Bootstrap Wells
- ➝ Give Each Element a Unique id
- ➛ Label Bootstrap Buttons
- ➟ Use Comments to Clarify Code

I learnt from doing a course on Freecodecamp.com(FCC) aswell as looking at guides on W2schools.com. Above is all the lessons I did on FCC.

Sass/Scss

I've also been learning how to write sass or scss(very similar). Scss makes writing css a lot quicker, organised and easier to read, perfect for big projects that use a lot of styling!

I learnt using freeocde-camp and a few tutorials, then I went on VisualStudioCode and messed around with it. It seems like it would be really helpful for my next project.

Things I learnt:

Setting up files

Variables

Nesting

Separating code

Mixins

Custom Mixins

Extensions

```
1 html {  
2   font-size: 100%;  
3   box-sizing: border-box;  
4 }  
5  
6
```



SASS

Sass, or "Syntactically Awesome StyleSheets", is a language extension of CSS. It adds features that aren't available in basic CSS, which make it easier for you to simplify and maintain the style sheets for your projects.

In this Sass course, you'll learn how to store data in variables, nest CSS, create reusable styles with mixins, add logic and loops to your styles, and more.

▼ Collapse course • 9/9

- Store Data with Sass Variables
- Nest CSS with Sass
- Create Reusable CSS with Mixins
- Use @if and @else to Add Logic To Your Styles
- Use @for to Create a Sass Loop
- Use @each to Map Over Items in a List
- Apply a Style Until a Condition is Met with @while
- Split Your Styles into Smaller Chunks with Partials
- Extend One Set of CSS Styles to Another Element

Lessons on FCC

```
style.scss _header.scss x  
1 @mixin flexCenter($direction, $background) {  
2   height: 100vh;  
3   display: flex;  
4   justify-content: center;  
5   align-items: center;  
6   flex-direction: $direction;  
7   background: $background;  
8 }  
9  
10 header {  
11   @include flexCenter(column, red);  
12   height: 100vh;  
13   color: $textColor;  
14   button {  
15     background: $primaryBtn;  
16     &::after {  
17       content: "Hellooooo";  
18     }  
19   }  
20 }  
21
```

Mixins examples

Physical Moodboard

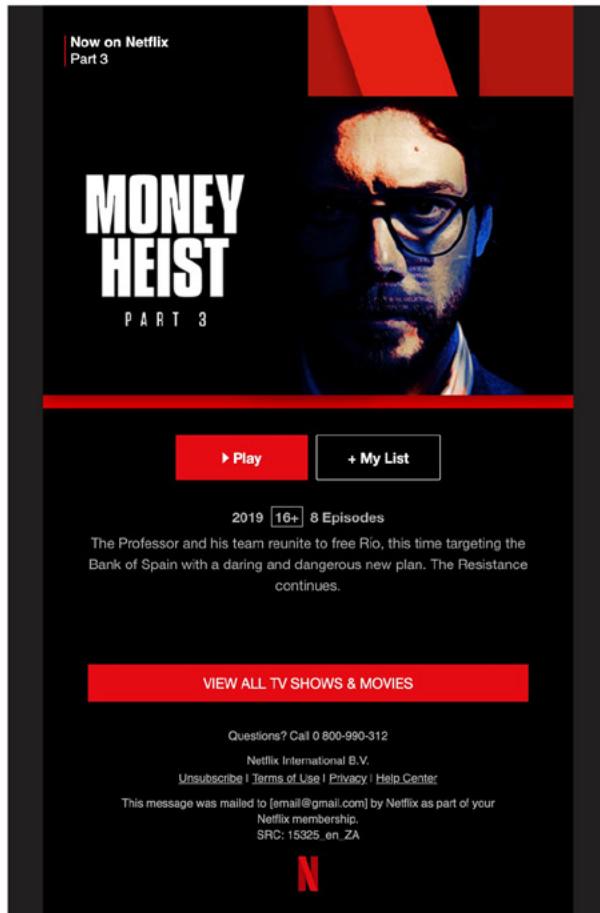
Collated some imagery to try and convey the fun retro feel I think the DoughMother could have.

I like the look of this. Maybe could be a homepage,
each bit of text takes you to a different page.? pictures
of baked goods etc.



Email Design

Been looking at mail lists, and mail design. It's interesting that companies need to design and code their emails for the mailing list as well. If I get time at the end of this project it would be nice to add a mail option for Dough Mother and I could design and code that too.



A promotional email for Spotify Premium. The top half has a blue background with the Spotify logo and the text 'Enjoy your favorite music.' Below that is a large image of a tiered cake with various blue and white frosting designs. A black button says 'GET 3 MONTHS FREE'. The bottom half has a blue background with text about the offer and a smaller image of a tiered cake. A Spotify logo is at the bottom. At the very bottom, there's a footer with download links for iPhone, iPad, Android, and Other devices.

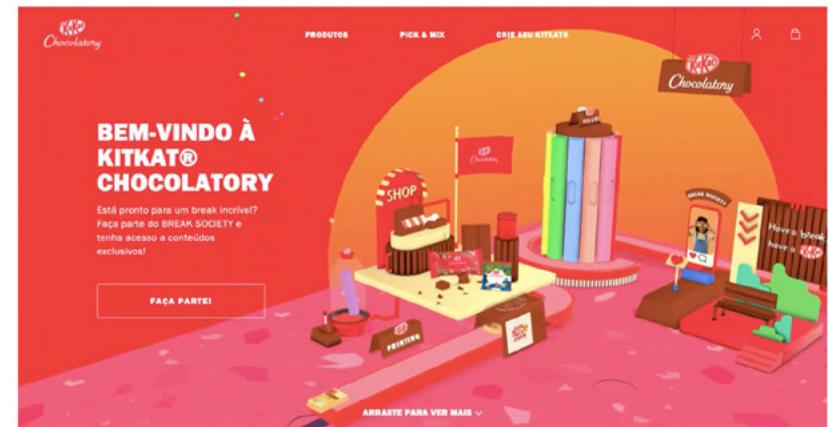
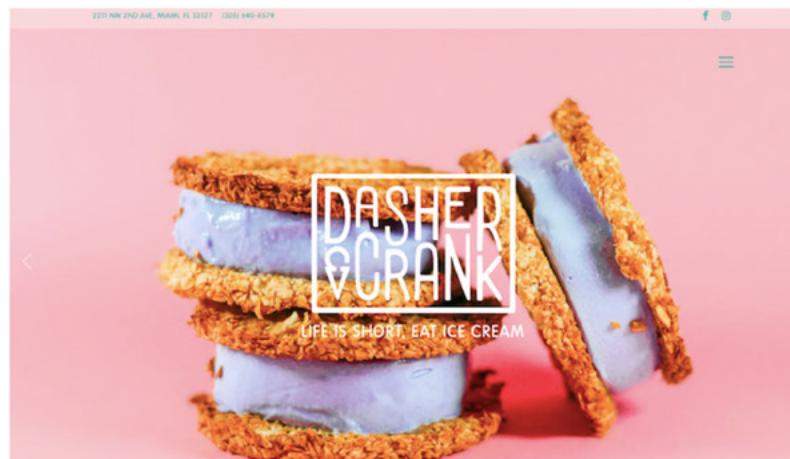
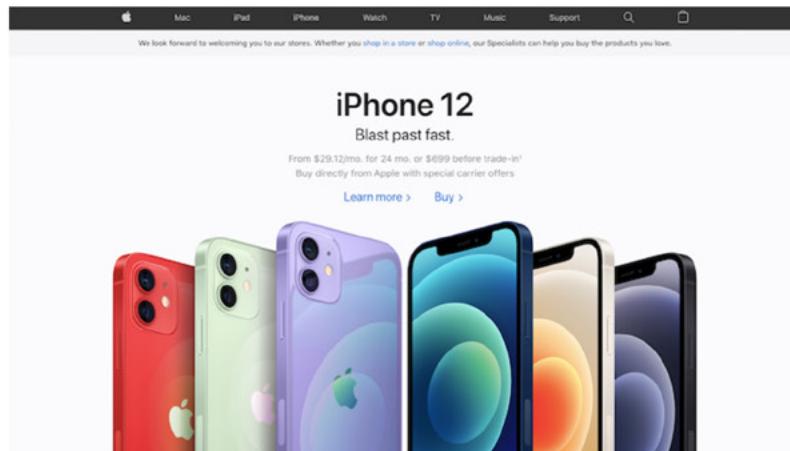
A promotional email for YouTube. It features a large image of three people, with one holding a camera, and the text 'Get even closer to your audience'. Below that is a blue button labeled 'TRY IT NOW'. To the right, there's a section titled 'Here are a few ideas for your first post:' with three items: 'Post a poll', 'Tease your next video', and 'Pull back the curtain'. At the bottom, there's a 'Want to learn more?' section with a 'GO TO CREATOR ACADEMY' button and some small text.

© 2019 YouTube LLC. 1111 Cherry Ave, San Bruno, CA 94068.
You received this message because you signed up to receive emails about your YouTube channel updates, announcements, and personalized tips. If you do not wish to receive any other communication relating to this, you may opt out [here](#). You can also change your preferences by visiting your Email Options in your YouTube account at [youtube.com/account/email-options](#).

Cutting Edge Web Design Trends.

Wanted to look at modern web design trends, to make sure that the website feels new, update and different. A few things I've noticed come up a lot while researching:

- 3D floating elements
- 3D animation
- Auto-Playing videos
- Bold colours
- Minimalist
- Micro interactions
- Design for the disabled
- White space
- Retro icons/ feeling/design
- Fun type
- Ignoring grid



Doughmother
Logo

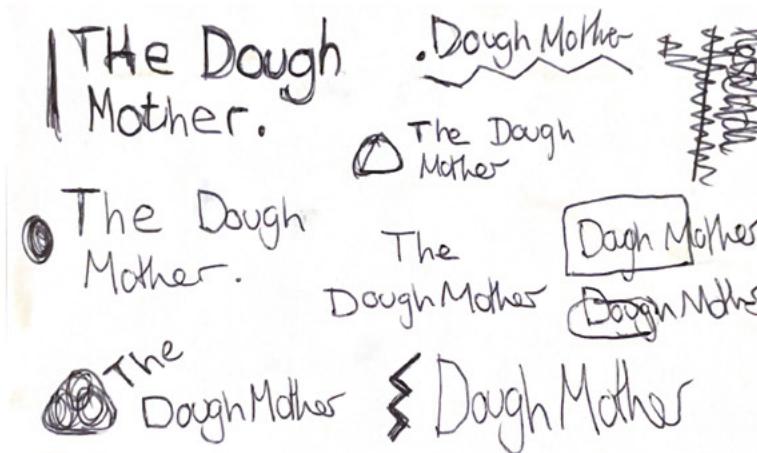
The DoughMother

The DoughMother

Tried to find the same font as they use on the front of the shop. It's annoying me because I can't find the exact one and I'm sure I've used it before. I'm just gonna use 'Be Vietnam Pro' in the meantime. Changing the font is something that can easily be changed further down the line.

I was also messing around with different ways of laying out the logo and stacking it. In case I want to use it in different ways. I don't really like any of them though and don't think it's that important to the project so probably won't develop.

Top pic is from their shop, bottom is the font I'm using. Top one seems squashed and warped so I've decreased kerning.



The DoughMother

The DoughMother

| The Dough
Mother

The Dough
Mother.

The Dough
Mother

The Dough
Mother

The DoughMother.

The Dough
Mother

The Dough
Mother

The Dough
Mother

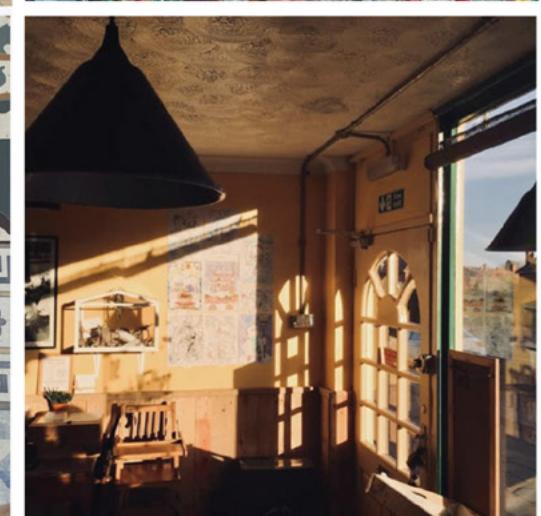
The Dough
Mother

The Dough
Mother.

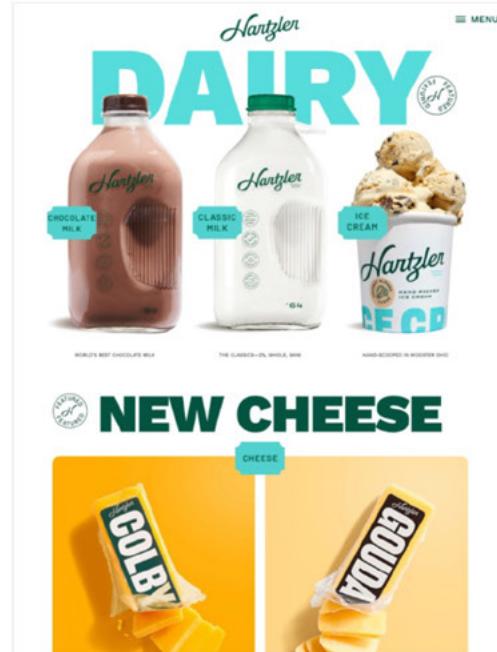
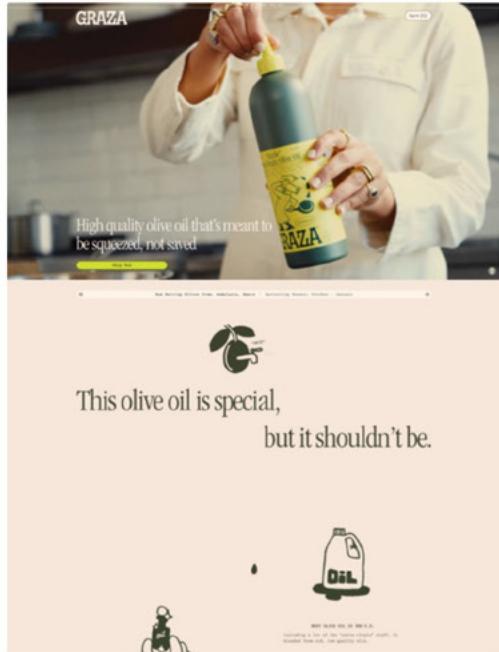
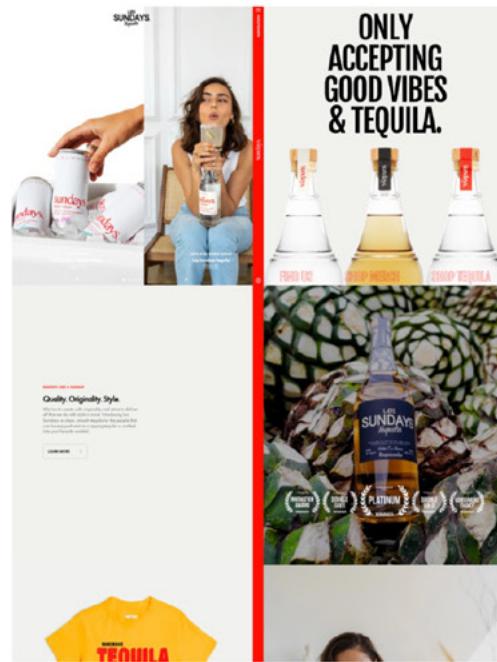
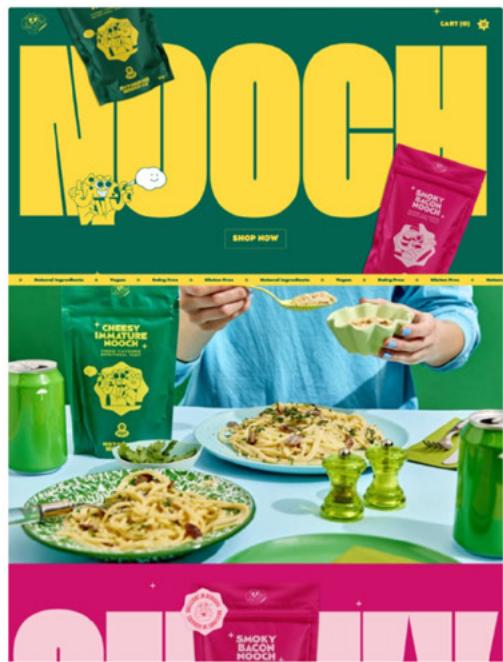
The Dough
Mother

Doughmother Logo

Collating branding material. Colours, images and vectorized logo. Don't know if I'll stick to colour scheme but it's a nice visual guide.



Web Inspo Dump



Web Inspo Dump

Shop Espresso Coffee - Your sounding板es to go through our menu and see what's available. We offer a range of coffee beans and coffee equipment.

Gift Bags Espresso - A coffee for every occasion.

Shop Filter Coffee - Brewing the perfect cup of coffee is an art. Discover your own on their website.

Shop All Equipment - Find the perfect gift for your coffee lover.

JUICY MARBLES

Prime Plant Meats Coming Soon

Lush marbling, prime flavor.

Tender, meaty & juicy insides.

ORIGINE

POST FAMILIAR (N.01 – SS21) WINES FOR EXPANSION (Domain)

(WA) LOOP DE LOOP CHILLABLE RED

(OR) THE MARIGNY SKIN CONTACT WINE

FUTURE NOODLES

NUTRITIONALLY COMPLETE INSTANT NOODLES

Super tasty, plant-based instant noodles that are healthy for you and our planet.

TRY NOW

Normal Noodle - NOT A NORMAL NOODLE - NOT A NORMAL NOODLE

NUTRITIONALLY COMPLETE

SUPER TASTY

PLANT BASED

SUPER CONVENIENT

HEALTHY PLANET

GOOD VALUE

Wine Sets

An effortless way to discover natural wine and dance a little.

REDBRICK

ROASTER, WHOLESALER AND DISTRIBUTOR OF COFFEE AND COFFEE BEANS

NEW TEES

Fishwife Landing Page Design

Shipping

Coffee

Tea

Grain

Festive Classic Box N°3

Groovy Box N°2

NEED A LOT OF COFFEE?

CITADELLE

Citadelle, french gin pioneer

Welcome to the South-West

The south-west of France has it all: the sun, the sea, the countryside.

Web Inspo Dump

making coffee fun & approachable.

coffee

make it cute

SHOP COFFEE

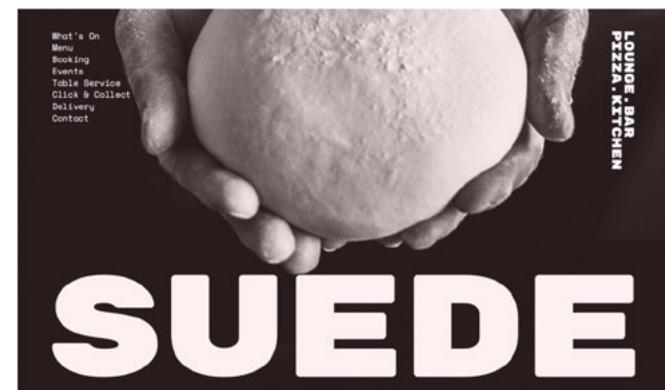


BONJOUR

About

AESOP Wines© is an online winery making clean wine in California — with direct-to-door delivery.

2021 ROSE
2020 WHITE BLEND
2018 GRENACHE



NANCY'S FANCY

LOUNGE. BAR. KITCHEN

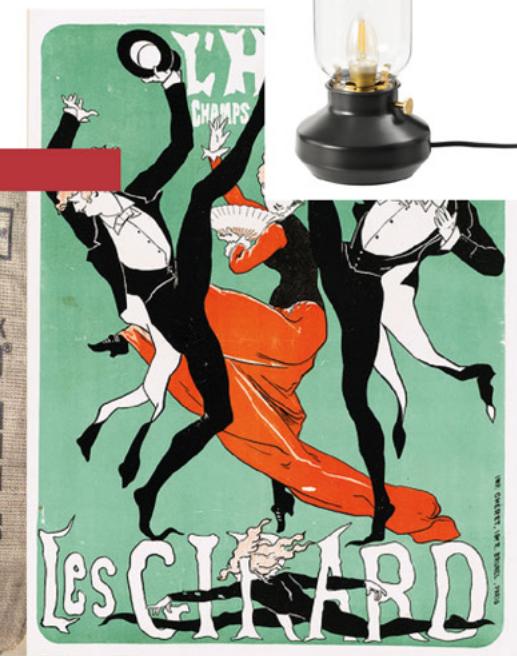
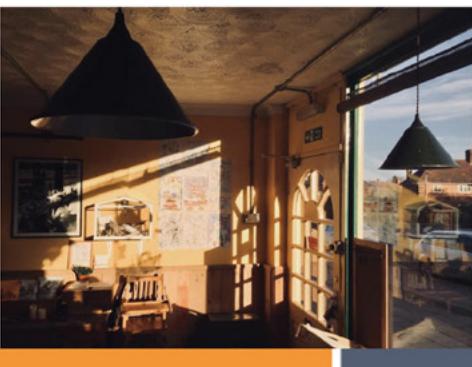
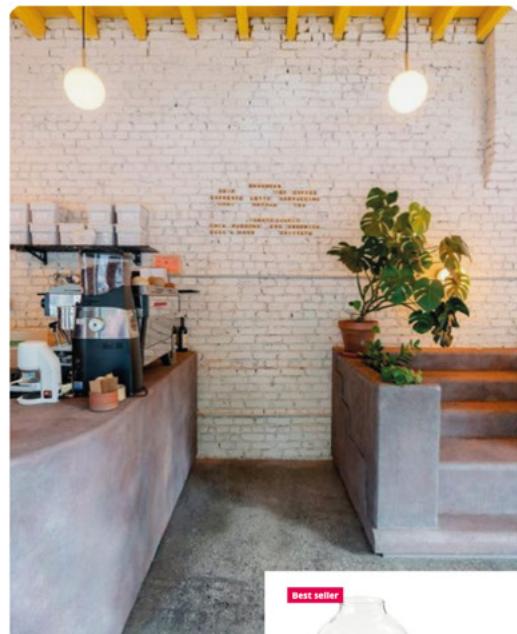
SUEDE

EXPLORE FLAVORS

WE LOVE OUR GELATO

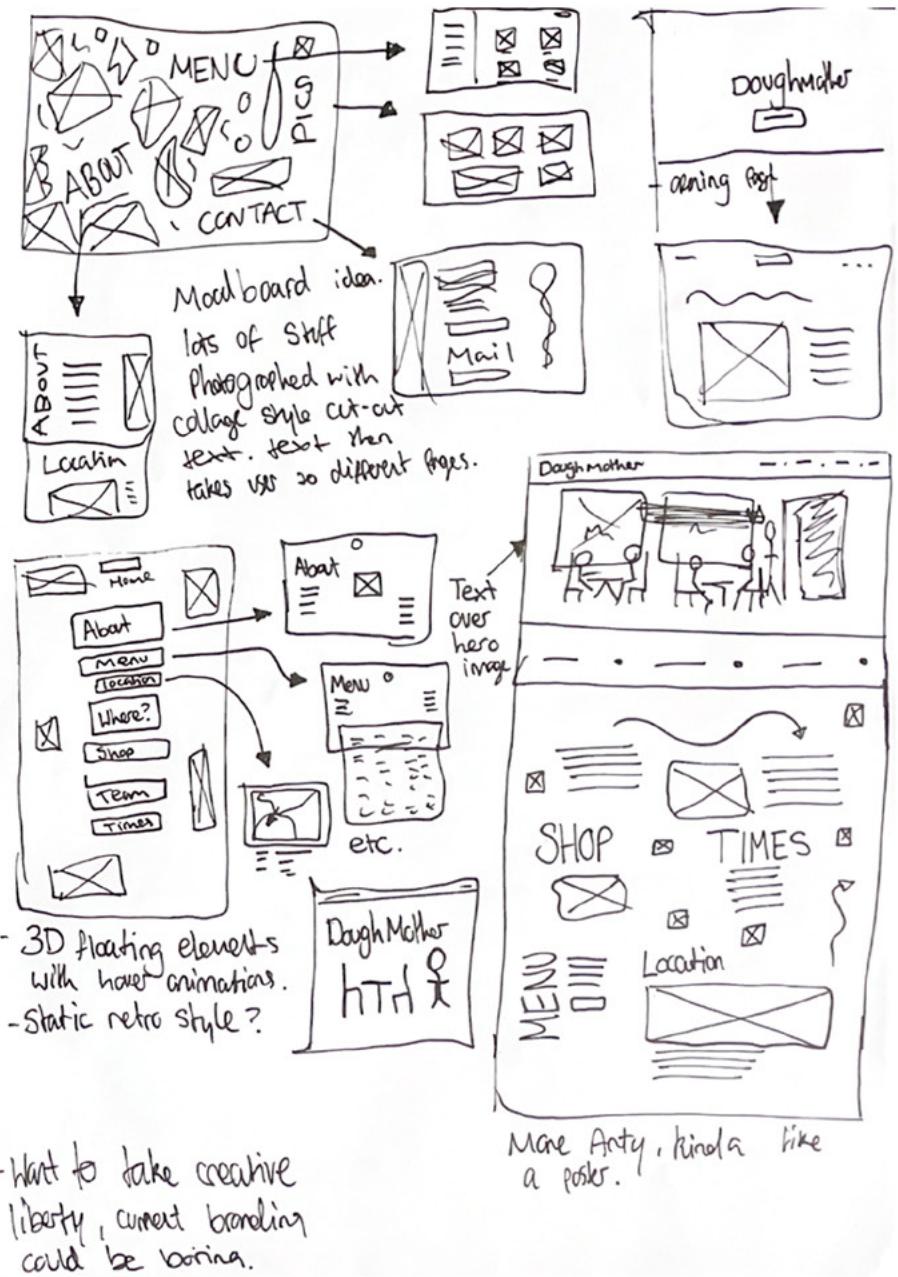
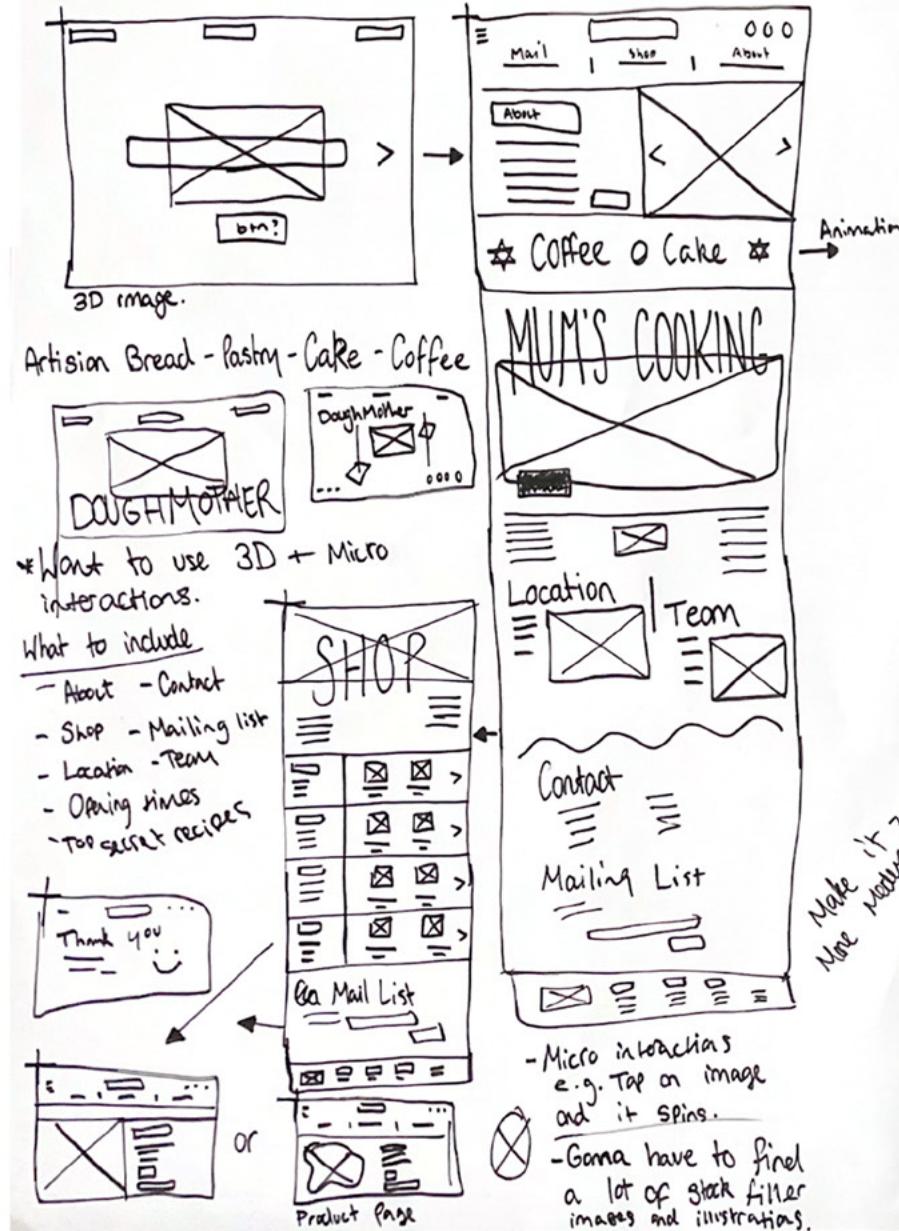
FIND A PINT NEAR YOU

Digital Moodboard



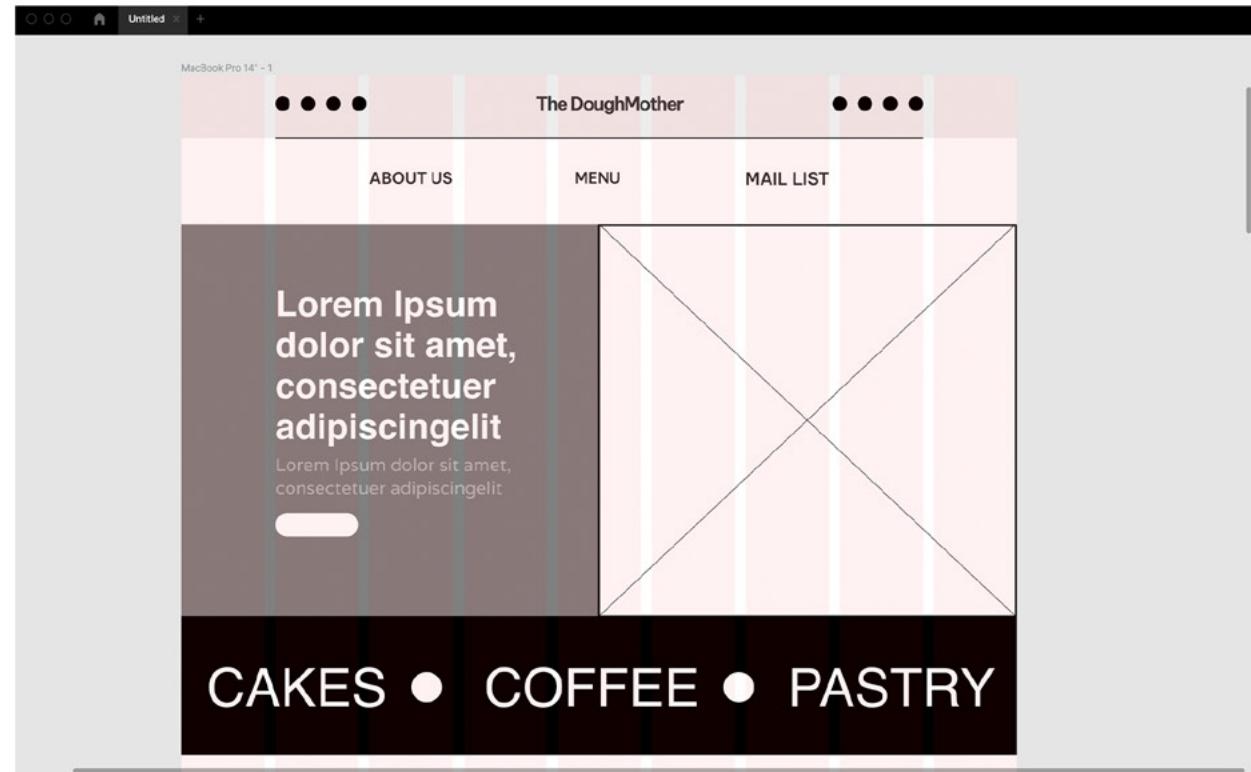
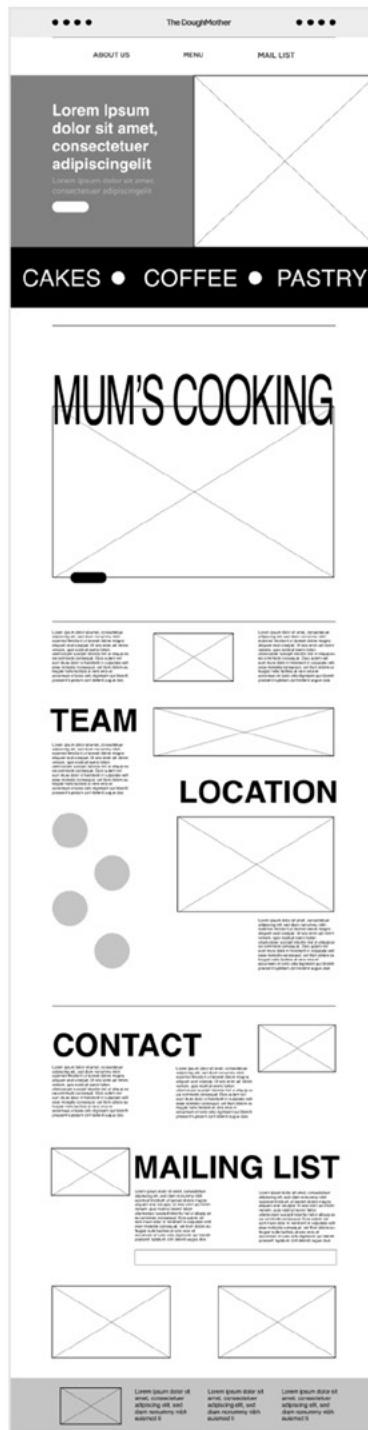
Website/Wireframe Sketches

#Idea 1

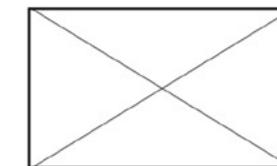


Figma

Using Figma to mockup some rough ideas.



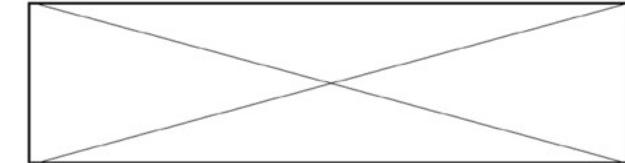
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate volit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate volit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis

TEAM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate volit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis



LOCATION

Colour Scheme

Finding a nice colour scheme to use that draws a lot of inspiration from DoughMothers shop and current style.

These are some options I picked out. The bottom is the one i'm going to move forward with. This might change, or I may add more shades of green and brown.



Modernism Design

DoughMothers design reminds me a bit of Modernist design style. The simplicity of the fonts, colours and shapes (excluding godfather part). I think I want to run with this style to a certain extent. I want to make sure I don't overcomplicate things with lots of unnecessary designs.

Modernist design was defined by abstract expression, bold type and primary colors and shapes. These designers approached the work objectively, emphasizing the rational over the expressive (and emphasizing the classic Modernist belief that form follows function).

<https://www.optima.inc/modern-ist-graphic-design/>



Collage Idea

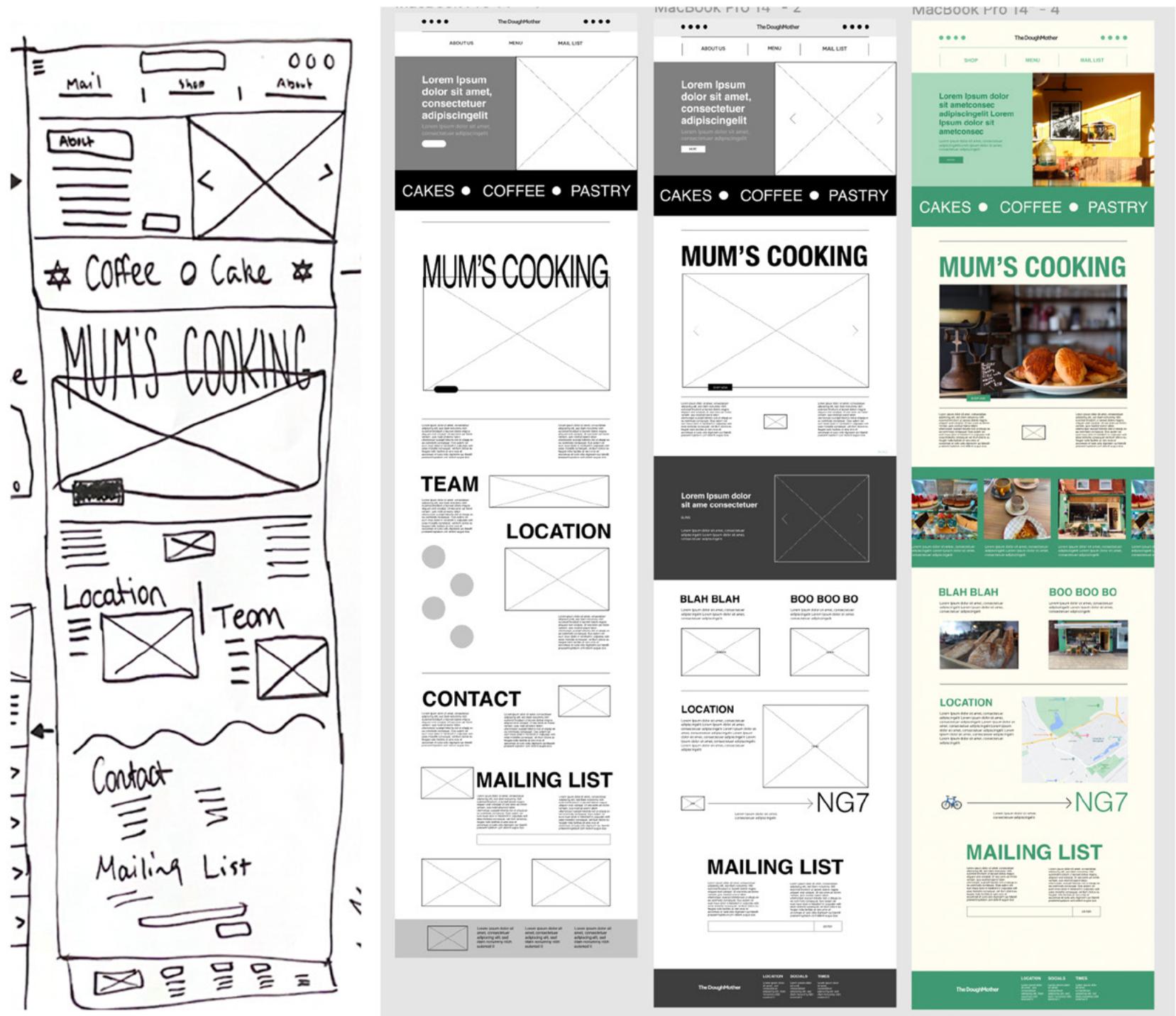
Wanted to test an idea that brings my mood board to life. The collage would be the home page of the website and when you hover over the text, it expands and is click able, they would take the user to different parts of the site.



Figma.

Using Figma to mock-up initial designs. I don't know if the final coded outcome will look like this but it gives me something to work from. I imagine design elements, colours etc. will change. I also need to make more pages and animations to add more depth to the site.

Picture shows site development of from sketch to coloured.



Front Page Idea

Want some sort of opening page to greet the user and set the tone for the website. This is my first idea.

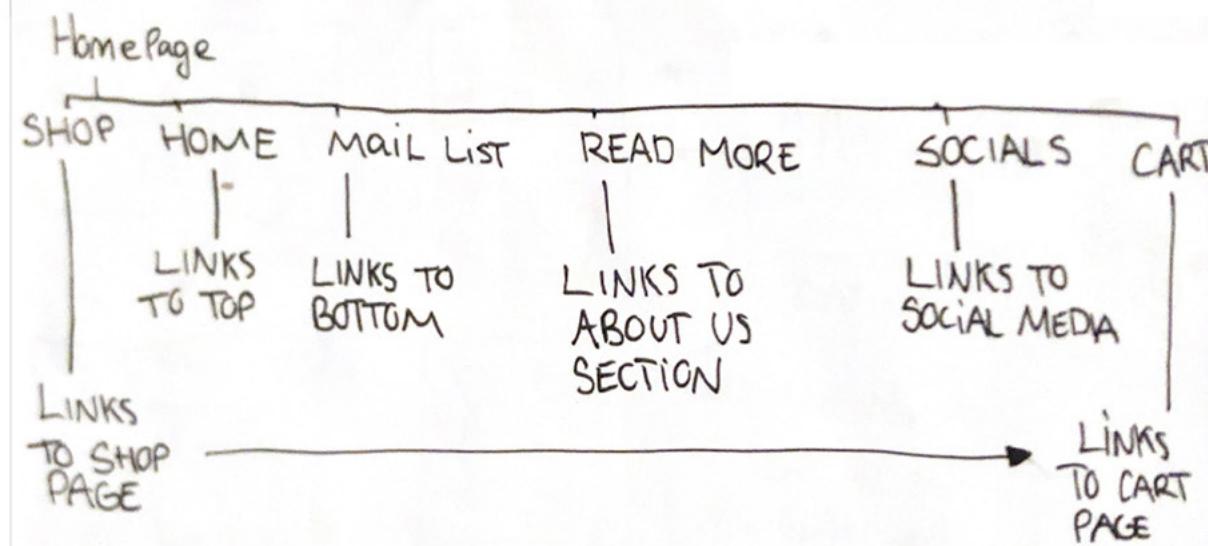
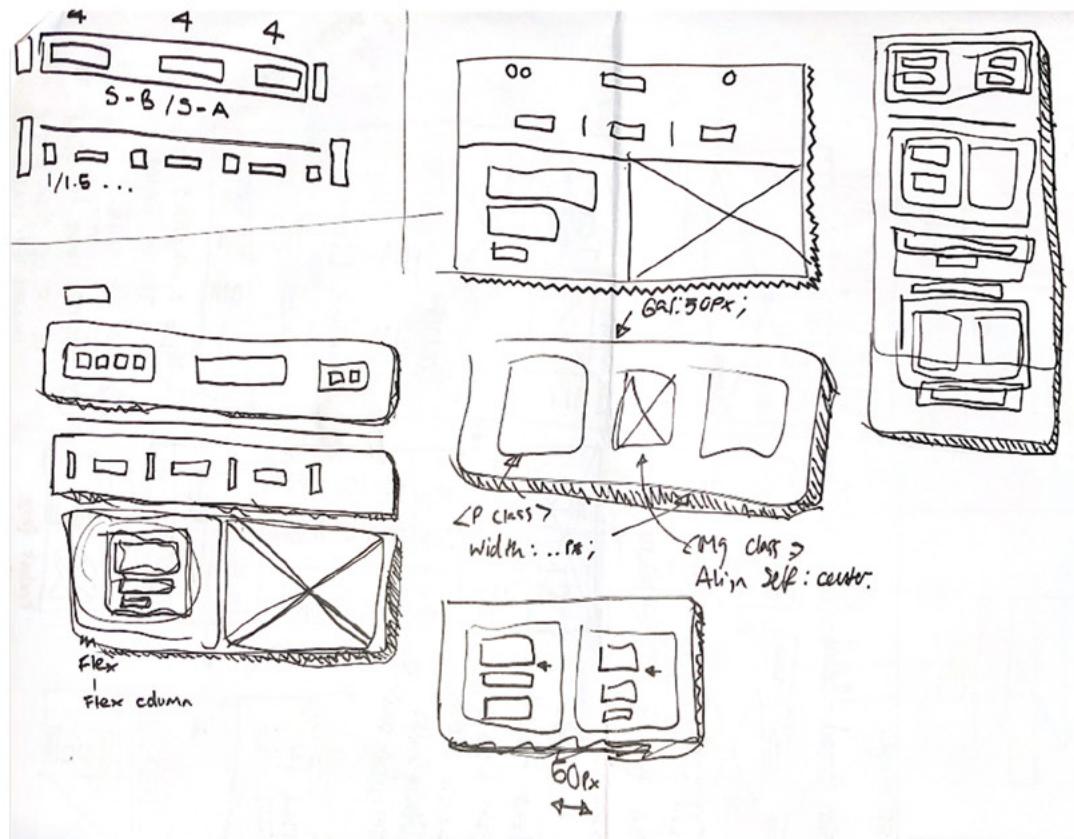
Croissant is click able, it expands on hover then takes you to the main site.



Sketching

sketches detailing how i'm going to lay out my pages using flex-box. I was gonna use bootstrap but I like doing it myself more.

Other sketch shows thinking around the user journey and the different pages that are gonna be on the site.



Coding progress

Coding as it looked before I started writing scss + how it looks currently.

I'm struggling to make it responsive at the moment, I think I'm going to do that all at the end. It's taking me a lot longer because i'm trying to write semantic code and i'm using scss for the first time.

Also think I need to re-think the design. It's a bit boring and I think i could add a lot more personality to it. i need to grow the DoughMother brand, because i'm not able to work off much right now.

After I get the basic pages coded I will go through it again with design changes and some javascript to try and add more personality.

FaceBook Instagram Twitter

Cart

- SHOP
- HOME
- MAIL LIST

This website is the result of an overarching project that documents my learning of code. I wanted

READ MORE

ARTISIAN BREAD ● PASTRY ● CAKE ● COFFEE ●

MAMA'S BAKING

SHOP NOW

This website is the result of an overarching project that documents my learning of code. I wanted

...

This website is the result of an overarching project that documents my learning of code. I wanted

...

This website is the result of an overarching project

...

This website is the result of an overarching project

...

This website is the result of an overarching project

...

This website is the result of an overarching project

...

BLAH BLAH BLAH

This website is the result of an overarching project that documents my learning of code. I wanted

...

BLAH BLAH BLAH

This website is the result of an overarching project that documents my learning of code. I wanted

...

LOCATION

This website is the result of an overarching project that documents my learning of code. I wanted

...

...

This website is the result of an overarching project that documents my learning of code. I wanted

MAILING LIST

This website is the result of an overarching project that documents my learning of code. I wanted

This website is the result of an overarching project that documents my learning of code. I wanted

ENTER EMAIL SUBMIT

FOOT-LOGO

LOCATION

This website is the result of an overarching project that documents my learning of code. I wanted

SOCIALS

This website is the result of an overarching project that documents my learning of code. I wanted

TIMES

This website is the result of an overarching project that documents my learning of code. I wanted

Facebook Instagram Twitter

The DoughMother

Cart

SHOP

HOME

MAIL LIST

This website is the result of an overarching project that documents my learning of code. I wanted

This website is the result of an overarching project that documents my learning of code. I wanted

AN BREAD ● PASTRY ● CAKE ●

MAMA'S BAKING



This website is the result of an overarching project that documents my learning of code. I wanted

This website is the result of an overarching project that documents my learning of code. I wanted

This website is the result of an overarching project that documents my learning of code. I wanted

This website is the result of an overarching project that documents my learning of code. I wanted

BLAH BLAH BLAH

This website is the result of an overarching project that documents my learning of code. I wanted

BLAH BLAH BLAH

This website is the result of an overarching project that documents my learning of code. I wanted

LOCATION

This website is the result of an overarching project that documents my learning of code. I wanted

...

This website is the result of an overarching project that documents my learning of code. I wanted

MAILING LIST

ENTER EMAIL SUBMIT

FOOT-LOGO

LOCATION

This website is the result of an overarching project that documents my learning of code. I wanted

SOCIALS

This website is the result of an overarching project that documents my learning of code. I wanted

TIME

This website is the result of an overarching project that documents my learning of code. I wanted

Coding progress

It's hard to notice from these screen shots but I'm trying to write my code a lot more semantically. Some ways I've been doing this: Using the right tags for my elements so screen readers can pick them up. Making sure all my child elements are visually nested inside the parent elements. Separating each section of code so it's easier for others to understand what they're seeing.

I've also been using scss(right) which makes it quicker for me to make changes to my code. i'm making heavy use of mixins and variables which are both fairly new concepts to me.

```
13 <!-- top-bar -->
14
15 <nav class="top-bar">
16
17   <nav class="icons">
18     <img href="#" alt="FaceBook">
19     <img href="#" alt="Instagram">
20     <img href="#" alt="Twitter">
21   </nav>
22
23   <header>
24     
25   </header>
26
27   <nav class="icons2">
28     <img href="#" alt="Cart">
29   </nav>
30
31 </nav>
32
33 <!-- nav-bar -->
34
35   <nav class="nav-bar">
36     <hr class="vert-lines">
37     <a><li>SHOP</li></a>
38     <a><hr class="vert-lines">
39       <a><li>HOME</li></a>
40     </a><hr class="vert-lines">
41     <a><li>MAIL LIST</li></a>
42     <hr class="vert-lines">
43   </nav>
44
45
46 <!-- hero -->
47
48 <div class="hero">
49
50   <span class="hero-left">
51
52     <span class="hero-text">
53       <h1>This website is the result of an overarching project that documents my learning of code. I wanted</h1>
54       <p>This website is the result of an overarching project that documents my learning of code. I wanted</p>
55       <button>READ MORE</button>
56     </span>
57
58   </span>
59
60   <span class="hero-right">
61
62     
64
65   </span>
66
67 </div>
68
69 <!-- scrolling-section -->
70
71 <div class="scroll-slow">
72   <p>ARTISIAN BREAD • PASTRY • CAKE • COFFEE • </p>
73 </div>
74
75 <!-- mums-section -->
76
77 <h2 class="mams-title">MAMA'S BAKING</h2>
78
79 <div class="mums-baking">
80
81   
83   <button id="shop-now">SHOP NOW</button>
84
85   <p class="mums-text">This website is the result of an overarching project that documents<br> my learning of code. I wanted</p>
86   <img href="#" alt="">
87   <p class="mums-text">This website is the result of an overarching project that documents<br>my learning of code. I wanted</p>
88
89   </span>
90
91 </div>
92
93 <!-- scroll-section -->
94
95
96 <!-- footer -->
97
98 <div class="footer">
99
100   <img alt="Footer logo" />
101
102   <div class="text">
103     <h3>Footer Content</h3>
104     <p>Footer text here</p>
105   </div>
106
107 </div>
108
109 <!-- footer -->
110
111 <div class="double-image">
112   <img alt="Double image example" />
113
114 <div class="location">
115   <div class="location-text">
116     <h3>Location Information</h3>
117     <p>Address: 123 Main Street</p>
118     <p>Phone: 555-1234</p>
119   </div>
120   <div class="img">
121     <img alt="Image of a building" />
122   </div>
123 </div>
124
125 <div class="mail-list">
126   <h2>MAIL LIST</h2>
127   <ul>
128     <li>Email 1</li>
129     <li>Email 2</li>
130     <li>Email 3</li>
131   </ul>
132 </div>
133
134 <div class="email-form">
135   <form>
136     <input type="text" placeholder="Enter email" />
137     <button type="submit">SUBMIT</button>
138   </form>
139 </div>
140
141 <div class="footer-section">
142   <div class="text">
143     <h3>Footer Section A</h3>
144     <p>Text for section A</p>
145   </div>
146   <div class="text">
147     <h3>Footer Section B</h3>
148     <p>Text for section B</p>
149   </div>
150 </div>
151
152 <div class="footer-mid">
153   <div class="text">
154     <h3>Footer Mid A</h3>
155     <p>Text for mid A</p>
156   </div>
157   <div class="text">
158     <h3>Footer Mid B</h3>
159     <p>Text for mid B</p>
160   </div>
161 </div>
162
163 <div class="footer-bottom">
164   <div class="text">
165     <h3>Footer Bottom A</h3>
166     <p>Text for bottom A</p>
167   </div>
168   <div class="text">
169     <h3>Footer Bottom B</h3>
170     <p>Text for bottom B</p>
171   </div>
172 </div>
173
174 <div class="social-links">
175   <ul>
176     <li><img alt="Facebook icon" /></li>
177     <li><img alt="Twitter icon" /></li>
178     <li><img alt="Instagram icon" /></li>
179   </ul>
180 </div>
181
182 <div class="copyright">
183   <small>Copyright © 2023 DW. All rights reserved.</small>
184 </div>
185
186 <div class="scroll-images">
187   <img alt="Background image" />
188 </div>
189
190 <div class="scroll-text">
191   <div>
192     <h3>Scroll Text A</h3>
193     <p>Text for scroll A</p>
194   </div>
195   <div>
196     <h3>Scroll Text B</h3>
197     <p>Text for scroll B</p>
198   </div>
199 </div>
200
201 <div class="article">
202   <div>
203     <h2>Article Title</h2>
204     <p>Article content here</p>
205   </div>
206 </div>
207
208 <div class="double-img">
209   <img alt="Double image example" />
210
211 <div class="location">
212   <div class="location-text">
213     <h3>Location Information</h3>
214     <p>Address: 123 Main Street</p>
215     <p>Phone: 555-1234</p>
216   </div>
217   <div class="img">
218     <img alt="Image of a building" />
219   </div>
220 </div>
221
222 <div class="mail-list">
223   <h2>MAIL LIST</h2>
224   <ul>
225     <li>Email 1</li>
226     <li>Email 2</li>
227     <li>Email 3</li>
228   </ul>
229 </div>
230
231 <div class="email-form">
232   <form>
233     <input type="text" placeholder="Enter email" />
234     <button type="submit">SUBMIT</button>
235   </form>
236 </div>
237
238 <div class="footer-section">
239   <div class="text">
240     <h3>Footer Section A</h3>
241     <p>Text for section A</p>
242   </div>
243   <div class="text">
244     <h3>Footer Section B</h3>
245     <p>Text for section B</p>
246   </div>
247 </div>
248
249 <div class="scroll-images">
250   <img alt="Background image" />
251 </div>
252
253 <div class="scroll-text">
254   <div>
255     <h3>Scroll Text A</h3>
256     <p>Text for scroll A</p>
257   </div>
258   <div>
259     <h3>Scroll Text B</h3>
260     <p>Text for scroll B</p>
261   </div>
262 </div>
263
264 <div class="article">
265   <div>
266     <h2>Article Title</h2>
267     <p>Article content here</p>
268   </div>
269 </div>
270
271 <div class="double-img">
272   <img alt="Double image example" />
273
274 <div class="location">
275   <div class="location-text">
276     <h3>Location Information</h3>
277     <p>Address: 123 Main Street</p>
278     <p>Phone: 555-1234</p>
279   </div>
280   <div class="img">
281     <img alt="Image of a building" />
282   </div>
283 </div>
284
285 <div class="mail-list">
286   <h2>MAIL LIST</h2>
287   <ul>
288     <li>Email 1</li>
289     <li>Email 2</li>
290     <li>Email 3</li>
291   </ul>
292 </div>
293
294 <div class="email-form">
295   <form>
296     <input type="text" placeholder="Enter email" />
297     <button type="submit">SUBMIT</button>
298   </form>
299 </div>
300
301 <div class="footer-section">
302   <div class="text">
303     <h3>Footer Section A</h3>
304     <p>Text for section A</p>
305   </div>
306   <div class="text">
307     <h3>Footer Section B</h3>
308     <p>Text for section B</p>
309   </div>
310 </div>
311
312 <div class="scroll-images">
313   <img alt="Background image" />
314 </div>
315
316 <div class="scroll-text">
317   <div>
318     <h3>Scroll Text A</h3>
319     <p>Text for scroll A</p>
320   </div>
321   <div>
322     <h3>Scroll Text B</h3>
323     <p>Text for scroll B</p>
324   </div>
325 </div>
326
327 <div class="article">
328   <div>
329     <h2>Article Title</h2>
330     <p>Article content here</p>
331   </div>
332 </div>
333
334 <div class="double-img">
335   <img alt="Double image example" />
336
337 <div class="location">
338   <div class="location-text">
339     <h3>Location Information</h3>
340     <p>Address: 123 Main Street</p>
341     <p>Phone: 555-1234</p>
342   </div>
343   <div class="img">
344     <img alt="Image of a building" />
345   </div>
346 </div>
347
348 <div class="mail-list">
349   <h2>MAIL LIST</h2>
350   <ul>
351     <li>Email 1</li>
352     <li>Email 2</li>
353     <li>Email 3</li>
354   </ul>
355 </div>
356
357 <div class="email-form">
358   <form>
359     <input type="text" placeholder="Enter email" />
360     <button type="submit">SUBMIT</button>
361   </form>
362 </div>
363
364 <div class="footer-section">
365   <div class="text">
366     <h3>Footer Section A</h3>
367     <p>Text for section A</p>
368   </div>
369   <div class="text">
370     <h3>Footer Section B</h3>
371     <p>Text for section B</p>
372   </div>
373 </div>
374
375 <div class="scroll-images">
376   <img alt="Background image" />
377 </div>
378
379 <div class="scroll-text">
380   <div>
381     <h3>Scroll Text A</h3>
382     <p>Text for scroll A</p>
383   </div>
384   <div>
385     <h3>Scroll Text B</h3>
386     <p>Text for scroll B</p>
387   </div>
388 </div>
389
390 <div class="article">
391   <div>
392     <h2>Article Title</h2>
393     <p>Article content here</p>
394   </div>
395 </div>
396
397 <div class="double-img">
398   <img alt="Double image example" />
399
400 <div class="location">
401   <div class="location-text">
402     <h3>Location Information</h3>
403     <p>Address: 123 Main Street</p>
404     <p>Phone: 555-1234</p>
405   </div>
406   <div class="img">
407     <img alt="Image of a building" />
408   </div>
409 </div>
410
411 <div class="mail-list">
412   <h2>MAIL LIST</h2>
413   <ul>
414     <li>Email 1</li>
415     <li>Email 2</li>
416     <li>Email 3</li>
417   </ul>
418 </div>
419
420 <div class="email-form">
421   <form>
422     <input type="text" placeholder="Enter email" />
423     <button type="submit">SUBMIT</button>
424   </form>
425 </div>
426
427 <div class="footer-section">
428   <div class="text">
429     <h3>Footer Section A</h3>
430     <p>Text for section A</p>
431   </div>
432   <div class="text">
433     <h3>Footer Section B</h3>
434     <p>Text for section B</p>
435   </div>
436 </div>
437
438 <div class="scroll-images">
439   <img alt="Background image" />
440 </div>
441
442 <div class="scroll-text">
443   <div>
444     <h3>Scroll Text A</h3>
445     <p>Text for scroll A</p>
446   </div>
447   <div>
448     <h3>Scroll Text B</h3>
449     <p>Text for scroll B</p>
450   </div>
451 </div>
452
453 <div class="article">
454   <div>
455     <h2>Article Title</h2>
456     <p>Article content here</p>
457   </div>
458 </div>
459
460 <div class="double-img">
461   <img alt="Double image example" />
462
463 <div class="location">
464   <div class="location-text">
465     <h3>Location Information</h3>
466     <p>Address: 123 Main Street</p>
467     <p>Phone: 555-1234</p>
468   </div>
469   <div class="img">
470     <img alt="Image of a building" />
471   </div>
472 </div>
473
474 <div class="mail-list">
475   <h2>MAIL LIST</h2>
476   <ul>
477     <li>Email 1</li>
478     <li>Email 2</li>
479     <li>Email 3</li>
480   </ul>
481 </div>
482
483 <div class="email-form">
484   <form>
485     <input type="text" placeholder="Enter email" />
486     <button type="submit">SUBMIT</button>
487   </form>
488 </div>
489
490 <div class="footer-section">
491   <div class="text">
492     <h3>Footer Section A</h3>
493     <p>Text for section A</p>
494   </div>
495   <div class="text">
496     <h3>Footer Section B</h3>
497     <p>Text for section B</p>
498   </div>
499 </div>
500
501 <div class="scroll-images">
502   <img alt="Background image" />
503 </div>
504
505 <div class="scroll-text">
506   <div>
507     <h3>Scroll Text A</h3>
508     <p>Text for scroll A</p>
509   </div>
510   <div>
511     <h3>Scroll Text B</h3>
512     <p>Text for scroll B</p>
513   </div>
514 </div>
515
516 <div class="article">
517   <div>
518     <h2>Article Title</h2>
519     <p>Article content here</p>
520   </div>
521 </div>
522
523 <div class="double-img">
524   <img alt="Double image example" />
525
526 <div class="location">
527   <div class="location-text">
528     <h3>Location Information</h3>
529     <p>Address: 123 Main Street</p>
530     <p>Phone: 555-1234</p>
531   </div>
532   <div class="img">
533     <img alt="Image of a building" />
534   </div>
535 </div>
536
537 <div class="mail-list">
538   <h2>MAIL LIST</h2>
539   <ul>
540     <li>Email 1</li>
541     <li>Email 2</li>
542     <li>Email 3</li>
543   </ul>
544 </div>
545
546 <div class="email-form">
547   <form>
548     <input type="text" placeholder="Enter email" />
549     <button type="submit">SUBMIT</button>
550   </form>
551 </div>
552
553 <div class="footer-section">
554   <div class="text">
555     <h3>Footer Section A</h3>
556     <p>Text for section A</p>
557   </div>
558   <div class="text">
559     <h3>Footer Section B</h3>
560     <p>Text for section B</p>
561   </div>
562 </div>
563
564 <div class="scroll-images">
565   <img alt="Background image" />
566 </div>
567
568 <div class="scroll-text">
569   <div>
570     <h3>Scroll Text A</h3>
571     <p>Text for scroll A</p>
572   </div>
573   <div>
574     <h3>Scroll Text B</h3>
575     <p>Text for scroll B</p>
576   </div>
577 </div>
578
579 <div class="article">
580   <div>
581     <h2>Article Title</h2>
582     <p>Article content here</p>
583   </div>
584 </div>
585
586 <div class="double-img">
587   <img alt="Double image example" />
588
589 <div class="location">
590   <div class="location-text">
591     <h3>Location Information</h3>
592     <p>Address: 123 Main Street</p>
593     <p>Phone: 555-1234</p>
594   </div>
595   <div class="img">
596     <img alt="Image of a building" />
597   </div>
598 </div>
599
600 <div class="mail-list">
601   <h2>MAIL LIST</h2>
602   <ul>
603     <li>Email 1</li>
604     <li>Email 2</li>
605     <li>Email 3</li>
606   </ul>
607 </div>
608
609 <div class="email-form">
610   <form>
611     <input type="text" placeholder="Enter email" />
612     <button type="submit">SUBMIT</button>
613   </form>
614 </div>
615
616 <div class="footer-section">
617   <div class="text">
618     <h3>Footer Section A</h3>
619     <p>Text for section A</p>
620   </div>
621   <div class="text">
622     <h3>Footer Section B</h3>
623     <p>Text for section B</p>
624   </div>
625 </div>
626
627 <div class="scroll-images">
628   <img alt="Background image" />
629 </div>
630
631 <div class="scroll-text">
632   <div>
633     <h3>Scroll Text A</h3>
634     <p>Text for scroll A</p>
635   </div>
636   <div>
637     <h3>Scroll Text B</h3>
638     <p>Text for scroll B</p>
639   </div>
640 </div>
641
642 <div class="article">
643   <div>
644     <h2>Article Title</h2>
645     <p>Article content here</p>
646   </div>
647 </div>
648
649 <div class="double-img">
650   <img alt="Double image example" />
651
652 <div class="location">
653   <div class="location-text">
654     <h3>Location Information</h3>
655     <p>Address: 123 Main Street</p>
656     <p>Phone: 555-1234</p>
657   </div>
658   <div class="img">
659     <img alt="Image of a building" />
660   </div>
661 </div>
662
663 <div class="mail-list">
664   <h2>MAIL LIST</h2>
665   <ul>
666     <li>Email 1</li>
667     <li>Email 2</li>
668     <li>Email 3</li>
669   </ul>
670 </div>
671
672 <div class="email-form">
673   <form>
674     <input type="text" placeholder="Enter email" />
675     <button type="submit">SUBMIT</button>
676   </form>
677 </div>
678
679 <div class="footer-section">
680   <div class="text">
681     <h3>Footer Section A</h3>
682     <p>Text for section A</p>
683   </div>
684   <div class="text">
685     <h3>Footer Section B</h3>
686     <p>Text for section B</p>
687   </div>
688 </div>
689
690 <div class="scroll-images">
691   <img alt="Background image" />
692 </div>
693
694 <div class="scroll-text">
695   <div>
696     <h3>Scroll Text A</h3>
697     <p>Text for scroll A</p>
698   </div>
699   <div>
700     <h3>Scroll Text B</h3>
701     <p>Text for scroll B</p>
702   </div>
703 </div>
704
705 <div class="article">
706   <div>
707     <h2>Article Title</h2>
708     <p>Article content here</p>
709   </div>
710 </div>
711
712 <div class="double-img">
713   <img alt="Double image example" />
714
715 <div class="location">
716   <div class="location-text">
717     <h3>Location Information</h3>
718     <p>Address: 123 Main Street</p>
719     <p>Phone: 555-1234</p>
720   </div>
721   <div class="img">
722     <img alt="Image of a building" />
723   </div>
724 </div>
725
726 <div class="mail-list">
727   <h2>MAIL LIST</h2>
728   <ul>
729     <li>Email 1</li>
730     <li>Email 2</li>
731     <li>Email 3</li>
732   </ul>
733 </div>
734
735 <div class="email-form">
736   <form>
737     <input type="text" placeholder="Enter email" />
738     <button type="submit">SUBMIT</button>
739   </form>
740 </div>
741
742 <div class="footer-section">
743   <div class="text">
744     <h3>Footer Section A</h3>
745     <p>Text for section A</p>
746   </div>
747   <div class="text">
748     <h3>Footer Section B</h3>
749     <p>Text for section B</p>
750   </div>
751 </div>
752
753 <div class="scroll-images">
754   <img alt="Background image" />
755 </div>
756
757 <div class="scroll-text">
758   <div>
759     <h3>Scroll Text A</h3>
760     <p>Text for scroll A</p>
761   </div>
762   <div>
763     <h3>Scroll Text B</h3>
764     <p>Text for scroll B</p>
765   </div>
766 </div>
767
768 <div class="article">
769   <div>
770     <h2>Article Title</h2>
771     <p>Article content here</p>
772   </div>
773 </div>
774
775 <div class="double-img">
776   <img alt="Double image example" />
777
778 <div class="location">
779   <div class="location-text">
780     <h3>Location Information</h3>
781     <p>Address: 123 Main Street</p>
782     <p>Phone: 555-1234</p>
783   </div>
784   <div class="img">
785     <img alt="Image of a building" />
786   </div>
787 </div>
788
789 <div class="mail-list">
790   <h2>MAIL LIST</h2>
791   <ul>
792     <li>Email 1</li>
793     <li>Email 2</li>
794     <li>Email 3</li>
795   </ul>
796 </div>
797
798 <div class="email-form">
799   <form>
800     <input type="text" placeholder="Enter email" />
801     <button type="submit">SUBMIT</button>
802   </form>
803 </div>
804
805 <div class="footer-section">
806   <div class="text">
807     <h3>Footer Section A</h3>
808     <p>Text for section A</p>
809   </div>
810   <div class="text">
811     <h3>Footer Section B</h3>
812     <p>Text for section B</p>
813   </div>
814 </div>
815
816 <div class="scroll-images">
817   <img alt="Background image" />
818 </div>
819
820 <div class="scroll-text">
821   <div>
822     <h3>Scroll Text A</h3>
823     <p>Text for scroll A</p>
824   </div>
825   <div>
826     <h3>Scroll Text B</h3>
827     <p>Text for scroll B</p>
828   </div>
829 </div>
830
831 <div class="article">
832   <div>
833     <h2>Article Title</h2>
834     <p>Article content here</p>
835   </div>
836 </div>
837
838 <div class="double-img">
839   <img alt="Double image example" />
840
841 <div class="location">
842   <div class="location-text">
843     <h3>Location Information</h3>
844     <p>Address: 123 Main Street</p>
845     <p>Phone: 555-1234</p>
846   </div>
847   <div class="img">
848     <img alt="Image of a building" />
849   </div>
850 </div>
851
852 <div class="mail-list">
853   <h2>MAIL LIST</h2>
854   <ul>
855     <li>Email 1</li>
856     <li>Email 2</li
```

Greek Taverna/ European Style

The owner of DoughMother is Greek. When I visited I could tell there was inspiration from Greece and Europe as a whole. I wanted to draw inspiration from the style of greek tavernas, cafes etc. and that European cozy style.

A lot of these images are decorated with really soft colours, most of the time, a cream colour, brown wood and then 1 brighter colour, blue, green etc.

This is similar to Doughmother and I want to use this style for the site.



Brand Development

DoughMother currently doesn't really have a solid visual identity. I don't have much to work off brand wise. I'm going to develop it a bit with different icons and patterns. Nothing too crazy but I want to add a bit more fun while still keeping it 'DoughMother'.

Added this squiggly line because it reminded me of icing on a cake, melting chocolate, coffee liquid, or even the texture of a pastry when you rip it open. I just thought it suited a bakery, and having the images look like they were melting or ripped worked well.

Also added some fun bakery icons around the site.

This screenshot shows the homepage of the DoughMother website. At the top left, there is a green sidebar with white text that reads: "This website is the result of an overarching project that documents my learning of code. I wanted". Below this is a "READ MORE" button. To the right of the sidebar is a photograph of a bakery interior with large windows and hanging lights. Below the sidebar is a dark green horizontal bar with white text that says "ARTISIAN BREAD ● PASTRY ● CAKE ●". On the right side of the page, the word "WELCOME" is written in large, bold, green capital letters. To the right of "WELCOME" is a small, stylized icon of a loaf of bread. Below "WELCOME", there is a block of text: "Come and visit us in the heart of Beeston to taste our freshly baked bread or enjoy a coffee in a European atmosphere. The best place to kick off your day, and enjoy a yummy treat!". At the bottom right of the main content area is a green "MENU" button.

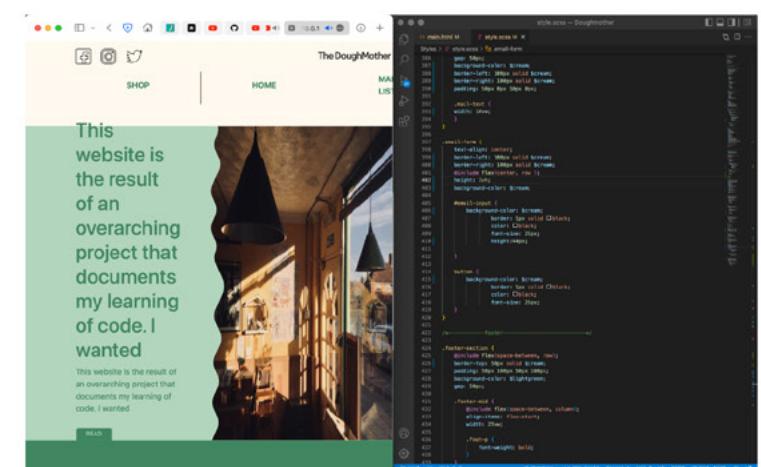
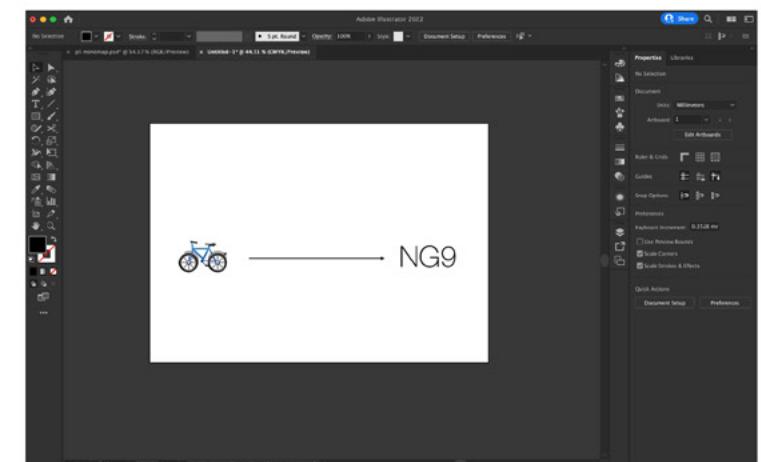
This screenshot shows the "PASTRIES" section of the website. The title "PASTRIES" is at the top left, followed by the subtext "Our delicious pastries both savoury and sweet!". Below this are three images of pastries: "Spinach and Feta" (a savory tart), "Jam Tart" (a tart filled with jam), and "Croissant" (a croissant). Each item has its price (£3.20, £2.00, and £1.30) and an "Add" button below it. The background features a wavy pattern.

This screenshot shows the "MAMA'S BAKING" section of the website. The title "MAMA'S BAKING" is in large, bold, black capital letters. Below the title is a photograph of various baked goods, including muffins and cookies, arranged on a wooden surface with a whisk nearby. The background features a wavy pattern.

This screenshot shows the "SHOP NOW" section of the website. It features a large green "SHOP NOW" button on the left. To the right of the button is a simple line drawing of a pie. The background is light pink.

Progress

Slowly developing design. Using illustrator to make some of the individual elements for the page. The 3rd picture shows how the page looks scaled down. I'm gonna go through it after and use media queries to make it responsive. I should have really designed for mobile first and then worked up.



Progress

Working on shop page. Right shows how I wanted it to look (mocked up on figma). I liked the idea of having it laid out in shelves like in the real bakery (top-left).

Bottom left shows my first attempt at coding it. Not sure why but it confused me a lot at first and I had to delete everything and restart before progressing.



The DoughMother

cakes

This website is the result of an overarching project

This website is the result of an overarching project

This website is the result of an overarching project

This website is the result of an overarching project

This website is the result of an overarching project

This website is the result of an overarching project

This website is the result of an overarching project

This website is the result of an overarching project

The DoughMother

Butter Puff Pastry

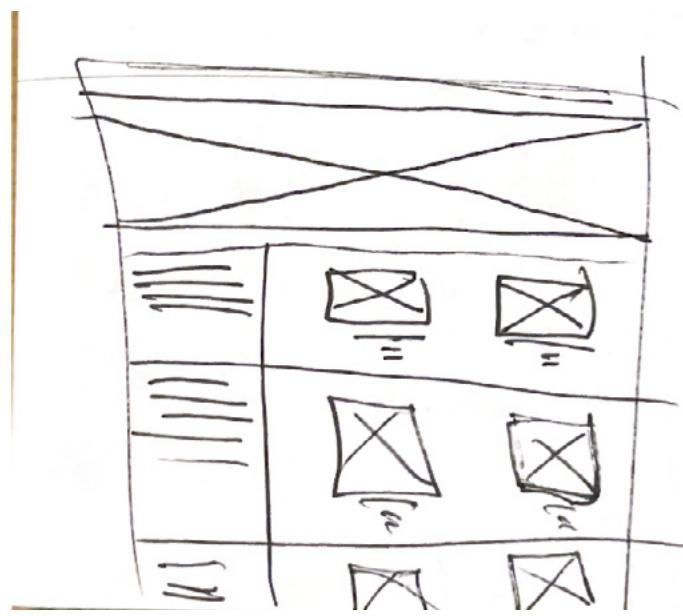
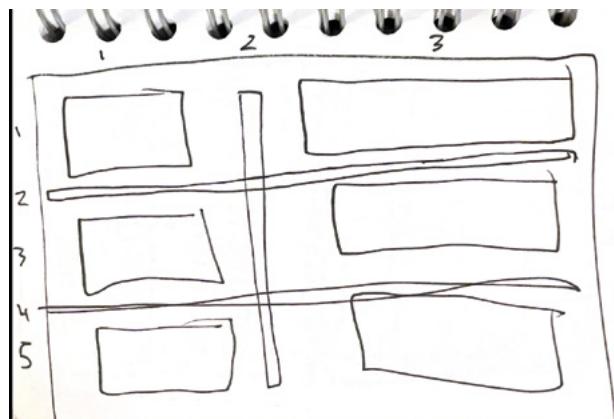
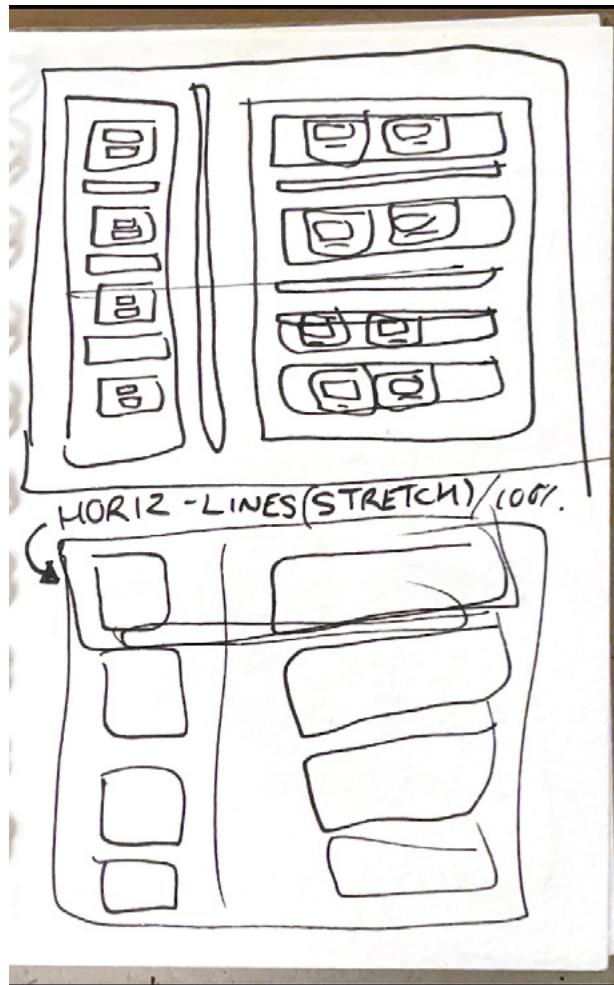
Lore ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

Lore ipsum

Lore ipsum dolor sit amet, consectetur

Sketches

When using flex-box I find it really useful to sketch out how everything's going to fit together on the page. It makes it easier when you visualize it first.



Shop Page

Finished coding shop page + I made it responsive using media-queries.

The DoughMother

SHOP

ARTISIAN BREAD

Our selection of home baked artisan bread fresh from the oven.

Item	Price	Action
Baguette	£3.50	Add
Ciabatta	£3.50	Add
Focaccia	£3.50	Add

PASTRIES

Our delicious pastries both savoury and sweet!

Item	Price	Action
Spinach and Feta	£3.50	Add
Jam Tart	£3.50	Add
Croissant	£3.50	Add

CAKES

If there's a cake in front of you, then you shouldn't look any further for joy!

Item	Price	Action
Cheesecake	£3.50	Add
Carrot Cake	£3.50	Add
Chocolate Cake	£3.50	Add

COFFEE

Enjoy a coffee with your meal.

Item	Price	Action
Greek Coffee	£3.50	Add
Espresso	£3.50	Add
Cappuccino	£3.50	Add

LOCATION

This website is the result of an overarching project that documents my learning of code. I wanted

SOCIALS

This website is the result of an overarching project that documents my learning of code. I wanted

TIMES

This website is the result of an overarching project that documents my learning of code. I wanted

The DoughMother

The DoughMother

SHOP

ARTISIAN BREAD

Our selection of home baked artisan bread fresh from the oven.

Item	Price	Action
Baguette	£3.50	Add
Ciabatta	£3.50	Add
Focaccia	£3.50	Add

PASTRIES

Our delicious pastries both savoury and sweet!

Item	Price	Action
Spinach and Feta	£3.50	Add
Jam Tart	£3.50	Add
Croissant	£3.50	Add

CAKES

If there's a cake in front of you, then you shouldn't look any further for joy!

Item	Price	Action
Cheesecake	£3.50	Add
Carrot Cake	£3.50	Add
Chocolate Cake	£3.50	Add

COFFEE

Enjoy a coffee with your meal.

Item	Price	Action
Greek Coffee	£3.50	Add
Espresso	£3.50	Add
Cappuccino	£3.50	Add

LOCATION

This website is the result of an overarching project that documents my learning of code. I wanted

SOCIALS

This website is the result of an overarching project that documents my learning of code. I wanted

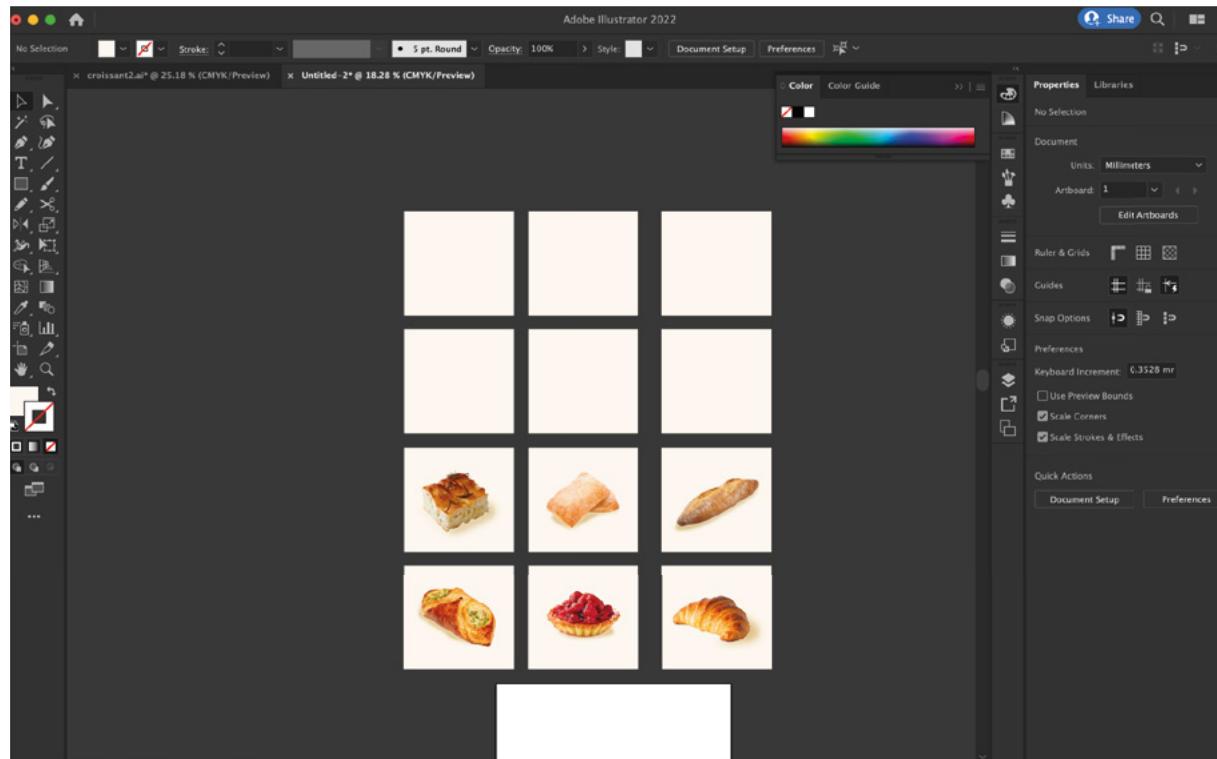
TIMES

This website is the result of an overarching project that documents my learning of code. I wanted

The DoughMother

Shop Page

Gave the shop page a new look with different icons and a cart. Used Photoshop and Illustrator to edit the icons and then added them into my `` tags to replace the existing images.



The DoughMother

ARTISAN BREAD

Our selection of home baked artisan bread fresh from the oven.

Item	Price	Add
Baguette	£1.20	Add
Ciabatta	£1.50	Add
Focaccia	£1.50	Add

PASTRIES

Our delicious pastries both savoury and sweet!

Item	Price	Add
Spinach and Feta	£3.20	Add
Jam Tart	£3.00	Add
Croissant	£1.30	Add

CAKES

If there's a cake in front of you, then you shouldn't look any further for joy!

Item	Price	Add
Cheesecake	£3.50	Add
Carrot Cake	£3.50	Add
Chocolate Cake	£3.50	Add

COFFEE

Enjoy a coffee with your meal.

Item	Price	Add
Greek Coffee	£3.50	Add
Espresso	£2.20	Add
Cappuccino	£3.20	Add

CART

Item(s)
Total £0
PURCHASE

FIND US

The DoughMother

109 Central Ave
Benton
Nottingham
NG9 2QS

FOLLOW US

Facebook
Instagram
Twitter

VISIT US

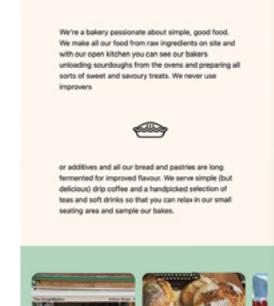
Monday - Closed
Tuesday / 10.30am - 3pm
Wednesday / 10.30am - 3pm
Thursday / 10.30am - 3pm
Friday / 10.30am - 3pm

Media Queries

Media queries are a way to write code for your site that only activates when your screen reaches a certain size. For example I've got a media query in my code for 767px which is around the size of a big phone(also works for anything below, so smaller phones aswell).

Took me a while to get my head round using these properly. This is the first responsive design I've made that actually works. Picture on left shows homepage when I couldn't get it to work, right shows how the pages look responsive.

I had to make everything more user friendly for a smaller screen, so increased button sizes and stacked everything.



Media Queries

Code examples used to make my site responsive. I like them because I don't have to write all the code again, just edit little bits I want to change e.g adding 25px margins.

```
/*---[ Mobile styles go here]-----  
  
@media only screen and (max-width: 767px) {  
  
.top-bar {  
    @include flex(space-between, row);  
    border-left: 25px solid $cream;  
    border-right: 25px solid $cream;  
    margin: 25px 0 0 0;  
    height: 60px;  
    width: 100%;  
  
.icons {  
    display: none;  
}  
  
.icons2 {  
    height: 20px;  
    width: 50px;  
}  
  
.main-title {  
    width: 50vw;  
}  
}  
  
/*-----nav-bar-----*/  
  
.nav-bar {  
    display: none;  
  
.vert-lines {  
    display: none;  
}  
}  
  
/*-----hero-----*/  
  
.hero {  
    @include flex(center, column);  
    height: 42vh;  
  
.hero-right {  
    flex: 1;  
    @include flex(center, row);  
  
.sunset-img {  
    height: 45vh;  
    width: 100%;  
}  
}
```

```
.button2:hover {  
    margin-bottom: 25px;  
    height: 5vh;  
    width: 91vw;  
}  
  
.mums-info {  
    @include flex(space-between, column);  
    gap: 5vw;  
    width: 100%;  
    margin: 0;  
    padding: 0;  
}  
  
.croissant {  
    height: 5vh;  
    width: auto;  
}  
}  
  
/*-----scroll-section-----*/  
  
.scroll-section {  
    border-right: 25px solid $lightgreen;  
    border-left: 25px solid $lightgreen;  
  
.scroll-images {  
    width: 40vw;  
    height: auto;  
}  
  
.scroll-text {  
  
p {  
    display: none;  
}  
}  
}  
  
/*-----article-----*/  
  
.double-img {  
    @include flex(space-between, column);  
    border-left: 25px solid $cream;  
    border-right: 25px solid $cream;  
    padding: 10px 0px 0px 0px;  
    gap: 50px;  
}
```

Shopping Cart

I watched a Youtube tutorial on how to make your online shop interactive using a cart and managed to make it work for this site.

The add to cart buttons work and you can then view your cart at the bottom, add more quantity, remove items. This all effects the total £ displayed at the bottom of the page.

I wanted to make images appear in cart aswell but couldn't work it out.

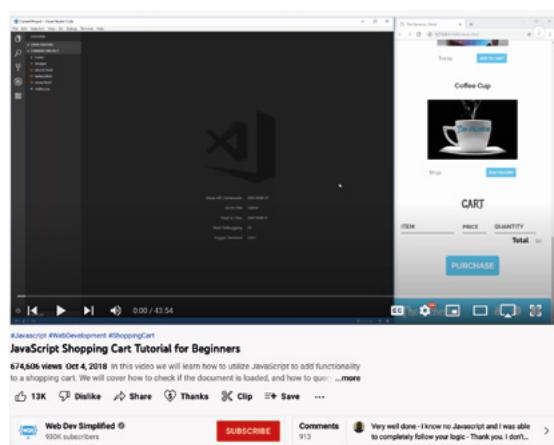
I'm fairly new to JavaScript so found this pretty hard, learned a lot though!

The screenshot shows a "COFFEE" section with three options: Greek Coffee, Espresso, and Cappuccino. Each option has a price (£2.50, £2.20, £2.20) and an "Add" button. Below this is a wavy decorative line. At the bottom is a "CART" section showing one item: Greek Coffee at £2.50, with a quantity dropdown set to 1, a "REMOVE" button, and a "PURCHASE" button.

The screenshot shows a "CART" section for a meal delivery service. It lists several items with their prices and quantity dropdowns:

- Greek Coffee: £2.50 (Quantity 1)
- Espresso: £2.20 (Quantity 1)
- Spinach and Feta: £3.20 (Quantity 1)
- Clabatta: £1.50 (Quantity 1)
- Baguette: £1.20 (Quantity 1)
- Croissant: £1.30 (Quantity 1)

Total £11.9 and Purchase buttons are at the bottom. The top right corner shows a logo for "The DoughMother".



Shopping Cart JavaScript

```
1  if(document.readyState == 'loading') {
2    document.addEventListener('DOMContentLoaded', ready)
3  } else {
4    ready()
5  }
6
7  function ready() {
8
9    var removeCartItemButtons = document.getElementsByClassName('btn-danger')
10   for (var i = 0; i < removeCartItemButtons.length; i++) {
11     var button = removeCartItemButtons[i]
12     button.addEventListener('click', removeCartItem)
13   }
14
15   var quantityInputs = document.getElementsByClassName('cart-quantity-input')
16   for (var i = 0; i < quantityInputs.length; i++) {
17     var input = quantityInputs[i]
18     input.addEventListener('change', quantityChanged)
19   }
20
21   var addCartButtons = document.getElementsByClassName('shop-item-button')
22   for (var i = 0; i < addCartButtons.length; i++) {
23     var button = addCartButtons[i]
24     button.addEventListener('click', addCartItem)
25   }
26
27   document.getElementsByClassName('btn-purchase')[0].addEventListener('click', purchaseClicked)
28 }
29
30 function purchaseClicked() {
31   alert('Thank you for your purchase')
32   var cartItems = document.getElementsByClassName('cart-items')[0]
33   while (cartItems.hasChildNodes()) {
34     cartItems.removeChild(cartItems.firstChild)
35   }
36 }
37
38
39 function removeCartItem(event) {
40   var buttonClicked = event.target
41   buttonClicked.parentElement.parentElement.remove()
42   updateCartTotal()
43 }
44
45 function quantityChanged(event) {
46   var input = event.target
47   if (isNaN(input.value) || input.value <= 0) {
48     input.value = 1
49   }
50   updateCartTotal()
51 }
52
53   function addCartItemClicked(event) {
54     var button = event.target
55     var shopItem = button.parentElement.parentElement
56     var title = shopItem.getElementsByClassName('shop-item-title')[0].innerText
57     var price = shopItem.getElementsByClassName('shop-item-price')[0].innerText
58     addItemToCart(title, price)
59     updateCartTotal()
60   }
61
62   function addItemToCart(title, price, imageSrc) {
63     var cartRow = document.createElement('div')
64     cartRow.classList.add('cart-row')
65     var cartItems = document.getElementsByClassName('cart-items')[0]
66     var cartItemNames = cartItems.getElementsByClassName('cart-item-title')
67     for (var i = 0; i < cartItemNames.length; i++) {
68       if (cartItemNames[i].innerText == title) {
69         alert('This item is already added to the cart')
70         return
71     }
72   }
73   var cartRowContents = `
74     <div class="cart-item cart-column">
75       <span class="cart-item-title">${title}</span>
76     </div>
77     <span class="cart-price cart-column">${price}</span>
78     <div class="cart-quantity cart-column">
79       <input class="cart-quantity-input" type="number" value="1">
80       <button class="btn btn-danger" type="button">REMOVE</button>
81     </div>
82   `

83   cartRow.innerHTML = cartRowContents
84   cartItems.append(cartRow)
85   cartRow.getElementsByClassName('btn-danger')[0].addEventListener('click', removeCartItem)
86   cartRow.getElementsByClassName('cart-quantity-input')[0].addEventListener('change', quantityChanged)
87
88   function updateCartTotal() {
89     var cartItemContainer = document.getElementsByClassName('cart-items')[0]
90     var cartRows = cartItemContainer.getElementsByClassName('cart-row')
91     var total = 0
92     for (var i = 0; i < cartRows.length; i++) {
93       var cartRow = cartRows[i]
94       var priceElement = cartRow.getElementsByClassName('cart-price')[0]
95       var quantityElement = cartRow.getElementsByClassName('cart-quantity-input')[0]
96       var price = parseFloat(priceElement.innerText.replace('£', ''))
97       var quantity = quantityElement.value
98       total = total + (price * quantity)
99     }
100    total = Math.round(total * 100) / 100
101    document.getElementsByClassName('cart-total-price')[0].innerText = '£' + total
102  }
103 }
```

Mail-list

If I have extra time I really want to design and code an email to be sent out.

My website already features the email-list section but the button doesn't actually send an email. Think it would be really fun to make the user actually get sent an email. I imagine this would take a long time and require a lot of new learning though.

MAILING LIST

Our subscription system is set up to let you choose to hear about whatever topics interest you, regardless of cakes you like! If you sign up to a mailing list, you'll only receive occasional emails directly from us about that topic. Every email we send

you will have a link to our preference centre, where you can adjust your preferences or unsubscribe from any and all lists. You will be part of the DoughMother club and get access to exclusive competitions and deals!

MAILING LIST

Our subscription system is set up to let you choose to hear about whatever topics interest you, regardless of cakes you like! If you sign up to a mailing list, you'll only receive occasional emails directly from us about that topic. Every email we send

you will have a link to our preference centre, where you can adjust your preferences or unsubscribe from any and all lists. You will be part of the DoughMother club and get access to exclusive competitions and deals!

Hover

Opening Page

Wanted a fun opening page to welcome users. When they click the jam tart, it takes them to the main page.



Links

Various buttons are linked to take the user around the site, aswell as to outside social media.

Socials

The DoughMother

WELCOME

ARTISIAN BREAD

MAMA'S BAKING

MEET THE TEAM

LEARN RECIPES

LOCATION

MAILING LIST

FIND US

FOLLOW US

VISIT US

SHOP

MAIL LIST

Facebook

Instagram

Twitter

Monday - Closed

Tuesday / 10:30am - 3pm

Wednesday / 10:30am - 3pm

Thursday / 10:30am - 3pm

Friday / 10:30am - 3pm

SHOP

ARTISIAN BREAD

Baguette £1.20 Add

Ciabatta £1.50 Add

Focaccia £1.50 Add

PASTRIES

Spinach and Feta £3.20 Add

Jam Tart £2.00 Add

Croissant £1.50 Add

CAKES

Cheesecake £3.50 Add

Carrot Cake £3.50 Add

Chocolate Cake £3.50 Add

COFFEE

Greek Coffee £2.00 Add

Espresso £2.20 Add

Cappuccino £2.20 Add

CART Total £0 PURCHASE

The DoughMother

FIND US

FOLLOW US

VISIT US

Github

Uploading all my code to github so I can go back and retrive it if something goes wrong. Also means other people can view my code and I can track my progress as I improve.

The screenshot shows a GitHub repository page for 'DoughMother'. At the top, there's a navigation bar with links for 'Pull requests', 'Issues', 'Marketplace', and 'Explore'. Below the navigation, the repository name 'LeoRoberts21 / DoughMother' is displayed, along with a 'Public' badge. On the right side, there are buttons for 'Pin', 'Unwatch', 'Fork', and 'Star'. The main content area has tabs for 'Code', 'Issues', 'Pull requests', 'Actions', 'Projects', 'Wiki', 'Security', 'Insights', and 'Settings'. The 'Code' tab is selected. A yellow banner at the top of the code area says 'new had recent pushes 8 minutes ago' and includes a 'Compare & pull request' button. Below this, there are sections for 'main' branch (2 branches, 0 tags), a commit for 'Update README.md' (a58b038, 12 days ago, 3 commits), and a file named 'README.md' (Update README.md, 12 days ago). To the right, there's an 'About' section describing the project as 'Building a website for DoughMother, a bakery in Beeston, Nottingham.' It shows statistics: 0 stars, 1 watching, and 0 forks. Below this are sections for 'Releases' (No releases published) and 'Packages' (No packages published). The bottom part of the screenshot shows a detailed view of the 'new' branch. It indicates '18 commits ahead, 3 commits behind main'. A list of commits is shown, starting with 'LeoRoberts21 Main pages finished(not cleaned)' (cbbd940, 8 minutes ago, 18 commits). Other commits listed include 'Styles', 'img', '.DS_Store', 'main.html', 'shop.html', and 'shop.js'. At the bottom, there's a call to action to 'Add a README'.

new had recent pushes 8 minutes ago

Compare & pull request

main 2 branches 0 tags

Go to file Add file Code

LeoRoberts21 Update README.md a58b038 12 days ago 3 commits

README.md Update README.md 12 days ago

About

Building a website for DoughMother, a bakery in Beeston, Nottingham.

Readme 0 stars 1 watching 0 forks

Releases

No releases published Create a new release

Packages

No packages published Publish your first package

new 2 branches 0 tags

Go to file Add file Code

This branch is 18 commits ahead, 3 commits behind main.

Contribute

LeoRoberts21 Main pages finished(not cleaned) cbbd940 8 minutes ago 18 commits

Styles Main pages finished(not cleaned) 8 minutes ago

img Shop page finished + writing added 21 hours ago

.DS_Store Shop page finished + writing added 21 hours ago

main.html Main pages finished(not cleaned) 8 minutes ago

shop.html Main pages finished(not cleaned) 8 minutes ago

shop.js Cart Working 3 hours ago

Add a README

Final Outcome

These are the final 3 (responsive) pages I designed and coded for DoughMother bakery.

The DoughMother

The DoughMother

RECIPES

SHOP

MAIL LIST

WELCOME

Come and visit us in the heart of Boston to taste our freshly baked breads and enjoy a coffee in a casual atmosphere. The best place to start your day, the atmosphere is always great!



ARTISAN BREAD

MAMA'S BAKING



We're a bakery committed about simple, good food. We make all our bread from scratch, using ingredients we like and with our bakers you can see them at work. We're a small family business, so we're creating all sorts of sweet and delicious treats, the kind we like to enjoy!

 or additives and all our breads and pastries are long fermented for improved flavor. We serve simple, yet delicious coffee and tea throughout the day. Come in and have a look around, you can meet all our smiling bakers and sample our bakes.



MEET THE TEAM

Learn more about the passionate people working hard to bring you the best tasting breads and sweet treats you've ever had. Here's their stories and expertise!



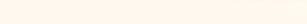
LEARN RECIPES

These year-round posts are to move more spectacular sweets with our step-by-step guides to baking, plus our monthly featured recipes and our ultimate collection of bread recipes.



LOCATION

100 Congress Ave
Boston, Massachusetts 02108



MAILING LIST

Our subscription system is set up so that you choose to hear about whatever topics interest you, regardless of where you live. If you'd like to be a mailing list member simply subscribe and directly follow us on that platform to receive email

You will have a link to our preference centre, where you can adjust your preferences for the areas you live in. You will be part of the DoughCommunity and get all the latest news, competitions and deals.

The DoughMother

The DoughMother

SHOP

ARTISIAN BREAD

Our selection of home-baked artisan bread fresh from the oven.

	baguette £1.20 Add		ciabatta £1.50 Add		focaccia £1.50 Add
--	---------------------------------------	--	---------------------------------------	--	---------------------------------------

PASTRIES

Our delicious pastries both savoury and sweet!

	spinach and feta tart £3.00 Add		jam tart £2.50 Add		croissant £1.50 Add
--	--	--	---------------------------------------	--	--

CAKES

If there's a cake in front of you, then you shouldn't look any further for joy!

	cheesecake £3.00 Add		carrot cake £3.50 Add		chocolate cake £3.50 Add
--	---	--	--	--	---

COFFEE

Enjoy a coffee with your meal.

	greek coffee £2.00 Add		espresso £2.20 Add		cappuccino £2.20 Add
--	---	--	---------------------------------------	--	---

CART

Total £0

[PURCHASE](#)

The DoughMother

FIND US
109 Central Ave
Beechton
Nottingham
NG9 2QS

FOLLOW US
Facebook
Instagram
Twitter

VISIT US
Monday - Closed
Tuesday / 10.30am - 3pm
Wednesday / 10.30am - 3pm
Thursday / 10.30am - 3pm
Friday / 10.30am - 3pm

Final Outcome

I'm happy with the website I coded. I took influence from their modernist design style as well as European cafés and bars to create a clean simple design that fits DoughMothers brand. I think I've created a site that would really benefit DoughMother as a business, making it more accessible to customers, more well known online and increasing its reach to people with the order feature.

If I was to start the site again I would probably try and be a bit more experimental with the designs, however I think I designed it perfectly from a coding stand-point. It was very challenging to make but I also achieved it, and learned a lot. If I did more with the design I might not have finished coding.