

INTRODUCTION

This report will guide you through the process that is planned for the development of Lofthus frukt og saft's new website. As a graphic designer, and frontend web dev-student I would be handling most of the project myself, including meetings, design work, web work and presentation. Where it is needed I would hire professionals from different fields, for such things as photographs and copywriting. I think a medium sized company like this would appreciate the direct contact, instead of communicating through several people.

PROCESS

1st meeting

In the first meeting with the company I would listen to their vision and ideas for the website, ask them questions I have about any unmentioned topics and make sure I understand what they want. The timeframe of 3 weeks would already have been agreed on prior to the meeting, as Christmas is approaching they would want the website up and running as soon as possible. I would present them this Gantt chart to show them how I planned the project so it would be finished on time. I would also ask if they would want to have a short extra meeting at the start of the identity element task to make sure they agree on the style I would have chosen for the webpage.

Research

After the meeting, I would start researching the competitor's websites to see how they've made theirs, and how to make this website stand out. I would also look into who the target group of their products is.

Identity Elements

After defining the target group and figuring out what style I think would fit the website I start working on the identity elements. As the Logo is the only visual asset they currently got, I would need to choose colors, typography, photograph style and make icons/illustrations. With the information I gathered during the first meeting and through my research I should have a good idea as to how these things should look. I would work with 2 options on most elements, but within the same style, so that there is a backup option of they don't feel like the main idea is exactly what they wanted.

Course Assignment

Style tile

After the identity elements are done I would prepare 1 main and 1-2 backup style tiles for the 2nd meeting. After working with the identity elements I should have gotten a good idea as to what style I want the website to have, so putting together a few style tiles should not take too long. The backup style tiles would contain the same style, but with some variations to the main one.

2nd Meeting

In the second meeting, I would present the main style tile and listen to their opinions. If they got any input to what they would like to be different I could present them the other variations I made. Prior to this meeting I would've asked them to make note of what content they already have, and what would be needed to be produced. We would then agree on that they would need to provide me with the content they got before the 19th of October. The photographer and copywriter would also attend the meeting so they would understand the plan and what we would be going for. They would also make plans with the company to come back to do their work.

Designing the website

After the meeting I would start designing the webpage, taking into consideration what we agreed on at the meeting. Possible changes would be fixed first.

Making the website

After the design of the website was done I would start making the actual site. Until I got the content the other parties were to provide I would make everything ready with placeholder text and pictures. After all the content had been collected I would leave one day for me to add the content and do the finishing touches. Seeing as the project only consist of 3 people + the company I would probably only use emails and dropbox for file sharing and communication.

Presentation and Training staff

I would present the finished webpage and show all the features.

The day after the presentation I would come back to teach the staff how to operate and use the website.