Cégep Heritage College

Design Plan for

Panini Shop Website

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420-H10 Web Programming I

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**Falasconi’s Paninis:**

Falasconi’s Paninis Originates from Italy and has been active since 2022. In Falasconi’s Paninis we take pride in out ethically sourced foods. From our locally owned farms we use all environmentally friendly materials. No pesticides, no chemical and no antibiotics, all sourced through natural processes. With all our farms we provide dozens of preset options of paninis that suit every taste out there. We also provide Paninis customized to your liking from more than 20 options of meats and vegetables.

**Description:**

With this website we wish to reach people around the world to get a hold onto our wonderful Paninis. We provide our paninis from online to in store purchases. Having our own ordering and personal delivery system, access will be optimized for most ages. The Paninis can be bought through options or customized to one’s tastes. This website will achieve the attention from our colour schemes and crazy ideas. Our Paninis are meant to be enjoyed by all and we will do anything for this to come true.

**Pages:**

Home Page: This page will display the general overview about the company and services. Having appealing pictures displaying our paninis options and giving a good accessible layout to access all our websites features.

Menu: This page will have all our menu options with the option to add ingredients on or take some off. This will give the user a friendly experience to try out all our opinions and to experiment making every experience difference.

About Us: A large description of our purpose as a company and why we take pride in our paninis. We show our history and possible future of our companies. Also including sponsors that support our ethical and environmental foods.

Services and open hours: With combining these features access will be easy for those who are not use to the internet environment. In this page it will include our open hours and phone numbers. Also showing the average wait times and store sites around the country.

Employees: This page will include all our employees that work onsite. This will include the option to choose what chef you want to make your Panini.

Request an Ingredient: This page will have a unique feature of requesting an ingredient through a messaging system. It will go through staff and be taken in consideration. The chances of having your ingredient added to the list would be a great way to increase our taste variety.

**Target Audience:**

My target audience is the general late teens and adults. People are looking for safe and healthy options for a meal. By implementing this into my paninis as the main attraction I should the attention of the masses but with this basic outline of healthy option we will have fun interesting ideas for interesting tastes. However, appealing to all ages cannot work you always have to lean on one side. So, giving the freedom of choice is enjoyed by the younger groups and having the adventure of finding a bunch of different things you enjoy can make a daily experience a fun one. While not forgetting the base preset options for those who want them. Colour presentation and personality will impact their first impression with a cool and clean design like modern websites of today.

**Colour Choice:**

Shape

Description automatically generated with medium confidence Black Coffee (3C3744)

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**Logo:**

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**Mobile Version:**

**Icons from Flaticon**

<https://unsplash.com/photos/up9-P5CyAjU>

<https://unsplash.com/photos/SqYmTDQYMjo>

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**Focus On What is Important**

**In Falasconi’s Panini we take pride in our freshly picked and ethically sourced ingredients.**

A picture containing food, sandwich, snack food, meat

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**Our Paninis are hand crafted to perfection to match everyone’s needs. We respect the individuality of everyone and make it our top priority to meet those requirements. You need it we got it!**

Order About Us Open Hours Employees Request Ingredient

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**Desktop Version:**

**Icons from Flaticon**

<https://unsplash.com/photos/up9-P5CyAjU>

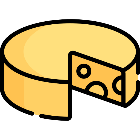
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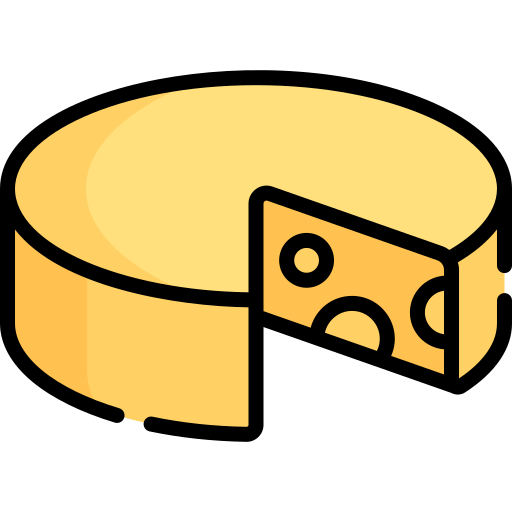
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**Focus On What is Important**

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