Website Planning

Red Flavor

**Website Domain**

<https://axitauc.github.io/wdd230/final-project/red-flavor.html>

**PURPOSE**

Our local farm, Red Flavor, aims to provide our community with a bountiful selection of fresh and delicious fruits. We are passionate about promoting healthy eating habits and supporting sustainable agriculture. At Red Flavor, everyone deserves access to high-quality, nutrient-rich fruits. Our farm is dedicated to cultivating various seasonal fruits, ensuring our customers enjoy the freshest produce. We prioritize environmentally friendly practices, employing organic farming methods and minimizing the use of pesticides and chemicals.

At Red Flavor, we are committed to promoting a healthier lifestyle and enhancing the well-being of our customers. We can contribute to our community's health and happiness by offering fresh fruits. Whether you're seeking a crisp apple for a snack, a juicy berry for a dessert, or a vibrant assortment of fruits for a wholesome meal, Fresh Harvests is here to provide you with the very best nature has to offer. Visit us today and taste the difference between locally grown farm-fresh fruits.

**TARGET AUDIENCE**

At Red Flavor, we welcome and cater to a wide range of customers who appreciate the goodness of fresh fruits. Our produce is available to individuals, families, and businesses prioritizing quality, health, and sustainability.

1. Individuals and Families: Red Velvet is the perfect destination whether you're a health-conscious individual or a family looking for nutritious options. Our farm offers abundant fruits, allowing you to handpick your favorites and enjoy the farm-to-table experience.
2. Restaurants and Cafés: We understand that chefs and culinary professionals constantly seek the best ingredients to create memorable dishes. At Red Flavor, we supply fresh fruits to restaurants and cafés that prioritize quality and strive to offer their customers a truly delightful dining experience.
3. Retailers and Farmers' Markets: Red Velvet also partners with local retailers and participates in farmers' markets, making our fruits available to a broader audience. We collaborate with like-minded businesses that share our commitment to providing their customers with fresh, locally sourced produce.
4. Educational Institutions and Community Organizations: We actively collaborate with academic institutions, community organizations, and nonprofits to promote healthy eating habits and sustainable agriculture. We offer educational tours and workshops, allowing students and community members to learn about farming practices, sustainability, and the importance of fresh, wholesome foods.

At Fresh Harvest, we provide access to fresh fruits for all who appreciate their benefits. Whether you're an individual, a business, or part of an organization, we invite you to explore the flavors and goodness of our locally-grown produce. Join us in supporting sustainable agriculture and embracing a healthier lifestyle.

**SCENARIOS**

1. **Introducing New Seasonal Arrivals:** Discover the vibrant flavors of summer with our latest selection of freshly harvested fruits.
2. **Limited-Time Discounts:** Enjoy exclusive discounts on select fruits for a limited period. Take advantage of our special offers and stock up on your favorites while they're available at discounted prices.
3. **Recipe Inspirations:** Explore our collection of mouthwatering fruit recipes designed to ignite your culinary creativity.
4. **Farm Events and Workshops:** Join us for exciting farm events and workshops designed to educate, entertain, and engage. From farm tours and fruit-picking experiences to interactive workshops on sustainable farming practices and healthy eating, there's something everyone can enjoy and learn from.
5. **Community Supported Agriculture (CSA) Subscriptions:** Become a part of our CSA program and receive regular deliveries of our finest fruits throughout the season. By subscribing to our CSA, you gain access to various fresh fruits, support local agriculture, and enjoy the convenience of doorstep deliveries.
6. **Gift Baskets and Custom Orders:** Looking for the perfect gift or planning a special event? Our beautifully curated fruit gift baskets are the ideal choice. Additionally, we offer custom orders for bulk purchases, corporate gifts, and special occasions.
7. **Join Our Loyalty Program:** We value our customers and want to reward your loyalty. Join our loyalty program to earn points with every purchase, unlocking exclusive benefits, discounts, and special promotions.
8. **Stay Connected on Social Media:** Follow us on social media platforms for the latest updates, mouthwatering fruit photography, recipe ideas, and engaging content.

**COLOR SCHEME & TYPOGRAPHY**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Site Header | Cookie | 30px | #cb4337 |  |
| Primary Navigation | Inter | 30px | #cb4337 |  |
| Footer Navigation | DM Sans | 15px | #000000 |  |
| Heading 1 (h1) | Cookie | 120px | #ae2012 |  |
| Heading 2 (h2) | Fasthand | 50px | #cb4337; |  |
| Heading 3 (h3) | Inter | 30px | #cb4337 |  |
| Paragraph Text (p) | DM Sans | 20px | #000000 |  |

**WIREFRAMES**

**Small**

**A group of women posing for a picture

Description automatically generated**

**Medium**

**A group of women in a row of beach chairs

Description automatically generated**

**Large**

A group of women walking in a field with fruit and balloons

Description automatically generated

Components of the Page

**ELEMENTOS DE CALIDAD**

1. Los nombres de los archivos o folderes estan en minusculas, NO espacios, separados por guiones. Igualmente aplica para las clases, id’s o imágenes. Do NOT use special characters.
2. LightHouse: <https://github.com/GoogleChrome/lighthouse/>
3. CSS Stats: <https://cssstats.com/>
4. Las paginas son responsive!
5. Check spelling and grammar errors.
6. Usar Lazy Loading para las imágenes.
7. Incluir un-Header, Body, and Footer.
8. Use the practice of **wayfinding** to improve the user experience of understanding where a user is on the website.
9. Do **NOT** publish a link from your assignment home page portal. Submit the absolute URL to your project folder, whatever you named it.
10. El document debe contar con un titulo (dentro del Head).
11. No olvidar el elemento “meta” en el HTML (check the viewport, charset attribute, and description).

<https://developer.mozilla.org/en-US/docs/Web/HTML/Element/meta>

<https://developer.mozilla.org/en-US/docs/Web/HTML/Viewport_meta_tag>

<https://developer.mozilla.org/en-US/docs/Learn/HTML/Introduction_to_HTML/The_head_metadata_in_HTML#Adding_an_author_and_description?ref=frontendchecklist>

1. Linkear los archivos correctos de CSS y de la forma correcta.
2. No olvidar validad CSS, HTML, JS y Wave.
3. Checar los links rotos: <https://validator.w3.org/checklink?ref=frontendchecklist>
4. Leer de la semantica:

<https://htmlreference.io/>

<https://dev.to/eevajonnapanula/ode-to-semantic-html-38c3>\

1. All embedded or inline CSS is avoided **(What’s that?)**
2. Los “ID’s” son para una sola pagina, para multiples paginas usemos las “CLASSES”.
3. The CSS is not repeated/duplicated unnecessarily between views nor duplicated because of the use of non-congruent selectors nor left unused from the design and development cycle.
4. No errors nor references to unused JavaScript functions per page.
5. No output to the console in the live version of the page.

<https://developer.mozilla.org/en-US/docs/Web/API/Document/write>

<https://developer.chrome.com/blog/removing-document-write/>

<https://developer.chrome.com/docs/lighthouse/best-practices/no-document-write/>

1. Optimized Images: <https://developer.mozilla.org/en-US/docs/Learn/HTML/Multimedia_and_embedding/Images_in_HTML>
2. Aspect Ratios: <https://developer.chrome.com/docs/lighthouse/best-practices/image-aspect-ratio/>
3. Alt Attributes: <https://developer.mozilla.org/en-US/docs/Web/HTML/Element/img>
4. Lang attribute is used in the opening <html> tag: <https://developer.mozilla.org/en-US/docs/Web/HTML/Global_attributes/lang>
5. Use one heading <h1> per page and use the headings in order: <https://developer.mozilla.org/en-US/docs/Web/HTML/Element/Heading_Elements>
6. The weight of each page is equal or less a 500 KB.

**ELEMENTOS DE LA PROPIA PAGINA**

1. Pagina que tenga las fuentes de las imágenes, localizado en el Footer.

**HOME**

1. Incluye los tipos de fruta que se venden.
2. Incluye una lista de bebidas que estan listas para prepararse y servirse.
3. Informacion de contacto del negocio.
4. Readily Available Navigation **(What’s that?)**
5. Summary information about any coastal area or areas in the southern California coast of your choosing. **(What’s that?)**
6. Una llamada de accion a preparar tu propia bebida, esto guiara a la pagina Fresh!
7. Social Media Icons and Links (at least 3).
8. Weather card(s) which summarize the **current weather conditions** for Carlsbad.  
   Use the [One Call API at openweathermap.org (Links to an external site.)](https://openweathermap.org/api/one-call-api) and include.
9. Current temperature
10. Condition description
11. Current conditions icon
12. Current humidity
13. **Bonus Points**: Include a three (3) day temperature forecast showing the high and low temperatures for tomorrow and the next two days.
14. Include an information card about the total number of specialties drinks the current user has submitted from the Fresh page form. The user's agent (browser) should store this information locally.

**FRESH**

1. It contains a form that allows the user to order a specialty drink. The form requires the following items:
2. First name, email, and phone number.
3. Three (3) select inputs populated with all the available fruit to put into a drink.
4. Available**fruit options** must only come from this web service for full credit consideration.

<https://www.fruityvice.com/>

1. You can download the JSON file from the previous page. And use that locally on your site.
2. Also, include an area that allows them to add **special instructions** if needed.
3. Mention in the form somewhere that **payment** is received when the drink is picked up.
4. The form submission takes you to the **Order Confirmation** page to show you what you ordered.

**CONFIRMATION PAGE**

1. **An order confirmation page**with an output area on this same page showing:
2. The **input**values of the order (7 inputs = first name, email, phone, three selected fruits, and special instructions).

Use the URL API to accomplish this:

1. The **order dates**.
2. The total amount of **carbohydrates**, **protein**, **fat**, **sugar**, and **calories** is based on the three fruit choices selected on the form. Again, use the provided web service or JSON file to extract and sum up that information.
3. Create an **excellent user experience** for the order confirmation page.
4. Thank the user for their order.
5. Give the user an estimate for when they can pick up their drink.
6. Give the user a way to contact you if there is a problem.
7. Include social media icons so the customer can leave a review.
8. Consider examples of order confirmation pages by viewing the examples here: [https://www.convertcart.com/blog/order-confirmation-pageLinks to an external site.](https://www.convertcart.com/blog/order-confirmation-pageLinks%20to%20an%20external%20site.)

**ABOUT US PAGE**

1. The **About Us** page provides historical information about the company and area, contact information, a Google Map, and other relevant content.
2. Include a **resource/attribution**section in the footer that references outside content used in your site.
3. At a minimum, that will include references to the previous page and: [openweathermap.org](https://openweathermap.org/)
4. Include the **last modified date** of the page in the footer using JavaScript.