Lofthus frukt og saft Technical Report

Analysis

Client meeting

Garey MacCrumb and I sat down with the founders of Lofthus frukt og saft on Monday 14.05.18. We began the meeting with them presenting us a brief presentation of the history of the company and their success. After the presentation we began discussing their style ideas, goals, needs and expectations for the website they had in mind. We asked for them to provide us with information of their target audience and competitors they had. Lastly we discussed the budget and deadline. Since Lofthus frukt og saft has an ambitious goal of expansion, they wanted to have the website up and running within four weeks.

Project brief

The day after MacCrumb and I sat down to discuss how we were going to tackle this project. We started brainstorming and throwing out ideas on how to start. MacCrumb and I would handle the coding, more specifically the HTML and CSS coding. Since the two of us have little experience with UX/UI design, the decision was made to hire Kjell Kron, a friend of MacCrumb.

For the

We decided that we were going to need a photographer to take pictures and videos for the website. This includes the profile pictures for the employees, the pictures needed for the website and optionally videos/interviews for the "about us" page of the company. We landed on hiring a freelance photographer that we've used in the past, Oda Klaasen, a professional with experience with film as well as photography.

Lastly, to increase the exposure of the company and the site, we agreed to hire a search engine optimizer. Philippa Garner was recommended to us by a previous client so we decided to hire her.

On Wednesday 16.05.18 we held a video conference call with our newly hired employees. We told them that we were going to use GitHub for all the content and as a means of communication we were going to use Discord. We delegated task and when these tasks were supposed to be done.

Design

MacCrumb and I started wireframing the website according to the client's wishes. I created to different styletiles. On 22.05.18 we had a video conference call with Lofthus to show them the styletiles. They were very happy with both styletiles and settled on option 2. The same day MaacCrumb and I began with the coding.

Meanwhile on the 22nd Brown and Klaasen travelled to Hardanger to conduct interviews of the local population and the employees, take photographs and video. They reported to me each day and everything went as planned. By the 25th Browne had finished with his interviews and research and started working on the content for the site. Klaasen gathered her content and travelled back home to begin editing the content. Both Brown and Klaasen submitted their contributions according to plan.

Build

On the 29th Kron Began UX/UI planning and testing under my supervision. MacCrumb, Brown, Kron and I started adding the content and making the website come to life. Garner consulted us on how to make the website more search engine optimized.

Launch

The whole team continued to work tirelessly on the website. Most of it on optimizing and testing. Some small bug fixes too.

On the 11th of June we presented the website to the client. They were very impressed with the site and overall very happy with the final product.

Link to repository: https://github.com/Nesko0811/Lofthus-frukt-og-saft