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| DRINQUID |

Web Design and Development

Part 1

3.1.1) Summary

While creating Drinquid- In drinks we believe (Alcoholic & Non-Alcoholic), I came across a variety of ideas and resources to draw inspiration from, including drinks online store (https://www.drinksonline.store), drizly (https://drizly.com/), drinks direct (https://www.drinksdirect.com/), and online alcohol (https://onlinealcohol.in/). My research mainly focused on the types of beverages they offer, the most well-liked ones, and how simple it is for visitors to engage with their websites. The majority of websites I've looked at were extremely particular about the kind of drinks they offered, such as alcoholic or non-alcoholic, but they lacked a bigger selection. As a result, I developed drinquid as a platform that will provide both types of drink. This will not only provide the audience more options, but it will also help the company bring in more customers and increase revenue. Websites like drinksdirect and liquorkart frequently lack a section for user reviews and ideas, similar to those seen in other forms of online shopping applications like Amazon etc. Therefore drinquid will have parts where users can post reviews on beverages along with images; these sections will be added in the future. I learned how to influence customers while studying since I came across beautiful visual user interfaces, like those of an online beverage store, that emanate a great mood and pull customers in. Learning the suggested tech stack, which consists of HTML and CSS, was a part of my early investigation. After I had a firm grasp of the tech stack, I looked into practical ways to implement the concepts. Creating drink categories for our business and selecting an appealing user interface were my first tasks after deciding on the kind of audience I wanted to appeal to. All of them helped me successfully complete the assignment's initial step.

Likes-

Drinks Direct: The user interface is extremely user-friendly.

Online Alcohol: A blog component is included to keep the website interesting.

Dislikes-

Drinks Direct: The website presents a less polished image. Lack of imagination.

Online Alcohol: There are just alcoholic beverages available.

3.1.2) Mission Statement

Ans) As part of our goal statement to serve clients through online businesses, we put a focus on cost and quality. In order to become the most customer-focused business by providing the best items at the most aggressive rates, we strive for honesty in everything we do.

3.1.3) Evaluation Criteria

1. Effectiveness: One of a website's most important aspects is its capacity for speedy data processing. A user-friendly website will be successful. Ineffective operations will have a detrimental effect on the client experience.
2. Site layout: A well-structured website benefits from more leads and conversions, better SEO, and the construction of clear paths for website users. This enhances information accessibility and user experience.
3. Creativity: The product uses modern technologies and is easy to use.
4. Exactness: Correctness, one of the most crucial software quality indicators, gauges whether a system or piece of software is operating correctly and without errors by satisfying the user.
5. Accessibility: Every piece of software is used by end users. Therefore, it is essential to assess how well the software functions for the user.
6. Engaging time: the length of time it takes for a website's pages and content to load. It need to be the very bare minimum for a better and faster procedure.
7. Validation: To provide clients with the right product—one that is true and authentic—along with the appropriate branding in the allocated time.
8. Specialness: Website does not copy or reference another website. On its alone, it is distinctive.
9. Easy-to-use: It should not be complicated. Our site is very easy to use where clients don’t have to suffer in understanding what our site wants to convey.
10. Responsiveness: It describes how different devices present the webpage. If a website is responsive, users should be able to view it without any problems across a variety of devices.

3.1.4) Measuring Success

1. The goal of this website is to encourage interested visitors to buy drinks. Making a purchase becomes just another activity if people become engaged participants.
2. Increasing website traffic is one way to reach a wider audience. The proportion ought to keep rising, for instance, if it reaches 20% in a certain month, it ought to rise higher.
3. Measuring the quantity of both good and negative feedback received. Positive feedback should always outweigh average and unfavourable comments.
4. Giving the audience more variety; for example, if 30% of people prefer alcoholic beverages and 20% prefer non-alcoholic beverages, a platform that offers both can become more well-liked.
5. A significant gain in earnings, a crucial factor in great success, will accompany an increase in popularity.

3.1.5) Requirements

Following are the requirements for the development of the websites:

Common requirements of all pages:

* Font family used is Arial and Helvetica with italic font style.
* Box sizing of the website is none.
* The basic color palette that is used is white, grey and black.
* The font color is black and white depending on the background.

Navigation Bar:

* The background color is black.
* The font color used white.
* It contains the name of website i.e. Drinquid on the left hand side.
* Links on the navbar has a hover display which is grey in color.

Home:

* The main landing page is the home page.
* Its very creative and easy to understandable in design.
* It marks the tagline of the company.
* The background contains an image.

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About:

* It has a straightforward and understandable design.
* The background is white in color.
* It lists the types of beverages we offer.
* Images of the drinks that belong to both the alcoholic and non-alcoholic drink categories are shown.
* The about page is aligned systematically.

Contact Us:

* This page contains a form displayed in the center.
* The form contains labels like name, email, phone and concern etc.
* The submit button is used to submit the values entered by the user.

In addition to creating original material, a basic style that applies to every page, from blog posts to the Contact section, must be taken into account. In light of all of these factors, I created drinquid, your entryway to fantastic drinks. Drinquid, as the name implies, combines drinks and liquid. Customers may easily tell what the company offers by glancing at its name thanks to this method of naming. A key visual choice is the colour palette for a website. The backgrounds, headers, links, and other elements of the site are frequently made up of 3–4 of these options. To make it look more appealing, our website uses a dark colour palette. The homepage, which acts as the principal landing page, has a dark attractive background image that is calming to the user's eyes and lovely. The navbar and the about page are both black. What is more beautiful than a picture? Just a beautiful picture with words. With any audience, using both a picture and words is successful. As a result, for better comprehension, our main landing page mixes a picture and text. Since the font style is an essential part of design, our website uses a common font type like sans-serif since it is aesthetically pleasing and easy to read.