



**Noroff**

School of technology  
and digital media

# Technical Report

Project Exam 1 Re-sit

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## 1. Summary

I have made a website for a fictitious company called “Good Food Mood”. The target audience are working professionals that don’t have any time to search through cook books for an interesting and fun recipe to cook healthy food.

It follows WCAG guidelines so it is easy for anyone with or without disabilities to use.

The API-call I wanted to make where the users input into a searchbar would filter through an array of recipes and then show them on the page recipes.html. I wasn’t able to do this as there were technical difficulties I wasn’t able to overcome this time around. When I put a set value in the input on the html page, the array showed in the console.log different recipes from when I put a different value in. The issue I had trouble with was to put the value into the url and then receive and show the user a filtered list of recipes that contain their searched ingredient. So to show that I understand the concept of and can make a working API-call and then show it through manipulating the results on an html page through javascript, I chose to use an array I got just a set list of recipes that the url gave me. I included the url for those two databases so you see what I tried to do and was able to accomplish.



## **2. Body**

### **2.1. Introduction**

In this project exam I will be planning, designing and building a website for a fictitious company called “Good Food Mood”.



This website will help working professionals to find healthy and interesting recipes in a fun and engaging way.

The site will consist of four pages, those are the homepage, about us, contact us and a site for the recipes.

In this report I will document the entire process from idea to completion.

## **2.2. Main section of report**

### **2.2.1 Idea and planning**



In the assignment I was not provided any assets like logo, images etc. It was only the assignment text and what is required for the exam.

The first thing I needed to design was the company logo. In this logo I wanted to reflect colours that the target audience will connect the company to healthy food and give them a positive feeling while browsing the website and searching for good food.

For the logo I chose a light green and a yellow colour, in addition to these I added a light blue to contrast the first two and to be used on certain parts on the website.

The idea behind the logo was to show that the company was professional, so therefore I added the classical lines surrounding the company name. When you stack the words over one another the double O's in each word symbolize the six dots on a dice. To the target audience this will connect this pattern with a dice roll of six on reviews where the best reviewed is given a six. This pattern of O's will therefore subconsciously in the users mind connect the company/website to a good review. The user will feel that the the company is one to be trusted and are professionals and not some other easy and non-professional site.

Green symbolises freshness, nature and earth.

Yellow symbolises happiness, intellect, sunshine, youthful and energetic.

Blue symbolises loyalty, security, trust and intelligence.



These colours will symbolize these aspects of the website and company to the target audience, and users will feel that the colours wake these feelings when they use the website. The feelings are subconscious and not something that will take up any time from the users attention and thoughts.

The website itself, I wanted to make it modern and simplistic. Doing this will give the feeling that they talk to the target audience. They are working professionals that want easy and quick access to the information they are searching for, as they don't have much time to search through cooking books. So if the website would be full of images, text and other items it would only confuse the user and make them annoyed that they can't find the info they are looking for. This is why I also made a button encouraging the user to find a recipe, and placed it just below the hero image and hero text. A user will then very quickly find the page where the recipes are located within a few milliseconds after arriving on the website.

#### **2.2.2.1 Javascript-API**



I searched rapidapi.com for food and recipe api's. I tried several but landed on Spoonacular. It had the thing I was after and it had good reviews. I wanted an API that could be used to search for ingredients in an array of recipes, and show it to the user.

When testing the other API's, like Tasty, I could subscribe to them. But I experienced for a long time that the website wouldn't let me add a creditcard so I could subscribe to the free version. So after a long time where I didn't get help to fix this from the rapidapi's staff, I had to try and use another way of getting to the database that Spoonacular have. So I had to go to their own website and subscribe to a paid version. Here I experienced issues with some of the url's. In order to get access to every url I try to fetch with the function "get Data", I have to add the API-key to the URL. This only works properly for what I have listed as "const url3" in the fetchApi.js file.

I wanted the user to type in one or more ingredients in the searchbar on the recipes.html page. Then the website would use javascript to call the API through the url and show the result of recipes through a function onto the html. In the URL that is currently set, the user can't search for ingredients, but it shows that I can successfully call that API. The url called "url" needs an additional value put into `${userInput}` in order for the API-call to work properly. I struggled to get the value from the searchbar on the page, put into this part of the url and then make a function show the filtered array of recipes based on the ingredients the user searched for. When I put a value="carrot" in the `<input>` item on the html page, I get the "url" to show a different array in





the console.log() than when I put value="egg". Since the user aren't able to search for an ingredient and then get a filtered list of recipes containing that ingredient, I chose to show in the js-files and website that I can make an API-call for recipes, show the results on the website through manipulating the DOM and use of CSS successfully. I have spent so much time trying to put the searchvalue in the searchbar into the url and then make the API-call, but I was not successful so far. Learning this is something I will make a priority-focus going forward.

#### **2.2.2.2 Javascript - Contactform**

The contactform and the page it is on, I wanted to make very simplistic and easy to navigate and use. Each part of the form is divided up by a whitespace and the form has a blue colour that both symbolizes trust/professionalism and is a different colour than the header other parts of the page like the header, hero section and the footer.

Also on each section beneath the title for the section it is stated what part is required to get the form to be validated. When a part is not validated it will show as a string of text in white on a red background which is quite easy to see on the light blue background of that section.

#### **2.2.3 Images**



Since there were no images provided in the assignment I searched on the internet for free and good images that would represent each page and/or what the company wants the user to feel while using the website.

On the homepage I went for an image with two people in their 25-40's that smile and laugh while making food. This will give the user a feeling of joy and happiness when they enter the website and before they decide to take action on whether to stay on the site or look for another one. Beside this photo I put the texts "Eat healthy" and "eat interesting", so these words will talk to the user and immediately make them see that this website is what they are looking for.

On the about us page I went for a team of people of similar age to the target audience and the home page. When the user sees that these are people closer to their own age and they work eagerly, this will build a trust in the user that the company's employees may have similar backgrounds and work hard to give the users the best they can expect.

Images are important because they provide the user with an immediate feeling of being in the right spot without them needing to think about if it is. We want the user to automatically feel at home and engage on the website without thinking.

#### 2.2.4 WCAG



We want any user within the target audience to be able to use the website with ease, no matter their restrictions like eyesight, movability etc. Therefore the website should be easy to read and navigate for all.

When I chose the colours I worked on them in the webapp <https://color.adobe.com/nb/create/color-wheel>. Here I could make sure that the colours I wanted to use didn't collide with each other, since that would make the colours hard to separate for the colourblind users.

In order for those with poorer eyesight than normal, I chose to have as big text and titles and Images as possible. Then they don't need to make the website much larger than it is for all users.

Designing a website that is simplistic in design also will make it easier for users with disabilities to navigate with their selected tools. For instance a website with lots of images/text/ads will only make the page hard to both use and navigate for a normal functioning user, and therefore even harder for those that need tools in the first place. So a simplistic design will therefore make any users experience on the website quick, easy and not stressful at all. Which again makes the user stay and not search for other competing websites.

On each image I also put an alt-text in the html so tools that read them can help those that don't see to understand what the image is about.



### **2.3. Conclusion**



Even though I wasn't able to make an API-call with the searchterms provided on the website, I made a API-call to show that I know how to make one and show the results on the website through manipulating the DOM in a function and not hardcode it into the HTML.

The website is simplistic, easy and fun to use for the target audience. They want to have a website that is quick and reliable to get the recipes as quickly as they can, since they don't have time to look through cookbooks. It is also easy to use for those with disabilities.

Colours, design, image and texts provide the user with a feelings that they are on the correct website for their needs. The colours make the user feel happy and excited to find recipes for healthy food in a quick and easy way.



### 3. References

**Colourtheory:** <https://uxplanet.org/10-color-meanings-to-help-you-choose-the-best-colors-for-your-next-design-538991a93fe2>

**Colourwheel Adobe:**  
<https://color.adobe.com/nb/create/color-wheel>

**Font:**  
<https://fonts.google.com/specimen/Josefin+Sans?query=josefin+sans>

**Resizing images for smaller size:** <https://picresize.com/>

**Images:**  
<https://www.pexels.com/search/fun%20%20cooking%20adults/>



#### **4. Acknowledgements**

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## **5. Appendices**

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