

BAKERY, COFFEE, TEA, PASTRY SHOPPE

PROJECT DESCRIPTION:

You are to identify a real business on which you will model your design or create one completely from your imagination. The business types are limited to a bakery, pastry, coffee, or tea shop. You can suggest a similar business, but it must be met with my approval before proceeding.

This project will allow us to build on our understanding and application of Foundation. You will be constructing a mobile first, one page website. The page should consist of several sections. Required sections are listed below.

1. Responsive, Off-Canvas Navigation
2. Header
3. Hero
4. Content Section - About
5. Content Section - Contact
6. Content Section - Product/Service 1: examples include coffees, teas, pastries, breads, cakes, food, entertainment, staff, pies, donuts, etc.
7. Content Section - Product/Service 2: examples include coffees, teas, pastries, breads, cakes, food, entertainment, staff, pies, donuts, etc.
8. Content Section - Product/Service 3: examples include coffees, teas, pastries, breads, cakes, food, entertainment, staff, pies, donuts, etc.
9. Footer

The following Foundation components and technologies are required:

1. Responsive grid with at least two breakpoints.
2. Responsive, Off-Canvas Navigation
3. Mobile First Design
4. Use of media queries where functionally and aesthetically necessary or desired.
5. Interchange - For images.
6. Visibility - Used for showing/hiding content based on screen sizes.
7. Email / Sign Up Form with Abide Validation

The use of other Foundation components/features such as Equalizer, Accordions, Tabs, Orbit Slider, Block Grids, Modals, etc. are all encouraged, but not required. However, use this as an opportunity to explore the framework.

PROCESS:

You are to accomplish the project by following the process described below.

PRELIMINARY STEPS: DOCUMENTATION

- Research - Document all of the research. Site visit. Competitor sites. Inspiration. Pinterest.
- Personas - Develop 1-2 distinct personas and record in detail each persona and its purpose.
- Scenarios - Develop specific scenarios that each each personas will perform on both the redesigned materials.
- Wireframing - Change the "Content Strategy" section to 'Wireframing'. This page will serve as a record of the wireframes and sketches made prior to the building of the prototype.

STEP ONE: RESEARCH

1. Insure you will be documenting your research online.
2. Visit the physical location, if applicable, and learn as much about the physical space, observe the demographic of visitors and their behavior, take photographs, etc.
3. Visit the current website, if applicable, and examine all of its parts. Learn as much as you can about the business.
4. Visit websites for other similar/competitor businesses, identify effective designs, and record lessons learned.
5. Research inspirational designs online and make a record of these items.

STEP TWO: PERSONAS

1. Create 1-2 distinct personas. Include specific information regarding age, gender, education, income, transportation, group size, age of children, technology experience, etc.
2. Provide fictitious names for each persona and record on website. Make the persona as real as possible.

STEP THREE: SCENARIOS

1. Create highly specific scenarios for each developed persona.
2. Perform the all of the scenarios on both the existing website as well as 1-2 competitor websites.
3. Record results on website that will serve as information that will help the strategy of the redesign.

STEP FOUR: WIREFRAMING

1. Create a mobile, tablet, and desktop wireframe for each given page.
2. Wireframes can be sketched, created in Adobe Photoshop or Illustrator, or another industry level application.
3. Wireframes should be neat, complete, and professional.
4. Digitize all wireframes and record on your website.

STEP FIVE: PROTOTYPING

1. Create your prototype.
2. At first, do not concern yourself with color, typography, or other visual styling. If you use any photography or graphics, make them grayscale.
3. Concentrate on building a logical and intuitive interface.
4. CSS coding is encouraged for RWD and other items that specifically focus on the user's experience.
5. Build upon your current skills with Foundation and continue to solidify and add to your competency in using this front-end framework.
6. Refine your prototype and add visual styling.

STEP SIX: DELIVERY

1. Upload your finished prototype into ULEARN including your documentation site.
2. Upload your documentation and prototype onto GitHub for my online review.

IMPORTANT DATES:

- Project Assigned - December 7
- Project Due - December 19