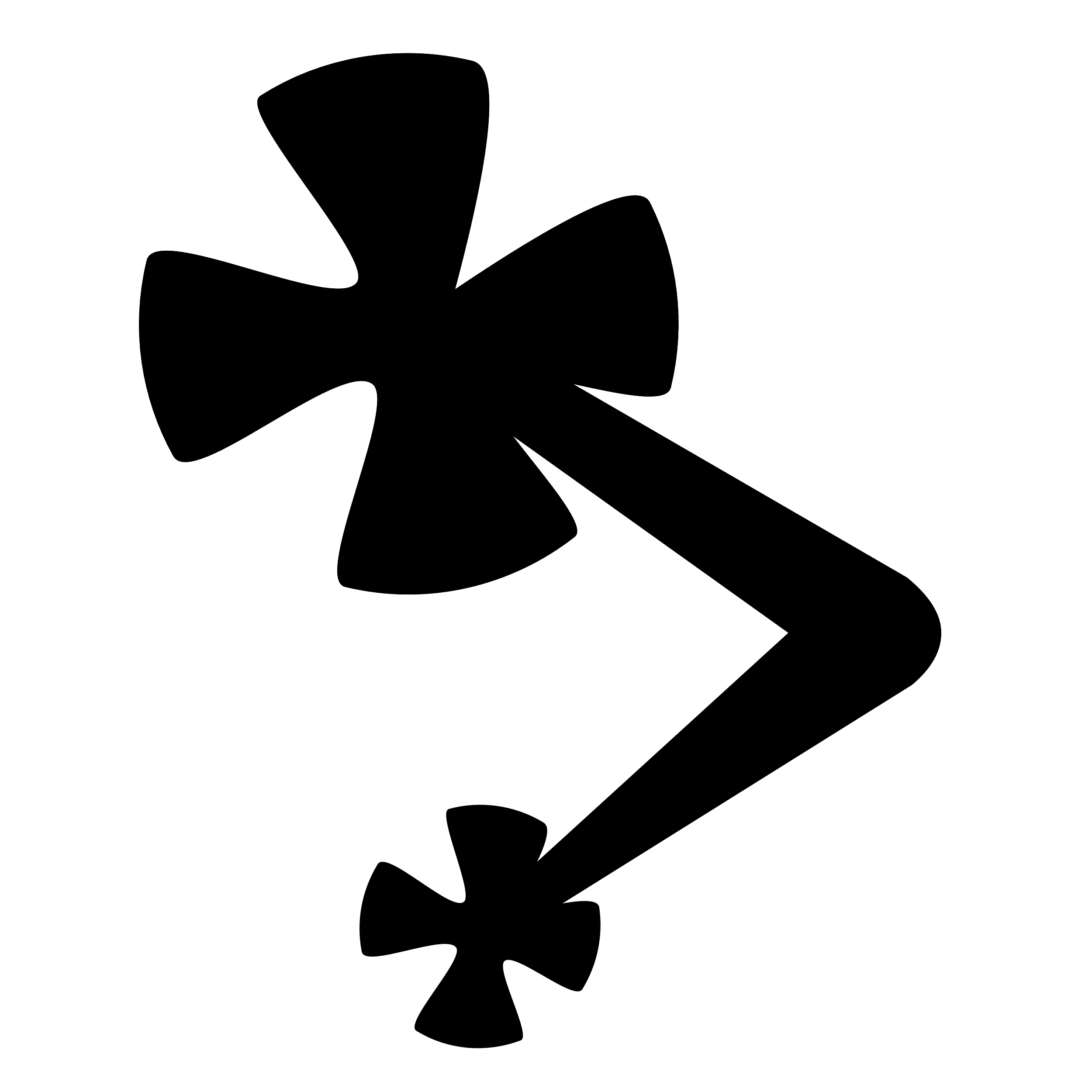
**Bloomerang**

**By Alex Braic**

The subject of this project is Bloomerang, a small business flower shop on Dublin 4’s Baggot Street. The aim of this project is to establish an online footprint with their growing customer base. As a growing business, the flower shop is ever more reliant on people gaging the team’s craft mastery from a distance. The submitted version is an initial version and will be improved with further updates and functionalities as desired by the team in Bloomerang.

The website created presents a clearly defined multi page frame, with the information being separated by customer needs.

And as every customer is different, I have tried to make sure they have a good experience when visiting the website. Accessibility is present as a first impression when visiting the website, and in the background.

**Visible accessibility**:

The colour scheme has been chosen as a uniform theme throughout the project. There are good contrasts and complementing shades from the same colour palette. For people suffering from colour deficiencies or colour blindness the website is purposely kept in the same tonality, to avoid colour blending and unnoticed contrasts. On the same idea, white has been chosen for dark backgrounds, to create the best contrast and ease of sight and vice-versa.

The content is clearly marked, divided, and contained within the website’s pages, with connection links from one page leading on to another page, whose content adds value, complementary information, and scope to what is presented. Example: link from the corporate page to bouquets in case the event planner wants to give their guests a participation floral token.

Next to the classical options to contact the business, the website provides with two types of forms as lines of communication with the business for their needs. One type of form focuses on setting up meetings and the other provides Bloomerang with feedback from the customer, which can be used to improve business processes.

**Background accessibility**:

All the images have been provided with an alternative text, to enable screen readers make sense of the image content for those with an impaired vision. Images have also been adjusted in dimensions to make the website upload be as fast as possible. This has been done to keep the website light and easily loaded in an area with poor connectivity.

All pages are accessible through one click of the mouse, and they have all been connected with each other through either the header navbar, the footer “Useful links” table and links within the pages themselves, that lead to other, connecting adjacent subjects within the website. Outbound links have also been provided, to be connected in the future to other Bloomerang websites and accounts or social media. These will hold more of the Bloomerang team’s floral creations or information about the business.

The back-end code is built with semantic HTML and all the “look” of the website is provided by the CSS file. The HTML file provides the website with SEO optimisation such as: distinct page descriptions and keywords, giving Bloomerang’s customer pool a better chance of finding and accessing it.

For customers accessing the website on mobile devices, media queries have been added to the CSS file to respond to this. With these queries the page content changes display to a block element and stacks better. For example, for a screen under 600 pixels wide, images on pages are no longer displayed next to one another, but stacked each on top of the other one. The tables in the footer do the same, giving the user easy access to the business trade hours information, or to other pages and outbound links.

**Logbook:**

Week 1 – business case research, project planning and initial website framework build, wrapping the information in 4 pages.

Week 2 – further business case research, framework rework and addition of extra pages to seven, with a focus on separating the different customer needs. Navbar took final shape and colour palette was set for the website.

Week 3 – added content to pages: description text, sourced images and resized them, and forms took shape. Reworked home page containers to make content addition/change easier.

Week 4 – content refining (final images with back-end alts described), footer rework and final look, added SEO optimisation and screen responsiveness, and started adding in form validation.

Week 5 – project review and final small layout changes, final form validation, logo build, report writing and submission.

**Reflection**:

The mistake I am thinking of the most is not planning everything in more detail at the start of the project. After I chose my business case, I already started building basic pages and a basic navigation bar, to which I had to do major changes for around 4 times. As the project took shape, I needed to add more pages. And as the website grew, I had to restructure the pages, move content from one page to another and so, the navbar had to change with them.

If I had thought out the layout a bit more at the initial phase, and what it should encompass at the end, I think I would have had time to add in more functionality and responsiveness.

This was a tough issue to avoid though, in hindsight. My lack of experience with the module languages, the time restriction of having to work a fulltime job and prepare for another exam have made the project become a build now - think later kind of project, which led to the issue above. It is hard to evaluate time frames for things you have never built before.

Still, I believe it is a good result and I do not regret choosing the business case I have chosen. And having rebuilt the website a few times, I have a much better grasp of HTML, CSS and JQuery.