CCT360-Project 1
Eliya Abidi 1005299687

Website:

The topic I chose for this project is Latte and I used information from the Latte

Wikipedia page (https://en.wikipedia.org/wiki/Latte) . The website I have chosen to

replicate for this assignment is https://theleisurenet.com/ . This website has information

regarding coffee which include tips on how to make a good cup of coffee, the top cafés

in the world, etc. I chose this webpage because I liked how it looks visually, and felt that

I could replicate it. The website is also related to the topic I chose.

My website's homepage is based on the homepage of The Zodiac Café website.

Although I was not able to replicate the layout exactly, I did my best. The 'Origins &

History' page on my website is based on the Newsletter page of 'The Zodiac Café'. The

'Current Uses' page on my website is based on the 'Bulletin' page on The Zodiac Café.

Lastly, the 'Serving Styles' page on my website is based on the 'Contact' page on The

Zodiac Café. Overall, I aimed to replicate the layout as best as I could however, due to

the difference in content I was unable to replicate it perfectly. The original website uses

many cards that I did not include in my website because, I could not connect it to the

content I had.

The content changes I made for the revised information architecture were

including the content under 'Iced Latte' and 'Politics' within the 'Current Uses' page on

my website. This simplified the main menu and made the website cleaner. I also placed

the 'Caffe latte vs. Latte Macchiato' content within the 'Serving Styles' page. By making these changes I was able to make the website more concise.
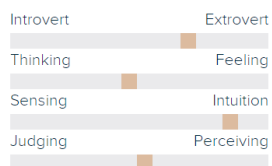
Persona:

Steven Doe

Persistent   Focused   Adventurous

"You have to work hard for what you want"

Age: 27
Work: Clothing Store Manager
Location: Chicago

Personality

Introvert   Extrovert

Thinking   Feeling

Sensing   Intuition

Judging   Perceiving

Goals
- Wants to open a coffee shop
- Wants to create an inviting space that helps people feel comfortable and enjoy a cup of coffee with their friends
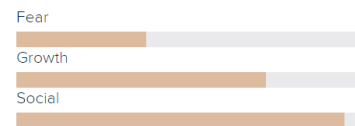- Has to learn more about different types of coffee

Frustrations
- Does not have enough knowledge on different styles of coffee

Bio
Steven Doe lives in Chicago and has recently been inspired to open a coffee shop. He wants to learn more about different coffee styles such as lattes, macchiatos, americanos, etc. He is a very dedicated person and is willing to put in time and effort to achieve his dreams.
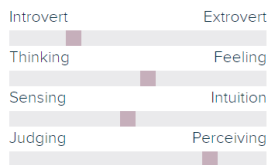
Motivation

Fear

Growth

Social

Jade Law

"A cup of coffee can determine how your day will go!"

Age: 21
Occupation: Student
Location: Toronto

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving

Creative **Determined** **Curious**

Goals
- Wants to learn how to make coffee at home
- Wants to save money
- Needs to learn about different coffees and how to make them herself
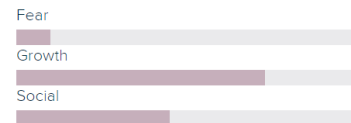
Frustrations
- Needs to save money for a vacation
- Wants to start buying less food and drinks from outside and learn how to make them at home

Bio
Jade Law is a university student who is currently unemployed. She is planning a vacation with her friend for the summer. However, she needs to save money for that vacation. Therefore, she is planning on learning how to cook so she can save money. She wants to learn about different coffee styles, and how to make them, so she can save her money.

Motivation

Fear
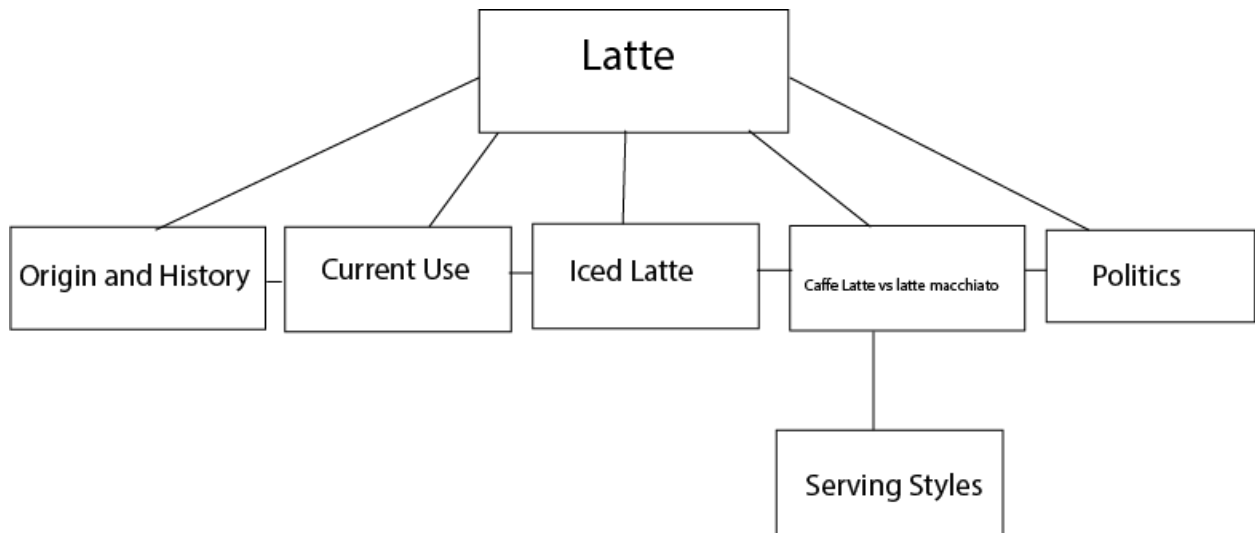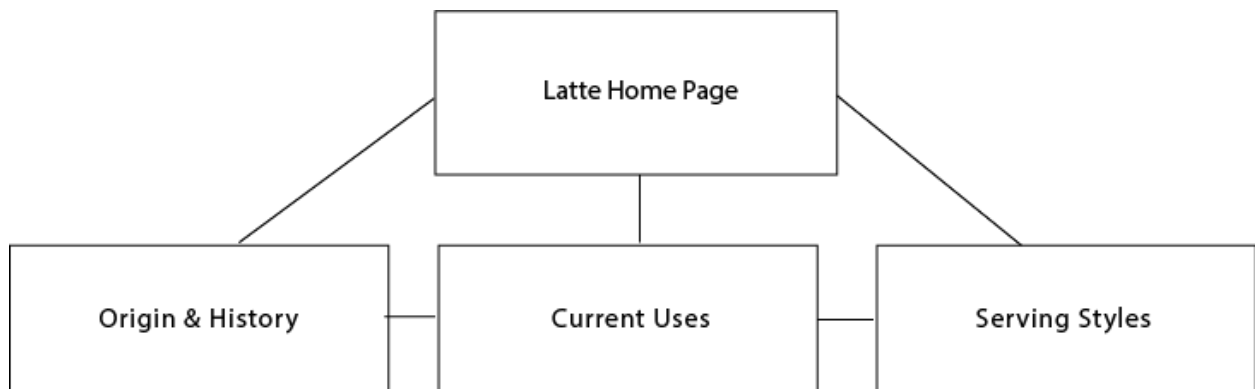
Growth

Social

Navigation:

The navigation types applied in this website are structural and associative. The website commences on the home page, through which you can go to either the 'Origins & History' page, 'Current Uses' page, or the 'Serving Styles' page. You can return to the homepage from any of these pages. You can also go to any of the listed pages by using the main menu.

Information Architecture:

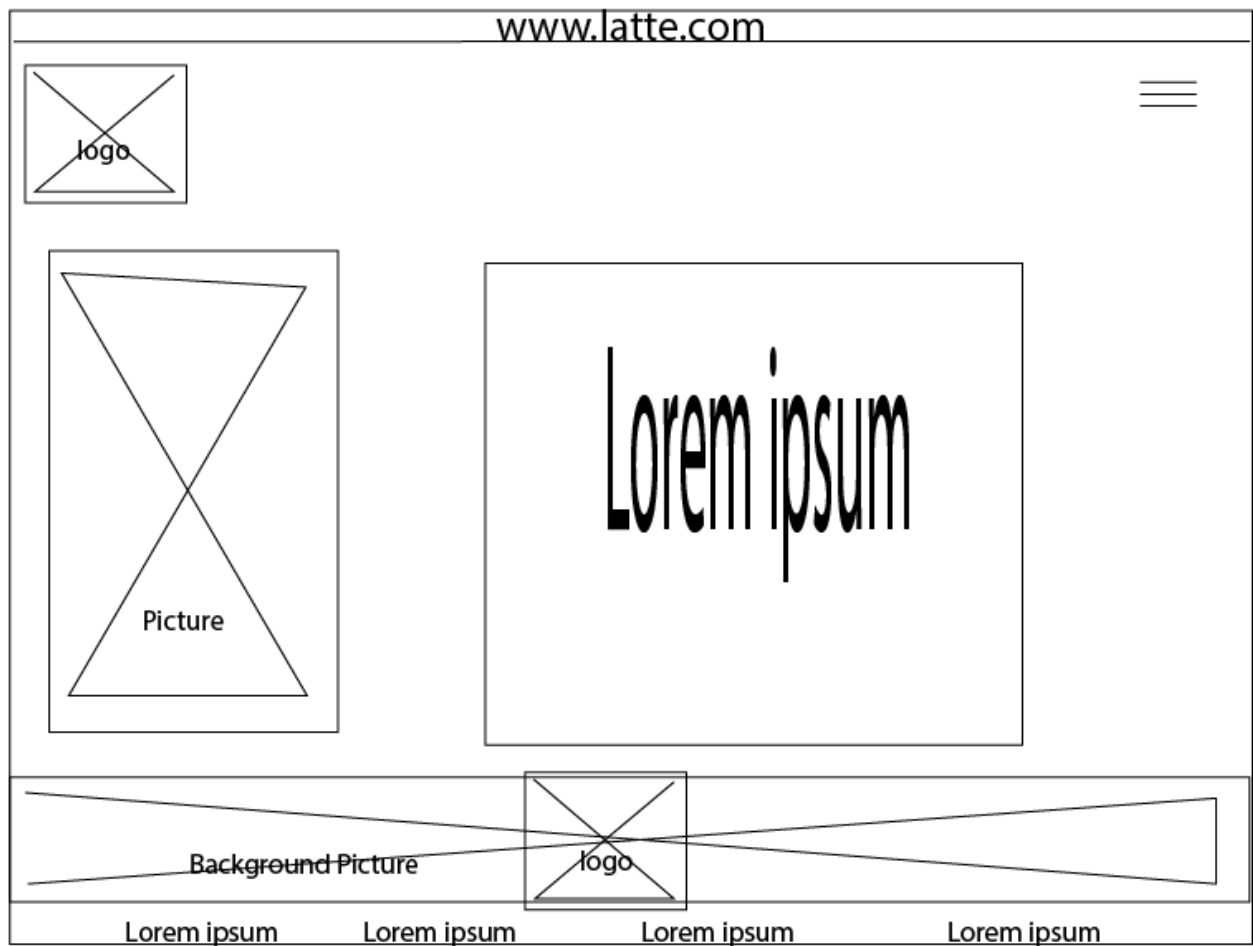Unrevised Information Architecture from the Latte Wikipedia page:

```
                              ┌──────────────┐
                              │    Latte     │
                              └──────────────┘
        ┌──────────┬──────────┼──────────┬──────────────┐
 ┌──────────────┐ ┌──────────┐ ┌────────┐ ┌────────────────────┐ ┌──────────┐
 │Origin and    │ │Current   │ │Iced    │ │Caffe Latte vs      │ │ Politics │
 │History       │ │Use       │ │Latte   │ │latte macchiato     │ │          │
 └──────────────┘ └──────────┘ └────────┘ └────────────────────┘ └──────────┘
                                                │
                                         ┌──────────────┐
                                         │Serving Styles│
                                         └──────────────┘
```
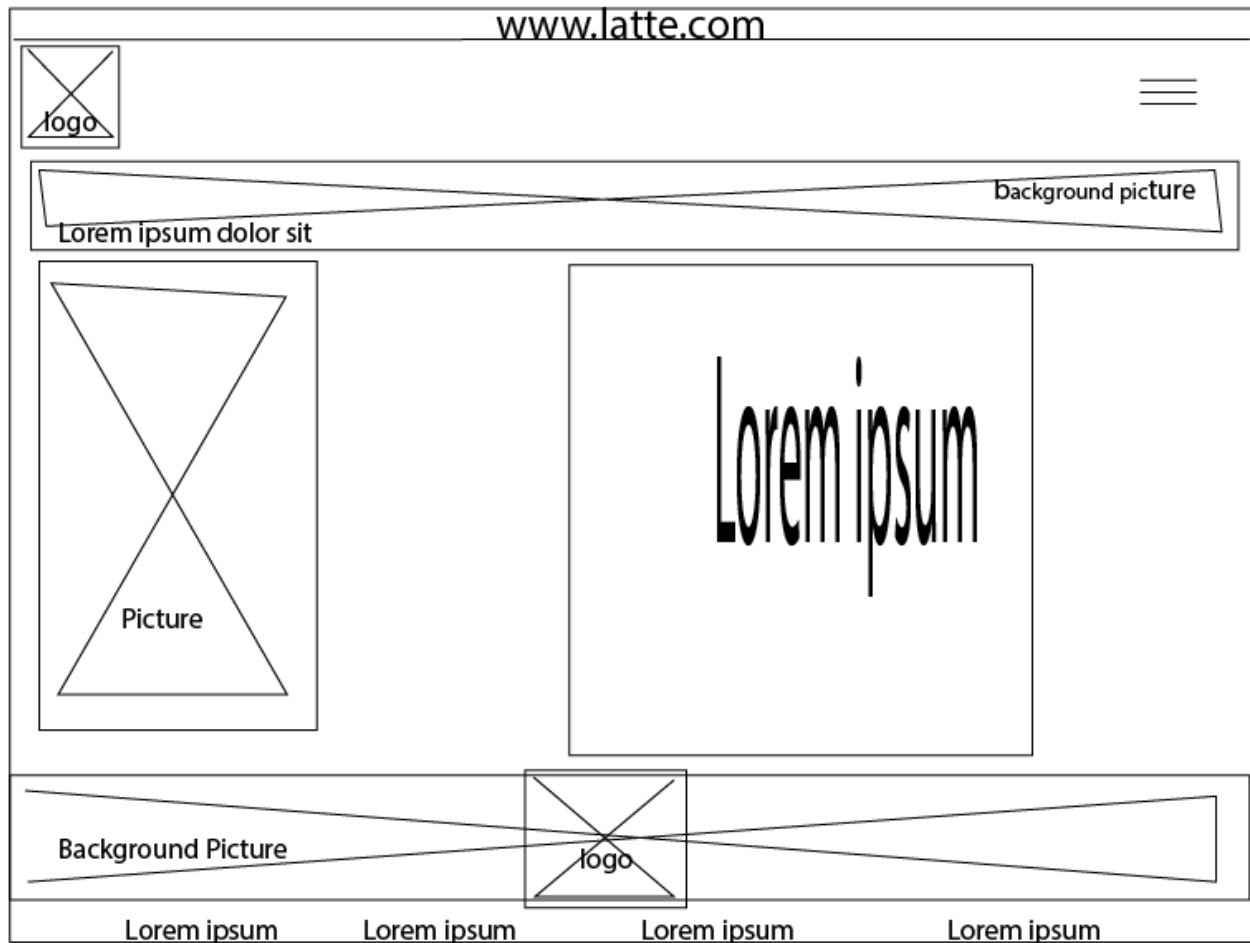
Revised Information Architecture from my website:

```
                     ┌──────────────────┐
                     │  Latte Home Page │
                     └──────────────────┘
        ┌───────────────────┼───────────────────┐
 ┌──────────────┐   ┌──────────────┐   ┌──────────────┐
 │Origin &      │   │Current Uses  │   │Serving Styles│
 │History       │   │              │   │              │
 └──────────────┘   └──────────────┘   └──────────────┘
```

Wireframes:

Homepage Wireframe:

www.latte.com

logo

Picture

Lorem ipsum

Background Picture

logo

Lorem ipsum   Lorem ipsum   Lorem ipsum   Lorem ipsum

Origins & History Page Wireframe:

www.latte.com

logo

background picture

Lorem ipsum dolor sit

Picture

Lorem ipsum

Background Picture

logo

Lorem ipsum   Lorem ipsum   Lorem ipsum   Lorem ipsum

References:

Website Logo by Eliya Abidi:

Image on 'Home' Page: Photo by tabitha turner on Unsplash

https://unsplash.com/photos/3n3mPoGko8g?utm_source=unsplash&utm_medium=referral&utm_content=creditShareLink

Images on 'Origins & History' Page:

Photo by Tyler Nix on Unsplash

https://unsplash.com/photos/2rZq49uGxLk?utm_source=unsplash&utm_medium=referral&utm_content=creditShareLink

Photo by Justus Menke on Unsplash

https://unsplash.com/photos/47cW0To8dQY?utm_source=unsplash&utm_medium=referral&utm_content=creditShareLink

Images on 'Current Uses' Page:

Photo by [Anastasiia Chepinska](#) on [Unsplash](#)

[https://unsplash.com/photos/lcfH0p6emhw?utm_source=unsplash&utm_medium=referral&utm_content=creditShareLink](#)

Images on 'Serving Styles' Page:

Photo by [Fahmi Fakhrudin](#) on [Unsplash](#)

[https://unsplash.com/photos/nzyzAUsbV0M?utm_source=unsplash&utm_medium=referral&utm_content=creditShareLink](#)

Photo by [tabitha turner](#) on [Unsplash](#)

[https://unsplash.com/photos/F0Wd4djYvSA?utm_source=unsplash&utm_medium=referral&utm_content=creditShareLink](#)

Images on 'Steven Doe' Persona:

Photo by [Seth Doyle](#) on [Unsplash](#)

[https://unsplash.com/photos/IMYvZjlX3jE?utm_source=unsplash&utm_medium=referral&utm_content=creditShareLink](#)

Photo by [Steffan Mitchell](#) on [Unsplash](#)

[https://unsplash.com/photos/gHrgeeCCkYA?utm_source=unsplash&utm_medium=referral&utm_content=creditShareLink](#)

Images on 'Jade Law' Persona:

Photo by Alex Shaw on Unsplash

https://unsplash.com/photos/JUrbgfGBRvo?utm_source=unsplash&utm_medium=referral&utm_content=creditShareLink

Photo by Sincerely Media on Unsplash

https://unsplash.com/photos/dpDNoyJlHH8?utm_source=unsplash&utm_medium=referral&utm_content=creditShareLink

Written Content by Wikipedia:

https://en.wikipedia.org/wiki/Latte

I utilized the w3schools website to create the dropdown menu. I modified the code to better fit my website.

Code source: https://www.w3schools.com/howto/howto_js_dropdown.asp

Some code was also inspired by Harold Sikkema and has been cited within the code.