

## **PUI Final Project: Kajal's Cookie Jar Bakery**

### **Responsive design dimensions:**

- 1) 375x667 (mobile)
- 2) 1024x844 (laptop)

#### **(1) Part 1:**

- What is the purpose of your website?
- What information do you convey with your website?
- How is it interesting and engaging?
- Who is the target audience?

I designed a website for my friend's cookie business, Kajal's Cookie Jar (KCJ), which is located in Lagos, Nigeria. Not only is this website an opportunity for me to demonstrate what I've learned in PUI but it's also a way to support a close friend who is running a small business. KCJ does not currently have a website (only an [Instagram](#) page), so this site will help expand the business's digital footprint. Kajal has plans to implement this website by the end of the year, and once it's live, users can learn basic information about her business, explore the menu, and order some sweet treats.

In regard to general information, which lives across the "Home" and "About" pages, the website shares some history on Kajal's background and KCJ's origins. Additionally, users can read about pop up events at which the business is planning to sell its products at. On the "Menu" page, users can click on every item on the menu to see its ingredients and an actual image of the product appear. Once users are ready to place an order, they can click "Order Now" to be automatically directed to KCJ's Whatsapp account, which is the business's preferred option for order intake.

The target audience includes both new and existing customers of Kajal's Cookie Jar in addition to businesses with which she might want to partner. New customers who may have heard of Kajal and her business can now easily look her up and learn about the products. Existing customers now have a convenient way to stay up to date with the latest menu, support the shop conveniently, and spread the word about the shop by sharing its url.

In order to make the website interesting and engaging, I opted to keep the layout mobile friendly, engaging through magic scroll, and purchaser-friendly with the embedded Whatsapp link.

#### **(2) Part 2:** Use a bulleted list to describe how a user would interact with your website. For each item in your list, state

- (all pages) Navigation bar:
  - Added a navigation bar to click and navigate to different links within the website
  - Also implemented responsive nav, which changes the nav bar to a hamburger menu after it hits a certain screen size
  - You can reproduce this by clicking on the associated nav links or interacting with the hamburger menu on the mobile website

- (homepage) Slider image gallery:
  - Preview of products and offerings for the customer
  - Click on the right arrow of the first image to see other products (three total)
- (menu) Ordering items:
  - Added a button on the menu page to be directed to the business whatsapp account where you can place the order
  - This is on the menu page (Order Now button)
- (menu) Fun Image Based Menu
  - Display images of cookies offered in the menu page to give customers a preview of the experience
  - Click on a menu item to see the cookie image pop up on the left (desktop) or top (mobile)
- (about me page) Keep viewers occupied through dynamic scrolling
  - o Sections on the about me page are semi opaque until you scroll halfway down the following section
  - o This is so that readers are kept focused on the content
  - o Scroll down the page to see this happen
- 

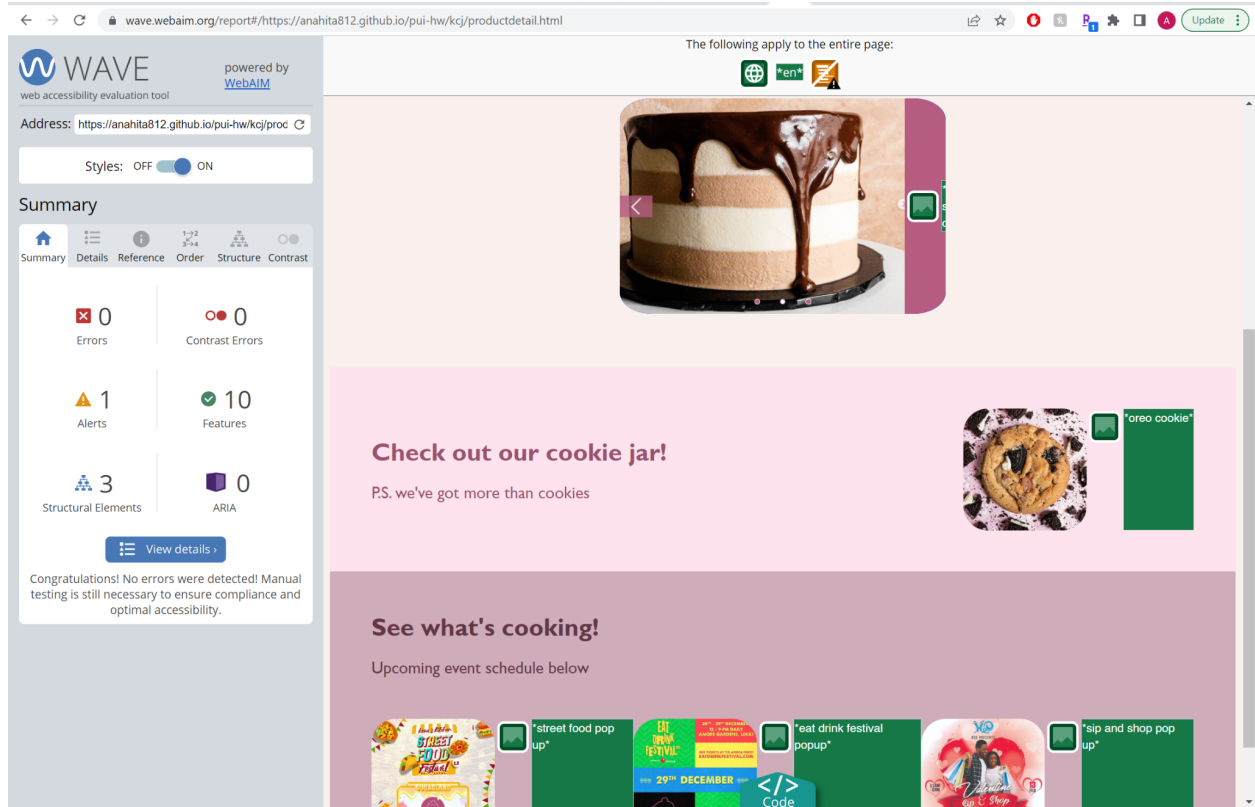
(3) **Part 3:** Describe what external tool you used (JavaScript library, Web API, animations, or other). Following the bulleted list format below, reply to each of the prompts. (We will stop reading at the 4th sentence, so please be concise)

- Name of tool: Scroll Magic Library
- Why you chose to use it? (2-4 sentences max)
  - I wanted the user to only see content as they continue to scroll down the about me page for added interest.
- How you used it? (2-4 sentences max)
  - I added a script file in the html linking to the online library
  - I added code for the javascript in the animation.js file and also had code in my CSS file
- What does it add to your website? (2-4 sentences max)
  - It adds interest to the about me page and makes the page feel more engaging as viewers are curious to understand what is written further below on the page.
- Name of tool: Animate.css library
- Why you chose to use it? (2-4 sentences max)
  - I wanted to add some fun to the homepage and keep readers engaged to keep scrolling on the desktop version
- How you used it? (2-4 sentences max)
  - I added the library to the product detail (landing) page

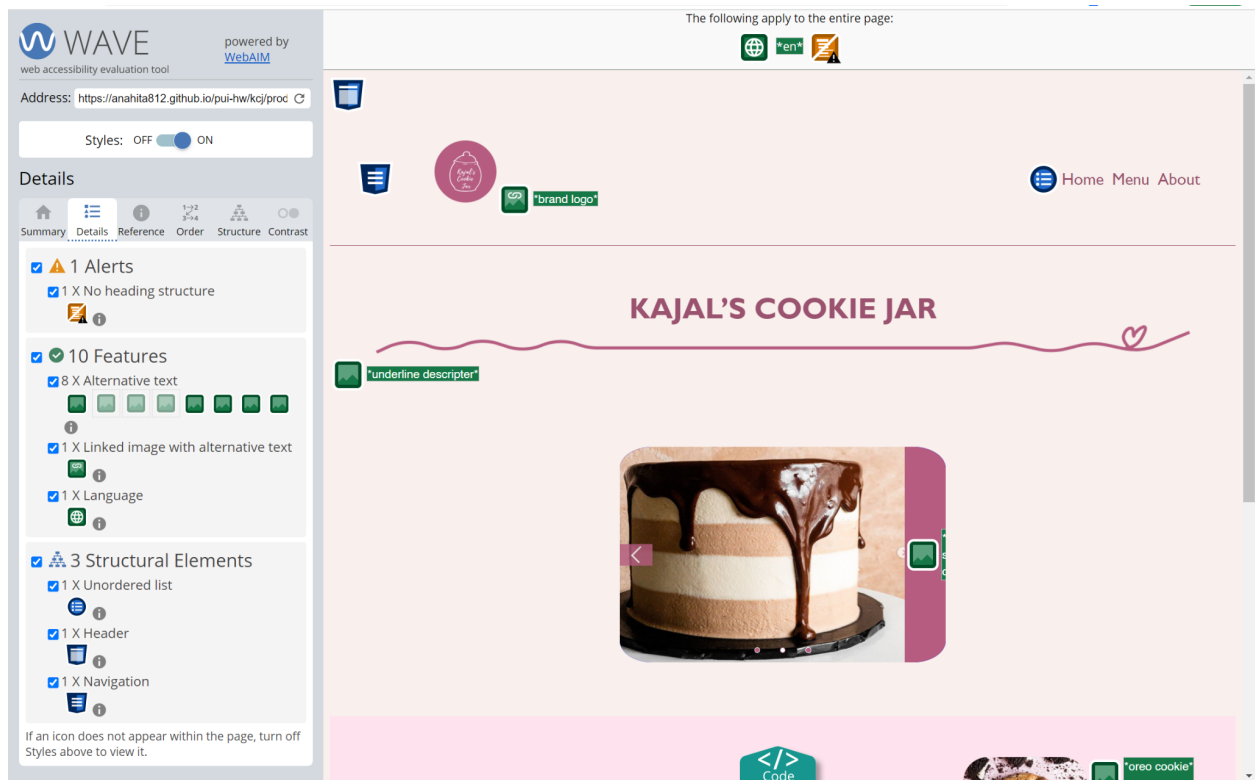
- I added corresponding animation styling to the cookie image in CSS
  - What does it add to your website? (2-4 sentences max)
    - Adds an element of fun to the landing page to keep viewers interested in the content on the screen
- (4) **Part 4:** Describe how you iterated on your prototypes, if at all, including any changes you made to your original design while you were implementing your website. (4-8 sentences max)
- I iterated on the prototype and changed and added some features that I did not create or think about in my mock ups regarding the mobile site:
    - I added a sliding gallery vs a three panel image since I thought it would work better for responsive design on both web and mobile
    - Added a hamburger nav menu which I didn't have before since I didn't do mobile mockups
    - Worked on styling the menu page for mobile design so that the changing image would be sticky at the top of the page
- (5) **Part 5:** What challenges did you experience in implementing your website? (2-4 sentences max)
- I think the challenging components were thinking through how some of the pages might look on mobile. For example, I had a two column page for the menu that I needed to collapse into one for mobile due to the screen size.
  - It was also challenging to work through all the nuances of media queries to get the styling right for mobile and desktop design

## Accessibility Screenshots

- 1) Product Detail Landing Page:
  - a) a)Summary



b) Detail View



## 2) Menu Page:

### a) Summary

The screenshot displays the Wave web accessibility evaluation tool interface. The top bar shows the URL: `https://anahita812.github.io/pui-hw/kcj/menu.html`. The Wave logo and "powered by WebAIM" are visible. The address bar shows the URL: `https://anahita812.github.io/pui-hw/kcj/men`. The "Styles" toggle is set to "ON".

The "Summary" section is active, showing the following statistics:

Category	Count
Errors	0
Contrast Errors	0
Alerts	7
Features	3
Structural Elements	3
ARIA	0

A "View details" button is present below the statistics. A message states: "Congratulations! No errors were detected! Manual testing is still necessary to ensure compliance and optimal accessibility."

The main content area shows the menu page layout. The header includes a "Home Menu About" navigation bar. The main section is titled "OUR MENU" and lists three items:

- Cookies**
  - Peanut Brittle**: Our peanut butter dough packed with chunks of homemade peanut brittle & topped with flaky sea salt.
  - Lotus Biscoff Stuffed**: Our classic cookie dough with a gooey biscoff centre, white chocolate chunks & crushed lotus biscuits.
  - Dark Chocolate Chunk**: Our classic brown butter cookie dough packed with premium dark chocolate chunks.

A "PICTURE THIS" section is also visible, featuring a "Dark Chocolate Chunk" image.

### b) Detail View

← → ↻ wave.webaim.org/report/#/https://anahita812.github.io/pui-hw/kcj/menu.html The following apply to the entire page:

WAVE powered by WebAIM  
web accessibility evaluation tool  
Address: https://anahita812.github.io/pui-hw/kcj/men Styles: OFF ON

Details

Summary Details Reference Order Structure Contrast

7 Alerts

- 1 X No heading structure
- 6 X Device dependent event handler

3 Features

- 1 X Alternative text
- 1 X Linked image with alternative text
- 1 X Language

3 Structural Elements

- 1 X Unordered list
- 1 X Header
- 1 X Navigation

OUR MENU

Cookies

**Peanut Brittle**  
Our peanut butter dough packed with chunks of homemade peanut brittle & topped with flaky sea salt

**Lotus Biscoff Stuffed**  
Our classic cookie dough with a gooey biscoff centre, white chocolate chunks & crushed lotus biscuits

**Dark Chocolate Chunk**  
Our classic brown butter cookie dough packed with premium dark chocolate chunks

**White Chocolate Chunk**  
Our classic brown butter cookie dough packed with premium white chocolate chunks

PICTURE THIS

**Dark Chocolate Chunk**

oreo cookie

ORDER NOW

Code

3) About:

a) Summary

← → ↻ wave.webaim.org/report#/https://anahita812.github.io/pui-hw/kcj/about.html The following apply to the entire page:

WAVE powered by WebAIM  
web accessibility evaluation tool  
Address: https://anahita812.github.io/pui-hw/kcj/about.html  
Styles: OFF ON

**Summary**

Summary Details Reference Order Structure Contrast

0 Errors	0 Contrast Errors
1 Alerts	6 Features
3 Structural Elements	0 ARIA

View details

Congratulations! No errors were detected! Manual testing is still necessary to ensure compliance and optimal accessibility.

OUR STORY

How It Started

Kajal loved making baked goods to celebrate her friends birthdays. She knew the joy a sweet treat could have, and when she moved back to Lagos in 2019 she decided it was time to make her dream a reality. Starting from her home kitchen, Kajal's Cookie Jar was born

Code

## b) Detail View

← → ↻ wave.webaim.org/report#/https://anahita812.github.io/pui-hw/kcj/about.html The following apply to the entire page:

WAVE powered by WebAIM  
web accessibility evaluation tool  
Address: https://anahita812.github.io/pui-hw/kcj/about.html  
Styles: OFF ON

**Details**

Summary Details Reference Order Structure Contrast

1 Alerts

- 1 X No heading structure

6 Features

- 4 X Alternative text
- 1 X Linked image with alternative text
- 1 X Language

3 Structural Elements

- 1 X Unordered list
- 1 X Header
- 1 X Navigation

If an icon does not appear within the page, turn off Styles above to view it.

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Code