



Dwiezel Van Eeckhout & Jonas De Coster |
Multimedia Production (proDUCE) |
CrossMedia PublishingI (CMP II) |
Academic Year 2016-17 ,
Bachelor of Graphical and Digital Media ,
Artevelde University College Ghent

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1. Briefing

Maak een website drie voorgestelde onderwerpen. Onze keuze gaat voor stevia chocolade in plaats van suiker.

1.1. Beschrijving

De site is gemaakt via een CMS systeem, in dit geval Wordpress. De klant heeft via een backoffice volledige controle over de inhoud van de site.

2. Functionele analyse

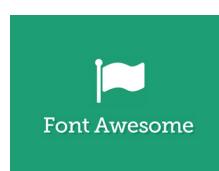
De site maakt gebruik van een blogsysteem, beschikt over een contactformulier, Google Maps integratie, wedstrijdformulier en Sociale Media feed.

Waarover gaat de app? Het stelt de vele mogelijkheden van chocolade met de suikervervanger 'stevia' voor.

Hoe? Aan de hand van Wordpress en dus een mobiel geoptimaliseerde site.

Doelgroep? Mensen die op zoek zijn naar alternatieven voor suiker, maar ook personen die een lekker recept zoeken waar chocolade de basis legt.

Software?



3. Persona's

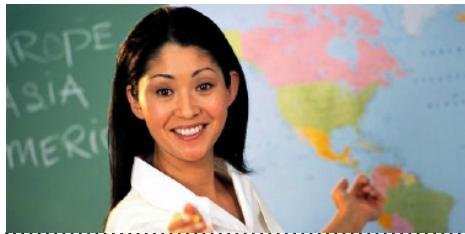


Man, 60 jaar

Zoekt een goed recept

Geïnteresseerd in koken

Gebruikt de website om een lekker recept te vinden. Hierbij maakt hij niet bewust een keuze tussen suiker of stevia. Het gaat vooral om iets nieuws dat hij nog niet gemaakt heeft.



Leerkracht, 35 jaar

Wilt leerlingen gezond laten eten

Geïnteresseerd in musea

Wilt haar studenten iets meer over de gevolgen van suiker vertellen. Hierbij maakt ze gebruik van foto's en documentatie. Ze laat weten dat niet veel moet veranderen om een grote impact te hebben. Op de site vindt ze de nadelen van suiker alsook de voordelen van stevia in voedsel.



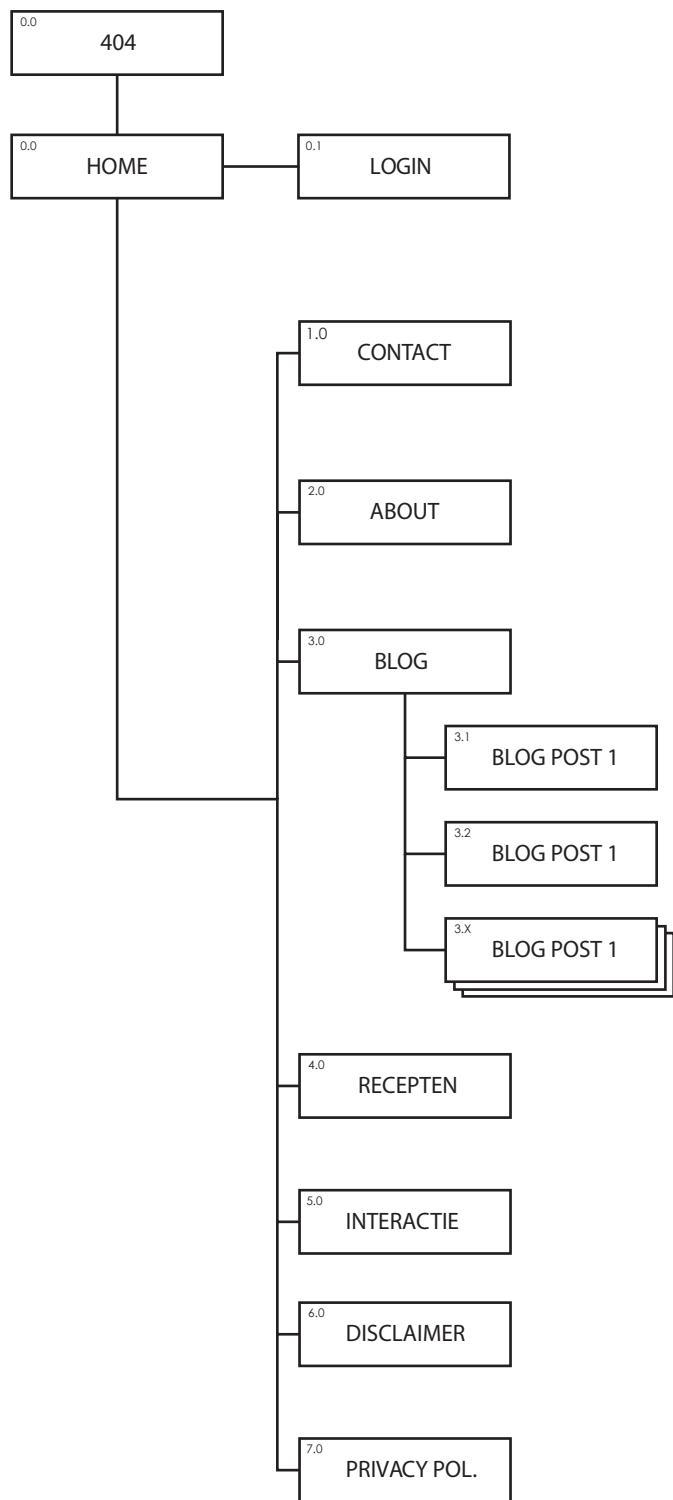
Studenten, 22 jaar

Zit op kot in Gent

Schrijft een thesis over stevia VS. suiker

Hij gebruikt de voorbeelden op de site als basis voor zijn werkstuk. Hij komt via het contactformulier in aanverband met het bedrijf. Hij is geïnteresseerd in de wedstrijd en deelt dit via social media met al zijn vrienden.

4. Sitemap



5. Ideeën bord

The image shows a dark-themed contact us page from Everyday UI. It features a map of São Paulo, Brazil, showing the location of 'The Astronaut Company'. Below the map is a table comparing sugar alternatives:

	Honey	Stevia	Agave Nectar
1 cup sugar			
1 Tbsp. sugar			
1 tsp. sugar			
Notes	Decrease baking time by 2-4 minutes, add a pinch of baking soda and decrease oven temperature by 25 degrees.		
	To replace bulk, add applesauce, apple butter or yogurt.		
	Decrease liquid by 1/4 cup, increase cook time by 10% and decrease oven temperature by 25 degrees.		

An introduction to the zero calorie, plant-based sweetener of natural origin. Key points include:

- Stevia is a plant originally from South America.
- Discovered 200+ years ago in Paraguay, the leaves were used to sweeten beverages.
- Today, stevia is grown in Paraguay, Kenya, China and the US.
- For those with a green thumb, it can be grown in your home garden for other needs and spice.
- The stevia leaf is naturally sweet, up to 350x sweeter than sugar.
- About 3 leaves can replace 25% of the calories in 1 glass of soda.
- Stevia can play a role in a well-balanced diet, containing 0 calories.
- Over 200 studies have illustrated stevia safety for the entire family.
- It has been approved for use by multiple regulatory agencies around the world.
- Stevia is enjoyed across the globe, with 4 billion people using it in their food and beverage products.

A vertical triptych wallpaper titled 'DESERT NIGHTS' featuring desert landscapes at sunset and sunrise. It includes a small inset image of a person's face with a question mark.

A guide on writing an effective 'About' page. It includes sections on introducing yourself, addressing questions, telling your story, and encouraging action.

Best and Worst Times to Post to Social Media

Facebook: Best 10pm-4am, Worst 10am-4pm

Twitter: Best 8pm, Worst 10pm-4am

Pinterest: Best 8pm, Worst 5-7am

LinkedIn: Best 7pm-9pm, Worst 10pm-4am

what she said marketing solutions

A collage of images showing a chocolate brand's website design, featuring various chocolate products and social media integration.

6. Moodboard



BROWNIE PUDDING

www.melskitchencafe.com



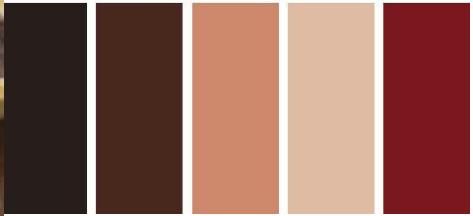
IN
COLOR
BALANCE



chocolate heaven



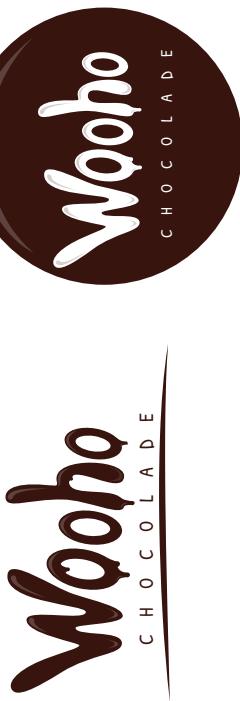
© SweetRevelations



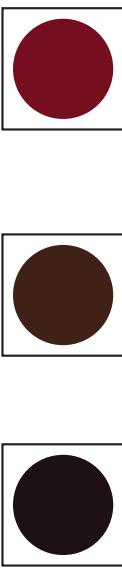
7. Style Tile



CMP II - Wordpress Site



COLOR PALETTE



rgba: 39, 29, 27, 1
hex: #271D1B

rgba: 72, 41, 29, 1
hex: #48291D

rgba: 123, 24, 1, 1
hex: #7B181E

rgba: 208, 139, 109, 1
hex: #D08B6D

rgba: 244, 189, 163, 1
hex: #E0BDAA

TYPOGRAPHY

This is an Example of a Header

Baloo Regular 16pt, black

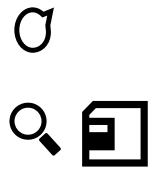
This is an Example of a Subheader

Baloo Regular 20pt, black

This is an example of a standard text layout. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus eu posuere augue. Integer nec luctus felis, quis tristique massa. Nunc urna ipsum, mattis non sem eget, condimentum efficitur nunc. In ultrices ac neque vehicula maximus. Ut vehicula tempor leo dictum lobortis. Morbi a mi ultricies, iaculis mauris egestas, placerat mi. Donec consequat faucibus lacinia. Morbi at tempor neque, ac venenatis urna. Vivamus eu orci tempus, vestibulum metus quis, venenatis dolor. Nulla porta velit at massa condimentum, at lobortis justo imperdiet. Vivamus in ipsum nibh. Etiam non maximus massa.

Latof Regular 12pt, black

ICONS



Button



Button

BUTTONS

8. Wireframes

8.1. Wireframe Home

The wireframe shows the layout of the home page:

- Header:** A dark grey header bar with a navigation menu containing "Home", "Interactie", "Recepten", "Blog", "About", and "Contact". Above the menu is a placeholder image for a logo or icon.
- Section - HOME -**: A large section with the heading "WEDSTRIJD" and a sub-section "ABOUT".
 - "ABOUT" contains two columns of placeholder text.
 - A large rectangular placeholder image covers the bottom half of this section.
- Section - RECEPTEN -**: A large section featuring a 2x4 grid of placeholder images.
- Section - BLOG -**: A large section featuring a 2x4 grid of placeholder images. To the right of the grid are navigation arrows for a blog post.
- Footer:** A dark grey footer bar with links to "Home", "Interactie", "Recepten", "Blog", "About", and "Contact". It also includes social media icons (Facebook, Instagram, YouTube, Twitter, LinkedIn) and links to "Disclaimer", "Privacy Policy", and "login".

8.2. Wireframe Interactie

The wireframe illustrates the layout of the website's interaction page. At the top, there is a navigation bar with links to Home, Interactie, Recepten, Blog, About, and Contact. A large 'X' icon is centered above the main content area. The main title '- INTERACTIE -' is displayed prominently. Below the title, a registration message encourages users to register for a competition to win chocolate for a year. The registration form includes fields for Naam, Voornaam, Emailadres, and Waarom zou je een jaar Woohoo chocolade willen winnen? (Why do you want to win Woohoo chocolate for a year?). A 'Send' button is located at the bottom of the form. To the right of the form, a sidebar contains sections titled 'Reglement' (Rules) and 'Wedstrijdverloop' (Competition Progress), both of which contain placeholder text. At the bottom of the page, there is another navigation bar with links to Home, Interactie, Recepten, Blog, About, and Contact, along with social media icons for Facebook, Twitter, and YouTube.

8.3. Wireframe Recepten

The wireframe illustrates a user interface for a recipe website. At the top, a dark grey header bar contains a logo consisting of a white 'X' inside a square, followed by navigation links: Home, Interactie, Recepten, Blog, About, and Contact. Below the header, a large white main area features a title '- RECEPTEN -' in bold capital letters. Underneath, there is a search bar with the placeholder 'Zoek naar een recept' and a button labeled 'Zoeken'. Two recipe cards are displayed in a grid. The first card is titled 'Chocolade Cake' and contains a short description of the recipe. The second card is titled 'Chocolade Muffins' and also contains a short description. Both cards have a light grey background. At the bottom, a dark grey footer bar mirrors the header's layout, including the navigation links and the social media icons.

- RECEPTEN -

Zoek naar een recept

Zoeken naar: Zoeken

Chocolade Cake

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Chocolade Muffins

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Home Interactie Recepten Blog About Contact

© 2017 - Woohoo Chocolade
Disclaimer - Privacy Policy
[login](#)

8.4. Wireframe Blog

The wireframe illustrates a blog homepage layout. At the top, a dark grey header bar contains a logo (a square with an 'X' pattern), followed by a navigation menu with links: Home, Interactie, Recepten, Blog (which is bolded), About, and Contact.

The main content area features a title '- BLOG -' centered above a list of four blog entries, each enclosed in a light grey box:

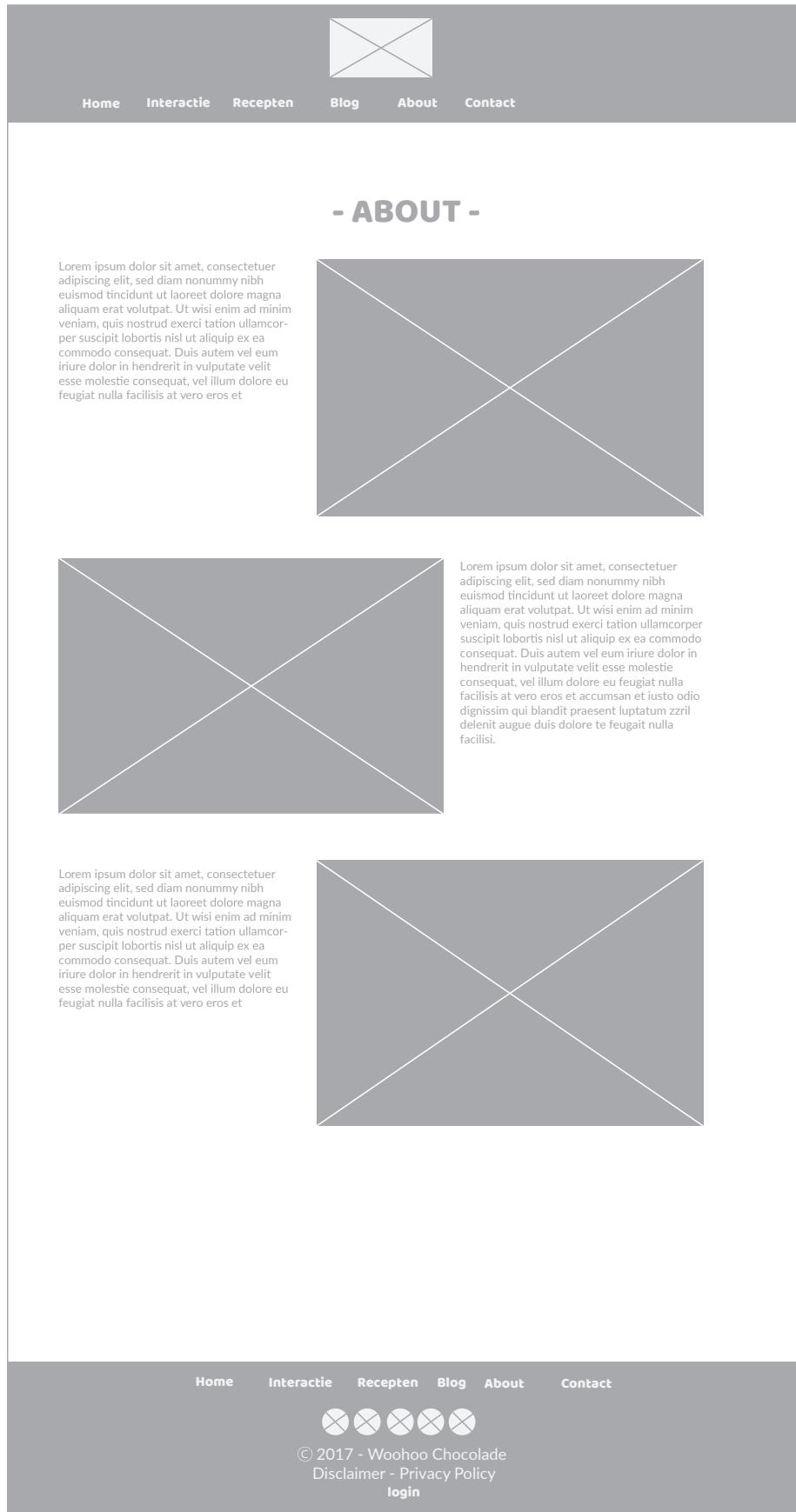
- Bericht 1** (Title)
2017-04-13 (Date)
Auteur: Jonas (Author)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam (Text excerpt)
- Bericht 2** (Title)
2017-04-13 (Date)
Auteur: Jonas (Author)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam (Text excerpt)
- Bericht 3** (Title)
2017-04-13 (Date)
Auteur: Jonas (Author)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, (Text excerpt)
- Bericht 4** (Title)
2017-04-13 (Date)
Auteur: Jonas (Author)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy (Text excerpt)

To the right of the blog posts is a dark grey sidebar with the following sections:

- Categorieën**: A dropdown menu labeled "Selecteer een Categorie" (Select a category).
- Recente Berichten**: A list of recent posts: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam", "orem ipsum dolor sit amet, consectetur adipiscing elit, sed diam", and "Lorem ipsum dolor sit amet, consectetur adipiscing elit,".

At the bottom of the page is a dark grey footer bar containing the same navigation links as the header: Home, Interactie, Recepten, Blog, About, and Contact. Below the footer are five small circular icons, likely social media links. The footer also includes copyright information: © 2017 - Woohoo Chocolade, Disclaimer - Privacy Policy, and a login link.

8.5. Wireframe About



The wireframe shows the layout of the 'About' page. At the top, there's a navigation bar with links: Home, Interactie, Recepten, Blog, **About**, and Contact. A large 'X' icon is centered above the navigation. The main content area has a title '- ABOUT -'. Below it, there's placeholder text for the first section. To the right of the text is a large gray rectangular area with a white 'X' drawn through it. This pattern repeats for three sections of text. At the bottom, there's another navigation bar with the same links as the top one. Below that are social media icons (Facebook, Instagram, Twitter, YouTube, LinkedIn) and copyright information: © 2017 - Woohoo Chocolade, Disclaimer - Privacy Policy, and a login link.

Home Interactie Recepten Blog **About** Contact

- ABOUT -

Section 1:
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Section 2:
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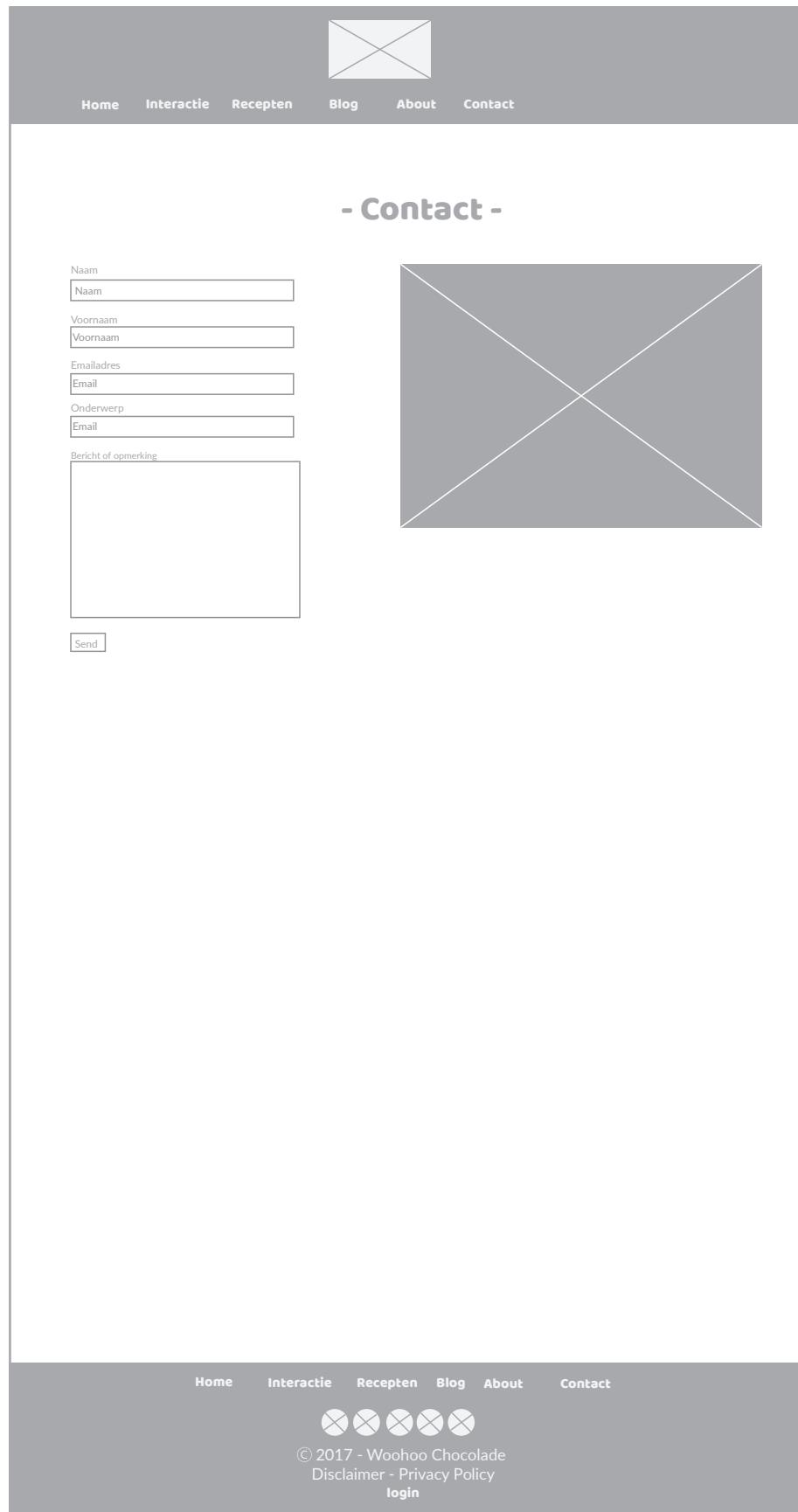
Section 3:
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Home Interactie Recepten Blog About Contact



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Disclaimer - Privacy Policy
[Login](#)

8.6. Wireframe Contact



The wireframe shows a contact form with a large 'X' placeholder for the message content.

Header:

- Home
- Interactie
- Recepten
- Blog
- About
- Contact

Main Content:

- Contact -

Form fields:

- Naam:
- Voornaam:
- Emailadres:
- Email:
- Onderwerp:
- Bericht of opmerking:

Buttons:

- Send

Large placeholder area with a large 'X' symbol.

Footer:

Home Interactie Recepten Blog About Contact

 [Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#) [Pinterest](#)

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Disclaimer - Privacy Policy
[login](#)

8.7. Wireframe Blog detailpagina

The wireframe illustrates a blog detail page layout. At the top, there's a dark grey header bar with a navigation menu containing 'Home', 'Interactie', 'Recepten', 'Blog' (which is highlighted in bold), 'About', and 'Contact'. Below the header is a large white content area. In the center of the content area, the title 'Titel, Hier gaan we weer' is displayed. Underneath the title is a section labeled 'Bericht:' containing a text input field with the placeholder 'Dit is een eerste blogbericht.' To the right of the input field is the date '2017-04-15'. Below the date, a small text block shows a comment from a user named 'Dwiezel' posted on May 22, 2017, at 9:41 am, reacting to the main post. A 'Beantwoord' button is located below this comment. Further down the page, there's a section titled 'Geef een reactie' with a large text input field for comments. Below this input field are four smaller input fields for 'Naam', 'Email', 'Website', and another 'Email' field. A 'Send' button is positioned at the bottom of this form. At the very bottom of the page is a dark grey footer bar with the same navigation menu as the header.

9. Designs

9.1. Design Home

WooHoo CHOCOLADE

[Home](#) [Interactie](#) [Recepten](#) [Blog](#) [About](#) [Contact](#)

- HOME -

WEDSTRIJD

[Registreer nu voor de wedstrijd.](#)

ABOUT

Loreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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RECEPTEN



BLOG



[Home](#) [Interactie](#) [Recepten](#) [Blog](#) [About](#) [Contact](#)

© 2017 - Woohoo Chocolade
Disclaimer - Privacy Policy
[login](#)

The image shows a screenshot of the Woohoo Chocolade website. At the top, there's a dark header with the brand logo 'Woohoo CHOCOLADE' and a navigation menu with links for Home, Interactie, Recepten, Blog, About, and Contact. The main content area has a light gray background. A section titled '- INTERACTIE -' is centered at the top of the page. Below it, a sub-section says 'Reglement' (Regulation) and contains a large amount of placeholder text (Lorem ipsum). To the left of the regulation text is a form for entering personal information: Naam (Name), Voornaam (First Name), Emailadres (Email Address), and a text area for 'Waarom zou je een jaar Woohoo chocolade willen winnen?' (Why would you like to win a year of Woohoo chocolate?). A 'Send' button is located at the bottom of this form. The footer is a dark red bar containing the same navigation menu, social media icons (Instagram, YouTube, Pinterest, Twitter, Facebook), and copyright information: '© 2017 - Woohoo Chocolade', 'Disclaimer - Privacy Policy', and 'login'.

9.3. Design Recepten

The screenshot shows a dark-themed website for 'Woohoo CHOCOLADE'. At the top, there's a navigation bar with links for Home, Interactie, Recepten, Blog, About, and Contact. The 'Recepten' link is highlighted. Below the navigation is a search bar with placeholder text 'Zoek naar een recept' and a search button labeled 'Zoeken'. A large, bold title '- RECEPTEN -' is centered above two recipe cards.

Chocolade Cake

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Chocolade Muffins

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At the bottom of the page, there's a footer with social media icons for Instagram, YouTube, Pinterest, Twitter, and Facebook. Below the icons, the footer text includes '© 2017 - Woohoo Chocolade', 'Disclaimer - Privacy Policy', and a 'login' link.

9.4. Design Blog

The screenshot displays a blog section of a website. At the top, there is a dark header bar with the brand logo "Woohoo CHOCOLADE" and a navigation menu containing links for Home, Interactie, Recepten, Blog, About, and Contact. Below the header, a large title "- BLOG -" is centered. The main content area contains four blog entries, each enclosed in a white box with a thin black border. The first entry is titled "Bericht 1", dated 2017-04-13, and attributed to the author Jonas. It features a short preview of the content: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam". The subsequent entries follow a similar structure: Bericht 2 (2017-04-13), Bericht 3 (2017-04-13), and Bericht 4 (2017-04-13). To the right of the blog posts is a sidebar with a dark background. The sidebar includes a search bar labeled "Selecteer een Categorie" and a section titled "Recente Berichten" which lists the same four blog entries with their respective dates and authors. At the bottom of the page is a dark footer bar with the "Home" link highlighted in white. The footer also contains links for Interactie, Recepten, Blog, About, Contact, and social media icons for Instagram, YouTube, Pinterest, Twitter, and Facebook. Additionally, there are links for "Disclaimer", "Privacy Policy", and "login".

9.5. Design About

WooHoo
C HOCOLADE E

[Home](#) [Interactie](#) [Recepten](#) [Blog](#) [About](#) [Contact](#)

- ABOUT -

Strawberries & Sugar



Silhouettes at a Lookout



Chocolate Desserts



Strawberries & Sugar

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Silhouettes at a Lookout

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Chocolate Desserts

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Footer

[Home](#) [Interactie](#) [Recepten](#) [Blog](#) [About](#) [Contact](#)

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Disclaimer - Privacy Policy
[Login](#)

9.6. Design Contact

Woohoo
CHOCOLADE

Home Interactie Recepten Blog About Contact

- Contact -

Naam

Voornaam

Emailadres

Onderwerp

Bericht of opmerking

Send

Kaart Satelliet 

Home Interactie Recepten Blog About Contact

[!\[\]\(1c230ae3e1bfef740ede90dde75d6544_img.jpg\)](#) [!\[\]\(8c28abcc812daa7358c8fce8c8d0920d_img.jpg\)](#) [!\[\]\(9ce535ae3f041d7c0eb1883b286082dc_img.jpg\)](#) [!\[\]\(c2a4ef8aba0fe183743185a538adffc6_img.jpg\)](#) [!\[\]\(692b05d24fc6c4ac356cdd4368041ef8_img.jpg\)](#)

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9.7. Design Blog Detail

The screenshot shows a blog post titled "Titel, Hier gaan we weer". The post content is "Dit is een eerste blogbericht." and it was published on "2017-04-15". A comment by "Dwiezel zegt:" is shown, dated "Mei 22, 2017 bij 9:41 am" with the text "Dit is een reactie op het bericht "Hier gaan we weer."". Below the comment is a "Beantwoord" button. The page includes a "Geef een reactie" form with fields for "Naam", "Email", and "Website", and a "Send" button. At the bottom, there's a footer with links for Home, Interactie, Recepten, Blog, About, Contact, and social media icons for Instagram, YouTube, Pinterest, Twitter, and Facebook. It also includes copyright information and a login link.

Titel, Hier gaan we weer

Bericht:

Dit is een eerste blogbericht.

2017-04-15

Dwiezel zegt:
Mei 22, 2017 bij 9:41 am
Dit is een reactie op het bericht "Hier gaan we weer."

Beantwoord

Geef een reactie

Reactie

Naam

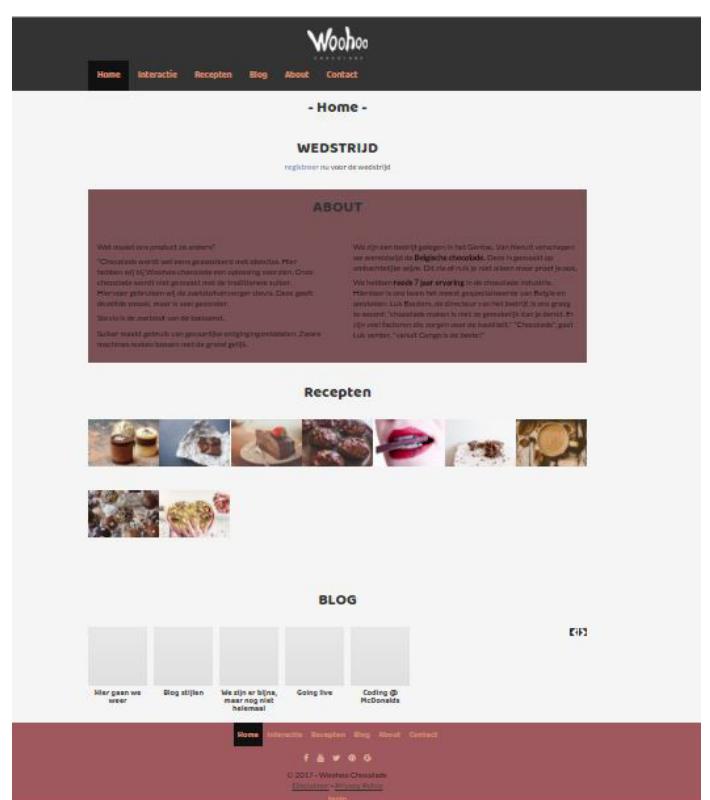
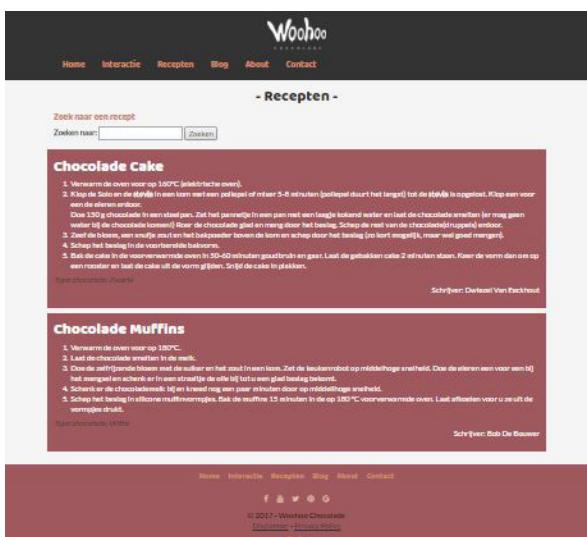
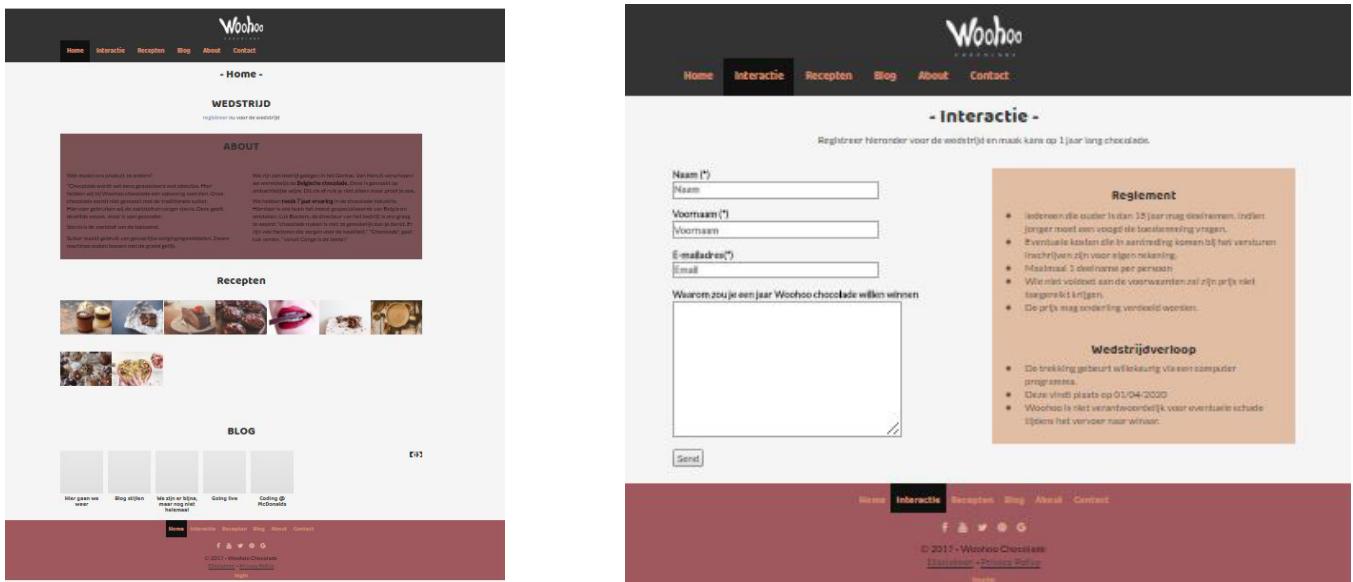
Email

Website

Home **Interactie** **Recepten** **Blog** **About** **Contact**

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10. Screenshots



11. Screenshots

The screenshot shows the 'About' page of the Woohoo Chocolade website. At the top, there's a navigation bar with links for Home, Interactie, Recepten, Blog, About, and Contact. Below the navigation, there's a section titled '- About -' featuring a large image of a spoon filled with white chocolate next to two strawberries. To the left of the image is some descriptive text about the company's mission and history. To the right is a photograph of three people standing in front of a large window overlooking a city skyline. Further down the page, there are sections about the chocolate-making process and a quote from Luk De Coster.

The screenshot shows the 'Contact' page of the Woohoo Chocolade website. It features a map of Ghent with a red pin indicating the company's location. There are several input fields for Name, Voornaam, Email, and Onderwerp, followed by a larger area for a Bericht of opmerking (Message or comment). A 'Send' button is at the bottom. The page also includes a standard footer with links for Home, Interactie, Recepten, Blog, About, and Contact, along with social media icons and a copyright notice.

12. Deployment guide

- Pantheon URL:
DEV: <http://dev-dwievane-jonadeco2-cmp2.pantheonsite.io>
TEST: <http://test-dwievane-jonadeco2-cmp2.pantheonsite.io>
LIVE: <http://live-dwievane-jonadeco2-cmp2.pantheonsite.io>
Wachtwoord: boezeidekoe
Login: dwievane@student.artevelddehs.be
- Github URL: <https://github.com/dwievane/cmp2.local>
- Wordpress gebruiker Dwiezel
Wachtwoord: boezeidekoe
Login: Dwiezel
- Wordpress gebruiker GDM Docent
Wachtwoord: gdmD0c3n!
Login: gdmdocent