COCTELEA

COCTELEA

The team

Roles and members

Project Manager (Edu):

Responsible for overall project coordination, planning, and ensuring timely delivery. Oversee project's progress, manage resources, and communicate with stakeholders.

Product Owner (Edu and Victor):

Represents the client or end-user and provides vision and requirements for the web application. Prioritize features, make decisions and ensure the product meets user needs.

UX/UI Designer (External):

Designs the user experience (UX) and user interface (UI) of the web application. Create wireframes, prototypes and visual designs to enhance usability and aesthetics.

Full-stack Developer (Edu and Victor):

Proficient in both front-end and back-end development, they have a comprehensive understanding of the entire web application stack. They can work on both client-side and server-side aspects of the project.

Database Administrator (DBA) (Edu):

Manages the database system of the web application, including data modeling, performance optimization, and ensuring data integrity and security.

Quality Assurance (QA) Engineer (Edu and Victor):

Tests the web application for functionality, usability, and performance. Identify and report bugs or issues, perform regression testing, and ensure overall product quality.

DevOps Engineer (Edu):

Responsible for the deployment, configuration, and maintenance of the web application infrastructure. They automate processes, manage servers, and ensure smooth operation of the application.

Content Creator/Writer (Edu and Victor):

Role Description: Creates and manages the content that appears on the web application, such as product descriptions, blog posts, or user guides.

Idea & Introduction

Cocktail culture has become popular in recent years, becoming a social and recreational activity in many parts of the world, an activity that combines the art of cocktails with creativity and the pleasure of enjoying a well-made drink. However, finding the perfect cocktail recipe can be tricky, especially if you're not sure what ingredients you need or don't have all of them at home. That is why we have created COCTELEA.

Coctelea objectives

The main goal of COCTELEA is to make it easy for users to find cocktail recipes, allowing them to filter by both ingredients and cocktail names, and thus discover new ways of combining drinks and liquors. The app also allows you to save your favorite cocktails to your profile, so you can easily access them at any time.

In addition, Coctelea seeks to encourage creativity, allowing users to create their own recipes and share them with people around the world.

In short, Coctelea is the perfect application for all those interested in the culture of cocktails and the preparation of drinks at home, becoming a useful and fun tool for all cocktail lovers.

Graphic description

Color palette

The color palette is a critical aspect in any application or project, since it has a significant impact on the perception and experience of the user. Properly selecting a color palette is essential to the success and quality of the design.

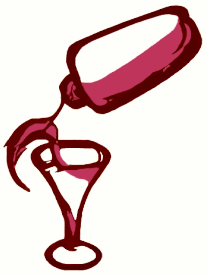
Baby powder	#FEFEFA
Floral white	#F8F4EA
Ash gray	#AFC9B0
Reseda green	#607D61
Quinacridone magenta	#8E3A59

Logo, Isotype and Imagotype

The logo, isotype and imagotype are essential elements in the visual communication of a company. They help establish a strong image, convey the brand's personality, facilitate recognition and recall, and create a visual connection with the target audience. These graphic elements are a fundamental part of the company's identity and contribute significantly to its success in the market.

The **imagotype** is a combination of the logotype and the isotype in a single graphic unit. Combine the company name with a distinctive graphic element. The logotype is especially effective when the logo and isotype are equally recognizable and have a strong visual impact.

The **isotype** is a symbol or graphic icon that represents the company or brand visually, without the presence of the name. Helps to quickly identify the brand, even in tight spaces or when the name is not legible. Provides a visually attractive and memorable way to associate with the company or product, generating impact and recall in the public.

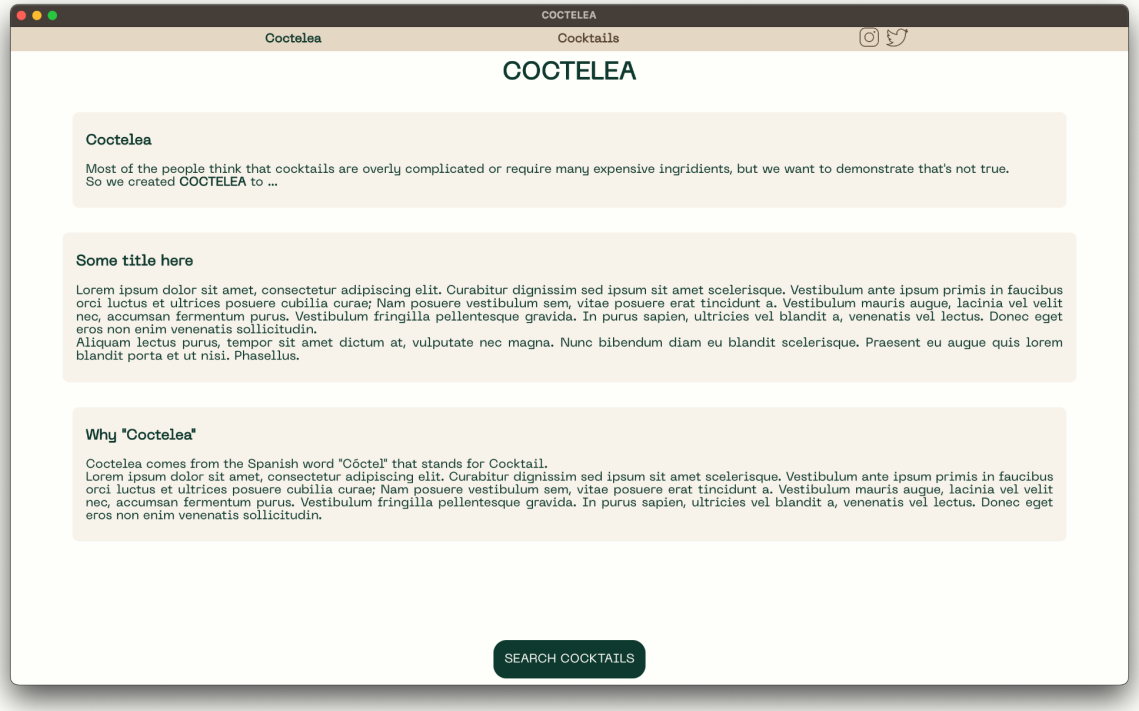


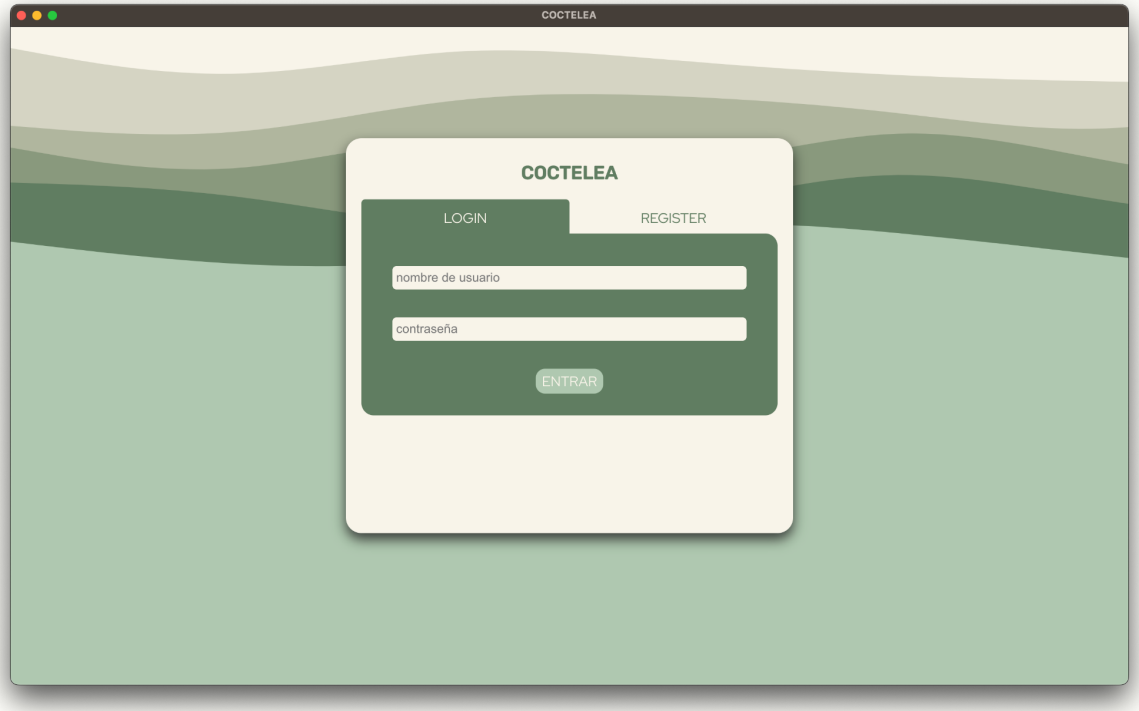
The **logo** is the graphic representation of the name of the company or brand. It is an essential part of the visual identity and is used to create recognition and remembrance as it conveys the personality and values of the company. A well-designed logo creates a visual connection with the target audience and helps establish a strong and recognizable image..

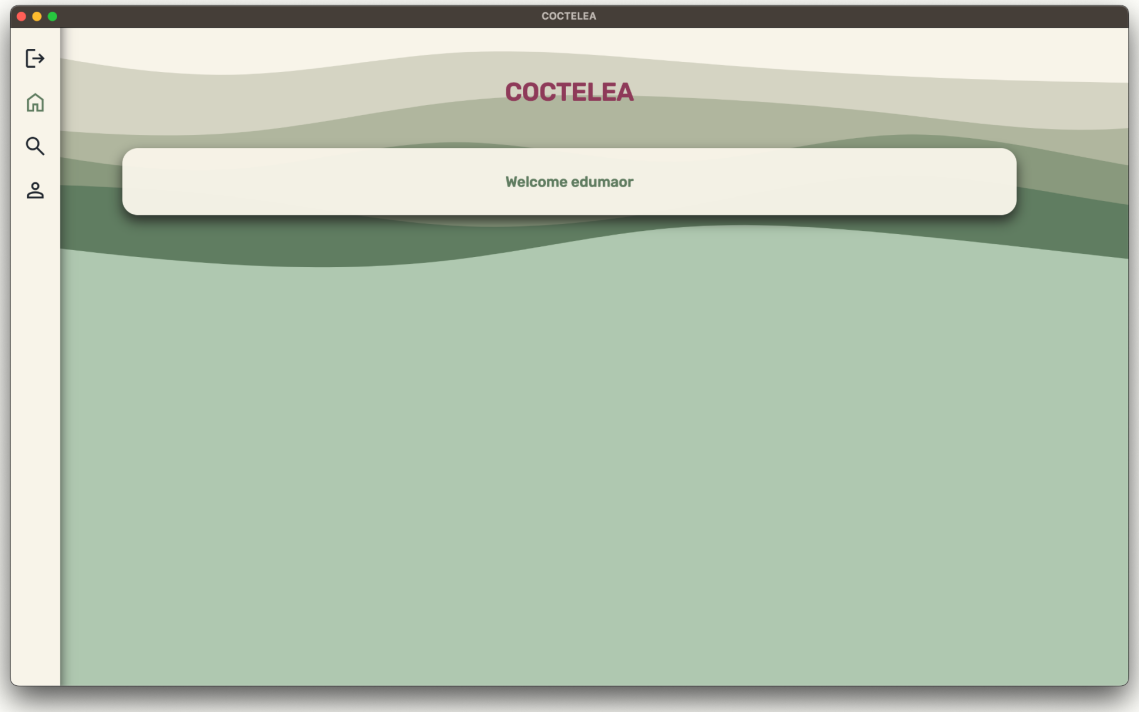
COCTELEA

Web design


COCTELEA
Coctelea
Cocktails
COCTELEA

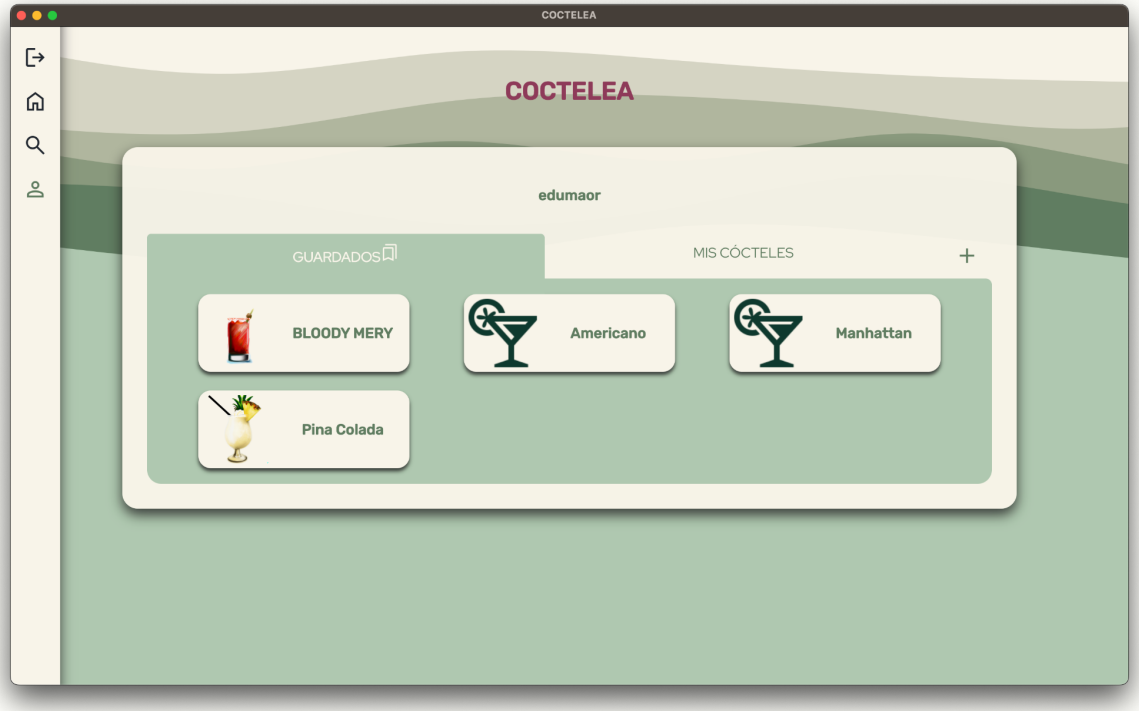

COCTELEA
Coctelea
Cocktails
COCTELEA
Coctelea
Most of the people think that cocktails are overly complicated or require many expensive ingridients, but we want to demonstrate that's not true.
So we created COCTELEA to ...
Some title here
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur dignissim sed ipsum sit amet scelerisque. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Nam posuere vestibulum sem, vitae posuere erat tincidunt a. Vestibulum mauris augue, lacinia vel velit nec, accumsan fermentum purus. Vestibulum fringilla pellentesque gravida. In purus sapien, ultricies vel blandit a, venenatis vel lectus. Donec eget eros non enim venenatis sollicitudin.
Aliquam lectus purus, tempor sit amet dictum at, vulputate nec magna. Nunc bibendum diam eu blandit scelerisque. Praesent eu augue quis lorem blandit porta et ut nisi. Phasellus.
Why "Coctelea"
Coctelea comes from the Spanish word "Cóctel" that stands for Cocktail.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur dignissim sed ipsum sit amet scelerisque. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Nam posuere vestibulum sem, vitae posuere erat tincidunt a. Vestibulum mauris augue, lacinia vel velit nec, accumsan fermentum purus. Vestibulum fringilla pellentesque gravida. In purus sapien, ultricies vel blandit a, venenatis vel lectus. Donec eget eros non enim venenatis sollicitudin.
SEARCH COCKTAILS

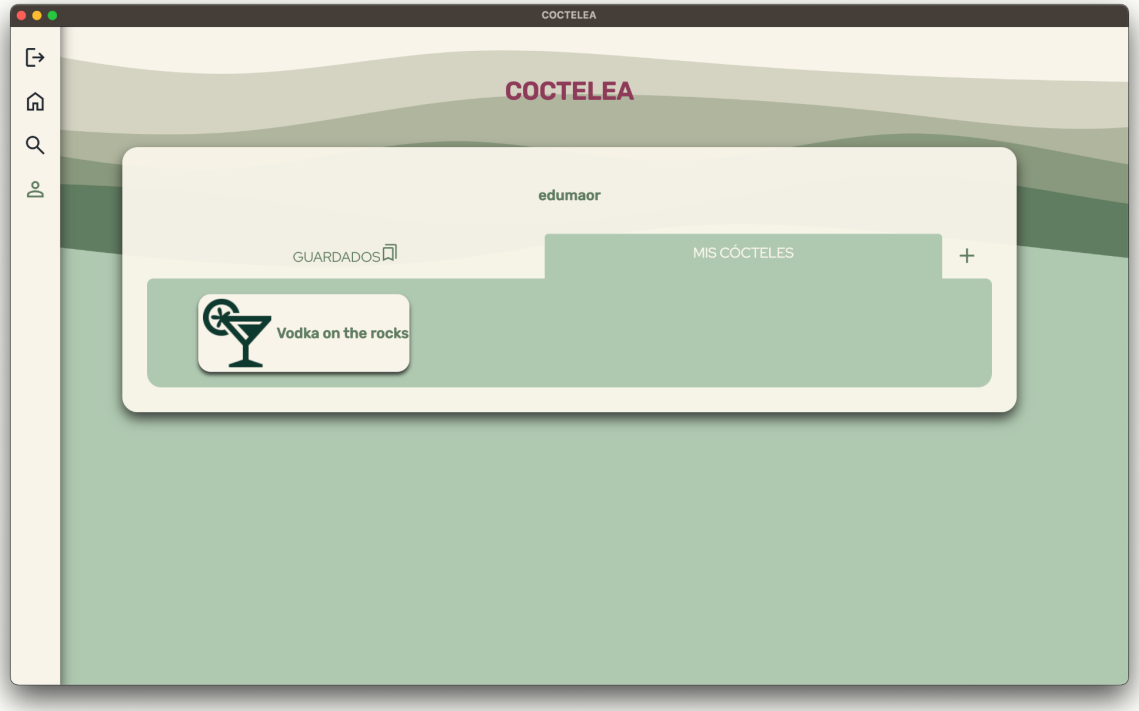

COCTELEA
COCTELEA
LOGIN
REGISTER
nombre de usuario
contraseña
ENTRAR

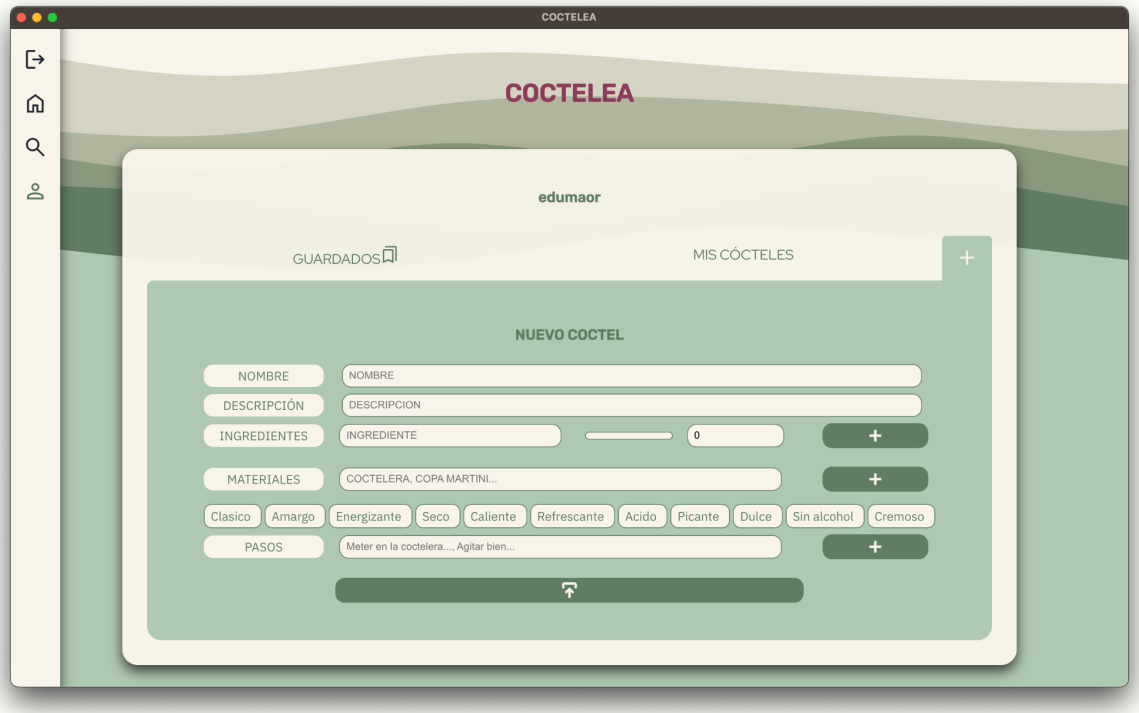

COCTELEA
COCTELEA
Welcome edumaor


COCTELEA
COCTELEA
INGREDIENTES
CÓCTEL
Search ingredient by name and select


COCTELEA
COCTELEA
INGREDIENTES
CÓCTEL
M
Americano
Manhattan
BLOODY MERY
Martini
Margarita


COCTELEA
COCTELEA
edumaor
GUARDADOS
MIS CÓCTELES
BLOODY MERY
Americano
Manhattan
Pina Colada


COCTELEA
COCTELEA
edumaor
GUARDADOS
MIS CÓCTELES
Vodka on the rocks

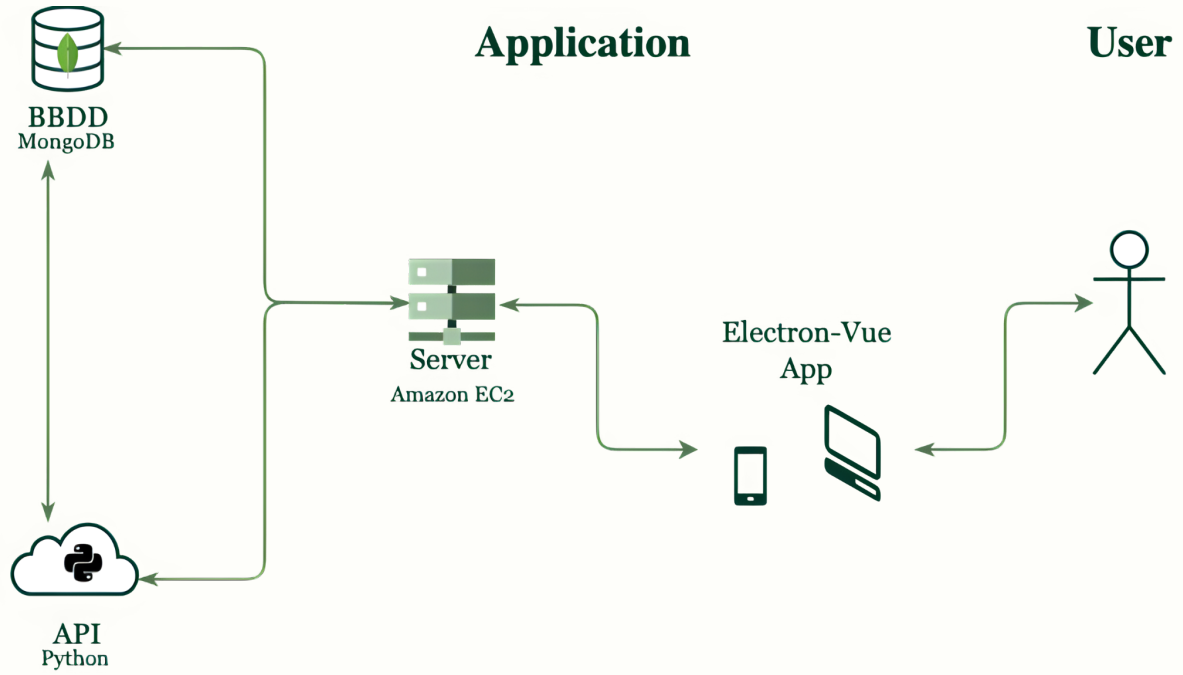

COCTELEA
COCTELEA
edumaor
GUARDADOS
MIS CÓCTELES
NUEVO COCTEL
NOMBRE
NOMBRE
DESCRIPCIÓN
DESCRIPCION
INGREDIENTES
INGREDIENTE
0
MATERIALES
COCTELERA, COPA MARTINI...
Clasico
Amargo
Energizante
Seco
Caliente
Refrescante
Acido
Picante
Dulce
Sin alcohol
Cremoso
PASOS
Meter en la coctelera..., Agitar bien...


COCTELEA
COCTELEA
SWEET
REFRESHING
Mojito
Una bebida clásica donde las haya, refrescante y dulce.
ICE
3 cubes
BROWN-SUGAR
4
RUM
60 ml
LIME
3
SODA
120 ml
MINT
8 leaves


COCTELEA
SWEET
REFRESHING
Mojito
Una bebida clásica donde las haya, refrescante y dulce.
ICE
3 cubes
BROWN-SUGAR
4
RUM
60 ml
LIME
3
SODA
120 ml
MINT
8 leaves
PASOS
1. En el vaso, meter el azucar, la lima (cortada a 1/4) y la menta, aplastar todo para mezclar sabores.
2. Añadir hielo picado hasta llenar el vaso, ron y soda.
3. Mezclar todo lentamente.
4. Decorar con una rodaja de lima y un par de hojas de menta

Technical description

Architecture



As you can see in the image above, the application is divided into two main parts, the server and the client.

On the server-side, hosted by Amazon's EC2 services, we find a MongoDB database and an API developed in Python. We have chosen this combination since MongoDB works with bson, the binary version of json, and python treats objects as json optimizing its performance.

The problem of working with mongodb is that it is a non-relational database, meaning that there is no data validation done in mongodb. This issue is solved through our python api. So, for any insert done, it must be prevalidated by the api.
We use Amazon EC2 as it provides flexibility and security to our server, liberating us from configuring and maintaining a server and centering on other important tasks.

Wasn't it easier to make a relational database?

The problem is not whether it is more or less difficult. It is about choosing the tools that best suit your needs. And in this case, having many relationships between entities, it was much more complicated to use a relational database.

And of course, if you use a non-relational database, transforming the entities to relational objects does not make much sense, that's why we have chosen python. Since it uses dictionaries to store the data, it makes it much easier for us to process it.

Why electron and vue?

We will talk about frameworks in more detail in the next section, but basically it is much easier to develop and maintain a single code than one for each platform. On the other hand, the combination of vue, which allows you to create versatile web pages with a lot of life, and electron, that permits you to create native applications, gives us the perfect environment to develop web-app.

Tools, Languages and Frameworks

Virtualization:

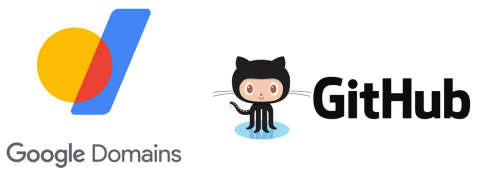
Amazon EC2 - Amazon Elastic Compute Cloud:

Amazon Elastic Compute Cloud (Amazon EC2) is a cloud computing service provided by Amazon Web Services (AWS). It is a platform that allows users to run applications on virtual machines (instances) on Amazon's infrastructure.

Amazon EC2 offers a wide range of compute capacity options, from general-purpose instances to instances optimized for specific applications, such as graphics processing or high-performance computing. Users can select the instance type that best meets their needs for compute resources, memory, storage, and network performance.

Web Hosting:

Google Domains, GitHub Pages



Google Domains is a domain registration service offered by Google. It allows users to register and manage domain names easily and conveniently.

Using Google Domains, users can search for and register top-level domain names (TLDs) such as .com, .org, .net, and more. The service also offers a wide variety of country-specific TLDs for those wishing to register a localized domain.

In addition to domain name management, Google Domains provides features such as setting up DNS records, creating custom domain-linked email addresses, and setting up URL redirects.

GitHub Pages is a static web hosting service provided by GitHub, a version control and collaborative development platform. It allows users to create static websites and host them directly from a GitHub repository.

With GitHub Pages, users can create a website using markup languages like HTML, CSS, and JavaScript, and then publish it to their GitHub repository. The service takes care of the generation and hosting of the website, making it easy to view online.

Base de datos:

MongoDB

MongoDB elt's a document-oriented NoSQL database system (NoSQL stands for "not just SQL"). It is open source database software characterized by its ability to store and manage large amounts of data in a flexible and scalable manner.

Unlike traditional relational databases, MongoDB does not use tables and rows, but instead stores data in BSON (binary version of json) documents within collections. Each document contains key-value pairs and can have a flexible structure, which means that not all documents within a collection need to have the same fields. This makes MongoDB well-suited for handling semi-structured and schema-variable data.

RestFul API:

Python is a high-level, interpreted, general-purpose programming language. Python has become extremely popular due to its simple and readable syntax, which makes it easy to learn and use.

Python is used in a wide range of fields and applications, from software development and task automation to data analysis and artificial intelligence. Some of the popular Python frameworks and libraries include Django and Flask for web development, NumPy and Pandas for data analysis, TensorFlow and PyTorch for machine learning, and many more.

FastAPI is a high-performance, easy-to-use web framework for developing web applications in Python. It is designed to be fast, scalable, and easy to write, and is based on the static typing capabilities of Python 3.7+ and the OpenAPI (formerly known as Swagger) specification.

FastAPI is widely used in the development of web APIs and services in Python. Its focus on performance, ease of use, and automatic documentation generation make it a popular choice for projects of any size.

It is important to mention that FastAPI is an efficient and powerful option, but it may require some knowledge of Python and web concepts to use it effectively.

Uvicorn is a high-performance web server that is commonly used with the FastAPI framework for developing web applications in Python. It is based on the HTTP asynchronous protocol called "ASGI" (Asynchronous Server Gateway Interface) and takes advantage of Python's asynchronous processing capabilities.

Aplicaciones:
HTML5, CSS, JavaScript ~ Electron, VUE



Electron is an open source framework developed by GitHub that allows you to build cross-platform desktop applications using web technologies such as HTML, CSS, and JavaScript. With Electron, developers can build desktop applications using the same tools and languages used for web development.

Electron has been used by a wide range of popular desktop applications, including text editors like Visual Studio Code, messaging clients like Slack, communication apps like Discord, and many others. It offers developers an efficient and affordable way to build cross-platform desktop applications using familiar web technologies.

Vue.js, commonly known as Vue, is an open source JavaScript framework used to build interactive and reactive user interfaces. It was created by Evan You and first released in 2014. Vue has become very popular due to its intuitive approach, smooth learning curve, and flexibility.

Vue is widely used in modern web application development. Its intuitive approach, progressive adaptability, and excellent performance make it a popular choice for developers of all experience levels.

Version control system:

GitHub

GitHub is a version-control system which is also a cloud-based collaborative development platform that allows developers to work together on software projects. It provides tools for release management, issue tracking, team collaboration, and application deployment.

GitHub is widely used by individuals, teams, and organizations around the world for software development. It offers a robust and comprehensive platform for version control, team collaboration, and project management, which has contributed to its popularity in the software development community.

Fonts:

Google Fonts

Google Fonts is an online service offered by Google that provides a wide variety of high-quality typefaces for free. These fonts can be used in web projects and other types of design, both for personal and commercial use.

Some features and advantages of Google Fonts are as follows:

Amplia selección de fuentes: Google Fonts offers a wide collection of typefaces that span different styles, from classic and elegant fonts to modern and bold options. There are hundreds of fonts available to choose from, making it easy to find the right option for every project.

Facilidad de uso: To use Google Fonts, all you need to do is add one line of code to a website's style sheet. The font is loaded from Google's servers and is available for immediate use. Additionally, fonts are served efficiently via Google's content delivery network (CDN), ensuring fast and reliable loading.

Compatibilidad con múltiples plataformas: Google Fonts fonts are compatible with a wide range of platforms and devices, including web browsers, operating systems, and design applications. This ensures that fonts look and behave consistently across different environments.

Project structure

The folder structure in a software development project is a fundamental aspect to guarantee a clean, organized and easily maintainable code:

Logical organization, modularity and scalability: A well-defined folder structure allows you to organize your code in a logical and modular way. The different components, modules or features of the project can be grouped in separate folders, which makes it easier to navigate and understand the code. Each folder contains the files related to a specific functionality, which improves readability and reduces the overall complexity of the project. As a project grows in size and complexity, a well-designed folder structure allows code to scale in an orderly fashion. New functionality, features, and modules can be seamlessly integrated into existing folders, maintaining consistency and making upgrades and upgrades easy. In addition, a proper folder structure makes it easier to maintain your code over time, since related files are grouped together and it's easier to make changes or fixes.

Ease of Navigation and Collaboration: With a proper folder structure, it's easier to quickly find the files and resources you need. Developers can locate and access specific project components without having to search through a massive directory. In addition, each developer can work on a specific part of the project without interfering with others, establishing naming conventions and standards, which ensures that all collaborators understand where to look for related files.

Code Reuse: By organizing your code into specific folders, you promote code reuse. Common components or utilities can be located in separate folders and accessible from different parts of the project. This avoids code duplication and encourages modularity, resulting in more efficient and maintainable code.

Having invested time at the beginning of the project to define a folder structure and organization, the project has been very easy to maintain and develop, saving us time and work.

Fin de obra

El proyecto Coctelea es una aplicación web y móvil que se encuentra en constante evolución y mejora. No se establece una fecha de finalización específica para el proyecto en sí. Sin embargo, se realizan actualizaciones periódicas de la aplicación para garantizar su correcto funcionamiento y seguridad.

Estrategia

Put coctelea on the map

Our outreach strategy focuses on reaching a target audience with a passion for cocktails and engaging their attention through a strong online presence, valuable content and strategic partnerships. Here are the key steps of our strategy:

Target audience

Before promoting our app, we have done extensive research to identify our target audience. Our audience consists of cocktail aficionados as well as professional bartenders looking for inspiration and new recipes. This segmentation allows us to adapt our marketing and communication strategies to reach them effectively.

Become a benchmark for cocktails

We have developed an attractive and functional website that acts as the hub of information about our app. This website is SEO optimized, which helps us increase our visibility in search engines and attract relevant traffic. In addition, we have established profiles on major social networks such as Facebook, Instagram, and Twitter to engage with our audience, promote app updates, and share cocktail-related content.

Generation of Value Content

We understand the importance of providing useful and engaging content to engage our audience. That's why we've created a blog on our website where we share cocktail recipes, drink-making tips, ingredient information, and the latest industry trends. Additionally, we are considering creating how-to videos and live streams on popular platforms like YouTube and Twitch to broaden our reach and provide an interactive experience for our users.

Collaborations and Associations

To maximize our visibility and reach, we are seeking collaboration and partnership opportunities with renowned influencers, bloggers and experts in the world of cocktails. This will allow us to access your followers and make meaningful connections in the spirits community. In addition, we are exploring the possibility of partnering with cocktail festivals and events to promote our app and offer exclusive experiences to users.

Referral Strategies and Rewards Programs

We recognize the power of word of mouth and the importance of encouraging our users to share our app with their friends and family. We are developing referral strategies and reward programs that offer exclusive benefits to those who invite new users to join our platform. This will help us grow our user base and strengthen the loyalty of our existing users.