It’s Truckin’ Real Website Report

Michael Hendrick - WDD130 – 7/15/2022

Our website is about the business It’s Truckin’ Real, which is one that my wife and I are trying to start in Rexburg. Our goals as a business are to make food that is delicious and well presented, and to put our employees first, because employees that are well looked after will be better able to fulfill our customer’s needs. The important sections of information we wanted to put on the website were first, just a general information section that would also be the first introduction to our brand. A contact us page for if anyone needs to get a hold of us, and a frequently asked questions page so that people with questions can have them answered easily. The frequently asked questions page would also contain some rudimentary information about our plan for the route.

Our website audience consists of current customers looking for information about our business, as well as new potential customers in the Rexburg area. The ideal customer would likely be between 16-30 as these would be the people most interested in our catering options. You can find our website at <https://michhendrick.github.io/WDD130/its-truckin-real/>.

We primarily want to spread the news about our catering, as driving around a route in an ice cream truck doesn’t really need extra advertising. Catering is also a good way for our business to generate its initial revenue while we work on getting the truck. The website also has the secondary function of allowing users to get in contact with us, and to allow them to easily find updates on our business and see the answers to any questions they may have.

As I developed the site, the first few CSS drafts were a lot rougher than what we ended up with, and it took a lot of tinkering with the color palette in order to get something that looked good, and had the right messages associated with the choice in colors. I went for the teal-ish color that is used throughout most of the webpage because it conveys serenity, the shade of gray we used conveys sleek elegance and professionalism, and the orange we use for our call to action has a nice contrast and is associated with energy and fun. We use a specific shade of bluish white for the webpage as well instead of a true white because it has a subtle shimmer-like vibrancy to it. The fonts were also chosen with an emphasis on contrast and elegance, so that they would stand out against each other, while still complimenting the other. As I developed the wireframes, and then later the website, there was a lot of effort put into getting the grids to line the elements up how I wanted them to be, and that took quite a bit of time and effort. I would say that the website looks far better than I had originally envisioned.

Some skills I learned from this project were web design and planning good layouts and color combinations to send unconscious messages to the user. I also learned how to use JavaScript in order to make an accordion component on my webpage, which was super useful. I was able to get in more practice with the grid in CSS, as well as refining my overall HTML and CSS capabilities. These skills will be useful in the future for other web projects I work on, such as a web app I am currently developing using electron, to be used by the school in the future, or as I continue to develop this website before we connect it with the custom domain we have for the business. I think that I will be able to continue to find ways to implement and benefit from HTML and CSS throughout the rest of my college experience, and my life.