

HTML help:

https://www.w3schools.com/howto/howto_js_slideshow_gallery.asp

https://www.w3schools.com/howto/howto_js_topnav.asp

https://www.w3schools.com/howto/howto_css_two_columns.asp

https://www.w3schools.com/howto/howto_css_dropdown.asp

Citations for Javascript Library: Anime.js

<https://tobiasahlin.com/moving-letters/>

Two javascript effects I will use from the Anime.js library are text animations. These cool effects will enhance the visuals of my website and make the dessert place more appealing as it would seem more luxurious.

```
<script src="js/anime.min.js"></script>
```

Images Used

Oatmeal Raisin:

<https://brokenovenbaking.com/wp-content/uploads/2023/01/oatmeal-raisin-cookies-6-1.jpg>

Dairy Free:

https://img.freepik.com/premium-vector/dairy-free-line-green-stamp-no-cow-milk-lactose-label-free-dairy-diet-symbol-lactose-intolerance_541122-659.jpg?w=2000

Ice cream on index:

<https://cdn.britannica.com/50/80550-050-5D392AC7/Scoops-kinds-ice-cream.jpg>

Cookies on index:

<https://www.biggerbolderbaking.com/wp-content/uploads/2018/11/Soft-Sugar-Cookies-scaled.jpg>

Water Ice:

https://static.wixstatic.com/media/3d2957_7e752891104f4a5eb287c9f87746dec6~mv2.jpg/v1/fit/w_2500,h_1330,al_c/3d2957_7e752891104f4a5eb287c9f87746dec6~mv2.jpg

Sandwiches:

<https://www.jocooks.com/wp-content/uploads/2020/10/club-sandwich-1-9.jpg>

Ice cream monster on index:

https://www.clipartmax.com/png/middle/21-217987_ice-cream-monster-inks-ice-cream.png

Catering on index photo:

https://media.istockphoto.com/id/1152814001/vector/group-of-kids-celebrating-a-party.jpg?s=612x612&w=0&k=20&c=JLiuqc-5v-kiYnXj6EBnVOv_G6XpCgrJ4lBXGDPCSIc=

Family:

<https://img1.pnghut.com/6/14/1/gJrt0UXLue/family-day-happy-family-day-international-family-day.jpg>

Ice cream on our story:

https://www.foodbusinessnews.net/ext/resources/2022/06/27/IceCreamSurvey_Lead.jpg?height=667&t=1656349101&width=1080

Ice cream #2 on our story:

<https://www.biggerbolderbaking.com/wp-content/uploads/2020/01/2-Ingredient-Ice-cream-Thumbnail-scaled.jpg>

LOGO: <https://logo.com/>

Web Development Project Task Breakdown

Task	Date Due (Planned) <i>When you intend to complete the task</i>	Date Due (Actual) <i>When you actually completed the task</i>
1. Create user stories	3/20/23	3/21/23
2. Create wireframes	3/20/23	3/21/23
3. Create source code	3/21/23	3/21/23
4. Brainstorm design	3/19/23	3/20/23
5. Wireframes for all pages	3/26/23	4/1/23
6. CSS for home page	3/20/23	3/21/23
7. HTML code for all pages	3/27/23	4/1/23
8. CSS for all pages	3/27/23	4/1/23
9. Javascript libraries	3/27/23	4/1/23

Web Development Project User Stories

#	As a/an	I want to...	so that...
1	Single mom of two	Find a dessert place with flavors of ice cream that appeal to children	My kids are happy
2	Teenage boy	Find a suitable date location by evaluating the dessert place's vibe	My future lover is interested in me.

3	Lactose-intolerant individual	Find a go-to spot for desserts that do not have dairy in all of their products	I can get ice cream on my way home from work.
4	Tourist	Find a unique ice cream store with water ice	I can enhance my Pittsburgh experience.
5	Middle school student	Subscribe to a dessert place.	I can receive updates on featured items.
6	Dessert lover	Try new desserts with unique twists and browse through dessert types online	I can discover new flavors.
7	Food blogger	Review new dessert spots and learn more about their offerings	I can recommend places to my fans who read my blog.



Font: Gill Sans

Color Scheme:



#ccccff



#5f1fbf



#cc99ff



#ffc6e8

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

Figma:

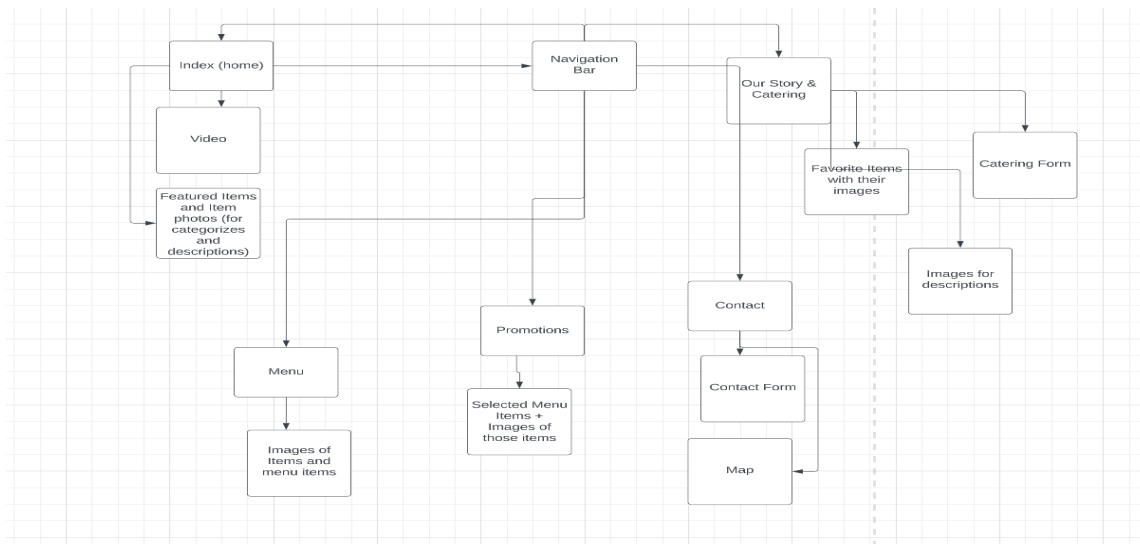
<https://www.figma.com/file/iPCuwYqhJ3syOuYeLha62l/Happy-Day-Dessert-Factory?node-id=0%3A1&t=RhOkGtcgYLP49ixT-1>

User Testing:

https://drive.google.com/drive/folders/1Vdo_HxIN6EQC-RrA8MpfeN-bwlhG1LT_?usp=sharing

Site Map:

https://lucid.app/lucidchart/012db540-9c42-49d1-aa88-590b88d57ed0/edit?viewport_loc=-3067%2C-306%2C14742%2C4814%2C0_0&invitationId=inv_5e2ea847-10a6-4822-86df-8a6564d8c885



Information Architecture:

I made design choices for the website to be suitable for first-time visitors that do not know about Happy Day Dessert Factory yet are looking for a welcoming place to eat sweet treats. Firstly, the original website had text that was difficult to read. I changed the color scheme to pastel colors, matching the vibes of a delicious dessert store. This enhances the user experience immediately when they arrive on the website at the home page. An animation appears under the logo, making it clear that Happy Day Dessert Factory is open everyday from 12 to 8 PM. The home page shows a brief introduction about the store's history and offerings in Pittsburgh. It also gives a glimpse into the featured desserts and the other sections of the website. This is convenient for the user as they may not want to browse through all of the website tabs. The home page already provides a decent amount of information, including location, contact, and hours of operation, which are useful when someone is seeking a dessert spot quickly.

Next, the top navigation bar allows the user to navigate to the menu, the story behind Happy Day Dessert Factory's origins, special promotions for the month, a contact form, and more social media links. By making this bar visible on each page, the user can go to the tab that will provide the information they are searching for. If they want to send in feedback or subscribe to the mailing list, they would go to the contact page and if they want to browse dessert options, they can go to the menu page. If they want to learn about the store's background or are interested in catering, they can go to the "Our Story & Catering" page. When it comes to visuals, text animations on the home page and the promotions page make the website aesthetically pleasing and fun to engage with, drawing attention.

Returning users will be able to navigate through the site even better as they are familiar with the sections of the website.

Design to Development:

Using Figma to complete wireframing, I built a layout of the images, forms, headings, and other major elements of the Happy Day Dessert Factory website. I used wireframing to decide the main colors I wanted to use and to visualize how they go with one another. I went about the actual HTML development by going through each element of the wireframing, starting from the top of the page. I created my head section, then moved onto my body, where I created divisions. I started by implementing the navigation bar, then placed the logo in its proper location, and proceeded to add content from the original website. I referred back to my wireframe to set the background colors for each section to the proper shade of purple/pink. I also referred back to the wireframe when approaching where to place elements such as text, images, and more. It was very helpful to have the wireframe in order to evaluate whether the outline looked like a legitimate restaurant website.

Interview:

Notes (User 1):

Q: If you were a single mother of two, how would you navigate from the homepage to see if there are enough options for your kids?

A: "I'd probably look at the menu from the navigation bar just because I get to see the full options for the menu and I get to see the pictures to get a sense of what my kids would like. I also think the promotions are easily seen. As a mom, I have very picky eaters, so I want to see what is popular to try something new."

Q: If you were a teenage boy going here on a date, how can you find more information about the company?

A: "I'd probably look at our story just so I can get background information and I can tell her some interesting facts on the date."

Q: If you were lactose intolerant, is the dessert here safe for you?

A: "I'd scroll down on the homepage and I was really happy to see that there is a dairy-free option, which isn't common at many ice cream shops and was shown very clearly. It was easy to find."

Q: If you were a tourist, where would you find the address?

A: "There is a contact and map. And, there is the address at the footer of the homepage. I think it's very convenient so I don't have to flip back and forth from google maps and apple maps, so I really like that feature".

Q: If you were a food blogger, where can you look to leave feedback?

A: "Oh, there is a contact form where I can leave what I like and what I don't like. I'll probably end up posting this on my website too. I also really like the colors of the website. I think I will use it as inspiration for my own."

Q: What are two features you think can be improved upon from this website?

A: "Overall, I really do like the website, but if I had to change two main things, I would say that the hours of operations are hard to find. Obviously I was talking about these different people I could potentially be and I think that they would all visit ice cream shops at different times, so having the hours of operation would be really convenient and also I think the logo is very important for brand representation and the logo is currently a bit small and hard to see. For recognizability, it would be nice if it was bigger."

Notes (User 2):

Q: If you were a single mother of two, how would you navigate from the homepage to see if there are enough options for your picky kids?

A: "Looking at the navigation bar, I would click the "Our Menu" button and here I can see a wide selection of ice cream flavors. There are six flavors, which should be enough for my kids. I also see that there are other treats, such as the oreo wafer with vanilla custard and gummy fish water ice."

Q: If you were a teenage boy going here on a date, how can you learn more about this dessert place?

A: "I would perhaps go to the "Our Story and Catering" section and it tells us that they are very passionate about ice cream. I am sure that the girl I am taking out would like that."

Q: As a lactose intolerant individual, how will you make sure there are dairy-free options for you here?

A: "Well I've never been lactose intolerant in my entire life, but I was thinking that if I was to be lactose intolerant, for dairy free products, perhaps I would go to the menu page again. I scroll down and see that there are other treats such as almond milk soft serve. I know that almond milk is not real milk, so as a lactose intolerant person, I would rather have almond milk."

Q: If you were a tourist, where would you find the address?

A: "I guess to find the address of this place, I would look at the "More" page and see that there's Facebook, YouTube, and Instagram. I also see "Contact", where it says "find us below". It shows the location."

Q: If you were a food blogger, where can you look to leave feedback?

A: "Well, if I wanted to leave feedback, I would go to the contact page again. I see that below the "find us" and map, there is a form that says "let us know more about you." I can enter my name, zip code, provide my email address, and leave some feedback."

Q: What are two things you would change about the website?

A: “Well personally, for the form, it looks a bit weird. Like, the submit button is all the way in the footer, so I would fix that. Something else I might want to fix. Let’s see. I guess, I went on the promotions page, but when I clicked on the button that says “More from our menu”, it opens a new window instead of simply switching my current window, so maybe that’s something you can change.”

User Testing:

I challenged two users to put themselves in the shoes of the personas reflected in my user stories. I asked them first to find the menu as a single mother of two who wants to find a dessert place suitable for their children. This tested whether or not they were able to navigate swiftly through the website. Secondly, I asked them where they could find facts about the company, which could be found in the “Our Story & Catering” section. Then, I asked them to find out whether or not the restaurant was friendly towards lactose intolerant individuals, which they could find on the home page. Next, I asked them to look for the address of Happy Day Dessert Factory, which could be found in the footer. I also asked them to find the contact form. Lastly, I asked for recommendations for improvements.

I made three changes based on the feedback I received from my users. I enlarged the logo to be more visible, moved the contact form out of the footer, and made the hours of operation visible on the home page.