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Final Project Report

Hello, welcome to [Sol's Cookies and Cakes Website](http://cscie12students.dce.harvard.edu/~gguzman/final_project/index.php)! The purpose of this website is to provide an online storefront for a home bakery. The goal of the website is to establish new business and a customer base within a year of its launch. The primary audience for this website would be sweet lovers of all ages! The secondary audience would be potential distribution channels such as supermarkets and bakeries.

I coded this website using HTML5 markup, CSS and PHP. The style.css, header.php, navigation.php and footer.php were used on all pages of the site.

On the home page I inserted a slide show using a JavaScript image slider ([from Menucool.com](http://www.menucool.com/javascript-image-slider)). You can pause the show by hovering your mouse over the slide. The slideshow resumes as soon as the mouse away from the pictures. This slide show will automatically and continuously revolve as long as the page is open.

Next, I created the [Indulgences](http://cscie12students.dce.harvard.edu/~gguzman/final_project/products.php), or products page, where customers can see all of the available products to purchase. There is also an option for customers to complete a contact form if they are interested in learning more about the products or custom cakes.

I used [Fancy Box](http://fancybox.net/) in order for the customer to be able to click on the product thumbnail to maximize the picture for a more detailed view of the product. Once the picture is maximized the customer can see the products in better detail and can then use the navigational buttons to scroll through and view all of the other products currently featured on this page.

I used echo for the contact form so customers can leave their name, email and phone number as well as a text box for additional comments or questions. The text box is displayed in a preset size, however has the flexibility to accommodate large amounts of text. The future direction for this page is to implement a PayPal account or a Cafe Commerce account so that customers can place and pay for orders while on the page. Ideally, there would be an option to "add to cart", so that the shopping experience would be complete.

The third page I created is the [About Sol](http://cscie12students.dce.harvard.edu/~gguzman/final_project/about.php) page. This page provides a little biography about the owner of the company with a couple of pictures, one featuring her with one of her own creations. Both the About Sol and Indulgences pages have been formatted with CSS for printing.

You'll notice that the Facebook favicon has been added to all pages through the use of a footer PHP. Future direction of the site is to add additional favicons for Twitter, Pinterest and Instagram. This would provide a marketing outlet for the business that could potentially create word of mouth business. Additional pages may be added in the future to allow a shopping cart feature, custom order forms, individual product pages and a place for customer comments and reviews. Other additions to the site would be to provide an option for viewers to experience the pages in English or Spanish. This would be a nice feature given the cultural background of the business owner.

I've included this very short screen cast [ <http://screencast.com/t/ot0bvIvP> ] to highlight the features of the website from the Chrome browser.

There are a few elements in the website that are not immediately visible to the average viewer, including use of metadata keyword and content tags, and a custom error document. I selected keywords that I think would help Sol's Cookies & Cakes to appear higher up in search engine results. In the future if the business were to "go live" additional information about location of the business may be included in the Metadata (as well as the site author!). The site includes use of caching directives, I simply used the file from the last homework assignment. I decided not to alter the file as we are still awaiting a grade for that assignment.

As I review my final project there are a few elements that I am very pleased with. First of all, I like the simplistic nature of the site. The simplicity allows the products to be the star of the website. I believe the site is intuitive for the customer and easy to navigate. The bright colors reflect the fun and friendly nature of the products that are available to order. I also like the addition of the slider and image gallery. They provide a good space to highlight the products available. I think the good thing about both of the media elements is that they will be easy to update in the future with additional images if new products are added.

Reflecting on the lessons I learned, I feel that using HTML 5 markup gave me the ability to easily add JavaScript and JQuery to the website. However, one of the biggest challenges when building this site was adding the pictures. Due to the fact that they are large and are a mixture of portrait and landscape. The pictures are too large to be compatible on mobile devices. One of the other issues I ran into when testing the site was discovering that the slider was not compatible with Safari, nor do all of the elements display exactly as I would like them to as you resize the screen on the computer. The footer element, in particular, gave me the most difficulty during development in regards to placement on the screen, especially if the screen is resized. I hope that with more practice and knowledge of tags I will be able to improve upon my ability to arrange items on a page, and that they would also display correctly no matter what size screen they are presented on.

There is an issue to note about CSS Validation. For this site I have a total of four CSS style sheets, I created the style.css and slideshow.css. These two style sheets validated with no errors when I tested them on [CSS-Validator.org](http://www.css-validator.org/). The other two style sheets come from the JavaScript files for Fancybox and the Image Slider. I did not edit or alter either of the provided style sheets for Fancybox or the Image Slider, yet they both returned numerous errors. In the future I would investigate other tools to use to create the same features on my pages and ensure that the provided code validates.

If I had the opportunity to do the project over again, I would pay more attention to responsive design to be mobile device friendly as well as making the site compatible with Safari, not just Chrome and Firefox.