**Gooseberry Kitchen**

A menu of food on a table

AI-generated content may be incorrect.

https://hwzieba.github.io/webdesign/

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# Executive Summary

We chose this website for our project as Connor’s girlfriend is starting a small catering business called ‘Gooseberry Kitchen’. Her goal is to sell home cooked food locally around the Dublin area to about 20 clients every week. She has done market research and found that there is strong interest in a meal delivery service, especially among young parents who work full time. Lots of this demographic love quality, home cooked food, but lack the time and energy to prepare it themselves.

She wanted a website to show her legitimacy and build trust with potential clients. The website should reflect her vision of a cosy, friendly service that offer great quality at reasonable prices. The website should show potential clients information about her, provide a menu that can be updated as needed, and allow them to contact her if they are interested in ordering her menu items. It was important that the website looked warm and inviting, while also being clear and easy to navigate.

We wanted to build a clean, visually appealing website that matched the brief provided and responded well to different screen sizes. We made sure the website design is consistent across all pages and included plenty of photos showcase her cooking. We also made it so the website can be updated easily, which allows for menu items to be changed as needed.

Please use Harvard referencing if pulling material from the web about your chosen company or for any other material that you used in your document and you did create yourself. Sample reference: "according to (Finance, 2015) there is a good idea to learn how to properly reference sources". NCI referencing guide - <https://libguides.ncirl.ie/referencingandavoidingplagiarism/harvard>. Put in here using the references tab here in Word or your own referencing manager software, e.g., [Mendeley](https://www.mendeley.com/), [Zotero](https://www.zotero.org/), [CiteThemRight](https://www.citethemrightonline.com/), etc.

Also, pop in the link to your deployed website.

# Project Work

The project team split the work into 4 sections, individual responsibility and shared responsibility as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | HTML | CSS | JavaScript | Other |
| Connor Vogelaar | menu.html | connorstylesheet.css | menu.js | Point of contact for Gooseberry Kitchen |
| Hubert Zieba | about.html  index.html | hubertstylesheet.css | slideshow.js  zoomin.js | Layout, Bootstrap |
| Roisin Kelly | contact.html | roisinstylesheet.css | contactforminputvalidation.js |  |
| Shared |  | style.css | script.js | Report Document, |

# Design Process

## Colour palette

The client provided us with the following colour palettes as inspiration for the website. They wanted a warm, autumnal feel and a sleek and simple design.

A close-up of a color palette

AI-generated content may be incorrect. A color palette of different shades of brown and orange

AI-generated content may be incorrect.

## Layout

In order to keep the site clean and simple, we decided on a layout with the large logo on the left of the page along with the navigation buttons, and the main content on the right-hand side of the page. We tested several different layouts, and we agreed that this one fit the brief the best.

All conceptual images used in this section were created with the free version of Canva. These visuals illustrate the design process; however, they were prepared retrospectively, once the core development work had been completed. In practice, the design process was carried out directly through HTML and CSS.

We began with a simple initial structure consisting of four HTML files (Main, About, Menu and Contact), each linked through a basic navigation menu, along with an empty CSS stylesheet and an empty JavaScript file. Hubert added extensive comments to these files to make it easier to divide the workload. Later, Roisin refined the file structure and naming conventions, and separated the styling into three individual stylesheets (one for each team member), in addition to a shared main stylesheet used for common styles. Connor provided all text content and images, including the logo, and consulted the styles and colour palette with the business owner.

We agreed that each team member would take responsibility for designing one page: Roisin worked on the Contact page, Connor on the Menu page, and I focused on the About page. While each person designed their assigned page independently, we had to ensure a consistent visual style across the entire site.

Our first wireframe (Fig. 3.2.1) featured a simple layout: a top navigation bar with the logo, and a single-column content area below. Early in development we encountered a font compatibility issue—the chosen font displayed as Comic Sans on Windows browsers (Fig. 3.2.2), so we replaced it.

Obraz zawierający zrzut ekranu, tekst, Urządzenie domowe, urządzenie

Zawartość wygenerowana przez AI może być niepoprawna.

Fig. 3.2.1. Initial wireframe layout.

Obraz zawierający tekst, zrzut ekranu, Czcionka

Zawartość wygenerowana przez AI może być niepoprawna.

Fig. 3.2.2. Font compatibility issue.

Hubert initially struggled with organising the content for the About section, as it needed to include two separate blocks of text: one describing the business and one describing the entrepreneur. He planned to include a slideshow of dishes, as well as a separate photo of the business owner, but could not decide which element to prioritise visually. Before discussing this with the team, he experimented with various layouts. He first tried dividing the page into two columns (Fig. 3.2.3), but the results, although promising, were ultimately unsatisfactory (Fig. 3.2.4).

Obraz zawierający tekst, zrzut ekranu, urządzenie, Urządzenie domowe

Zawartość wygenerowana przez AI może być niepoprawna.

Fig 3. Two-column wireframe experiment.

Obraz zawierający tekst, jedzenie, menu

Zawartość wygenerowana przez AI może być niepoprawna.

Fig. 3.2.4. Screenshot of two-column prototype.

He also tested a circular text-box design using a 50% border radius (Fig. 3.2.5). While visually interesting, this approach presented unresolved issues regarding text flow, capacity and scroll behaviour (Fig. 3.2.6).

Obraz zawierający zrzut ekranu, tekst, krąg, design

Zawartość wygenerowana przez AI może być niepoprawna.

Fig. 3.2.5. Circular text-box wireframe.

Obraz zawierający tekst, menu, jedzenie, warzywo

Zawartość wygenerowana przez AI może być niepoprawna.

Fig. 3.2.6. Screenshot of circular text-box prototype.

Eventually, he decided to split the content into two separate pages: Main (focused on the business) and About (focused on the entrepreneur). He then developed a responsive two-column layout, with navigation on the left and content on the right, collapsing into a single column on smaller screens (Fig. 3.2.7). He implemented this design using CSS and presented it to the team, who approved it. Roisin then adapted it for the remaining pages.

Obraz zawierający zrzut ekranu, tekst, numer, Prostokąt

Zawartość wygenerowana przez AI może być niepoprawna.

Fig. 3.2.7. Responsive two-column wireframe.

Although the layout functioned well (Fig. 3.2.8), we discussed the possibility of incorporating Bootstrap to streamline layout consistency.

Obraz zawierający tekst, menu, jedzenie

Zawartość wygenerowana przez AI może być niepoprawna.

Fig. 3.2.8. Screenshot of early responsive layout implementation

Final version of the responsive layout is based on Bootstrap, designed with the help of the official documentation, with styles customized to our customer’s needs. It also contains Bootstrap Icons – implemented as instructed on the official Bootstrap website.

# Testing & Responsiveness

Talk about website responsiveness here along with **Optimisation, SEO and Testing**. You can talk about how you made your website responsive. You could also mention how you used JavaScript: loops, if statements, etc. How you deployed your website?

# JavaScript

Hubert implemented a JavaScript-based slideshow for the Main page (“The Kitchen”), including a feature that allows users to zoom in on any selected image. Roisin used JavaScript to build the contact form validation, ensuring that all required fields are correctly completed before submission. Connor applied JavaScript to create an accordion component for the Menu page, allowing menu items to expand and collapse for easier navigation.

The slideshow script uses a for loop to iterate through all <div> elements with the slides class, adding or removing the active class to control which image is visible. An if statement is used to reset the slide index, allowing the slideshow to loop continuously.

The zoom-in feature works by creating a modal window in which the selected image is displayed in full-screen mode.

# Conclusion

Overview of how the project went, did you work together well as a team? What was difficult to do, how you feel the website looks and if you had time, would you make any changes?

# References

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