

## Coding Case: Yogurt

In your capacity as a front-end developer, you have been contacted by a yogurt manufacturer that wants you to develop a web landing page as part of a **marketing campaign** for their yogurt product. The company is planning for a 3 month price reduction marketing campaign in cooperation with their business partners: Buy 3 products for the price of 1.

The purpose of your work assignment is to create a web landing page that meets the yogurt manufacturers business goals and requirements and at the same time fulfill the consumers needs for information and features.

### Business goals and requirements

To get a better understanding of the company and their expectations, you are having an interview with the company's marketing manager, who is the head of the campaign and thereby represents the company and marketing staff. She says that "It is important to emphasize that it is essential to us that we meet the consumers expectations". She continues: "We are an honest and respected yogurt manufacturer and we do not want flashy screens and pompous product descriptions. We like to keep things simple and say things as they are".

She also lets you understand that the product is of high quality, because it is low on sugar and fat, includes bacteria (known as probiotics) to keep intestines healthy and contains calcium, B6 and B12 vitamins.

You are told that the company's marketing staff will start a social media campaign to lead traffic to the landing page and that the staff will handle the communication with the involved convenience stores in relation to the campaign. You are not to deal with that part.

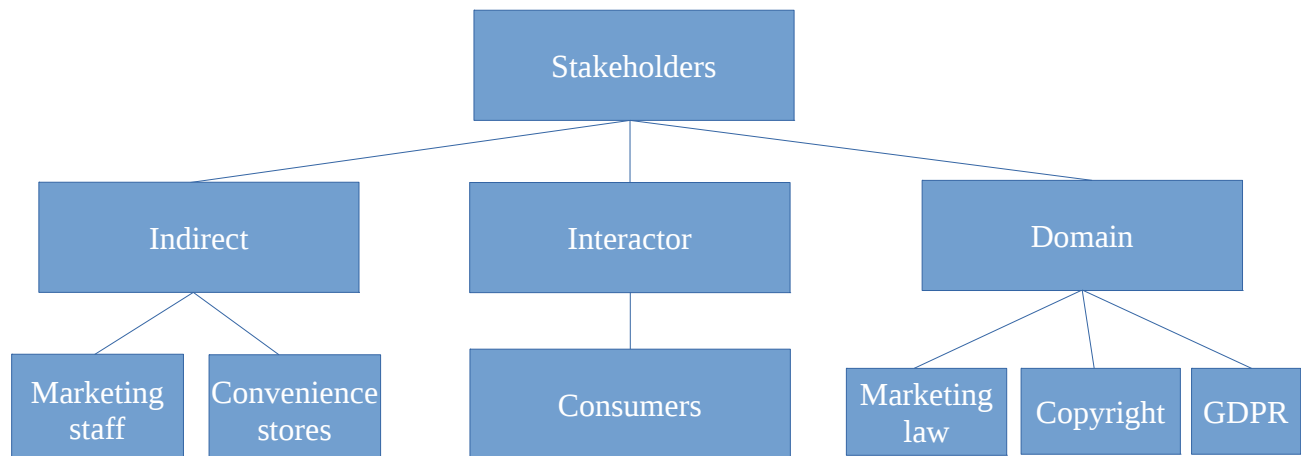
Finally, she points out that "you must follow the company's website style guide" (see excerpt on page 4) and that her staff will deliver the information/text/images you must use and that these are within the law of marketing (see from page 5).

*Table 1: The most important insights from the interview with the marketing manager*

<b>Statements</b>	<b>Your interpretation and design decisions</b>
"We like to keep things simple and say things as they are."	Communicate facts about the product and campaign only.
"We are an honest and respected yogurt manufacturer and we do not want flashy screens and pompous product descriptions."	Following the company's style guide for typography, text color and background color will avoid unwanted format and layout.
"..low on sugar and fat, includes bacteria (known as probiotics) to keep intestines healthy and contains calcium, B6 and B12."	Create a section with information cards to point out these qualities.

### Stakeholder analysis

To get a good overview of the scope of the upcoming landing page, you identify its stakeholders. *Interactor* represent stakeholders that interact directly with the system (end-users); *indirect* represent stakeholders that are affected by the system but who are not end-users; *domain* represent requirements that come from the application domain.



Your conclusion is, that before you can start building the landing page, you must interview consumers about their opinions on the product and what information and functionality they want. You ask the marketing manager for help.

### User goals

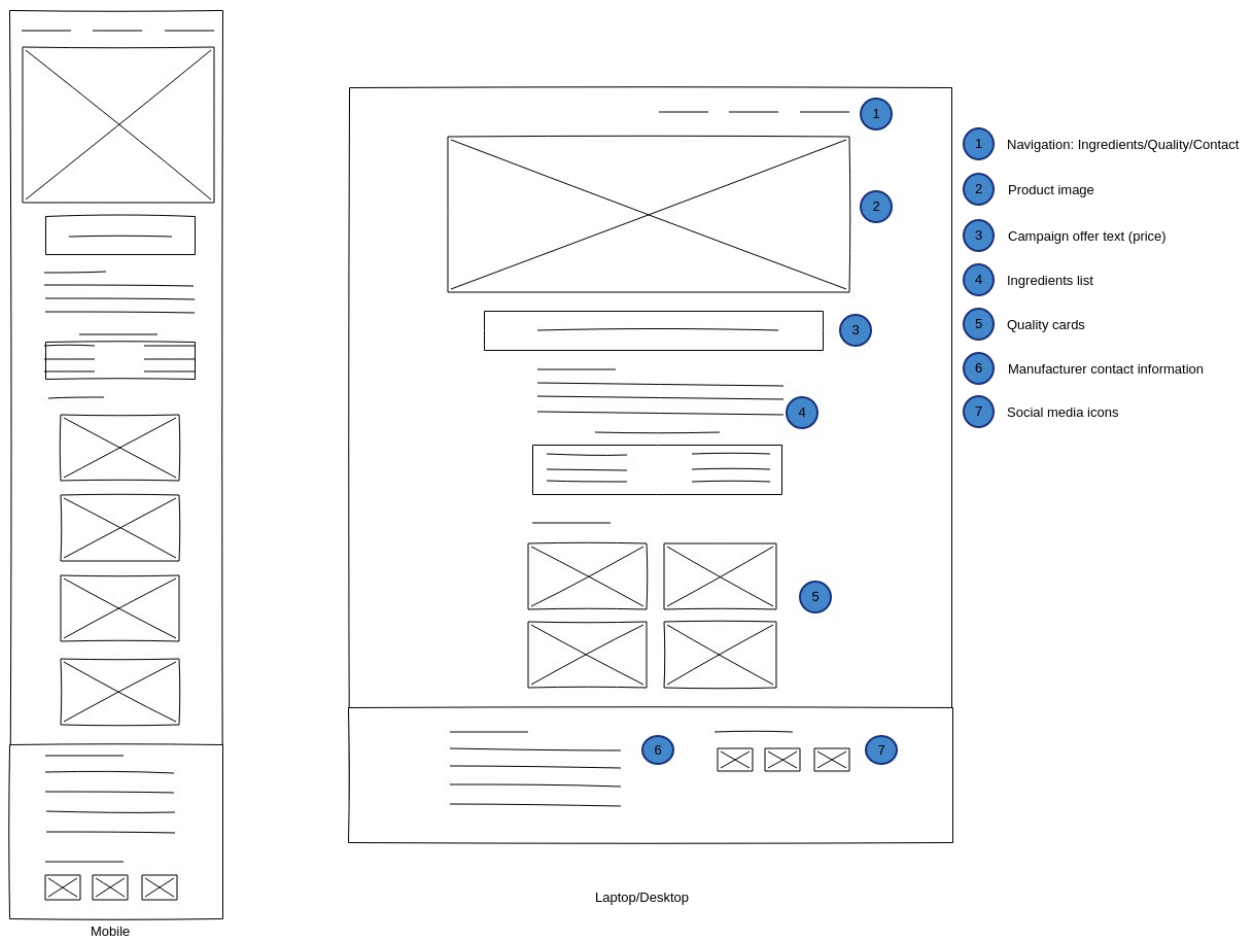
The marketing manager has summoned three consumers so that you can do a focus group interview. The consumers have in common that they have bought yogurt of various brands at least twice within the last 14 days.

Table 2: The most important insights from the focus group interview

Statements	Your interpretation and design decisions
"I have diabetes, so I am concerned with the product ingredients" (Consumer 1)	The product ingredients must be presented in a way that is familiar to the consumer i.e. following product label convention.
"It is important to me, that the web page is clear about the quality of the product." (Consumer 2)	Place cards with information about product quality.
"I like to comment on things ... products, web pages and the like. So it is important to me that the company is prepared to have a dialog with their customers." (Consumer 3)	Place icons/links to the company's social media platforms in the landing page footer.

## Paper prototypes

You make low fidelity prototypes on paper (low on visuals, data and functionality) for mobile layout and devices with larger screens.



You then have additional meetings with the marketing manager and one of the consumers from the focus group, showing them your prototypes and telling them about your ideas. They both agree upon, that the content and layout “is great”.

And then you start coding...

## Excerpt from style guide

### Background Colours



### Text Colours



### font-family

Arial, Helvetica, sans-serif

### Example text

This is a heading

This is a paragraph

## Content

Page titel: Yogurt | Yogurtman Inc.

### Ingredients

skimmed milk, strawberries (8.5%), rhubarb (5.0%), corn starch, sweetener (aspartame which is a phenylalanine source), yogurt culture, vitamins, probiotics.

Nutritional content per 100 g	
Energy	167 KJ
Fat	0.1 g
Carbohydrate	5.5 g
Fiber	0.2 g
Protein	33 g

Navigation items:

[Ingredients](#) [Quality](#) [Contact](#)

### Product quality

#### Your intestines

Our yogurt contains active living bacteria known as probiotic, which can keep your intestines healthy.

#### Vitamins

Our yogurt can contribute to your daily intake of calcium and vitamins like B6 and B12.

#### Sugar

Our yogurt is low on sugar compared to other products.

#### Fat

Our yogurt is low on fat compared to other products.

**Buy one. Get three!**

Twitter icons and brand guideline: [https://about.twitter.com/en\\_us/company/brand-resources.html](https://about.twitter.com/en_us/company/brand-resources.html)

Instagram icons and brand guideline: <https://en.instagram-brand.com/assets/icons>

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