Zitrus: Project Brief and Documentation

# What and Why

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| The project is in essence to make a logo, color scheme, style guide and a PWA. It is to be made for Zitrus UF and it would be used to display information and act as a contact page for the company.  How the PWA will be used is presumably by customers looking to buy the services that Zitrus UF are going to provide and eventually people following the progress of the company, like Family, UF workers or interested teachers. | PWA The best of both worlds **“**At their heart, Progressive Web Apps are just web applications. Using progressive enhancement, new capabilities are enabled in modern browsers. Using service workers and a web app manifest, your web application becomes reliable and installable. If the new capabilities aren't available, users still get the core experience.**”**  *- www.web.dev* |

# Inspiration and similar companies

## Logo

With the basics laid down when it comes to what and why we are building the logo, style guide and PWA I began drafting logos and appropriate colors I took my main inspiration from companies like American megatrends, IBM, Zitrus Holding AB, Acqua Limone. I took inspiration from companies like American Megatrend and IBM because of the connection with IT and the logos of those companies are easily connected to IT and wanted to see if it was possible to make a IT connection without directly pointing it out. For the later companies I used for inspiration like Zitrus Holding AB and Acqua Limone, they were more for the aesthetic and similarities in name.

When the logo drafts later where discussed with Zitrus UF they decided that they wanted a logo more like Acqua Limone and less of a IBM or American Megatrends logo.

## PWA

If we go back to the basics there is an abundance of company landing pages and some even have similar webapp functionality, but they differ hugely in style, functionality. When asked Zitrus UF provided a two sites that they liked the styling of, the first [w10.se](http://w10.se/) and .

<https://prezi.com/cms/for-business/>

<https://www.vyond.com>

# Goals

What are we trying to do? Make a logo that ties the name in with IT

# Target Audience

## What devices is the target audience working with

Mobile and desktop, projector?

# Website Functionality and Content

## What content is important

## Important Calls To action

* Contact
* Download our webapp

# Wireframes and Mockups and Logo Drafts

# Refine project definition and establish go-to-market strategy

# Building a rapid prototype

