ZiTRUS : Project Brief and Documentation
IT SOLUTIONS

What and Why

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*

Goals

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.

Target Audience

What devices is the target audience working with

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

Website Functionality and Content

What content is important

The important content would be what they do, who they work with and what products and services they offer.

Important Calls To action

For this website, the most important call to action would be to contact Zitrus UF as that is how they will be selling their services.

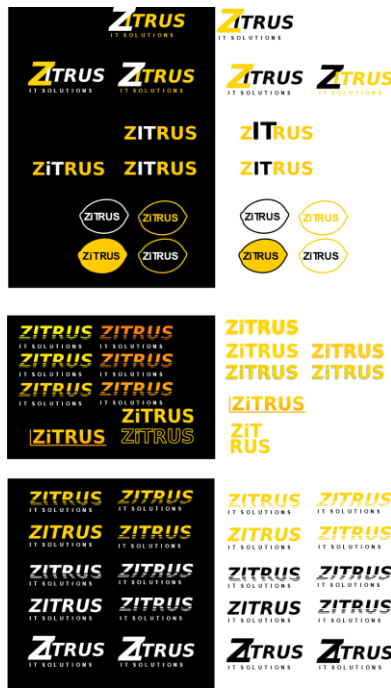# Wireframes and Mockups and Logo Drafts

Logo Design

Figure 1, Logo design drafts

Inspiration and similar companies

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 those companies because of the connection with IT and for Zitrus Holding AB, Acqua Limone the citrus theme was the main reason.

When the logo drafts later where discussed with Zitrus UF they decided that they wanted a logo more like Acqua Limone and less of an IBM or American Megatrends logo, they also didn't like the yellow and instead wanted a green/lime color

After discussing with Zitrus UF the logo in Figure 2 was decided.

Figure 2, Final logo design

Website Design

inspiration

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 and functionality. When asked Zitrus UF provided a two sites that they liked the styling of, the first w10.se and the second was a bootstrap template.

The websites Zitrus UF wanted used as inspiration are very different, the bootstrap template is what I would call more of a traditional layout with sections with different backgrounds. The w10.se website I would describe as more of a flashy site with large screen covering sections with animations and video backgrounds. Ultimately the design landed somewhere in between with large sections and some animations but not to the extent of w10.se and no video backgrounds, although they were tested on multiple occasions.
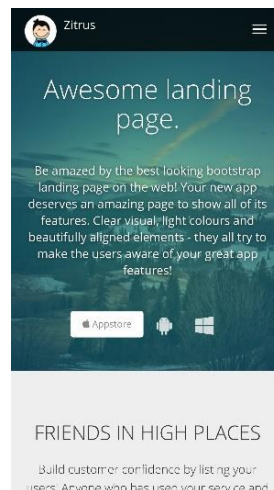

Figure 3, Bootstrap Template that Zitrus provided for inspiration

Figure 4, W10.SE, provided by Zitrus for inspiration

Colors

After consulting with Zitrus UF about colors they decided they wanted to have the main color be green. The secondary colors where decided to be a light and one dark. While developing the mockups it was decided that there was need for a lighter dark color and so that was included in the color scheme.

Figure 5 PWA color scheme

Mockups

After consulting with Zitrus UF the first mockups and wireframes where made figure 5 shows the mockups.

The mockup, in figure 6, shows how the menu is different for mobile and larger devices, on larger devices the navbar is more of a traditional menu on the top of the screen but on mobile its located at the bottom for easier usability. The mockup also shows distinct sections for each topic with alternating background colors, for easy separation. Lastly the mockup shows that the content is mostly on the first landing page, with what they do, who they work with and contact. However, the product information is on a separate page with a duplicate of the contact section from the first landing page.
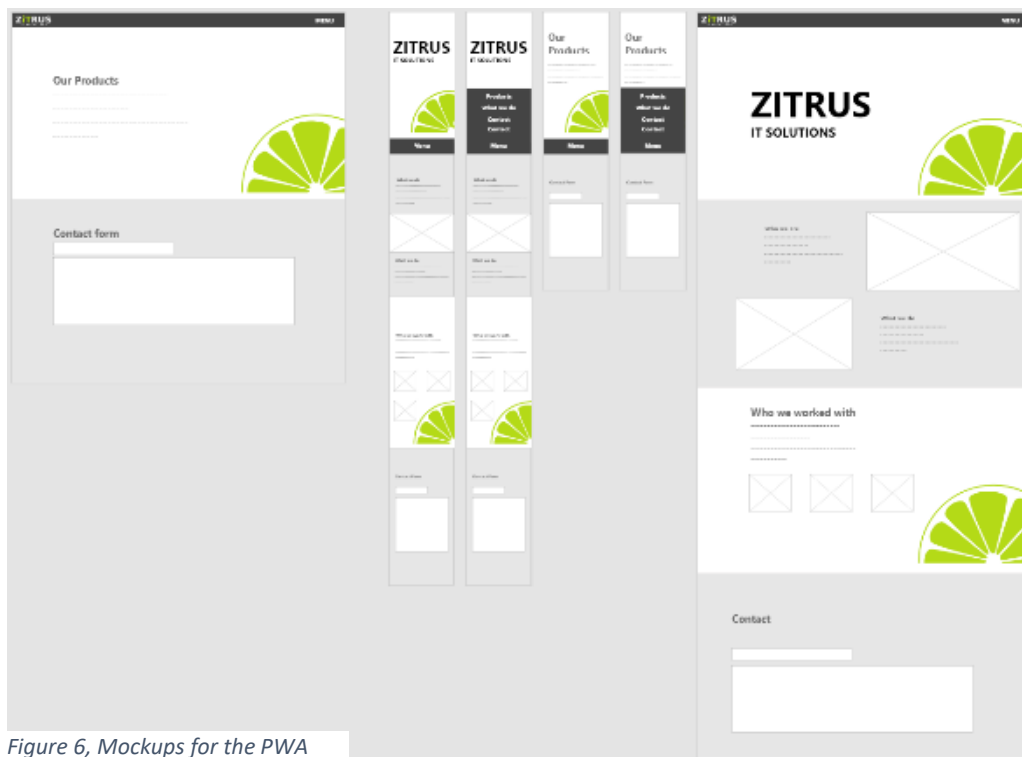

Figure 6, Mockups for the PWA

Finished PWA

The finished PWA is shown in Figure 7 and 8, it consists of two main pages, a landing page and a Product page.

Most of the content is on the landing page. The product page consists of three cards and a duplicate of the contact section on the landing page.

The final product is relatively close to the mockup that was decided on with minor changes to the amount of content, specifically on the What we do section.

The PWA is installable, has an offline fallback page, is designed responsively to work with any device and any window size.
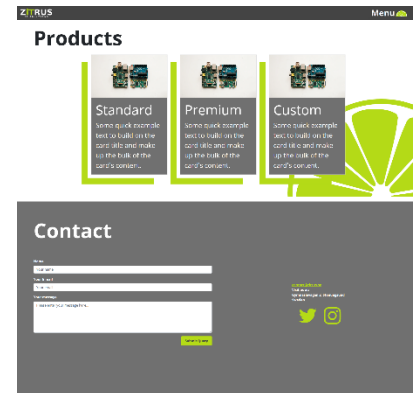
Figure 8, Finished PWA

Figure 7, Finished PWA

Testing of PWA

Performance and speed

The first performance test was performed on gtmetrix.com. After some optimizing the score landed on what figure 10 displays, the last steps to a more optimized page according to gtmetrix.com would be to utilize more caching functionality.

Figure 10, Performance score from gtmetrix.com

The second performance test was performed on developers.google.com, The test resulted in a sore of 96, sown in figure 11, to get a higher score the website recommended moving from .png images to .webp or .jpeg but as many of the images are temporary and Zitrus UF probably will replace them not much effort was put into the optimization of those images.
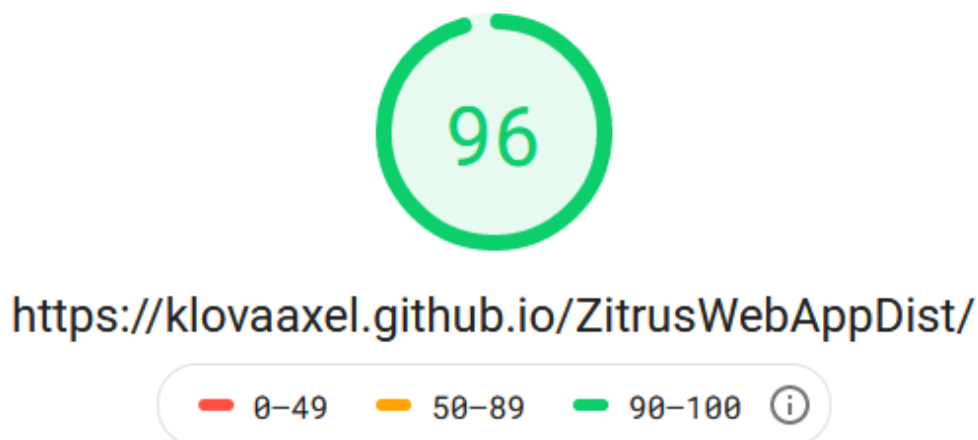
Figure 11, Performance score from developers.google.com

W3C validation

The PWA was tested for w3c validation first by their [unicorn](#) validator, the validator produced one error, the error is related to a bootstrap function, the bootstrap code also produced some warnings.
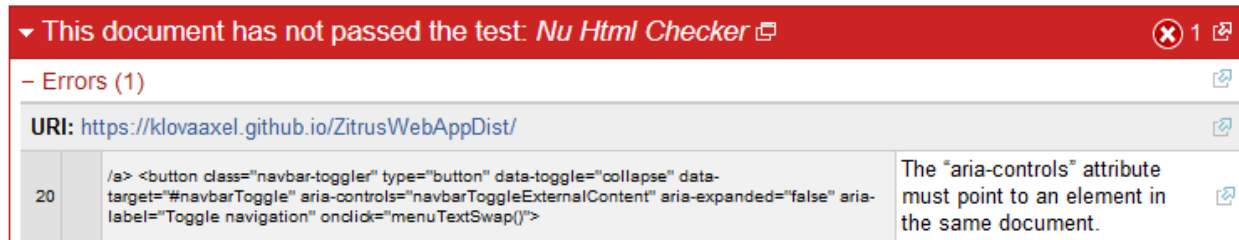

Figure 12, Unicorn validation

The PWA was also tested on the W3C [Jigsaw](#) validator and the results showed no errors in the CSS written specifically for the website but two errors in the bootstrap CSS.

Figure 13, Jigsaw validation

The errors in the bootstrap code where not fixed as they are not critical and it is a imported library of code and if it where to be updated the errors would most likely come back and need the same fixes again.

Accessibility Tests

The Accessibility of the website was first tested on color.a11y.com which resulted in a failed result, the result failed because of the main header of the page and its color for the iT part of the ZiTRUS name. The test failed it but on the website the lack of contrast has been compensated with a bolder and larger font style. The color #b4da17 is not normally used for text and I have therefore chosen to overlook this.
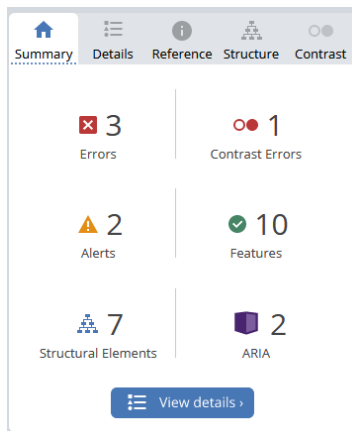

Figure 14, color.a11y.com validation

The second accessibility test was performed on wave.webmain.org. This accessibility test was a bit more in-depth then the one at color.a11y.com in that it went through the colors, structure and readability of the PWA. The three errors the website produced are in the contact section and will be resolved when ZiTRUS provide links for the social media they intend to use. The contrast issue is the same as discussed in the color.a11y.com test and the alerts are that the contact form doesn't have a legend as the h2 in that section serves as that as well as a heading for that section and the second warning is that the menu calls a JS event on click, but the menu works without it if for some reason it wouldn't be called.

Figure 15, wave.webmain.org usability test

The website has also been tested for mobile friendliness on search.google.com where it got a passing score and no rendering issues, result shown in figure 16.
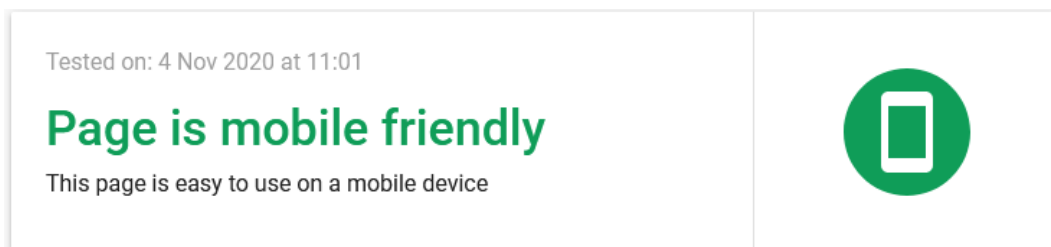

Figure 16, Search.google.com mobile friendly test