

# **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](http://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

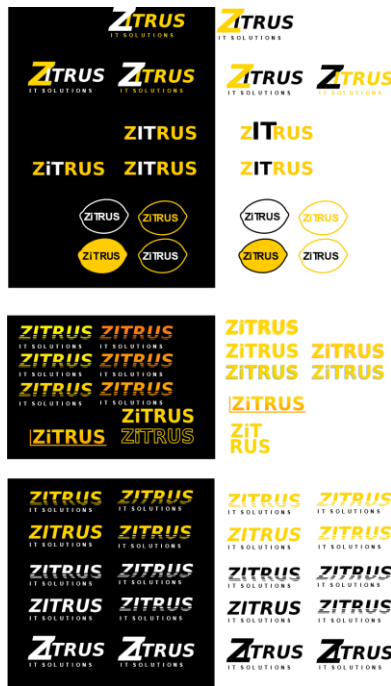


Figure 1, Logo design drafts

## 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](http://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](http://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.

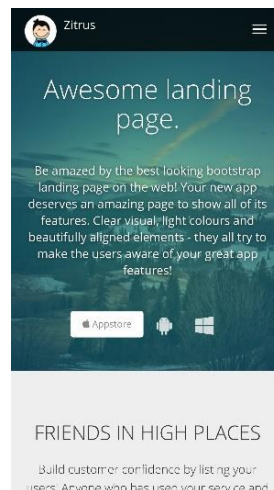


Figure 3, Bootstrap Template that Zitrus provided for inspiration



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



## Mockups

After consulting with Zitrus UF the first mockups and wireframes were made. Figure 5 shows the mockups.

The mockup, in figure 5, 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 it's 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.

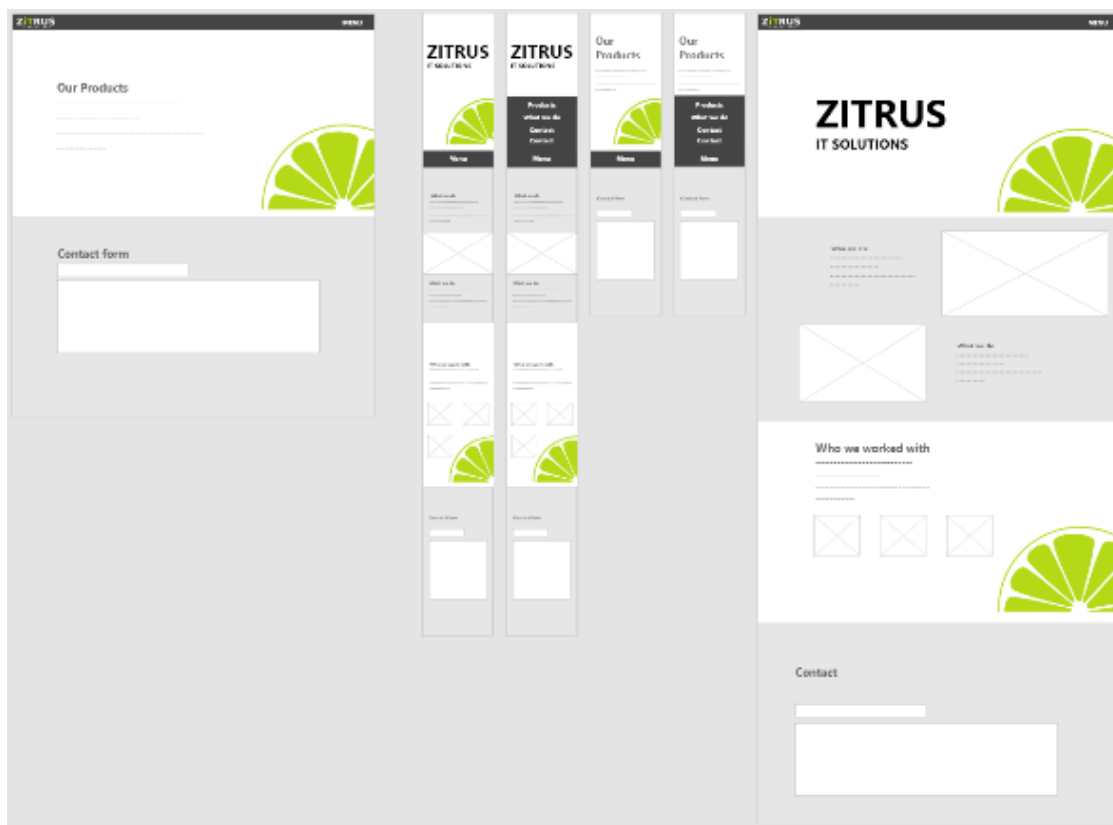


Figure 5, Mockups for the PWA



## Finished PWA

The finished PWA is shown in Figure 6 and 7, 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.

**ZiTRUS**  
IT SOLUTIONS



### Who we work with

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

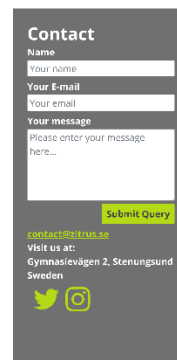


Figure 6, Finished PWA

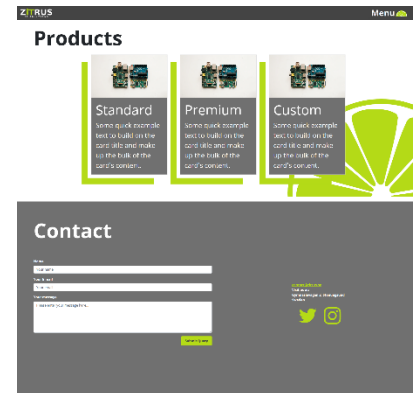


Figure 7, Finished PWA



## Testing of PWA

### Performance and speed

The first performance test was performed on [gtmetrix.com](https://gtmetrix.com). After some optimizing the score landed on what figure 9 displays, the last steps to a more optimized page according to gtmetrix.com would be to utilize more caching functionality.

### Performance Scores



Figure 9, Performance score from gtmetrix.com

The second performance test was performed on [developers.google.com](https://developers.google.com). The test resulted in a score of 96, shown in figure 10, 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.

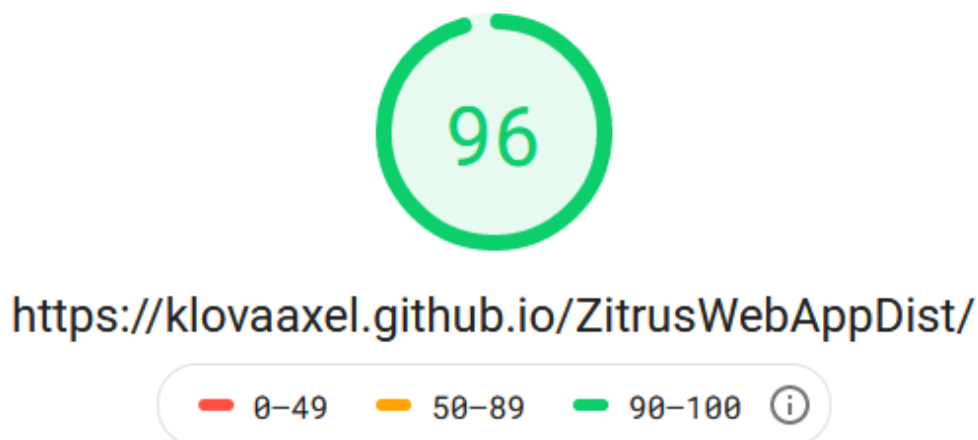


Figure 10, Performance score from developers.google.com



## 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.

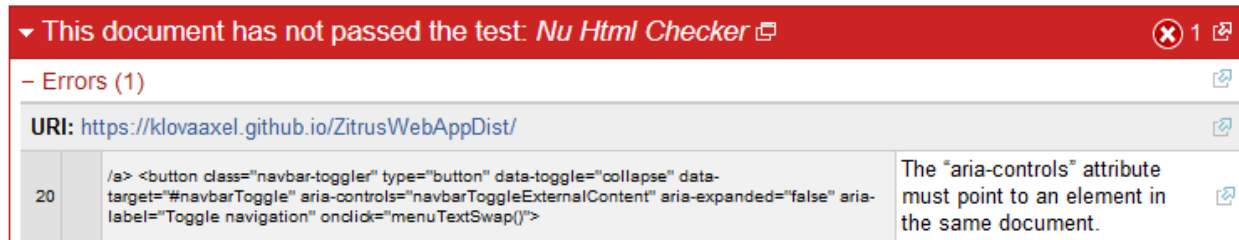


Figure 11, Unicorn validation

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.

W3C CSS Validator results for <https://klovaaxel.github.io/ZitrusWebAppDist/> (CSS level 3 + SVG)

Sorry! We found the following errors (2)			
URI : <a href="https://klovaaxel.github.io/ZitrusWebAppDist/node_modules/bootstrap/dist/css/bootstrap.min.css">https://klovaaxel.github.io/ZitrusWebAppDist/node_modules/bootstrap/dist/css/bootstrap.min.css</a>			
6	abbr[data-original-title], abbr[title]	Property	text-decoration-skip-ink doesn't exist : none
6	.accordion	Property	overflow-anchor doesn't exist : none

Figure 12, Jigsaw validation

The errors in the bootstrap code were not fixed as they are not critical and it is an imported library of code and if it were 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](https://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.

### Problems Detected!

Some color contrast issues were found on the webpage tested

#### Samples of FAILED contrast color-pairs.



Item	Background Color	Text Color	Font	Content	Ratio Failure
1	 HEX: #f9f9fa rgb(248,249,250)	 HEX: #b4da17 rgb(180,218,23)	Family: "Open Sans", sans-serif Size: 168px (126pt) Style: normal Weight: 700 Line-Height: 134.4px (100.8pt)	<code>&lt;span class="primary-color"&gt;iT&lt;/span&gt;</code>	Required ratio: 3:1 Current ratio: 1.53:1 Increase contrast by at least 96.08% to pass. <a href="#">Test Colors 1</a> <a href="#">Code Snippet 1</a>

Figure 13, color.a11y.com validation

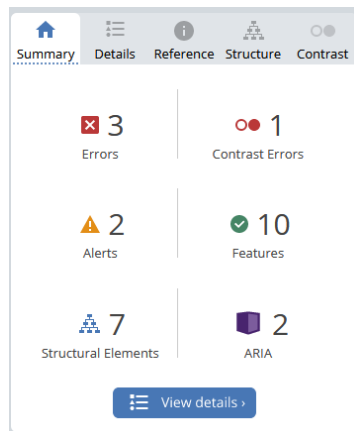


Figure 14, wave.webmain.org usability test

The second accessibility test was performed on [wave.webmain.org](https://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.

The website has also been tested for mobile friendliness on [search.google.com](https://search.google.com/mobile-friendly) where it got a passing score and no rendering issues, result shown in figure 15.

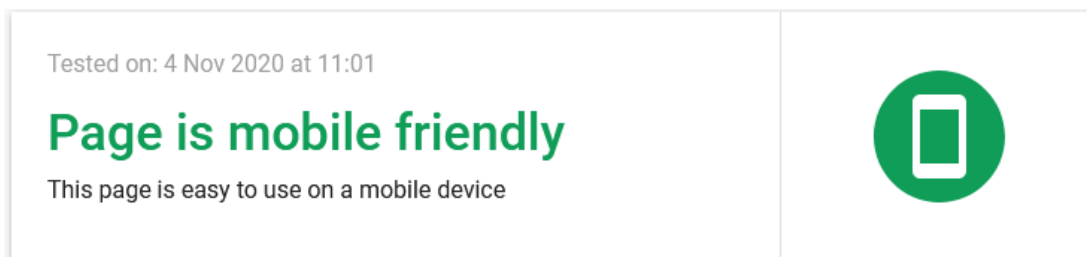


Figure 15, Search.google.com mobile friendly test

