**CocktaiLab**

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# Initial Research

As I had less idea on how drinks selling websites look like, I checked on web and found a few websites that needs to be addressed. Some of them needed improvements, while some of them were modern and appealing UI.

<https://www.brewdog.com/uk> has a great UI. They ship a free glass with liquor bottles/cans which is a good marketing strategy. They also offer a wide variety of service which makes them better than the other competitors. I personally liked the UI but there is a scope of improvement. A few things can be animated and hover effects can be improved. If this website had a gaming look, it would have looked much better.

The first website which I had researched was of a web developer and I really loved the design and style of her website. The website was very minimal and sleek with appropriate white spacing to it. The website link is <https://www.juliacodes.com/>

The second website which I had looked at was of a coffee roasting company and this was the one website which blew my mind by its super simple design. I loved the design of the website so I decided to build my website similar to it as I already knew how to layout my elements properly. The website link is <https://coffeebybenjamin.com/>

What I liked about this website was that it was very attractive to look at and it gave out a comfortable vibe to me. The elements were placed in a very appropriate manner and white spacing was just awesome. No elements were congested and the colour contrast of the website was superb.

Usually the contents inside the websites were not up to the mark. They delivered not quite good information. There were limited number of elements inside the website which restricted my views and ideas. Thus, I found somethings that can be improved upon. I wish to deliver majority changes to these websites through my designs.

# Our Mission

Our aim is to bring people together and serve them the best drinks which they can enjoy with their loved ones. We want to provide the best service at less cost.

# Quality Measurement Criteria

1. Responsive Website: - The website is completely responsive. As adding responsiveness is considered as a quality website as it is able to load properly on every kind of device may it be a desktop, laptop or a mobile device. Therefore, my website is responsive so that everyone can access it and look at the content properly. De la Cruz (2003)
2. Appearance: - The design of my website is clean and clear. There are no over loading elements. As a website should have a good-looking design which is very attractive to look at and shall attract people. A customer is likely to purchase a product from an online website which has a good appearance and design. (Annonymous, 2020)
3. Navigation: - With the help of a navigation, it becomes easier for people to find different pages of the website so they can know about the business and company and what products are being sold in the website.
4. Content: - A good website must have good quality of content uploaded to the website, this content can include images, written material, animations, videos, sitemap, etc. When this content is properly placed inside the website then the website gets more accuracy from people and is likely to be recognised by people.
5. Speed: - The smaller the size of the website files, the faster it loads. Thus website loading speed should be according to google page speed insights and it should not take much time for the website to load. And same is the state of my website. Alexander, J. E (1999)
6. Interactive: - There are a lot of elements on the website that are clickable. A website should be interactive, meaning people should be able to click on stuff and see different actions on it. For example, clicking on a button should take the user to another page. Or clicking on an image should allow user to zoom an image or see it on a full screen.
7. File Structure: - An appropriate structure of the website must be maintained. The structure must be in an appropriate manner and in relevant folders so that it is easy for other developers to review files. Similar types of files must be kept in single folders.
8. Colour combination: - The website must contain a single colour palette and I have maintained the same. It should have a decent colour combination so that it does not look very dull, on the other end, it does not look too bright too. It should be somewhere in between where it looks beautiful. By choosing colours from a colour palette online we can find really good colours which will make the website look very attractive and neat.

# Measuring Success of a website

1. Boost in brand awareness: - With the help of a website, any company can boost their brand awareness by creating an attractive website which uses a lot of latest industry trends. They can showcase the company profile, description and other achievements on a website in a way that it becomes fun for people to learn about them. This will indirectly boost a company’s reputation and awareness by 100% to the audience whom they are targeting.
2. Increase in sales: - Selling products online can be really useful as people tend to purchase products on a website they can truly trust. By adding unique and attractive content to a website, it can double the sales of any organisation.
3. Reducing in expenses: - A website reduces the companies cost on marketing significantly. They can provide short URLS of the website and that’s it. A website can also be used to manage stock of a company or a shop, this can reduce the cost of labour and increase efficiency.
4. Number of visitors: - We can ensure success of a website by looking at the number of visitors, in time the website gets recognized among people and it becomes easier for people to find it online.
5. Increase in customer retention: - With the help of a website we can store our customers data in a very structured manner, which means it also becomes easy for us to access the data of our customers when needed to send them promotional offers and discounts time to time which will indirectly make customers to come again and again for more business.

# Visual Style of the website

1. Font Family: - -apple-system font-face is used as a font family in the website.
2. Body colour: - White colour is used for the entire body of the website.
3. Colour contrast: - Shadows of grey and black colour has been used to produce contrast to the website so it is being used in call-to-action buttons.
4. Responsiveness: - Flex box and media queries are used to maintain responsiveness in the website.

# References

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