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**COMP 2681 - Web Site Design and**

**Development**

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## **Documentation**

### **A paragraph entailing the business statement in about 100 words**

El Pacto is a coffee company located in El Salvador. Their history began around 200 years ago when Salvadorean coffee first began to make up for its name. Produced in Finca Las Brumas, the coffee brand takes pride in becoming one of the few successful global coffee exporters in El Salvador. They provide a sugarless and oilless bean that undergoes extreme procedures and cultivation techniques to bring about natural but sweet flavors to our drinks. Quality is the most important factor that motivates the producers to continue delivering a naturally processed brew to our tables.

### **Project objectives and a project description stated clearly**

The project is an aesthetic and easy-to-follow usable webpage for a local coffee business. The overall website follows a very common but simple structure: the main page, an overview of the products, and an about the company. The main objective is to inform the user about the business, their products, and also the ability to make an online order. The website incorporates a variety of multimedia that showcases each product offered. It is composed of a responsive design, making use of grid-like and flexible layouts that enables usability for users across different devices.

### **A brief explanation of how the business would benefit from your design, in about 100 words**

The design I created exploits the use of high-contrast colors and images and is therefore used to create a pleasant experience for the user. The webpage has a hybrid of short and informational text to avoid users getting weary from reading. Instead, I used various multimedia (such as images, videos, and an interactive map) that ultimately become crucial for getting users to engage more with the page and its products. The site also has an easy navigation system optimized for different devices. Overall, the design contains thematic coloring and fonts that better the webpage's image. These features greatly benefit the company's reputation and public image.

### **Any other appropriate relevant documentation pertaining to your site that you wish to include**

All deliverables and cross-reference hyperlinks will redirect to GitHub, where all components will be submitted.

**Flow of Web Pages.** It is important for you to develop a flow of the website. The flow essentially refers to how a user will navigate through the site—how the pages will link to each other. Provide written instructions on the overall navigation of the business website. You can provide visuals as well but they are not required.

The site is pretty easy to navigate through. Like most pages, it includes a navigation bar at the very top of the page header, just below the logo. This obviously adapts when navigating through a small-scaled device, like a mobile phone. In this case, at the top right there will be a button that allows users to press it and it'll display the navigation menu on the right side, without obstructing the entire page. Clicking on the logo at the top of each page will redirect to the home page. All links redirect to their corresponding page. To prevent losing access to the previous page, all links are opened in a new tab. Reading content is as easy as scrolling up and down on each page.

## Evaluation Form

The evaluation form should include opportunities for feedback on your design, its usefulness, and the business personnel's overall impression of your design. Questions could include those that ask the person to rate the website elements on a scale of 1 to 5. Ensure to ask if they have any other comments.

### Evaluation Form

Please indicate your level of agreement with the statements listed below.

*(Please shade one in each row):*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The design of the page reflects the theme of our company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on each page reflects accurate information about our company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The page responsiveness works well across multiple devices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The site and each individual pages are structured well and organization of ideas is coherent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good use of multimedia elements (pictures, videos, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please describe your first impressions of the site. What did you like/disliked at first glance?**

-

**Are there any elements you were expecting that did not meet your expectation/are not present on the site?**

-

**What do you think could improve the usefulness of the site or any other aspect remaining?**

-

**Please add any additional comments that could help us improve the webpage.**

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