

General

Framework

Please don't use Wordpress for this site. The previous developer used Wordpress and added a theme that was not compatible with the technologies we want to use and it loaded very slowly on every computer we tested.

So please build it using Bootstrap or something else that can be fast, responsive and robust.

Tracking

Don't forget to implement Facebook and Google Analytics (found in the Code folder in Google Drive).

Responsive

The entire site needs to be responsive. Please make sure that the homepage fits in the viewport on mobile (look at Mobile01.jpg).

The rest - I know it might not look 100% in the design, so keep in mind these things:

1. Graphics should never be stretched. Only scaled proportionally. And for instance, make sure the plate in Mobile02.jpg is in the same place, etc.
2. The text should be readable. This is difficult because we are putting text on top of images, but the design should provide you with clues on how to do it.
3. The form and the lightbox that appears should also work on mobile (look at form section later in the document).

Graphics

Make sure the graphics stay sharp. In Skipper you used a plugin that optimized them, so don't do something like that now.

Supermeat logo

The logo which appears on the corner of the scrolling pages should lead back to the homepage.

Homepage

Web01.jpg is the default state of the homepage. If the user hovers the mouse on the right half of the screen, the chicken will colorize and grow in a simple animation (web06 and 07). If the user hovers on the left half of the screen, the steak will colorize and grow (web04 and 05).

If the user clicks on the left side, he goes to the “Meat is delicious” page (starts at web08).

If the user clicks on the right side, he goes to the “Stop animal suffering” page (starts at web13).

Don’t forget the logo cannot be clickable on this page. If it helps, you can make the “hot” areas for hover and click only below the page title.

Each side of the homepage leads to either one of these long scrollers. And their screen order is like this:

Meat is delicious	Stop animal suffering
Meat is delicious - Web08	Stop animal suffering - Web12
Really real meat - Web10	Really real meat - Web14
What makes it better - Web11	What makes it better - Web15
Team - Web16	Team - Web16
FAQ - Web17	FAQ - Web17
End - Web19	End - Web19

As you can see, Web16, 17 and 19 are the same in both sides.

Form

On Web08, 10, 11, 12, 14 and 15 there is a form.

Contrary to the design, it should say “Hello, my email is”.

When the user enters a valid email address, two things happen:

1. Use action1.php to inject the user’s email into a mailchimp list (look in the Code folder in Google Drive, you will find the script and proper mailchimp parameters there).
2. Show a lightbox, and in it embed this Typeform survey:
<https://tross.typeform.com/to/vjmqmH?email=xxxxx> (replace xxxxx with the user’s email). This page provides help on how to embed Typeform:
<https://www.typeform.com/help/embed-a-typeform/>

FAQ

1. Only 1 question can be opened at a time. If I open a question, and then open another - the first one should close.

2. We provided a bigger background in case the page gets too big with the question. We do not yet have the actual text from the client, so feel free to use dummy text.

Footer

Like in the design (web19). A logo for Tross which links to www.tross.co, and a copyright notice on the other side.