



THE PODS

World's best handcrafted chocolate



PROJECT SEM 2: THE PODS

Class C1612D

TEACHER

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THE PODS TEAM

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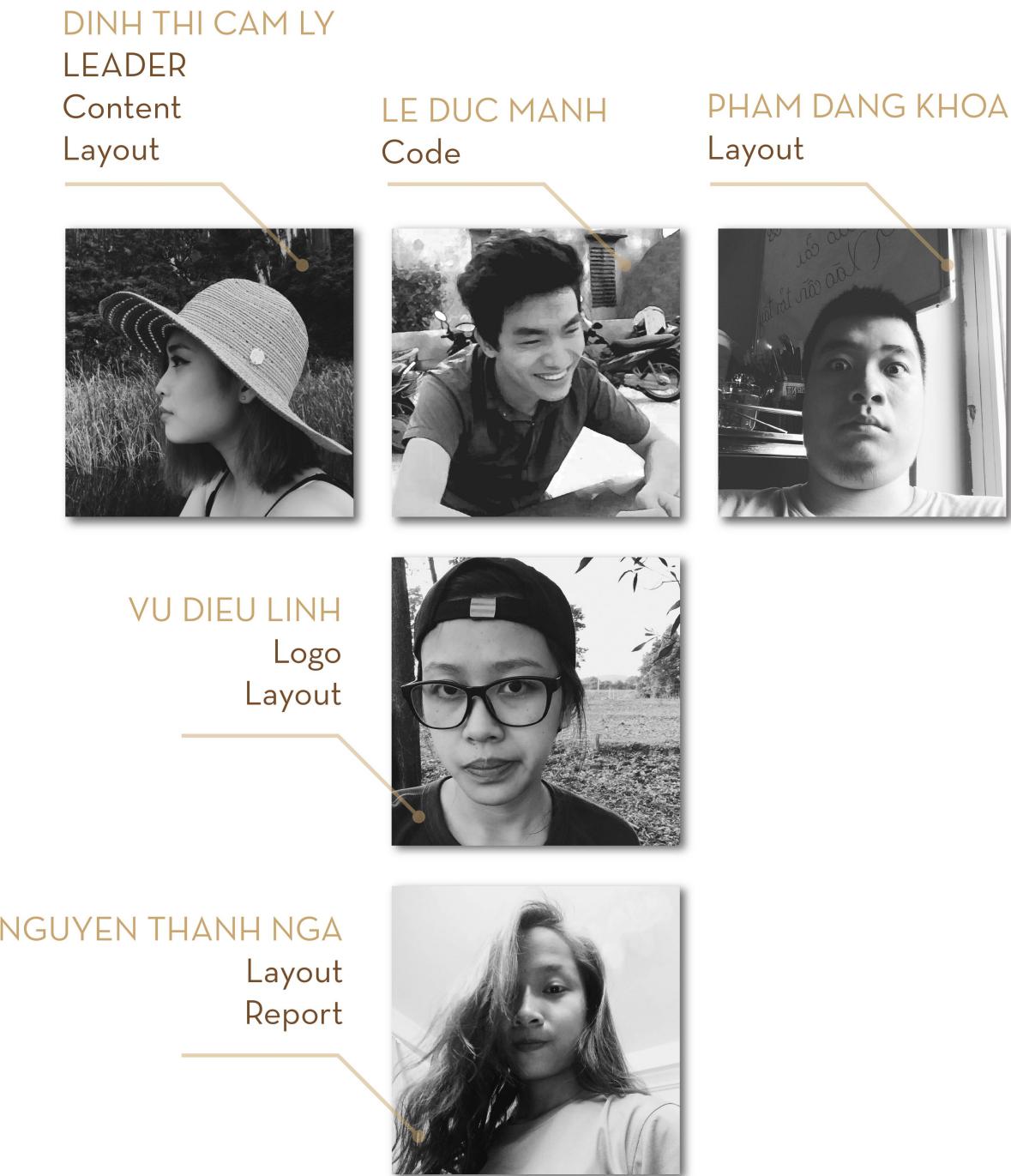
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Pham Dang Khoa

Vu Dieu Linh

Nguyen Thanh Nga

The pods team



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The background of the image is a collage of two photographs. The left side shows a close-up of several dark brown, textured pine cones scattered on the ground. The right side shows a row of solar panels with a grid-like pattern of vertical and horizontal ridges.

1. Project introduction



BRAND Introduction

The Pods is world class chocolatier. We bring you our finest handcrafted chocolate with ingredients that are home growing from our farm.

At The Pods, we love everything chocolate - eating, making, cooking and most importantly sharing.

Our aim is to create a home for true chocolate lovers, people like us, who felt they had a personal bond with chocolate.

You'll always be welcome for chocolate and a piece of cake, or just a browse, or maybe to read some of the recipes and books that have inspired our journey.





Project PROGRESSING

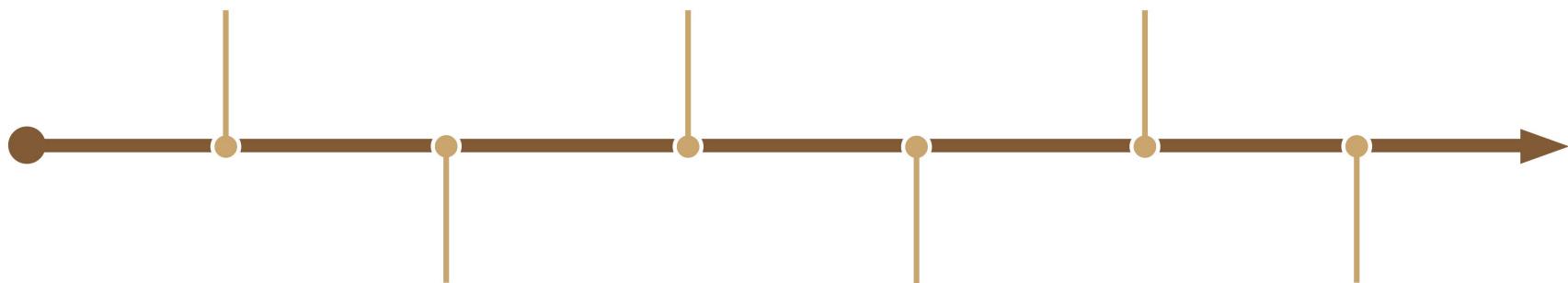
MEETING

In the begining of the project, we have a few meetings to discuss and find the best ideas for the project

CULTIVATE IDEAS
And then decided the theme color and logo idea

DESIGN

We designed the web interface in a week and then started coding for two weeks



RESEARCHING

Then we conducted some research on the internet and in our school library

DELEGATES THE TASKS

We delegated the tasks equally to 5 members

REFINE

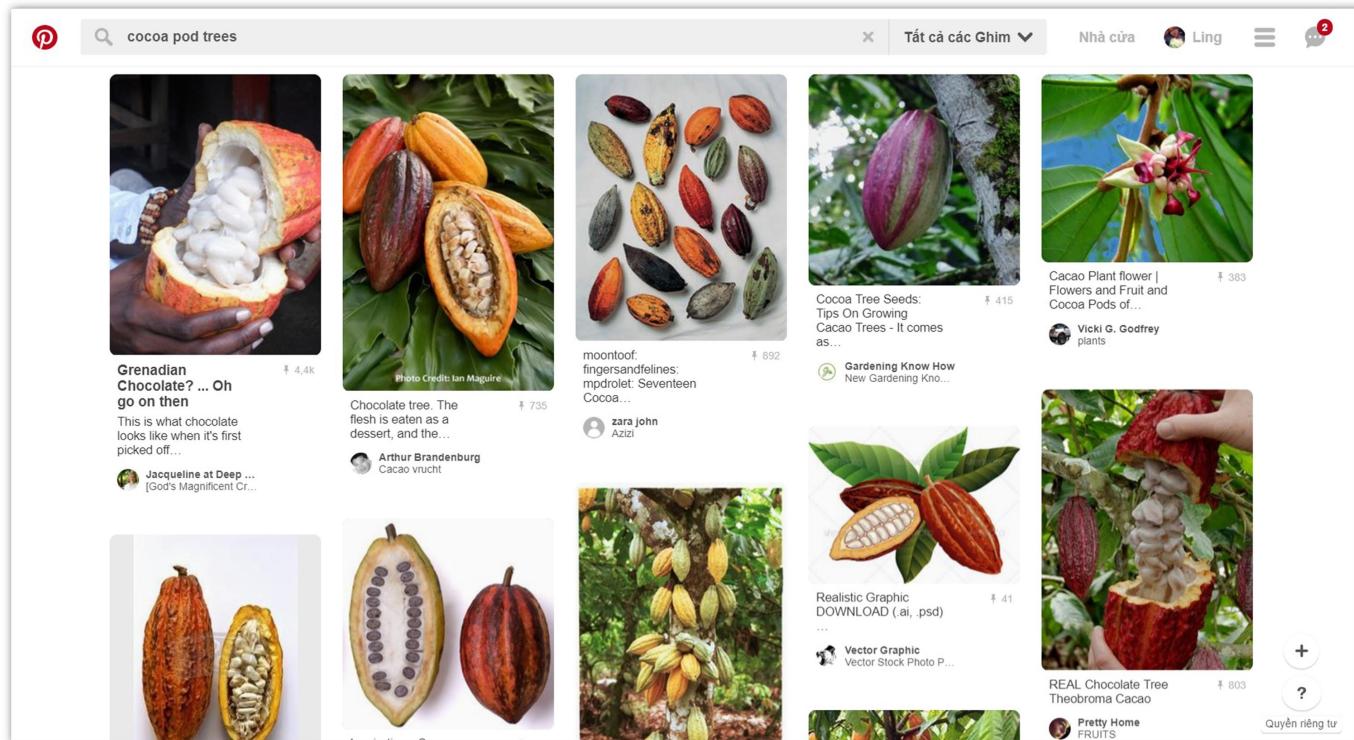
We refined the design and the code in the last week of the project



2. Logo

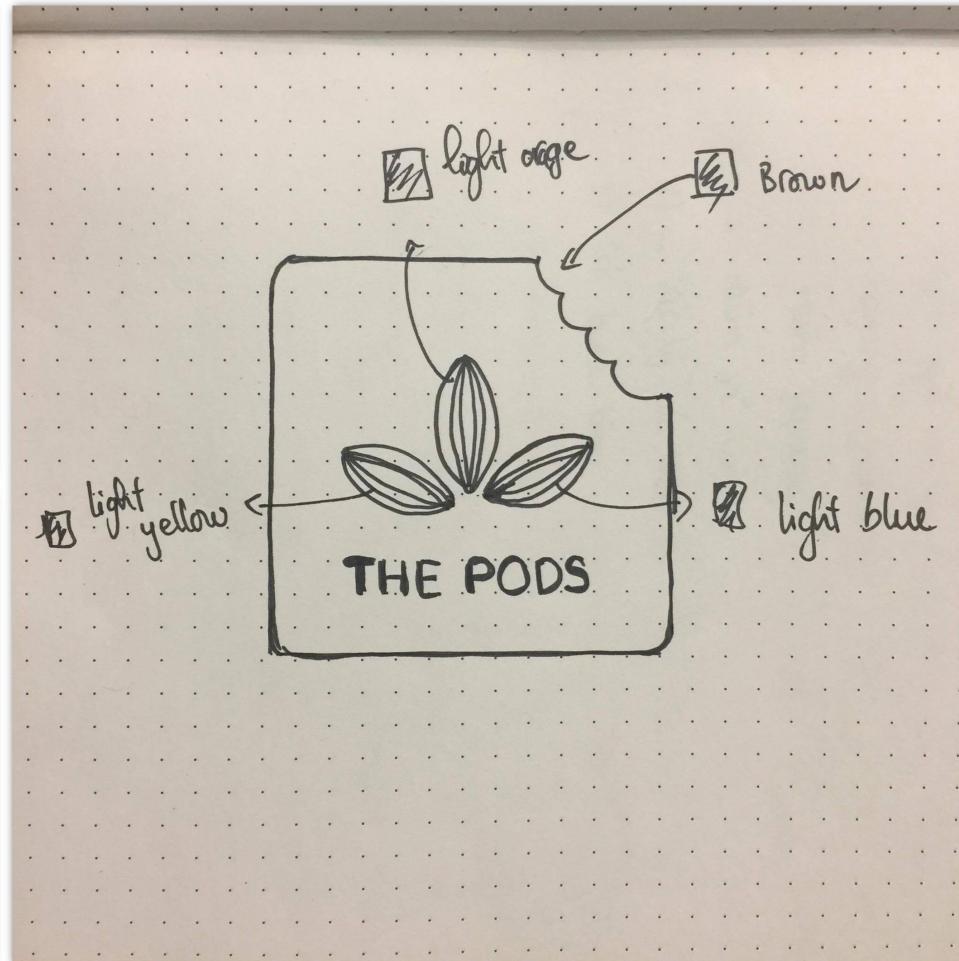
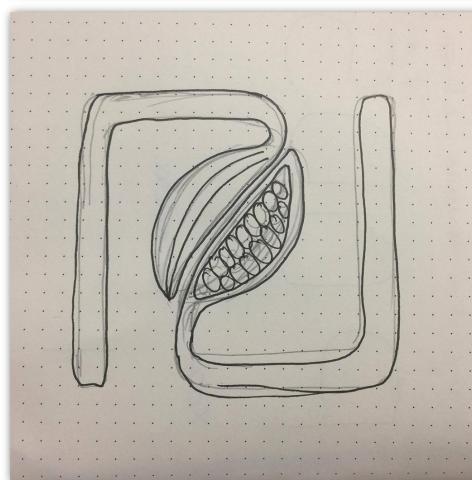
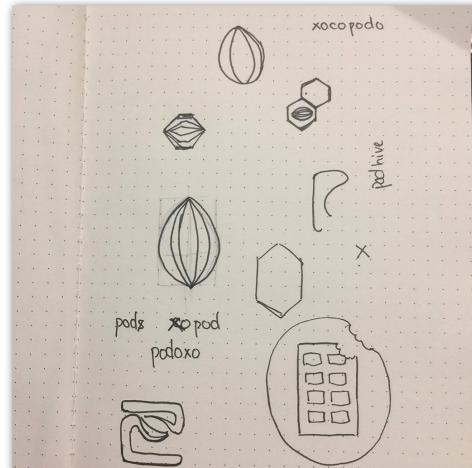


RESEARCH



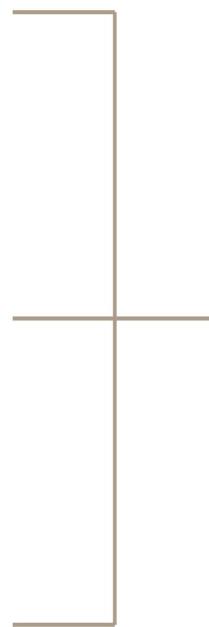


SKETCHING





THE PODS





INSPIRATION

“The Pods” logo is inspired by the different colors of the cocoa pods - the fruit of the cacao tree, since they come in various colors depending on genetics and degree of ripeness - yellow, orange, green, red, purple or maroon...



Around the pods we have a brown rectangle shape with a bite mark, which symbolizes a chocolate bar that has been bitten to emphasize that we are the chocolate maker.



MIND MAPPING

CLARITY



VAGUENESS

MORDEN



TRADITION

LOGEVITY



TRENDING

SERIOUSNESS



FRIENDLINES

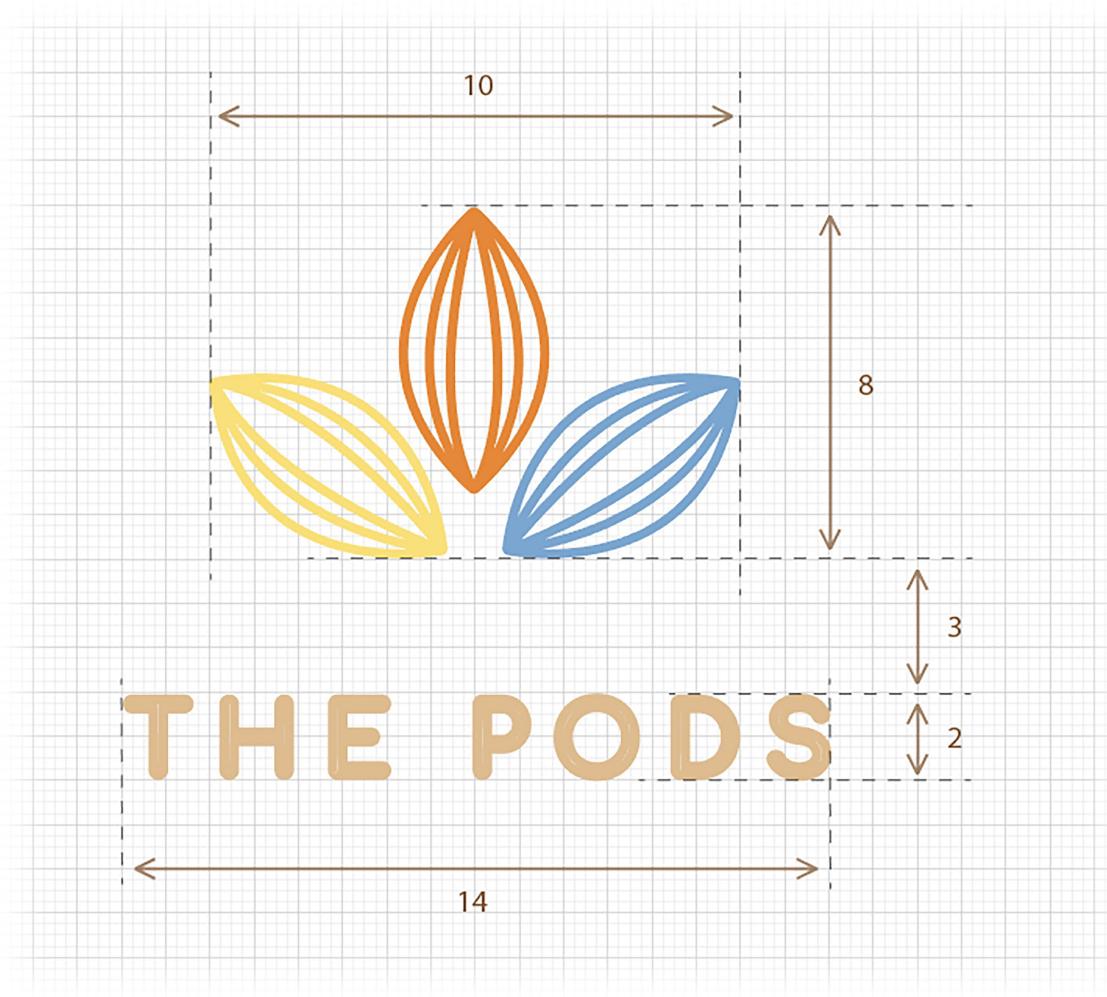
HANDICRAFT



PRODUCTION



LOGO IN GRIDS





COLORS & FONTS

R: 223 G: 189 B: 144

C: 13 M: 25 Y: 47 K: 0

R: 128 G: 87 B: 51

C: 38 M: 61 Y: 84 K: 29

R: 251 G: 225 B: 120

C: 2 M: 8 Y: 64 K: 0

R: 230 G: 137 B: 55

C: 7 M: 55 Y: 90 K: 0

R: 123 G: 167 B: 209

C: 52 M: 24 Y: 4 K: 0

Comfortaa regular
Comfortaa bold
Comfortaa light

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * ()





POSITIVE LOGO





THE PODS



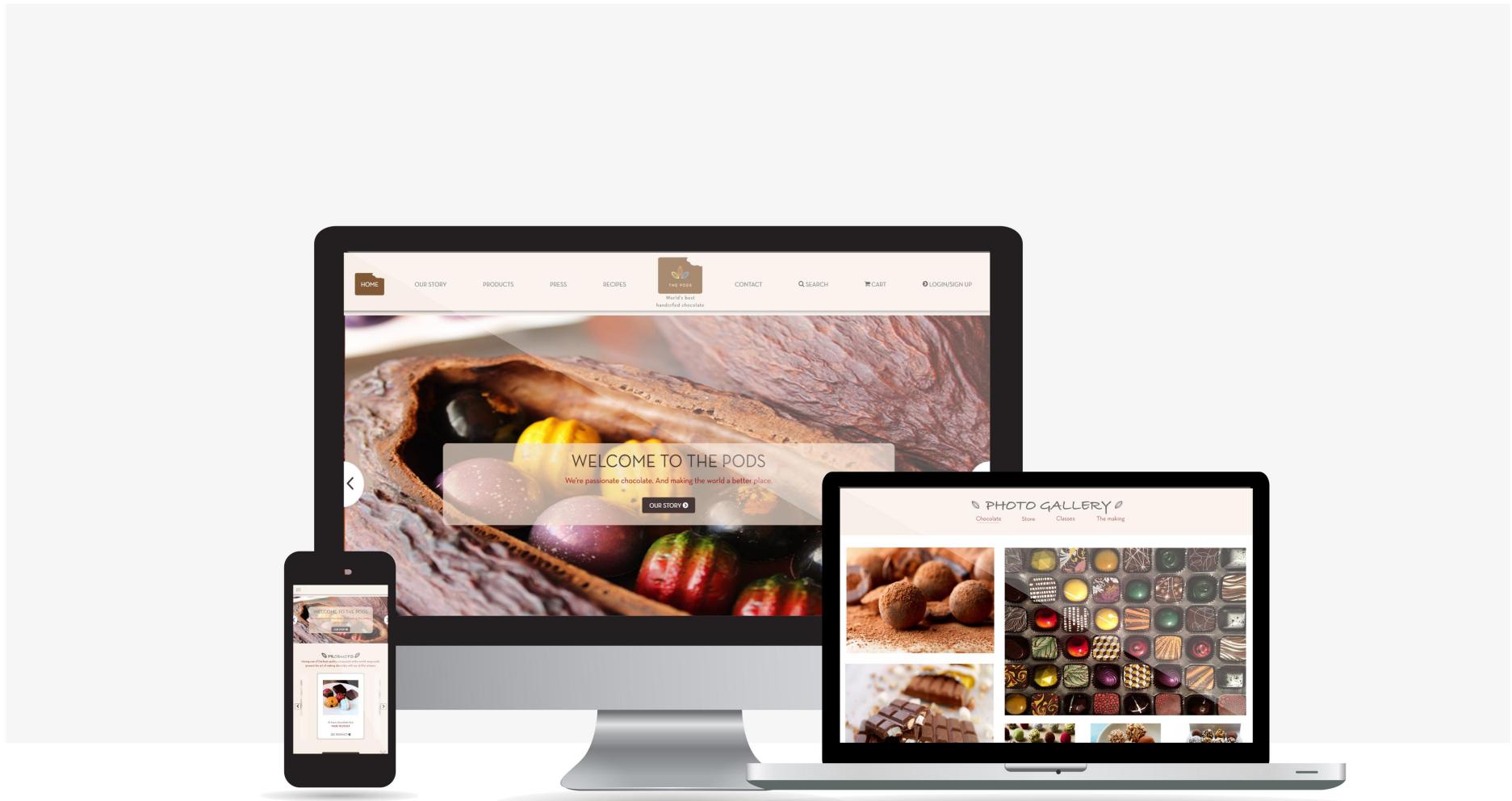
THE PODS

KYOTO
SUNSHI
SUMMER





3. web structure



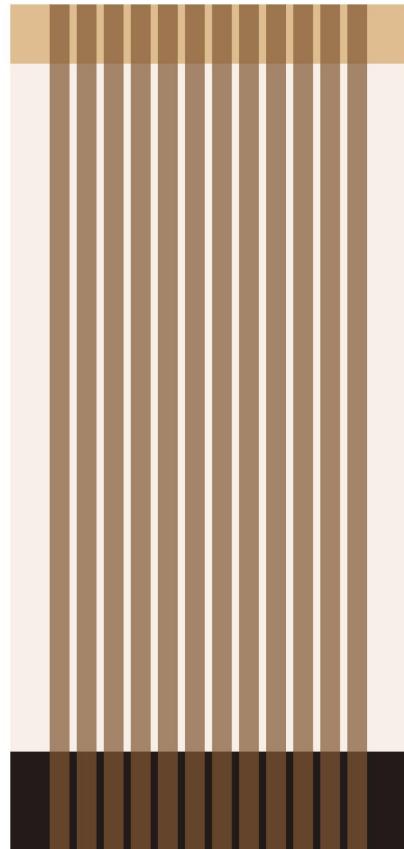


SITE MAP





LAYOUT



Our website was designed
using the 1170 pixels grids
with 12 columns



COLORS & FONTS

R: 248 G: 249 B: 231
C: 2 M: 5 Y: 7 K: 0

R: 223 G: 189 B: 144
C: 13 M: 25 Y: 47 K: 0

R: 199 G: 178 B: 153
C: 23 M: 27 Y: 40 K: 0

R: 153 G: 134 B: 117
C: 40 M: 43 Y: 53 K: 7

R: 70 G: 54 B: 53
C: 58 M: 67 Y: 63 K: 54

R: 158 G: 11 B: 15
C: 24 M: 100 Y: 100 K: 22

Neutra Text Book regular

Neutra Text Book bold

Neutra Text Book italic

a b c d e f g h i j k l m n
o p q r s t u v w x y z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

! @ # \$ % ^ & * () _ +

Bradley Hand regular

Bradley Hand bold

Bradley Hand italic

a b c d e f g h i j k l m n
o p q r s t u v w x y z

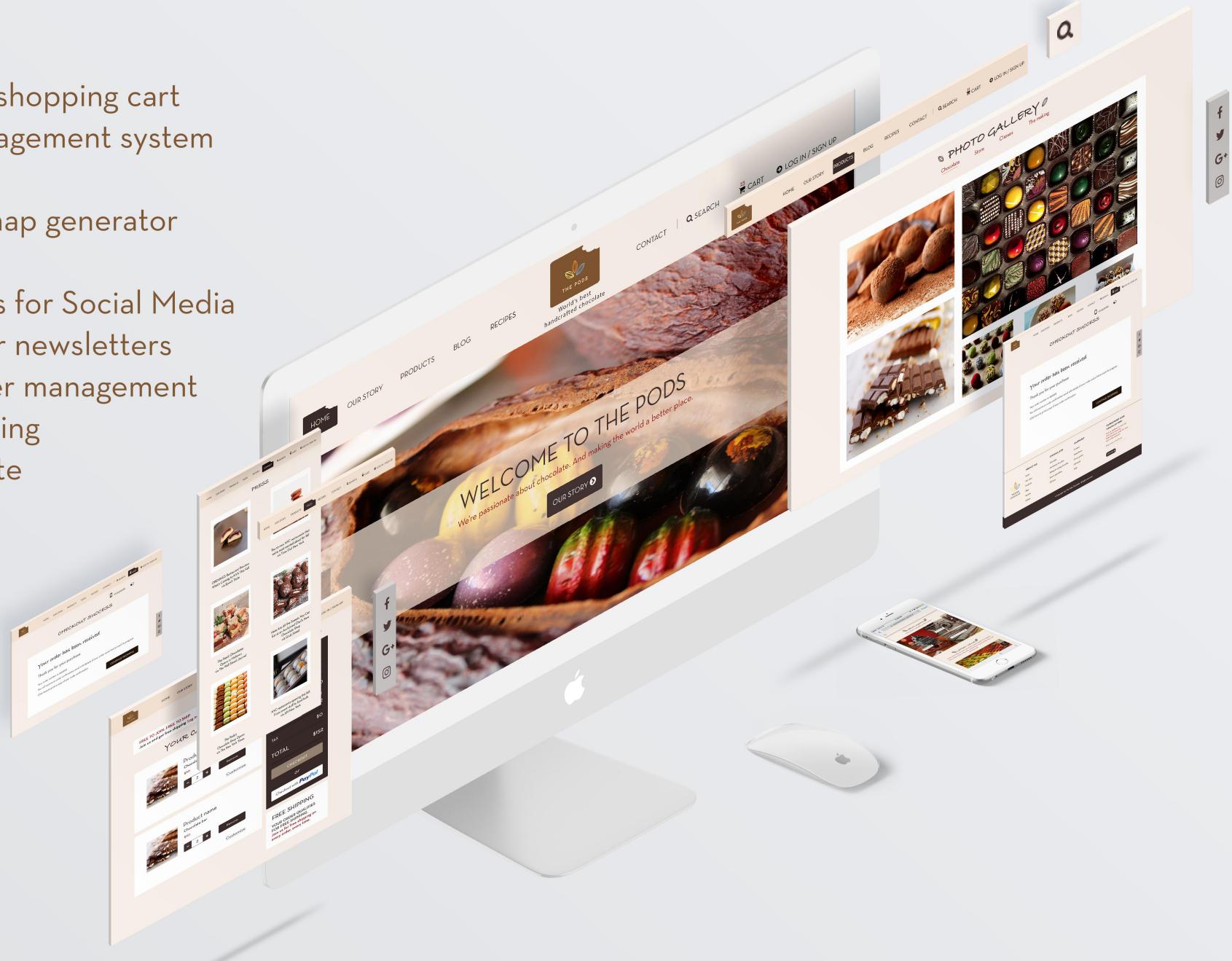
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

! @ # \$ % ^ & * () _ +



THE PODS WEBSITE FUNCTIONS

Responsive
E-commerce shopping cart
Content management system
Contact form
Google site map generator
Image gallery
Share buttons for Social Media
Mailing list for newsletters
Member/ User management
Mobile browsing
Search website





4. Layout & interface





HOME layout





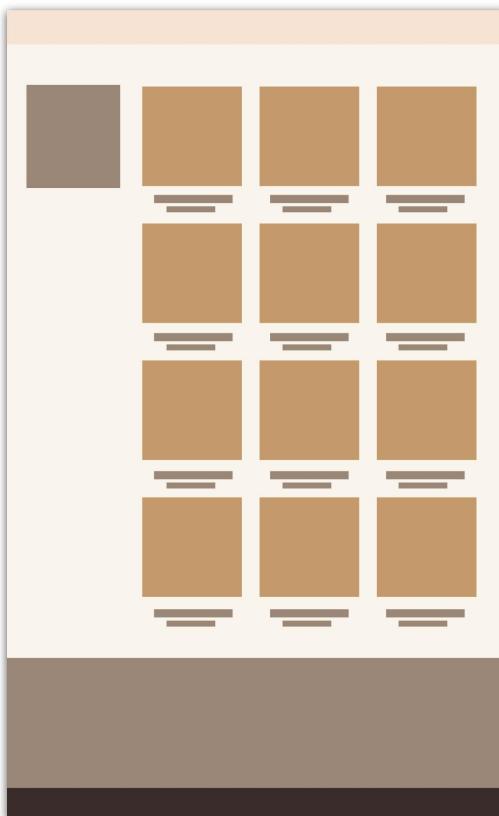
HOME layout

The screenshot shows the homepage of a chocolate brand. At the top, there's a navigation bar with links for HOME, OUR STORY, PRODUCTS, BLOG, RECIPES, CONTACT, SEARCH, CART, and LOG IN / SIGN UP. A logo for "THE PODS" is visible, along with the tagline "World's best handcrafted chocolate". Below the navigation is a large, close-up image of chocolates in a wooden bowl. A central overlay box contains the text "WELCOME TO THE PODS" and "We're passionate about chocolate. And making the world a better place." with a "OUR STORY" button. Below this is another overlay box with the heading "PRODUCTS" and a subtext about the quality of cocoa pods. It features three product cards: "Artisan chocolate box" (with a "MADE TO ORDER" link), "Chocolate truffle box", and "Chocolate bar".

This screenshot shows a different view of the homepage, likely a scroll-down view. It includes a "WELCOME TO THE PODS" banner with chocolates. Below it is a "PRODUCTS" section with three cards: "Artisan chocolate box", "Chocolate truffle box", and "Chocolate bar". Further down the page, there are sections for "SPOTLIGHTS", "COOKING CLASS", "FREE DELIVERY WITHIN 5KMS", "LATEST NEWS", "PHOTO GALLERY" (with a grid of chocolate images), and "LOCATION & CONTACT" (with a map). At the bottom, there's a newsletter sign-up form.

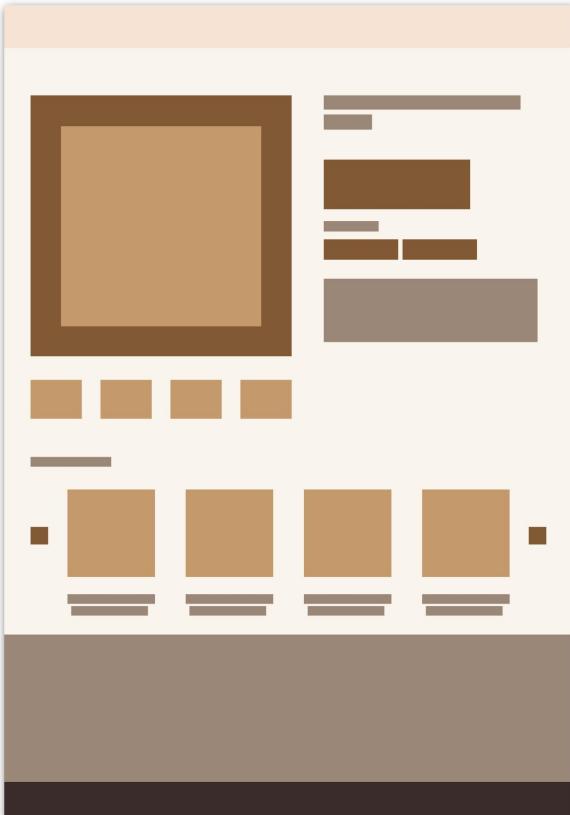


PRODUCTS layout





PRODUCT layout



HOME / PRODUCTS / SIGNATURE COLLECTION

SIGNATURE COLLECTION
\$18.00

SIZE
4 PIECES 9 PIECES 16 PIECES
24 PIECES 32 PIECES

QUANTITY
- 2 + ADD TO CART

The semi-sweet flavor of the Signature collection is expertly developed in our Signature Collection. Be transported to blue water, gentle winds and sunny skies, with fresh picked lemon, wild mint, Greek Isle spices, and fragrant flowers with flavors like Persephone's Pomegranate, Baklava, Sesame Tahini, and Black Raspberry.

You might also like

Artisan chocolate box
Contact for price

Summer assortment
from \$9.00

Chef collection
from \$9.00

Coffee & caramel bar
\$7.50

ABOUT US
Home
Our story
Products
Blog
Recipes
Gallery

CHOCOLATE
Chocolate
Handmade chocolate
Baking & cooking chocolate
Season specialties
Gift sets

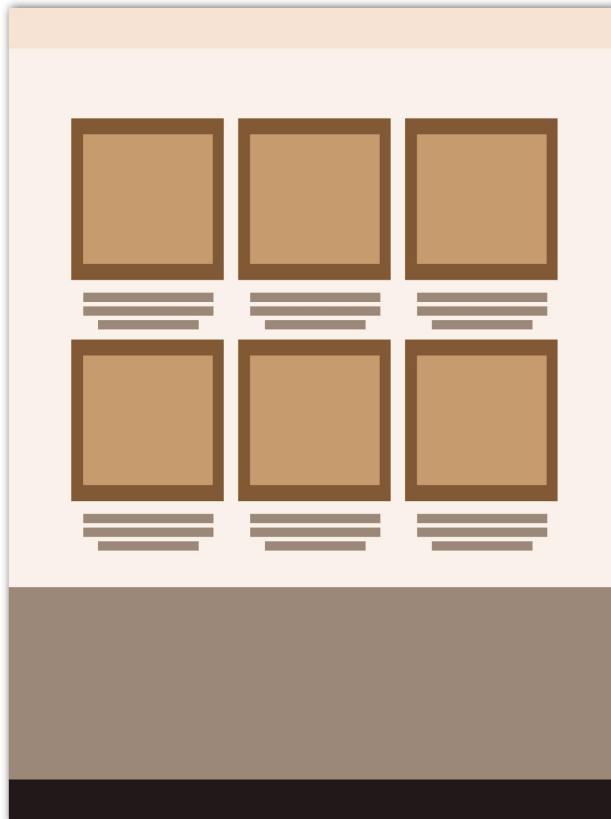
SUPPORT
Contact
Latest News
Privacy policy
Gift cards
FAQ

SUBSCRIBE OUR NEWSLETTER!
Let us update to you our news & offers with a 25% discount code for any new subscription.
Enter your e-mail here
SUBSCRIBE

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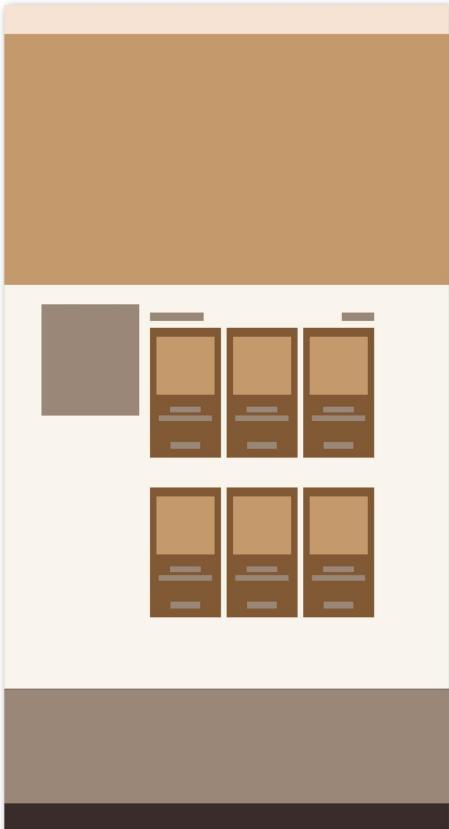


PRESS layout





RECIPES layout



The screenshot shows a header with navigation links: HOME, OUR STORY, PRODUCTS, BLOG, RECIPES (highlighted in black), CONTACT, SEARCH, CART, and LOG IN/SIGN UP. Below the header is a banner with the text "RECIPES MADE WITH LOVE" and a subtext: "From sweet brownies to savory cacao-rubbed beef, these amazing recipes begin with rich, versatile THE PODS chocolate." The main content area displays a grid of nine recipe cards, each with a small image and a title: Fudge, Nut Chocolate Stuffed Chocolate Cookies, Homemade Chocolate Bar, Caramel Chocolate Oatmeal Bars, Quick Chocolate Pudding, and Holiday Bark. Each card has a "FAVORITE" button below it. On the left, there's a sidebar with a "RECIPES" heading and links to categories like Show all, Cookies, Brownie, Cakes & Tortes, Breads & Quick Breads, Mousse & Puddings, and Others. On the right, there are "SHOW ALL" buttons and additional links for Contact, Latest News, Privacy Policy, Gift Cards, and FAQ. At the bottom, there's a "SUBSCRIBE" button and a copyright notice: "© Copyright 2012 The Pod's Chocolate. All rights reserved."



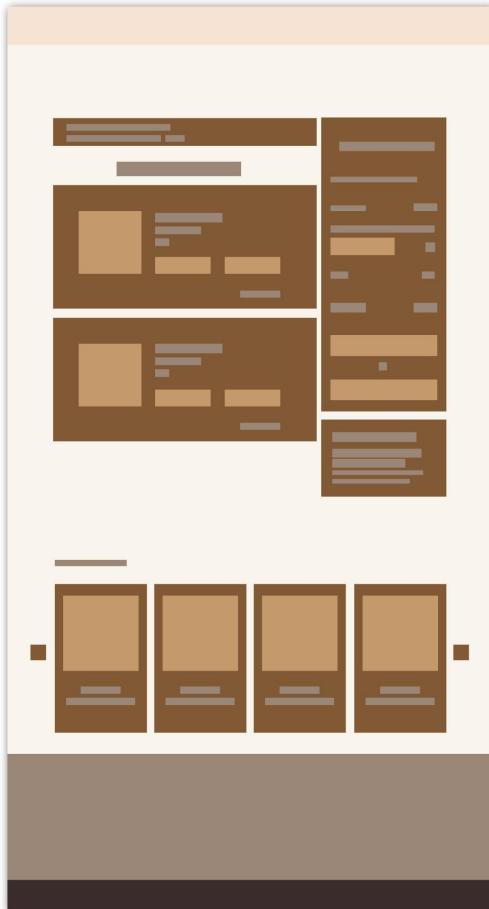
CONTACT layout



The screenshot shows the 'Contact Us' form on the Folio Chocolate website. The form includes fields for Name, Email, Phone Number, and Message, with a 'SEND' button at the bottom. Below the form is a map of New York City with a red pin indicating the store location. At the bottom of the page, there are links for About Us, Chocolate, Support, and a Newsletter sign-up section.



CART layout



The screenshot shows a shopping cart summary for two items: "Chocolate bar" at \$10 each. The total is \$152, including \$150 subtotal, \$2 shipping, and \$0 tax. Payment options include "CHECKOUT" or "Checkout with PayPal". A "FREE SHIPPING" offer is mentioned. Below the cart, there's a "You might also like" section featuring four more "Chocolate bar" products.

Cart Summary:

Product name	Quantity	Unit Price	Total
Chocolate bar	2	\$10	\$20
Chocolate bar	2	\$10	\$20
Chocolate bar	2	\$10	\$20
Chocolate bar	2	\$10	\$20

You might also like:

- Product name \$10 See more

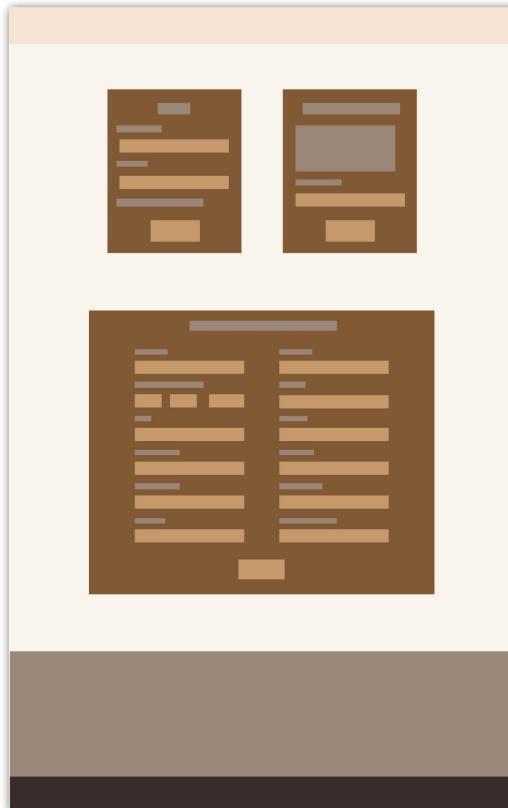
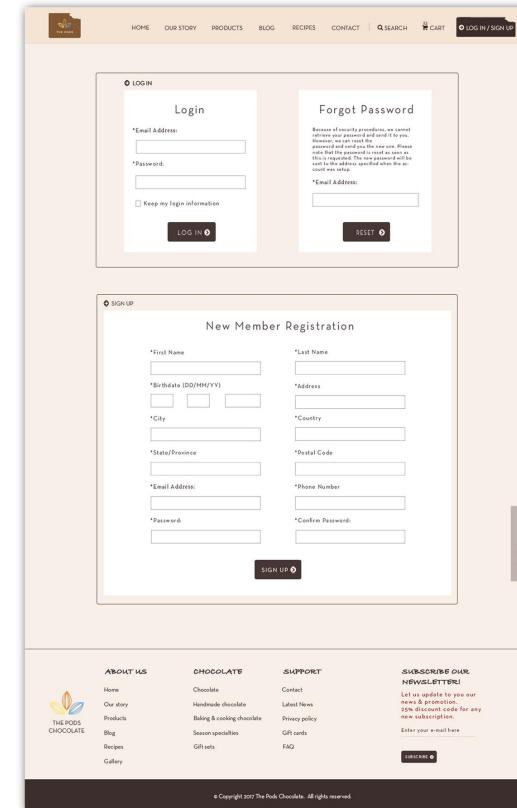
Footer links:

- ABOUT US: Home, Our story, Products, Blog, Recipes, Gallery
- CHOCOLATE: Chocolate, Handmade chocolate, Baking & cooking chocolate, Season specialties, Gift sets
- SUPPORT: Contact, Latest News, Privacy policy, Gift cards, FAQ
- SUBSCRIBE OUR NEWSLETTER! Let us update to you our news & promotions. Enter your e-mail for any new subscription.

Copyright notice: © Copyright 2017 The Pods Chocolate. All rights reserved.



LOGIN layout



[HOME](#)[OUR STORY](#)[PRODUCTS](#)[BLOG](#)[RECIPES](#)[CONTACT](#) [SEARCH](#) [23 CART](#) [LOG IN / SIGN UP](#)[HOME](#) / [PRODUCTS](#) / [SIGNATURE COLLECTION](#)

SIGNATURE COLLECTION

\$18.00

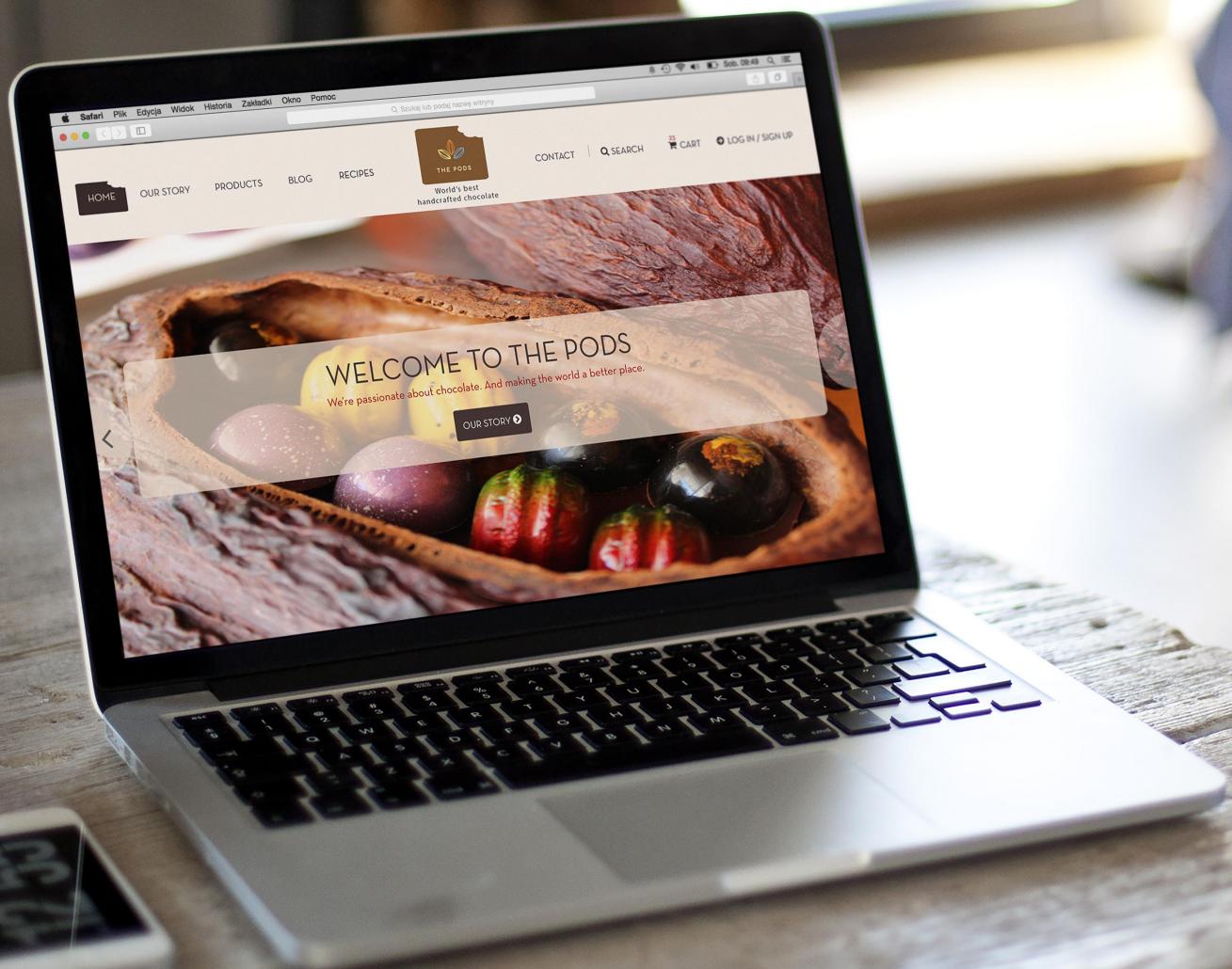
SIZE

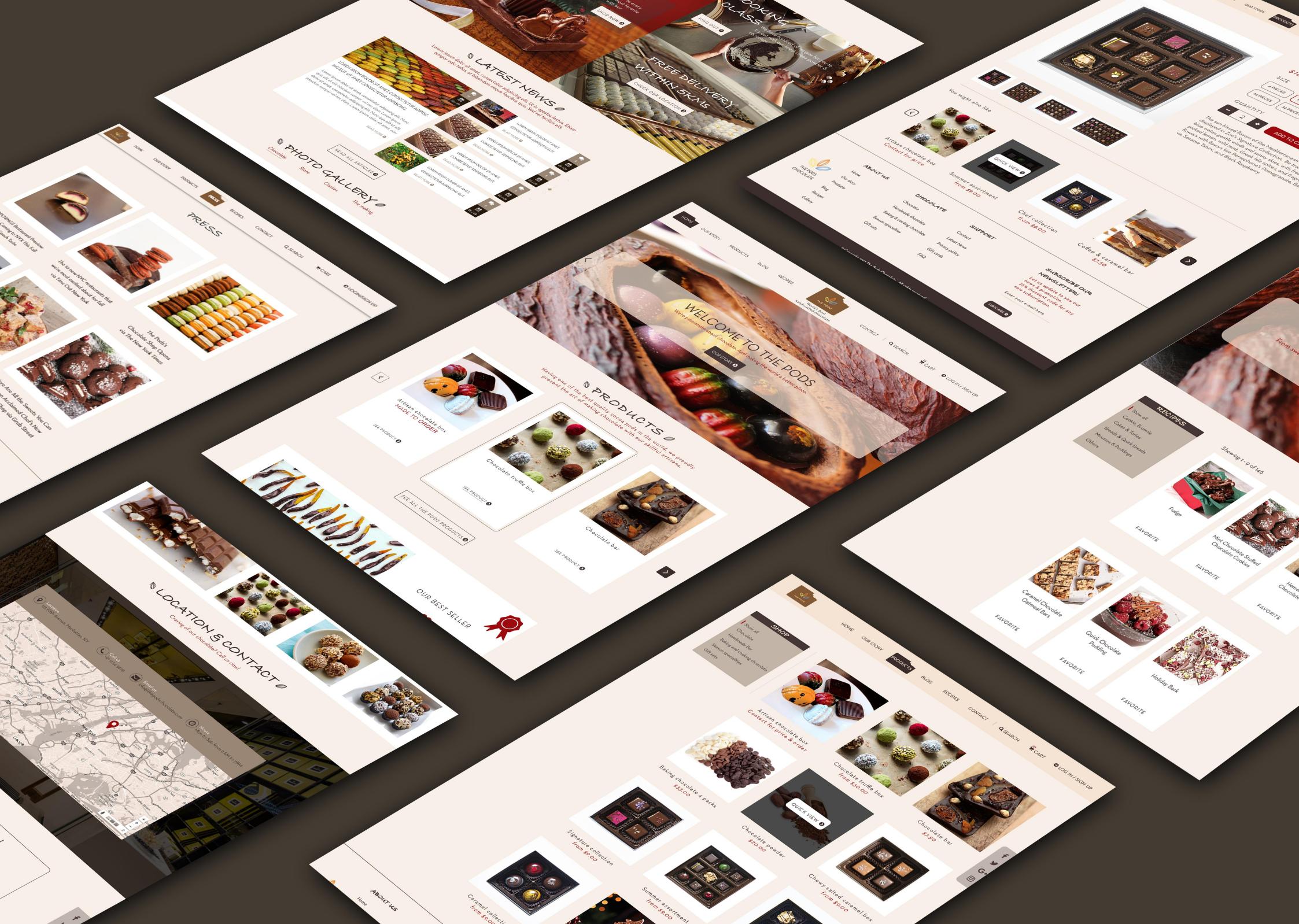
QUANTITY

The sun-kissed flavors of the Mediterranean are vividly displayed in Zoe's Signature Collection. Be transported to blue water, gentle winds and sunny skies, with fresh picked lemon, wild mint, Greek Isle spices, and fragrant flowers with flavors like Persephone's Pomegranate, Baklava, Sesame Tahini, and Black Raspberry.



MacBook Air





We especially thank to Mr. Nguyen Duc Viet
for helping us a lot during the project
to find ideas and build the website !!!

THANKS FOR WATCHING !!!