FreshEats
from countdown

CUSTOMER INSTRUCTIONS

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Customer Instructions
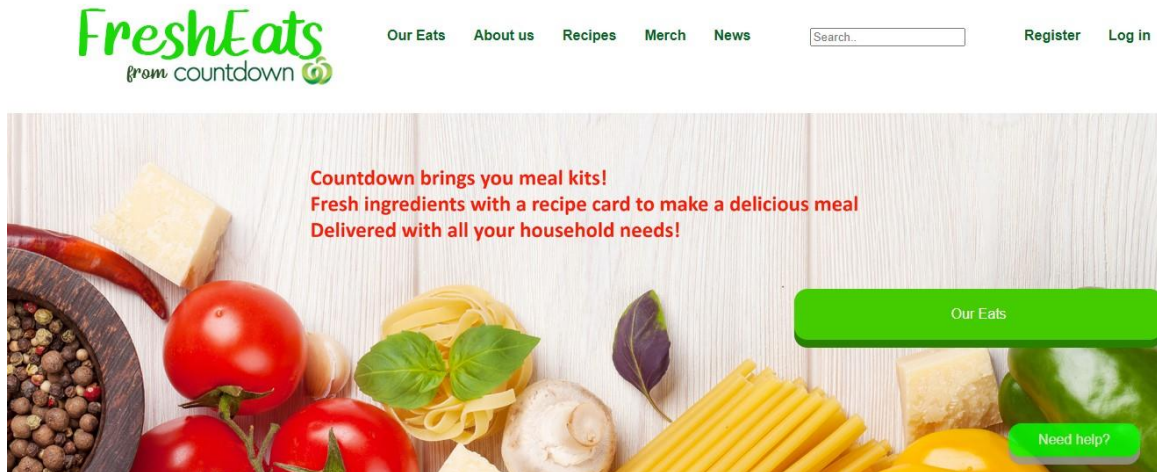
The homepage is simple. A large button will take you straight to Our Eats which will offer tabs for how many people you need to feed.
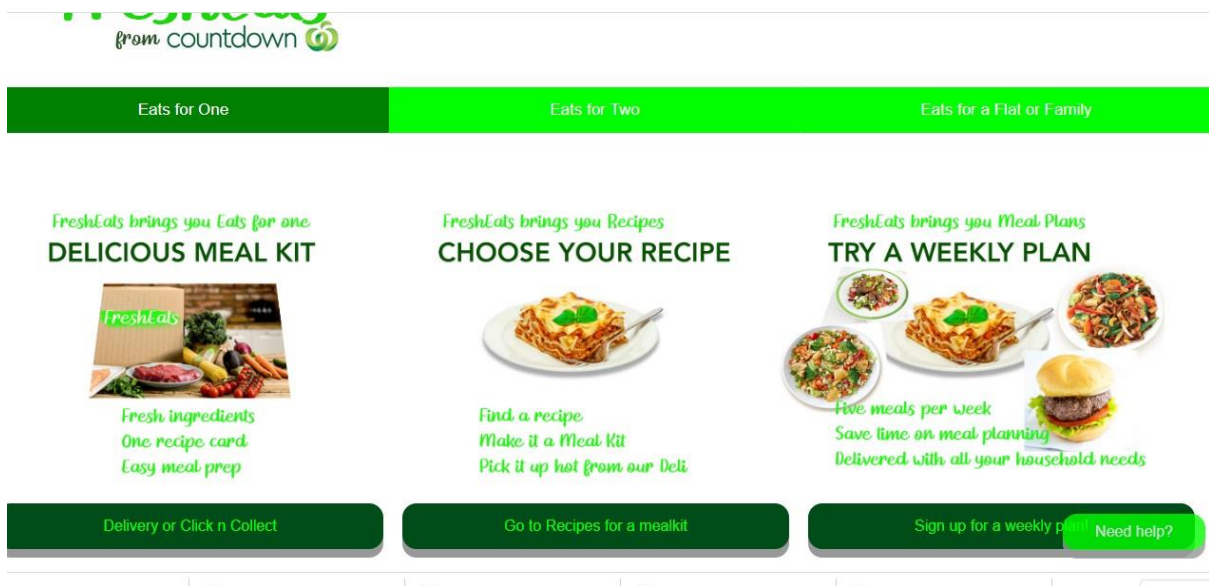

Our Eats gives the customer an idea of how the service works. Choose delivery or Click or Collect, go to Recipes to find a meal kit to add to your Countdown

shopping or sign up for a weekly plan. Our customer can use the tabs quickly in accordance with how many people they want to feed.

The chat window feature is now included in most sales websites and is easy to use if a customer needs instant help:
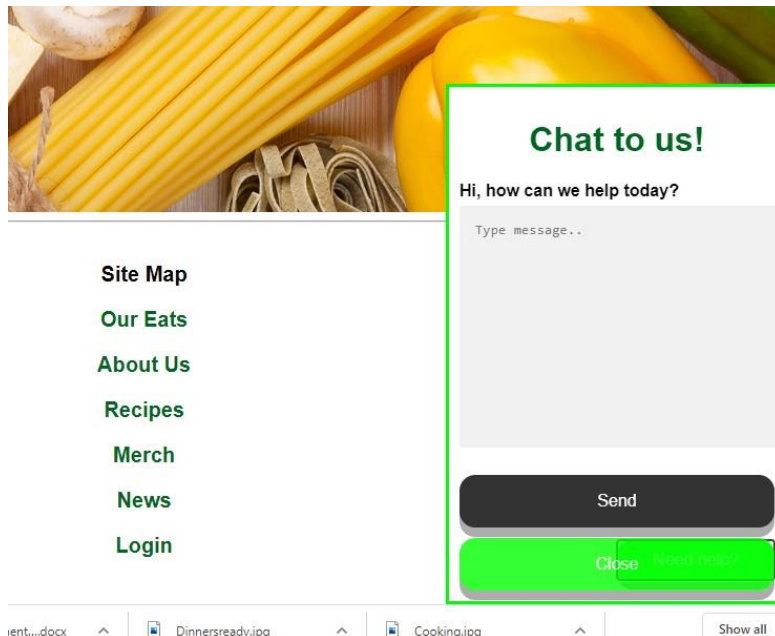

The site Map as a footer ensures the customer does not get lost as they scroll down:
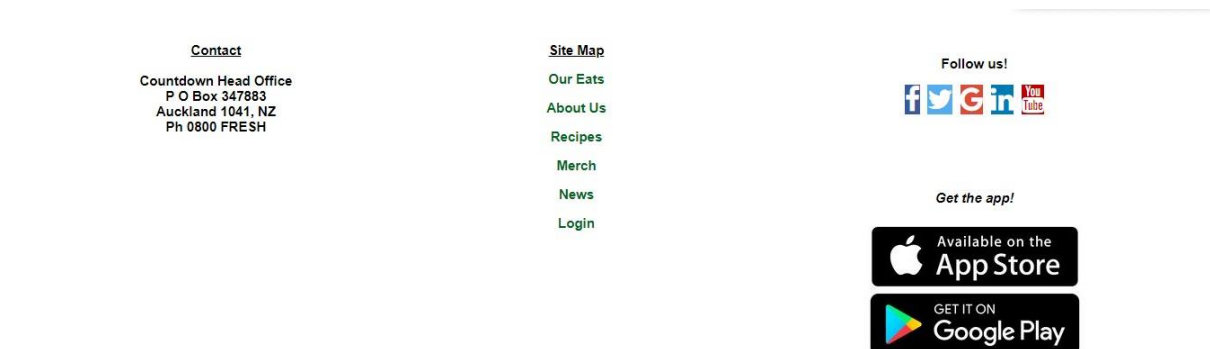
Social media is made as easy buttons below and the "Need help" button opens the window for the customer. There is also a link to download the app from Apple or Google play depending on which device our customer uses. Android or Apple iphone.

Information Architecture

Information Architecture is the way in which a website organises its information. The goal is to make information as simple as possible to experience. FreshEats Website information is structured in a way which easily shows how meal kits should work for the varied individual needs of the valued Countdown customer. The Homepage has a large button which quickly takes the customer to Our Eats in order to see what there is available. As shown on the Site Map below Our Eats services are tabbed for quick and easy use. If one person is looking for a meal kit we have shown them that it is possible to just make one meal. If two people need a meal kit they will get just enough ingredients for two people. If flatmates or a family want to cook they will get their own service under Eats for a Crowd. The recipes work with the meal kits and provide the ingredients and instructions for our customer. OurEats will take our customer to another Tabbed page for recipes to choose the meal kit they desire.
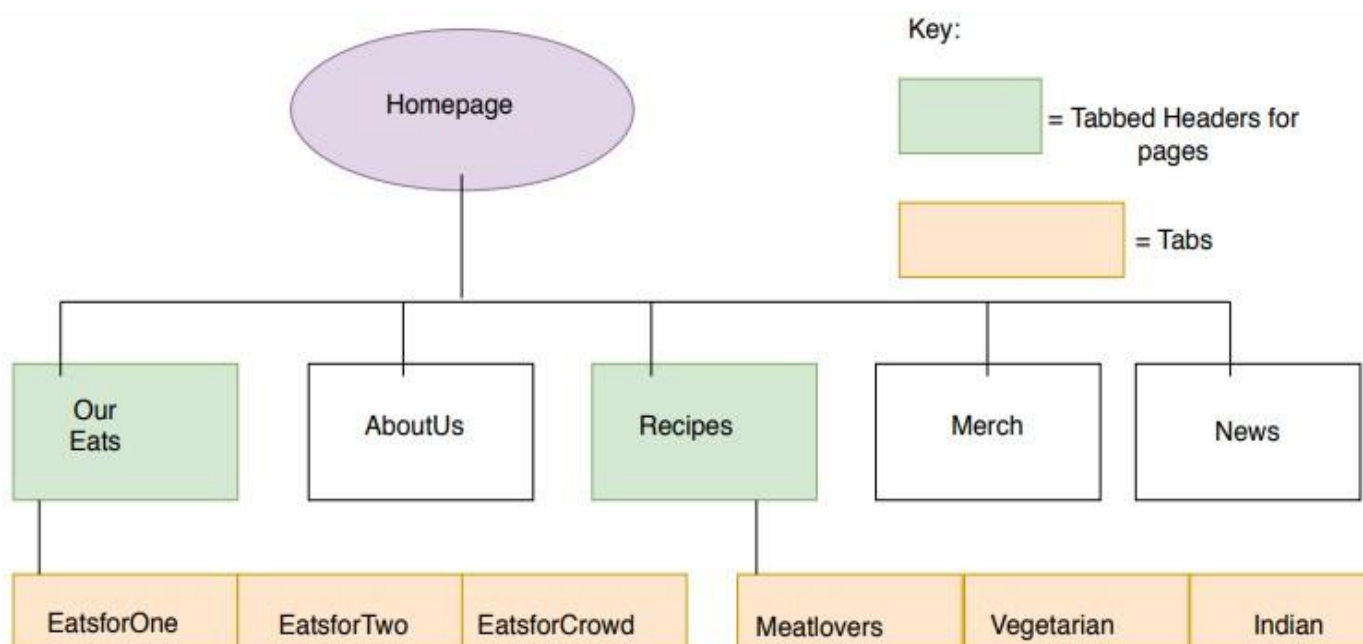

Site Map for FreshEats website displaying how Information is organised.

Site Rules

During the coding and designing phase of our project we had to be clear about how our webpage was going to come together with four different designers/coders working together with such different style preferences. We used the colour #00ff00 from the hexagonal HTML color picker. This is because it is such a vibrant, bright, glowing green which attracts the eye and compliments the red used in the image of tomatoes which feature a lot in fresh cooking. Opposites on the color wheel provide contrast when used together and also compliment one another. Red is opposite green. We also used darker greens #004d1a; as Countdown uses in its font choice. All of the colours used are variants of he light bright green and darker olive green as used by Countdown and to suit the nature of cooking.

Our font choice was always either Sans Serif or Helvetica. Both of these fonts are very simplistic on the eye and easy to read. Using a font with a serif like Times New Roman the default font makes it harder to read the text displayed.

We also shared grid containers to make the News page match the About Us page. We made sure to only display three items per line as it is much easier on the eye that processing even numbers. This applied to the Merch page where items for purchase were displayed in rows of threes. The same applied to display images on each of the pages.
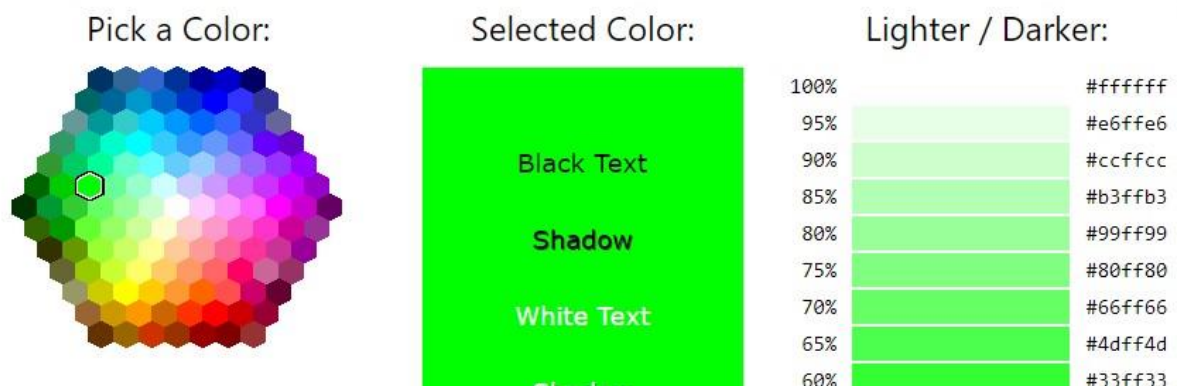
https://www.w3schools.com/colors/colors_picker.asp

The number on the right beginning with "#" is the number to cut and paste to have access to the color which will be used. Image choices were made similar

by using the free font "Homework" to   write captions
on them. Images were sized on Photoshop at 15.52 by 12.7cm for continuity.

Files and Images

There are clear rules when it comes to putting images onto the FreshEats website.

1. They need to be a minimum of 400 x 400 pixels to ensure a minimum quality for online viewing standard that the eye is used to seeing.

2. The largest image used is the Cover image which is a very large high quality image. It is under the maximum 2000 x 2000 pixels which is the maximum image size for online images. The reason for this is faster loading.

3. There are two types of file names used on images.

```
<img src="Images/Toyourdoor.jpg" width=32%>
    <img src="Images/Cookingdinner.png" width=32%>
        <img src="Images/DinnerReady.jpg" width=32%
```

.png and .jpg. The width of all of the images was set to 32% for our website to ensure that all different monitor sizes will show the webpage content to fit the screen the same way. Everything is set in percentages; the tabs and the buttons as well as the Cover image being 100% to cover the screen. The smaller images displayed on our website are edited in photoshop at the size 15.52cm by 12.7cm among our group members to ensure that the website contains the same sized images for continuity.
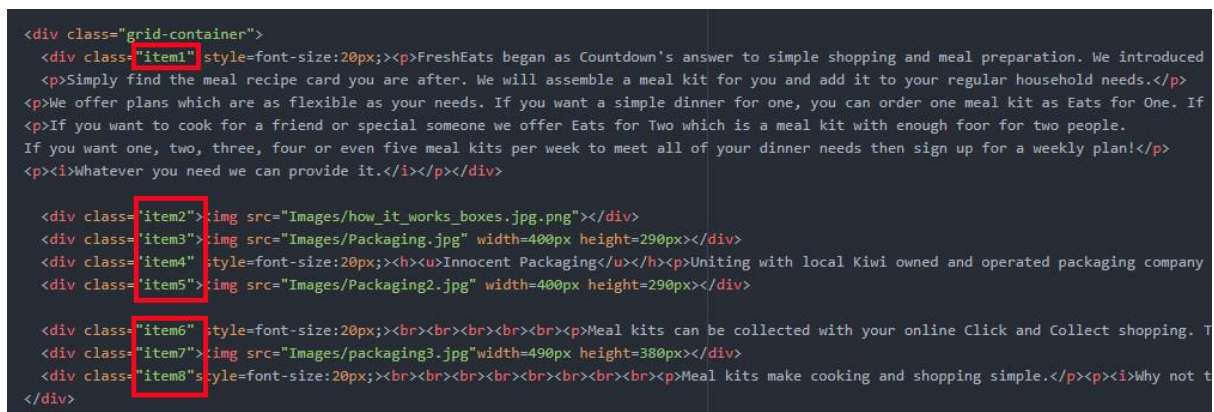
N.B. All of the images used are saved into a Folder called "Images." Save any new, exciting images to be used on the webpage into the Images Folder.

How to Update the pages

ATOM is a free coding software. Simply download ATOM from https://atom.io/

software. Once you have downloaded it then all of our webpages can be "opened with ATOM".

Updating: About Us, News and Merch

Once you have downloaded it then all of our webpages can be "opened with ATOM. About Us, News and Merch can be frequently updated as each of the information is coded into a "Grid Container". Each item of information as pictured above is set into item 1, 2, 3, 4, 5, 6, 7, 8. Simply insert new information into the corresponding Grid which needs to be changed. We are only a phonecall away to help this happen easily.
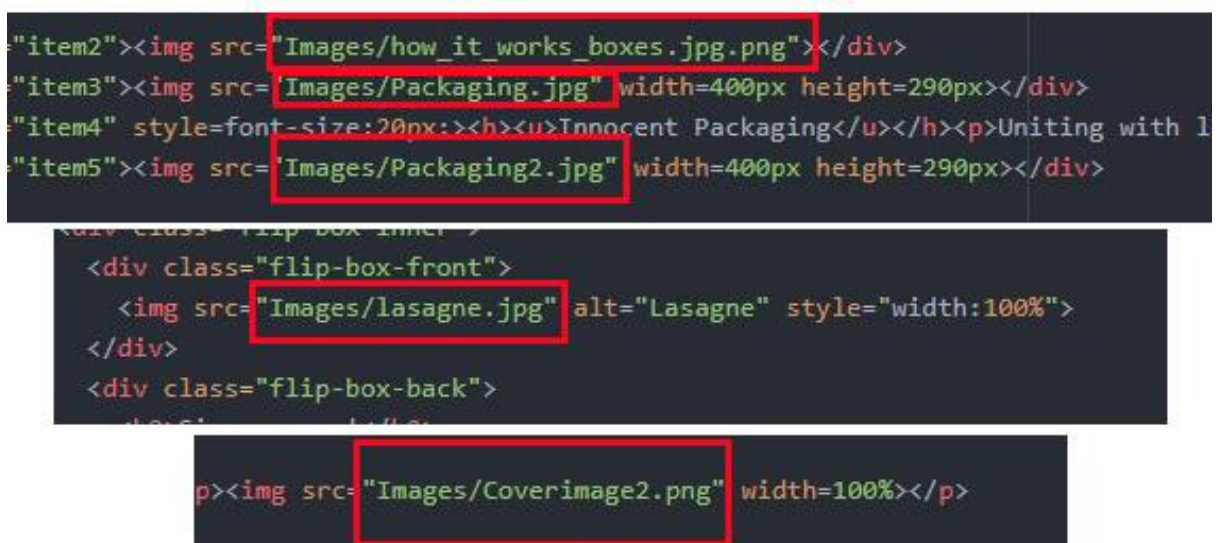
How to change the images


```css
.bg {
    /* The image used */
    background-image: url("Images/Coverimage.jpg");

    /* Full height */
    height: 100%;

    /* Center and scale the image nicely */
    background-position: center;
    background-repeat: no-repeat;
    background-size: cover;
}
```

This is the background image

"Images/Coverimage.jpg"

When it needs to be replaced simply have another image i the images folder and write its file name to display the new

The background image on the front page can easily be changed and updated to keep up with the changing needs of the website. Once again open the "index.html" file with ATOM and delete the "Coverimage.jpg" and add the new image title after " Images/". Hit save and voila you should have a new fresh Cover image on the Homepage.

When there are new exciting images for the FreshEats webpage simply save them to the folder called "Images". Then anywhere that coding has the green text like this:

coding with images from the "Images/" folder:

```html
"item2"><img src="Images/how_it_works_boxes.jpg.png"></div>
"item3"><img src="Images/Packaging.jpg" width=400px height=290px></div>
"item4" style=font-size:20px;><h><u>Innocent Packaging</u></h><p>Uniting with l
"item5"><img src="Images/Packaging2.jpg" width=400px height=290px></div>
```

```html
<div class="flip-box-inner">
    <div class="flip-box-front">
        <img src="Images/lasagne.jpg" alt="Lasagne" style="width:100%">
    </div>
    <div class="flip-box-back">
```

```html
p><img src="Images/Coverimage2.png" width=100%></p>
```

They are all images which can be changed easily. Please contact us if you need any help with this.