

Planning Report for Website of Fruit Juice Company

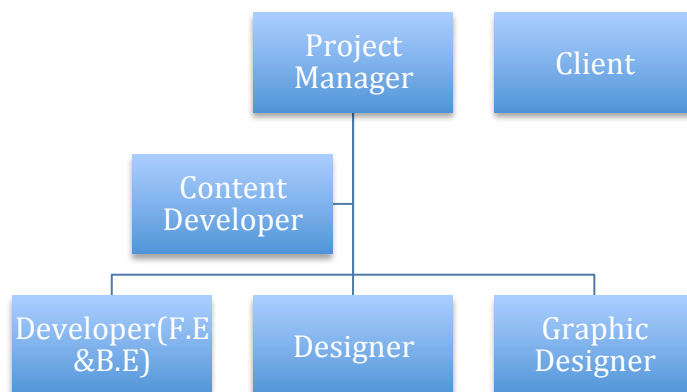
Introduction:

A medium sized company - "Lofthus frukt og saft" located at Hardanger fjord in western Norway, are producing one of the best apple juices in Norway. It is a 100% pure natural product, without any sugar added or other additives of any kind.

Till now they were mostly present at the local market in western Norway, but they have ambitions to expand and find new markets. As a part of this process they need a new website. The main purpose for the website will be to promote and sell their products. Also, information about the company and their production processes will be an important part of the website.

RESEARCH AND ANALYSIS:

Team Chart:



ANALYSIS & Research

The main task is to focus the urban area, while to make a style tiles we have to face the different types of problems. For example

- 1) To focus the production of the company process.
- 2) To research on the thinking of the peoples in urban areas.
- 3) Develop Taste of the people.
- 4) Economically focus the people.
- 5) The main issues is to how to attract the people.
- 6) Focus on Purity of juice.
- 7) Main focus on Graphical desinging of website (images, videos, shows Ingredients of purity etc). Which attract the people attention.
- 8) Entery in the big market with so many competators.

- 9) Home delivery and other services which provided to customers.
- 10) Chose of color theme for the website is a challengeing.

SKETCHES – SCANNED IDEA DEVELOPMENT AND DIGITAL SKETCHES



WORK PROCESS

Here you write about the process and choices you have made to finish your product.

STYLE/GENRE

By designing the website first we design the style tile for website and to keep in mind we are building a website for Fruit juice company. The following steps to making the website style tile,

1) Header section:

In the header section we have the logo and the company name with big size fonts and style which shows the title of the website.

2) Main Navigation Menu:

In this section we make the navigation menu for users to navigate the website easily for example, **Home, Menu, Special Deal, Contact us, About us**. This is section is design to make users more easy and comfortable to do or understand website easily.

3) Color Palette:

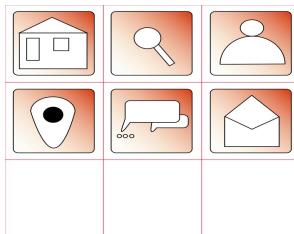
In this section we will show the color scheme of our website. Which color is for background, fonts, headings, buttons etc. color palette or theme is very important part of the website because this section needs creativity if your color does not attract the eye of customer so most chances are they skip your website.

4) Typography:

In the typography section we chose the font family for website. Which means font style, size etc. the secondly we have to use font to easily read on mobile or other devices.

5) Buttons style:

In this section we made buttons for website, also we design the button according to the website requirement.



6) Footer Section:

In the footer we write the copyright statement for the company and also gives the social media links or other links.

7) Budget Detail:

Use a range of prices to determine overall budget for the project. Whether stated or not, most projects are based on time and materials and should be determined accordingly. Be sure also to list your 'assumptions' about the project, including details about back-end or programming functions.

8) Follow Up With the Client:

Calling or sending an email to confirm the receipt of a proposal is standard policy. Follow up in a gracious manner, and make sure to get a date by which the client promises to make their final decision. Ask if there are any questions they have regarding the proposal. Once you call, do not call again or bother the client until after the date of the final decision. If for some reason you do not get the project, you are entitled to a call or email from the client letting you know as quickly as possible, and take the opportunity to find out what the deciding factors were (budget, availability, expertise, existing relationship, etc.)