

## DESCRIPTION

The primary purpose of this assignment is to expand your front-end web development knowledge and skills. To accomplish this goal, you will create a real-world website for Prantl's Bakery.

### Assignment Background

Prantl's Bakery is a Pittsburgh institution known for its "Burnt Almond Torte" and 100+ sweets, and has been in operation for over 100 years. With locations both downtown and in Shadyside, Prantl's is a bakery in the German tradition, with old fashioned fruit Danish and nut-filled coffee cakes. They have also been releasing new favorites as well, such as key lime pie and buttery croissants. After a Huffington Post article featuring Prantl's "Burnt Almond Torte," the bakery has developed a national presence, and shipping orders across the country.<sup>1</sup>

As a freelance web development consultant, you have been hired to design and build a new version of their website intended specifically for providing information about the bakery and also removing all online order forms in order to create a simplified experience for visitors to navigate the website. The purpose of the website is to showcase Prantl's and promote their various services and offerings. Prantl's has provided you with a detailed overview of their expectations and requirements (See Appendix A), as well as some initial content for the website (attached in WebDevProject folder). You have permission to develop and organize additional content as necessary. You may also use lorem ipsum placeholder text (not for navigation or headings).

Please note that some images and descriptions and most narrative are courtesy of Prantl's Bakery. Because Prantl's may have limited photography available on their website, you are encouraged to use license-free stock images (resources have been provided in the WebDevProject folder). All materials should be cited in your website.

Note: You will work on this **assignment individually** and develop features that demonstrate your own creative abilities and contributions. You may create your own images, logos, text, etc.

## ASSIGNMENT LOGISTICS

The web development assignment is worth 15% of your final course grade. Faculty and teaching assistants will be available to assist with the assignment during the semester as well on an as-needed basis or during office hours. Keep in mind that additional time may be required outside of classroom to complete the assignment. Please consider Chrome the official browser of our class (e.g., your websites will be viewed and graded in Chrome).

**Submit your website to Canvas by 1:30 PM (noon) on Thursday, March 24, 2016.** Late submissions with a ten percent penalty will be allowed for a maximum of two days.

You must submit a zip file (appropriately named as webdevproject-lastname.zip (e.g., webdevproject-quesenberry.zip)) of all your webpages, stylesheets (.css), javascript files (.js), any necessary supporting files or graphics, and supporting documentation. A penalty of five percent will be applied if the html files use absolute addresses (excluding the external links) (e.g., unzipping the project MUST yield a functional website in a browser).

---

<sup>1</sup> [http://www.huffingtonpost.com/2014/04/14/prantls-torte-cake-almond\\_n\\_5133580.html](http://www.huffingtonpost.com/2014/04/14/prantls-torte-cake-almond_n_5133580.html)

## APPENDIX A – CLIENT CORRESPONDENCE



Prantl's Bakery  
5525 Walnut Street  
Pittsburgh, PA 15232  
prantlsbakery.com

March 3, 2016

We are delighted to announce that you have been selected to develop our new Prantl's bakery website, focused on eliminating online ordering and improving our complex menu navigation. We also want the website to improve our look to provide an informational and engaging guide for our visitors.

As discussed in our project kick-off meeting, outlined below are the critical components of the new website initiative:

### ***Engaging and clean design***

The website must remain consistent with the Prantl's brand (see the attached brand manual) but can depart in ways which will refresh our look to modern web design standards. Logo usage and writing styles must adhere to the brand manual. You may alter design layouts, typography and color palettes where appropriate. The layout must follow a grid structure. We also require consistent, well-placed and informative navigation – something that allows visitors to easily navigate the site to learn about Prantl's.

Your design must be understandable and readable with clear headings, where appropriate, and sufficient “white space.” The website should, at a minimum, use the following HTML tags: page title, lists (both ordered and unordered), headings and horizontal lines, which are appropriately styled. The home page must be named index.html. The website must consist of at least three individually linked pages.

All layout and design must be controlled with CSS (HTML table layouts are prohibited). Any formatting (colors, backgrounds, fonts, text control, borders, etc.) must be created with CSS (HTML styling is prohibited). The <font> tag should NOT be used. You may create multiple stylesheets for your website, although your primary stylesheet must be named styles.css. Your stylesheets must be located in a sub-directory folder named css.

### ***Incorporation of relevant content***

Our current website has significant content about Prantl's and we want you to incorporate it where relevant (see the attached file of what we believe is the most critical content). Again feel free to expand as needed. We hope you can organize the key information for new visitors, so that they can quickly navigate the material. We also require that you improve the read-ability of the content and include interactions such as tabs or accordions for easy reading.

We also believe rich images and videos of our facility will attract new visitors. We would like to see these images incorporated in the website in some interactive way such as lightbox galleries or slideshows. We would also like this video included in some meaningful way:

<https://www.youtube.com/watch?v=iLhlZciMfoQ>.

The website must include information about two occasions that Prantl's caters toward (including content and media). We do have a clear idea of how this should be presented and we are open to suggestions. We also want a special feature on our Burnt Almond Torte Cake somewhere on the website.

### ***External Links***

We think it would be useful to include a list of helpful links to relevant information, such as online articles about our bakery or our social media pages. The website must include at least five links to external websites. One link must be a graphic/image. The rest can be text or graphics/images.

### ***Visitor Inquiry Form***

We also want to provide a contact form where visitors can submit their names (required), zip code (not required but if entered must be a five digit code), email address (required as an email address), what their inquiry is, and if they would like to subscribe to Prantl's mailing list (not required as a checkbox). All fields should be appropriately sized and include information to the user (e.g., if required or not). We conduct most of our correspondence via email. The form can be submitted to us via email to [info@prantlsbakery.com](mailto:info@prantlsbakery.com).

### ***Prantl's Bakery Visiting Hours***

We have also found that visitors have difficulty finding our hours of operation for both of our location. The website must include contact information for Prantl's two locations: address (with city, state and zip code), phone number, email address (should be clickable to send email (mailto:)), website, and photo (appropriately sized for the page). This information must be included in a HTML table. Our hours of operation should be included. Finally, we would like to use Google Maps in the website so visitors can see a map of our two locations.

We hope that including statistical information on our visitors' most popular hours might inform new visitors of our most popular times. We have tracked visitors by hour for both our flagship store in Shadyside and our store in downtown, and would like to include two interactive graphs on the website to help visitors decide the best time to come depending on which store they'd like to visit.

Details on working with Highcharts effects for graphing can be found at: <http://www.highcharts.com/>

### ***Additional Features***

We have discussed additional tasks that we would like to improve on our site, but due to the limited scope of time, are requesting you to pick one that you would like to do. Time allowing, you may choose to do one additional feature (worth 5 points extra credit).

#### **Mobile Responsive**

With the increasing number of mobile phone users, we would like to develop our website to be responsive for multiple devices. If you choose to complete this task, please develop our front page so that it is viewable by phone screens and tablet screens. We would also like for you to create one low fidelity wireframes for each additional page for mobile responsiveness only, so that we may continue to develop our website to be fully responsive in the future.

#### **Data Visualization**

With so much data coming from our store, as a local bakery, we do not have many means of keeping track of our most popular items and sales. We would like for you to develop a fourth page (included on the navigation bar) for internal use only. Assume that we will eventually password protect this page in the future, when we continue to develop this website. On this page, create an internal tool visualizing product sales (included in the WebDevProject folder). You may continue to use Highcharts, but you must use a different visualization than a bar graph or any visualization methods that you have covered in your labs.

### User Testing

In order to gauge the effectiveness of your design, we would like to test our website to see if our users can navigate effectively and efficiently through the pages. To do so, please prepare written protocol for how you will be interviewing users. Then, interview 5 people to navigate through 5-7 out of your 10 user stories. Each interview should be between 3-5 minutes long. Have someone record the interview, while you ask each user talk out loud as they navigate through the site what they're thinking. Take notes on the process, marking times when users are uncertain or hesitant. Please submit the 5 videos, notes for each interview, and a brief paragraph explaining what your results were and what you changed on your design to reflect results from the user.

### ***Documentation***

We would like you to submit all of your work in one zipped folder. This folder should contain all of your web development code (HTML files, CSS files in a folder named css, JavaScript files in a folder named js, images and media in a folder named images). We also require that you include several documentation elements. From your planning and analysis efforts, you should include a list of 10 user stories organized by priority. In terms of design, you should include your wireframes (one low fidelity of each page). Please include a brief paragraph of how your design is intended for new visitors navigating the site for the first time.

Please do not hesitate to contact me with questions or concerns at [jquesenberry@cmu.edu](mailto:jquesenberry@cmu.edu). I look forward to receiving your project materials on or before 1:30PM noon on Thursday, March 24, 2016.

Sincerely,

*Jane Doe*

Store Manager  
Prantl's Bakery

## APPENDIX B – GRADING RUBRIC

CATEGORY	Excellent	Good	Satisfactory	Needs Improvement
<b>Content (40%)</b>	All information provided by the student on the website is accurate and all the requirements of the assignment have been met. In other words, there is sufficient content in this website to learn about Prantl's and build stronger connections with their customers.	Almost all the information provided by the student on the website is accurate and all requirements of the assignment have been met. Or all the information is accurate but not all of the requirements of the assignment were met. Information is not complete.	Almost all of the information provided by the student on the website is accurate and almost all of the requirements have been met. If there is little information on the website, then it is satisfactory. If users cannot find what they need on your website, it is satisfactory.	There are several inaccuracies in the content provided by the students OR many of the requirements were not met. Not enough content, very incomplete.
<b>Additional Features (10%)</b>	All required tasks for one additional feature is provided. The supporting code and/or documentation demonstrates depth of thinking.	Most required tasks for one additional feature is provided. The supporting code and/or documentation demonstrates initial analysis.	Few required tasks for one additional feature is provided. The supporting code and/or documentation is limited or not fully executed.	An additional feature is not included.
<b>User Centered Design (10%)</b>	The author has made an exceptional attempt to make the content of this website interesting to the people for whom it is intended. The documentation reflection demonstrates depth of thinking about user needs and wireframe design.	The author has tried to make the content of this website interesting to the people for whom it is intended. The documentation reflection demonstrates some thinking about user needs and wireframe design.	The author has put lots of information in the website but there is little evidence that the person tried to present the information in an interesting way. The documentation reflection demonstrates initial thinking about user needs and wireframe design.	The author has provided only the minimum amount of information and has not transformed the information to make it more interesting to the audience (e.g., has only provided a list of links to the content of others). The documentation reflection is missing or does not demonstrate consideration about user needs and wireframe design.
<b>Research Orientated Development (10%)</b>	The student has an exceptional understanding of the skills used to create the website. The code comments and supporting documentation detail the procedures used to make the website.	The student has a good understanding of the skills used to create the website. The code comments and supporting documentation give some insight into the procedure used to create the website.	The student has a fair understanding of the skills used to create the website. The code comments and supporting documentation give little insight into the procedure used to create the website.	Student did not appear to learn much from this project. The code or the supporting documentation do not give much information about the procedures used to create the website.
<b>Layout (5%)</b>	The website has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The webpages have an attractive and usable layout. It is easy to locate all important elements.	The webpages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The web pages are cluttered looking or confusing. It is often difficult to locate important elements.

CATEGORY	Excellent	Good	Satisfactory	Needs Improvement
<b>Navigation, Background and Fonts (5%)</b>	Links for navigation are clearly labeled, consistently placed, allows the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost. Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability. The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles is used consistently and improves readability.	Links for navigation are clearly labeled, allows the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost. Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability. The fonts are consistent, easy to read and point size varies appropriately for headings and text.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost. Background is consistent across pages and does not detract from readability. The fonts are consistent and point size varies appropriately for headings and text.	Some links do not take the reader to the sites described. A user typically feels lost. Background detracts from the readability of the site. A wide variety of fonts, styles and point sizes were used.
<b>Graphics (10%)</b>	Graphics are related to the theme/purpose of the website, are thoughtfully cropped, are of high quality and enhance reader interest or understanding. There are no broken images. Creative uses of lightboxes or image galleries were implemented.	Graphics are related to the theme/purpose of the website, are of good quality and enhance reader interest or understanding. There are no broken images. Basic uses of lightboxes or image galleries were implemented.	Graphics are related to the theme/purpose of the website, and are of good quality. There may be a few broken images. Initial uses of lightboxes or image galleries were implemented.	Graphics seem randomly chosen, are of low quality, OR distract the reader. Many images are broken. No lightboxes or image galleries were implemented.
<b>Work Ethic (5%)</b>	Students always use classroom project time well. Conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Students usually use classroom project time well. Most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Students usually use classroom project time well, but occasionally distract others from their work.	Students do not use classroom project time well OR typically are disruptive to the work of others.
<b>General Presentation (5%)</b>	Every webpage contains authorship and date in the comments of your code. Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material. There are either no spelling or grammatical errors.	Almost all webpages contain authorship and date in the comments of your code. Fair use guidelines are followed with clear, easy-to-locate and accurate citations for almost all borrowed material. There are a few spelling and/or grammatical errors in the entire site.	Most (75-80%) webpages contain authorship and date in the comments of your code. Fair use guidelines are followed with clear, easy-to-locate and accurate citations for most borrowed material. There are several spelling and/or grammatical errors in the entire site.	Several webpages do not contain authorship or date in the comments of your code. Borrowed materials are not properly documented OR material was borrowed without permission. There are maybe many spelling and/or grammatical errors in the entire site.