

Coca-Cola

Web Design II, MKGB63

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Site: https://toto.mkv.kau.se/vt22/wd2_26/Individual/index.html

Project context

The purpose of the site is to complement Coca-Cola's original site with a greater focus on products/flavours. There is a great opportunity to reach out to more people with a stripped-down site whose only focus is to present current products, a brief presentation of Coca-Cola as a company, and its history. The site should be simple enough to be equated with a commercial that presents a new product in a short and concise way.

Target audience

The idea is that the site will appeal to a younger target group, ages 6-30, in all the countries where Coca-Cola is located and operates. The individuals' backgrounds or interests are redundant as Coca-Cola's objective is to reach everyone within the specified age range. The individuals of the target group are interested in updating themselves on which products are relevant right now and on new products that have been introduced. And might not necessarily need an in-depth description of Coca-Cola as a company, need to know the latest news, or are interested in how Coca-Cola works for the environment etc.

Deliverable description

The vision for the site is that it should be stripped-down, easy to use, and give visitors a comfortable stay without unnecessary, redundant information. It will enthuse and offer a renewed curiosity about Coca-Cola as a brand.

With that in mind, the idea is that only a single page is created, divided into sections, which the visitor scrolls through. The first section should be the product or flavour section where current products are presented. The colors should reflect Coca-Cola's brand and company profile. Shades of red, brown,

and white should be used to divide sections and present the content in a visually appealing way. Fonts used in headings and menus should also reflect the Coca-Cola brand and need to mimic the Coca-Cola logo for a consistent impression. The body text needs another font for obvious reasons and should be visually appealing so that it does not diverge from Coca-Cola's brand profile. A low-key sans-serif font is therefore preferable.

To please the target group, the site should be playful and colorful and do not necessarily need to follow layout conventions of the web. Animations enhance the featuring of new products and should be used. This should be accounted for in the implementation and decision-making process.

Sketch description before implementation

Sketch 7-2 (see below) was chosen to be used as a starting point for the implementation and the final design. The sketch meets the requirements described in the previous section: a stylish look without redundant information and focus on the products. The menu gives the site a unique and dynamic look.

The menu should be available at all times, at the bottom in mobile mode, and to the right on wider screens. It should only consist of icons for a stripped-down first impression and be placed vertically on wider screens to get a sense of where on the page you are when scrolling. If you click on a menu icon, you should automatically scroll to the corresponding section.

On smaller screens, the menu should end up at the bottom, so it's easily accessed with one hand. If you hold down your finger on a menu item, it should expand vertically and "reveal" with text which section the icon refers

to. On a wider screen, the menu is instead placed on the right side (as the sketch shows), and when you hover the mouse pointer over a menu selection, it expands horizontally instead of vertically. The hover animation and the animation that indicates where you are on the page should not look the same.

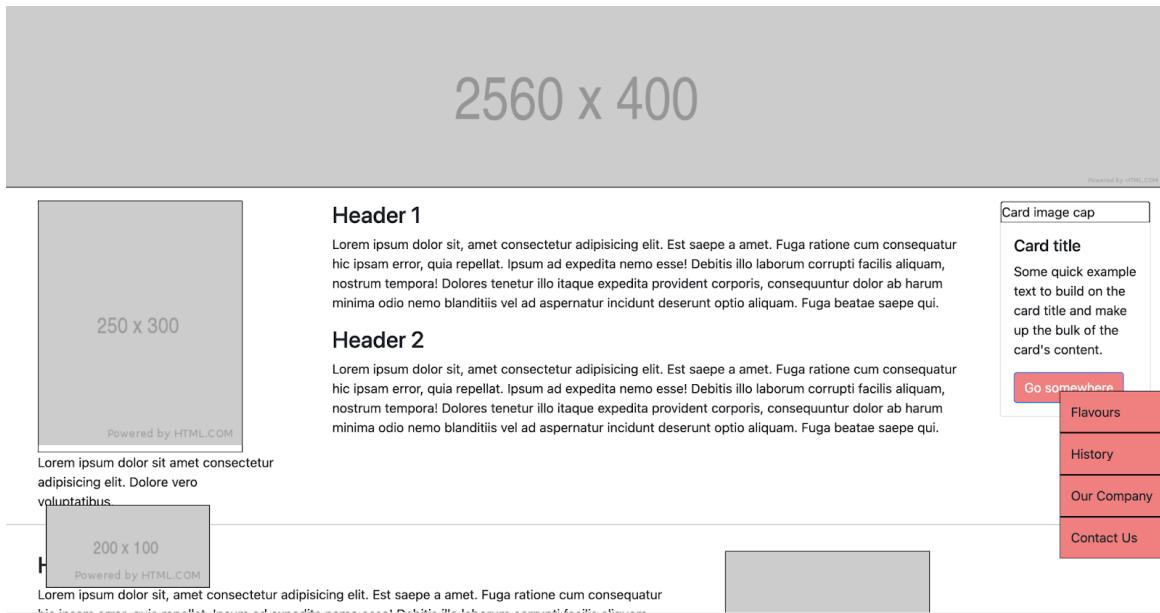
The logo is located at the bottom left. The logo and menu remain in place when you scroll to the desktop version. On the mobile version, the logo instead lies at the top in a static position.

Placing the menu at the bottom right allows you to easily access the menu items regardless of the type of device you are using. For example, if you use a tablet with a slightly wider screen and show the desktop version, you can move to a new section without covering all content with your hand. The advantage of a vertical menu is that you get a better approximate idea of where you are on the page.

Process and the final result

17 Mars

A first attempt at a layout with Bootstrap grid system with the chosen sketch as the inspiration. The menu is placed with static positioning on the right side of the screen.



The fact that the logo has a fixed position at the bottom left is a problem as it hides the content when scrolling. The location of the logo needs to be changed.

Some options are:

- at the top and centered (above the section image)
- under the menu at the bottom right
- in the footer at the bottom.

The next step is to:

- structure and adapt the content after each section
- make sure that the site is responsive and looks good on different screen sizes
- make sure that the HTML code is structured with correct semantic tags
- connect the menu items to the different sections and get scrollspy in order.

17 April

The menu design is complete with complementary javascript that determines when the menu should be displayed. A top image that covers the entire screen is inserted and dividers between the sections. A color palette was selected and Sass variables were created for colors and fonts.

20 April

Bootstrap's scrollspy component was implemented and the menu linked to the different sections: Flavours, History, Company, and Contact. The site now works well on different screen sizes. The logo is placed at the bottom left, in the footer.

24 April

Animations are implemented and background images are in place.

Final result

Below are some screenshots of the final design. The design is about as intended from the beginning with a few exceptions: the logo was placed at the bottom of the footer so as not to cover content on the page, the menu remains on the right side and is automatically hidden on small screens, instead of visible at all times and placed at the bottom on small screens, which was the intention from the beginning.

The images, colors, animations, and layout used in the design all originate from the creative brief (described in Project context, Target audience, and Deliverable description). When combined in the solution are an attempt to appeal to the target group with a clean, stripped-down site for a modern look and feel and animations for a playful edge.



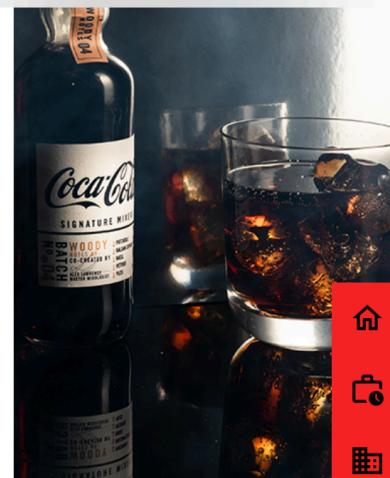
Coca Cola Classic
Coca-Cola Classic is the world's
most well-known and beloved
soft drink.



Ipsum ad expedita nemo esse! Debitis illo laborum corrupti facilis
aliquam, nostrum tempora! Dolores tenetur illo itaque expedita
provident corporis.

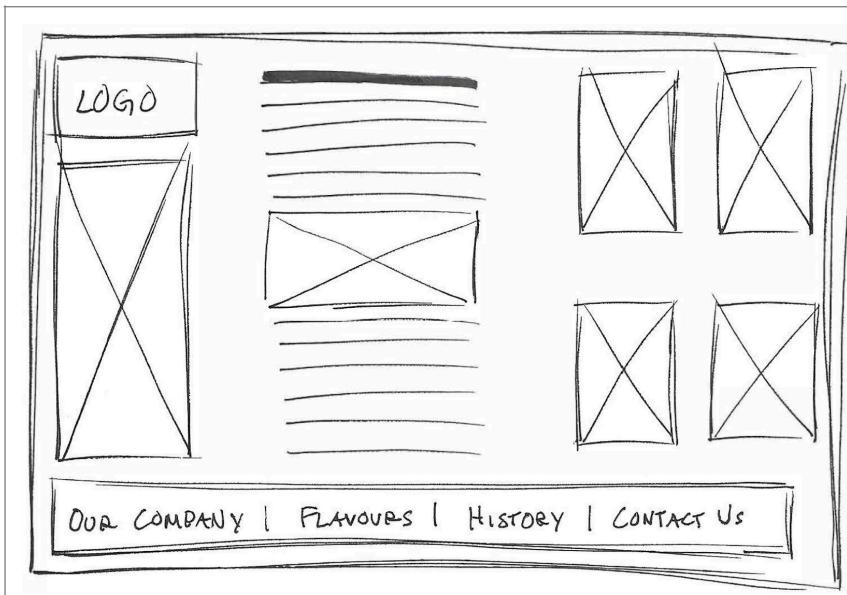
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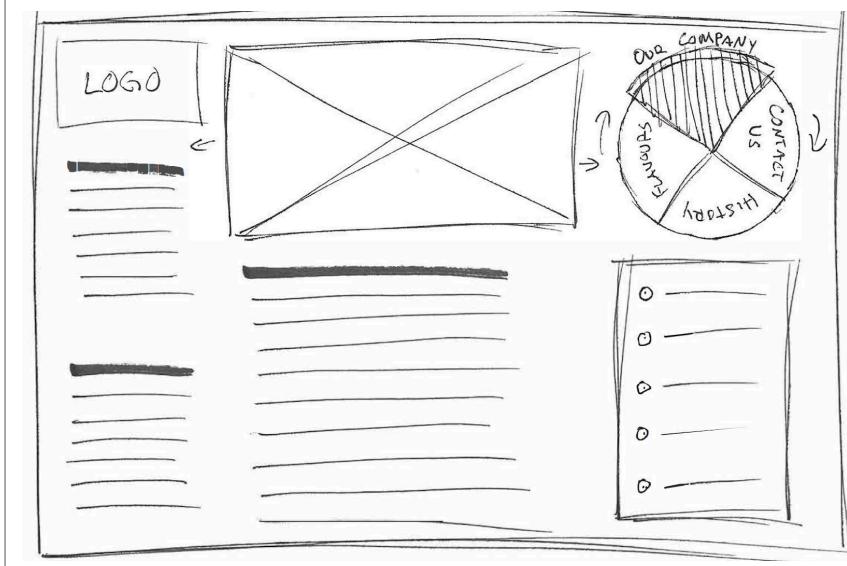


[Flavours](#) [History](#) [Company](#) [Contact](#)

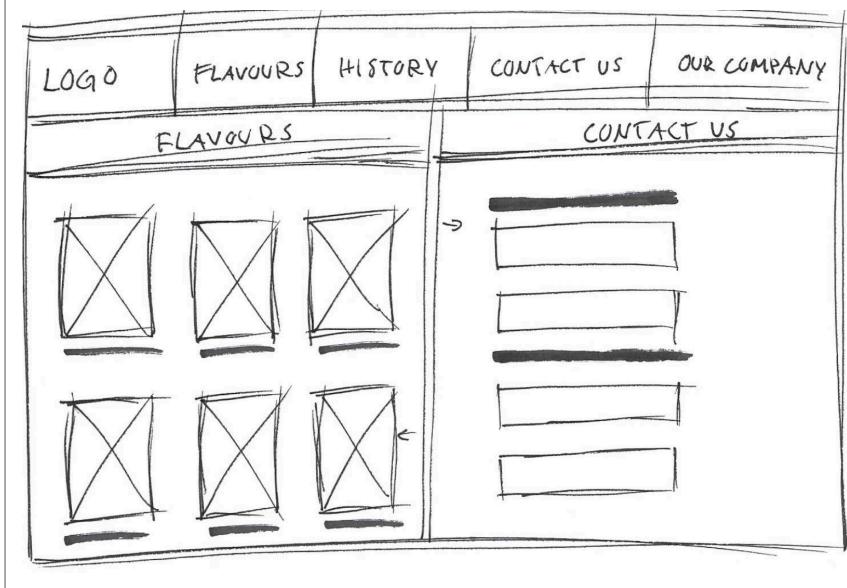




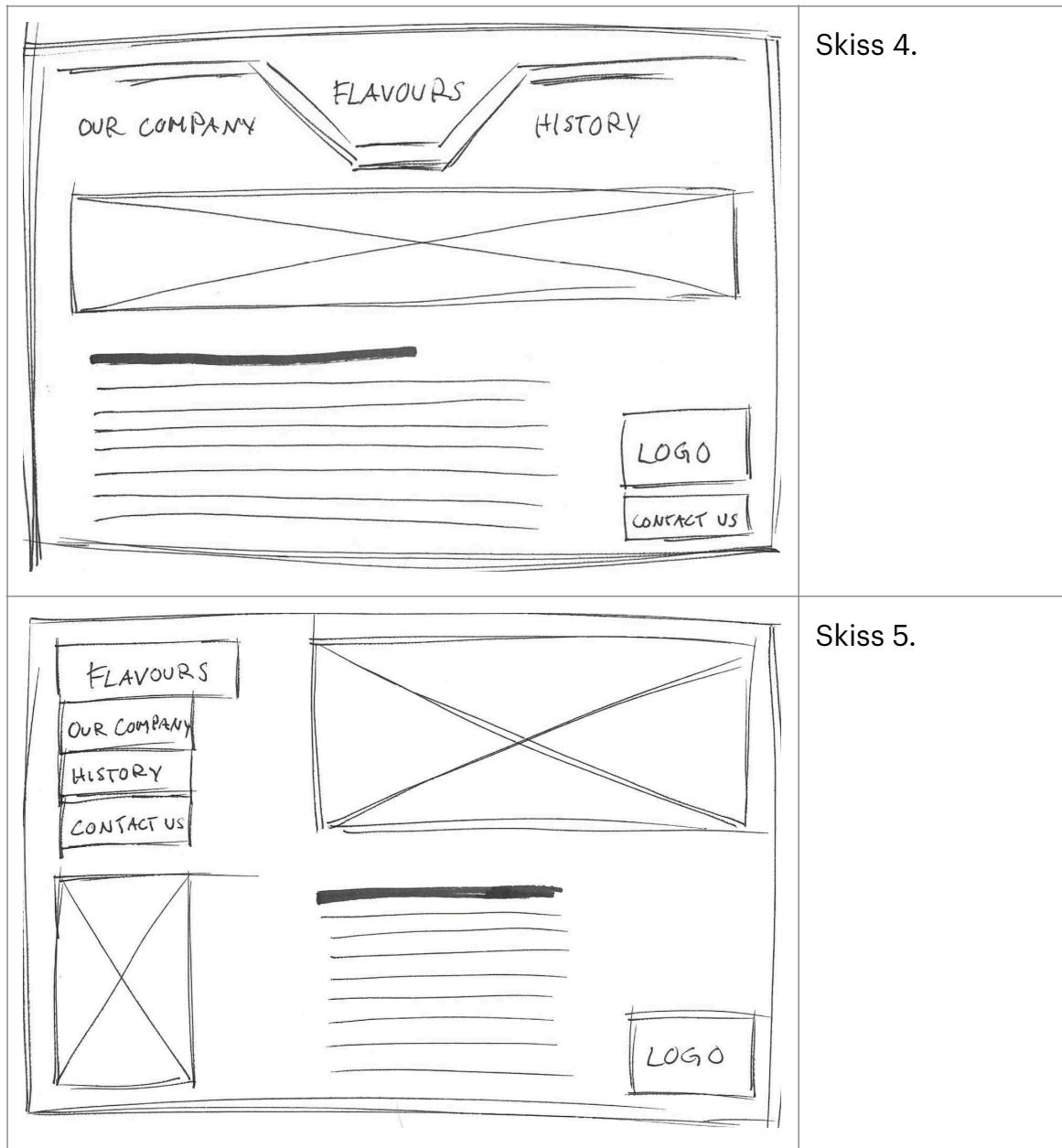
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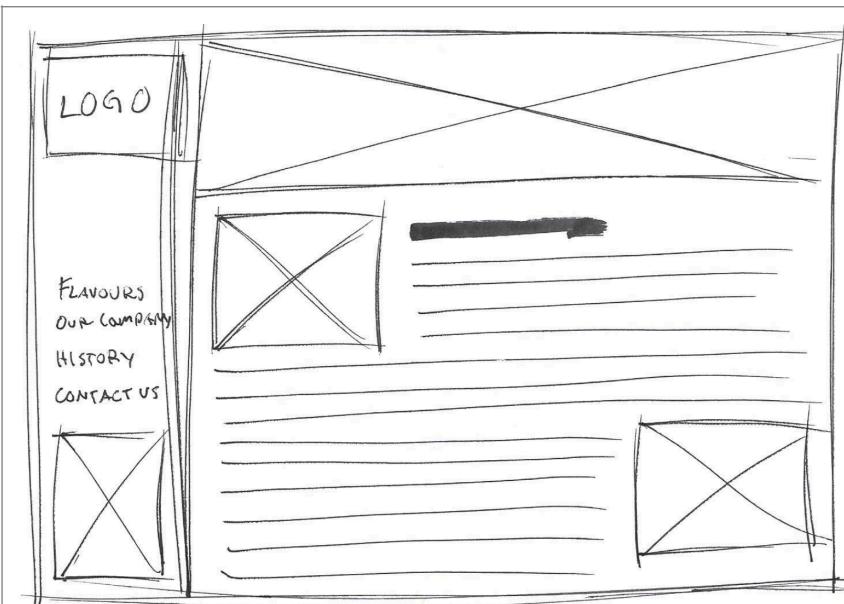


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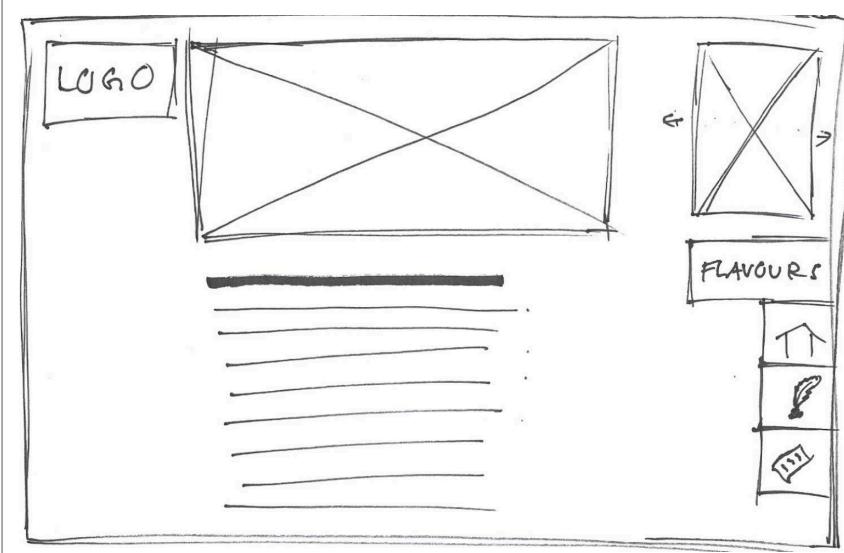


Skiss 3.

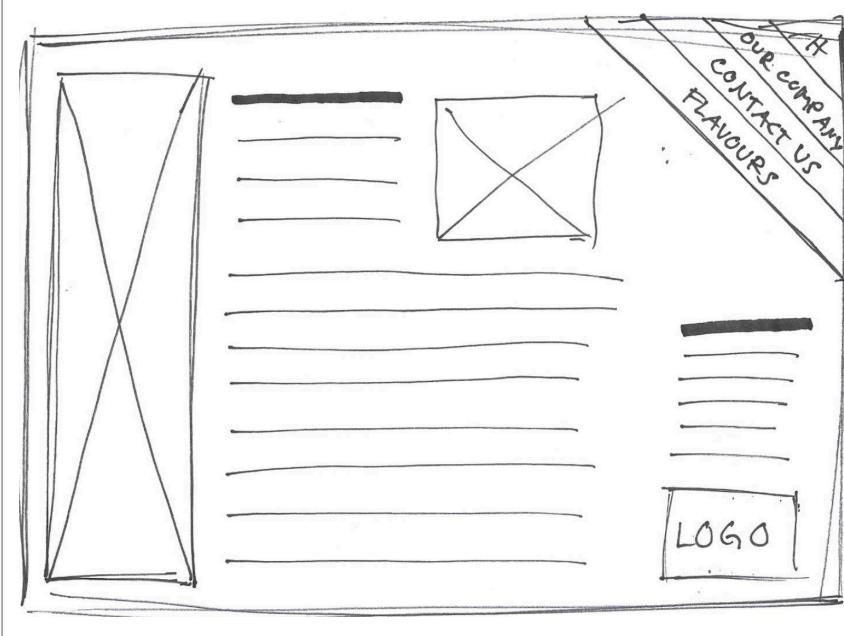




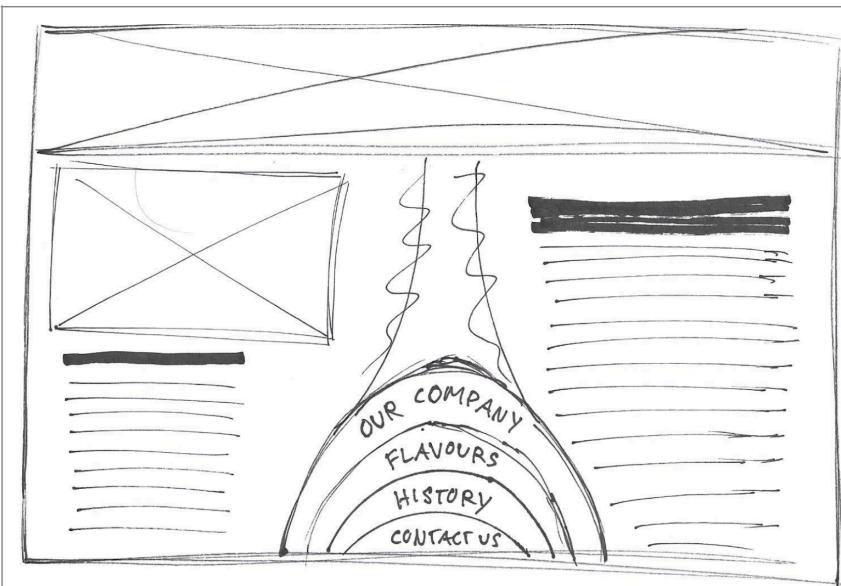
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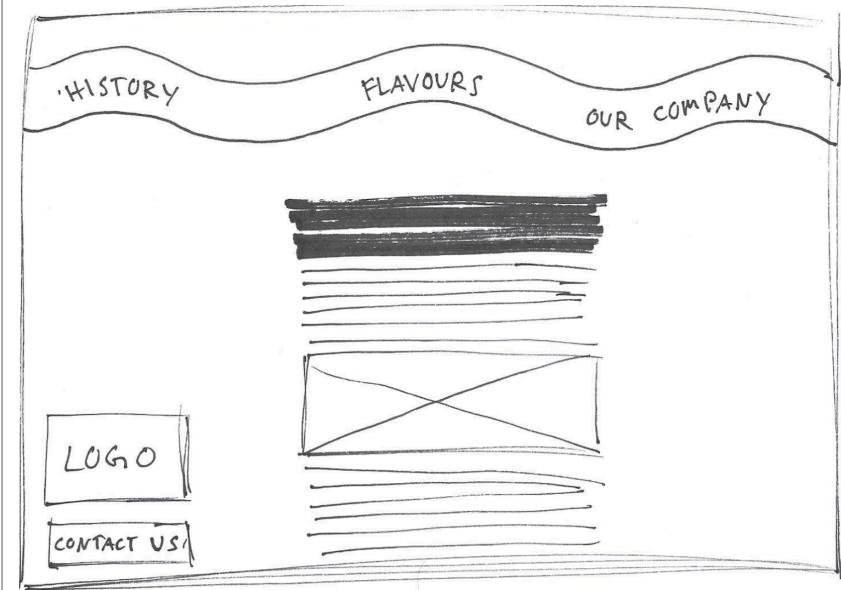
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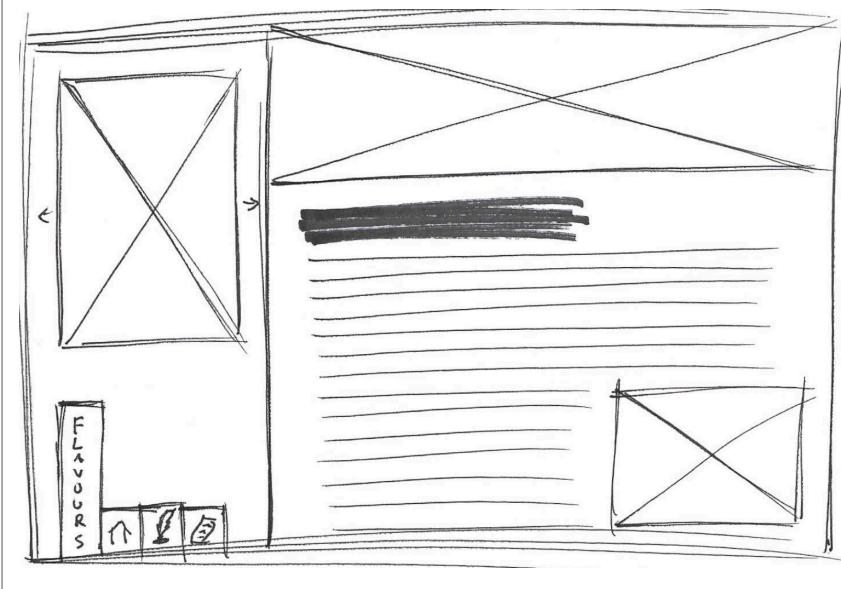
Skiss 8.



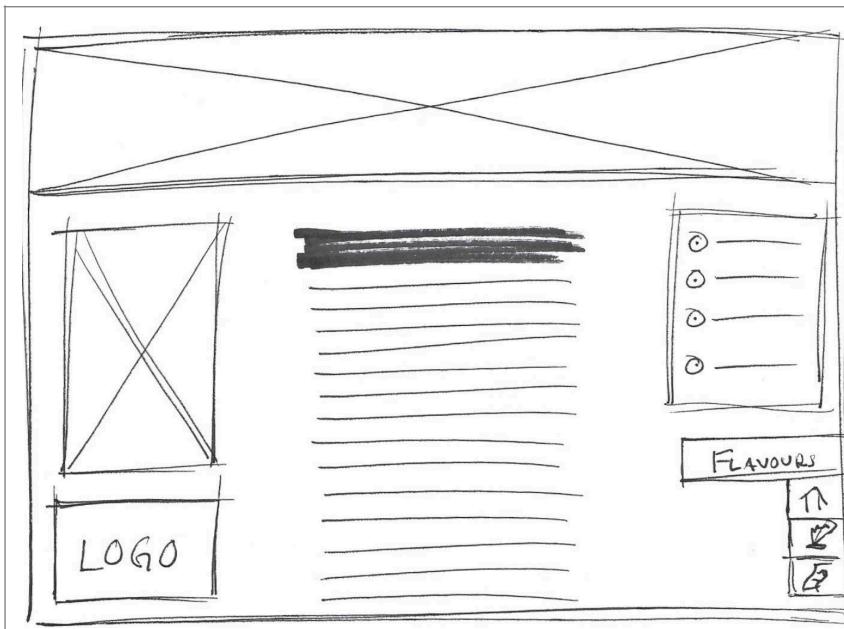
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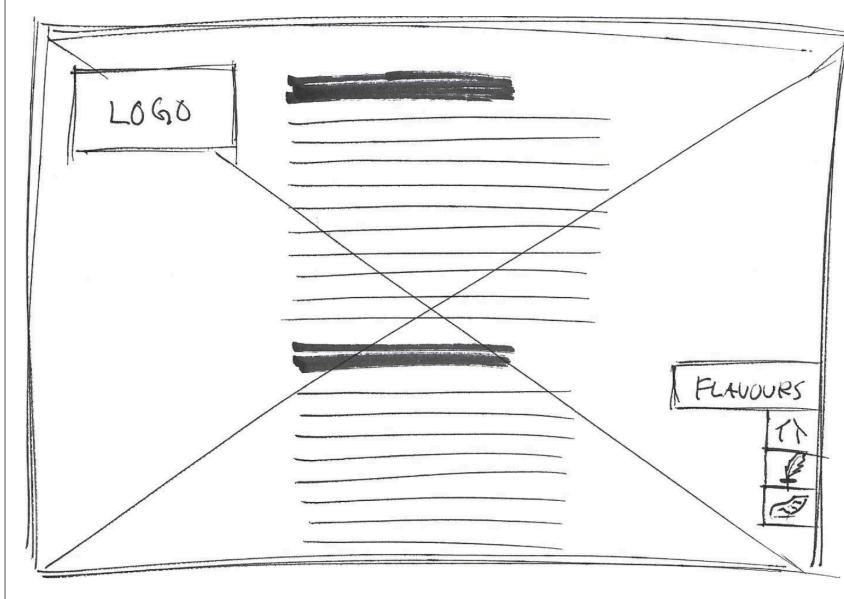
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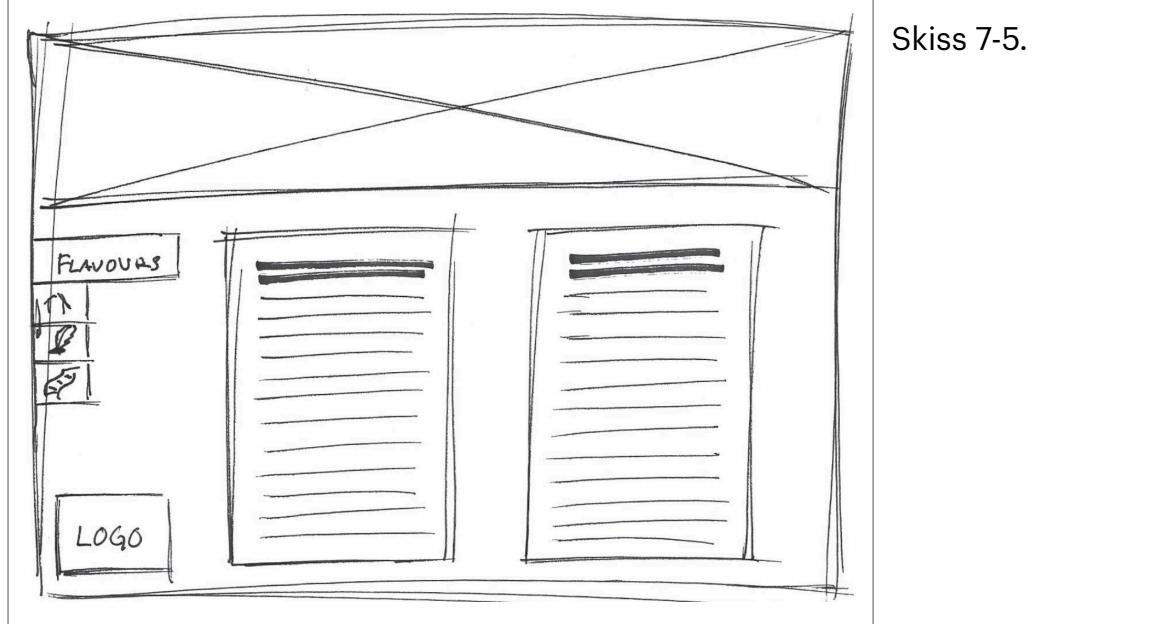
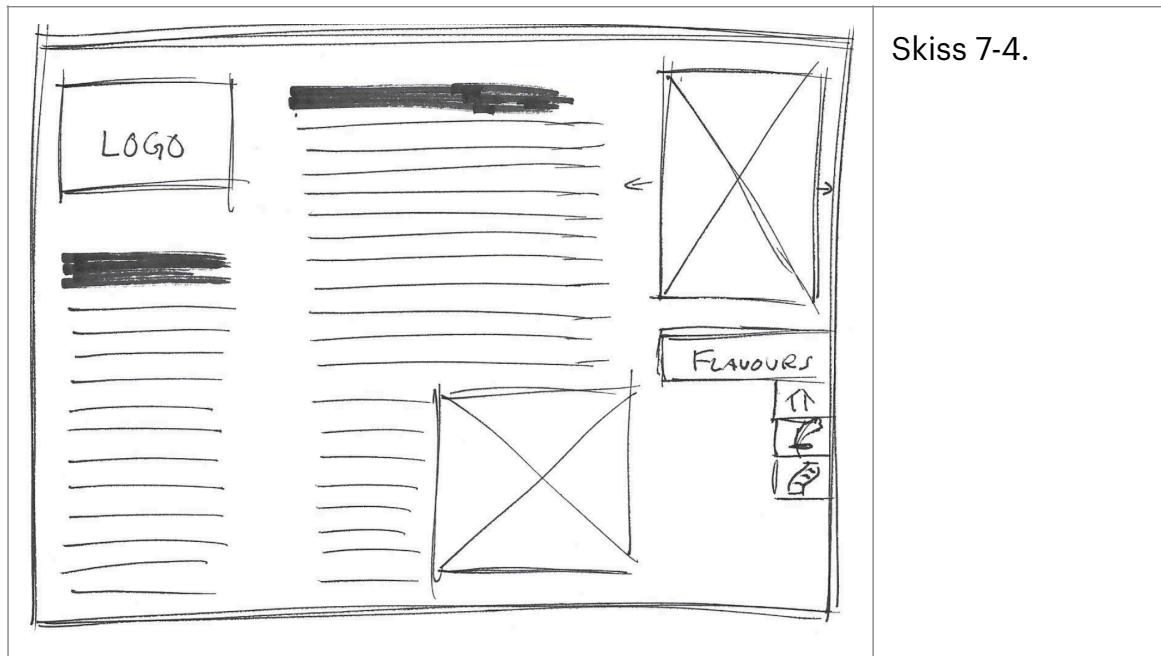
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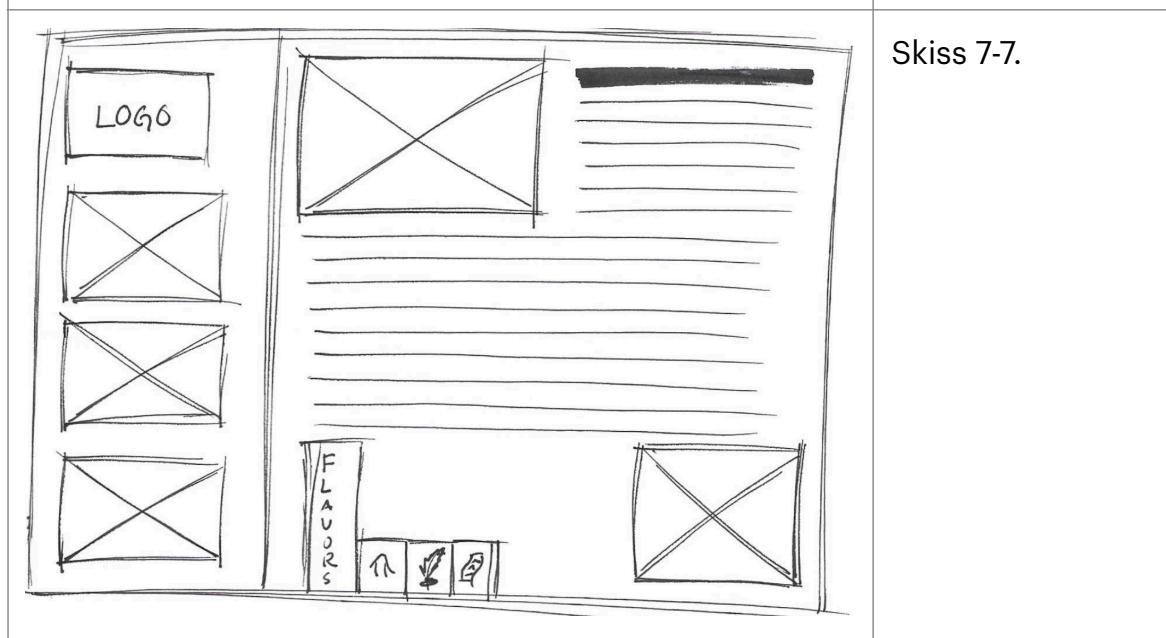
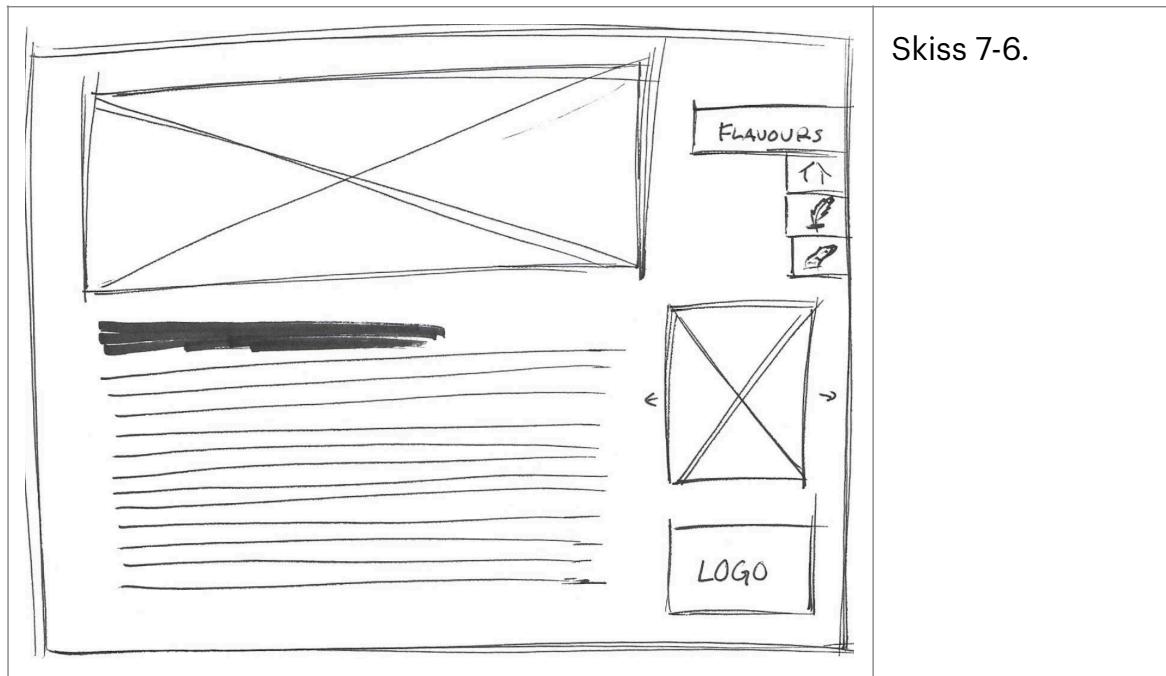


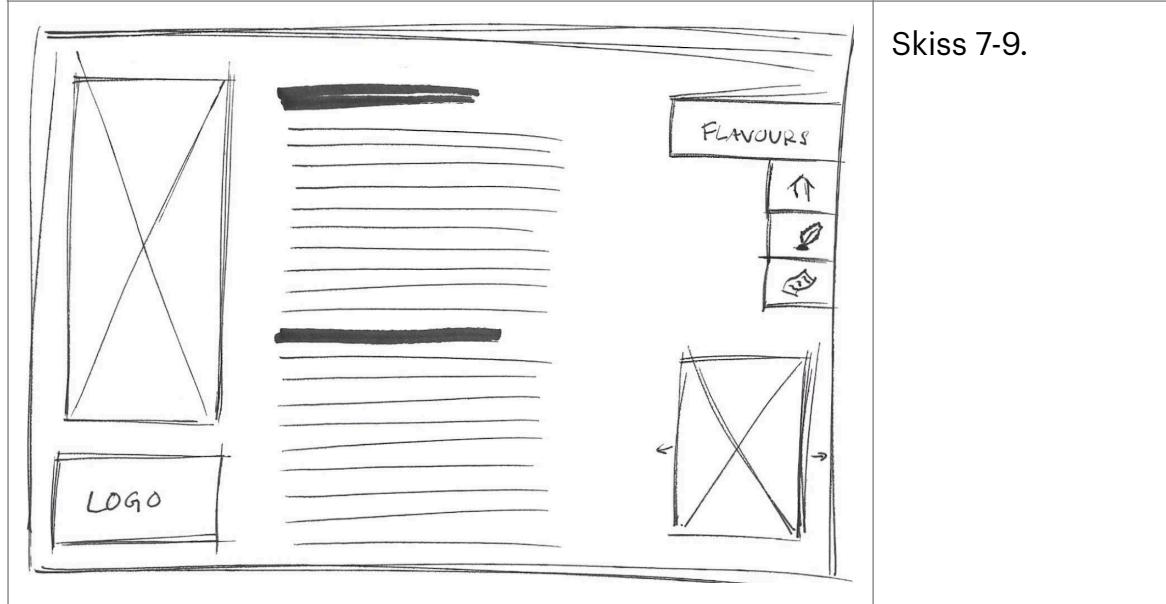
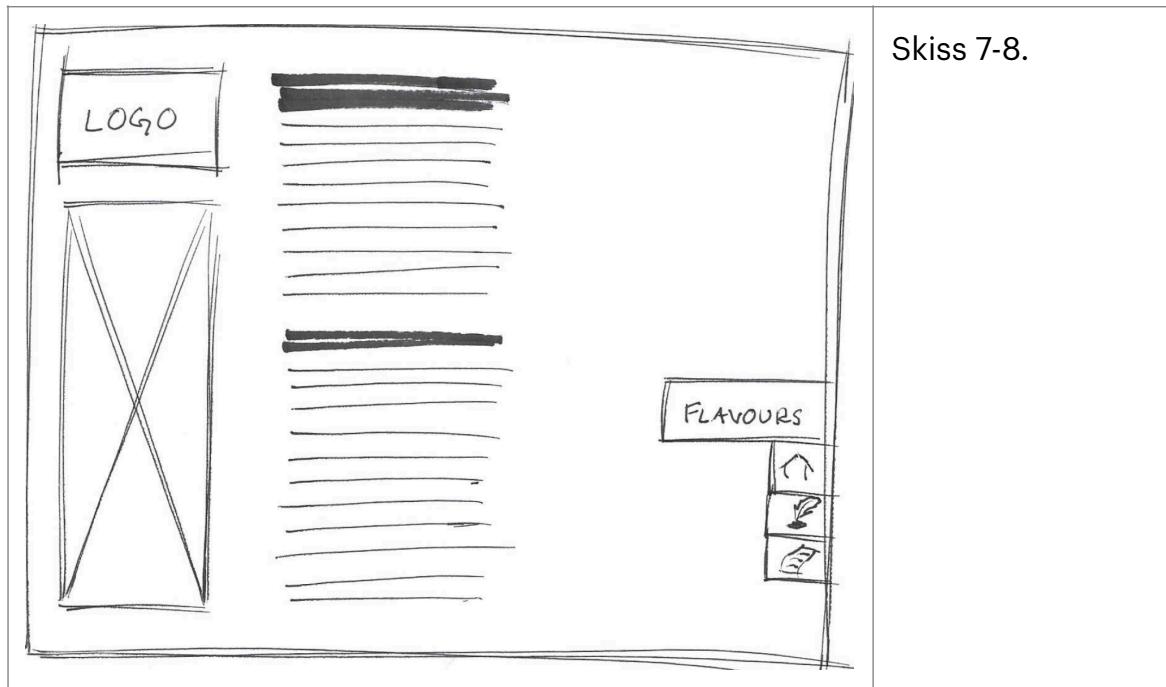
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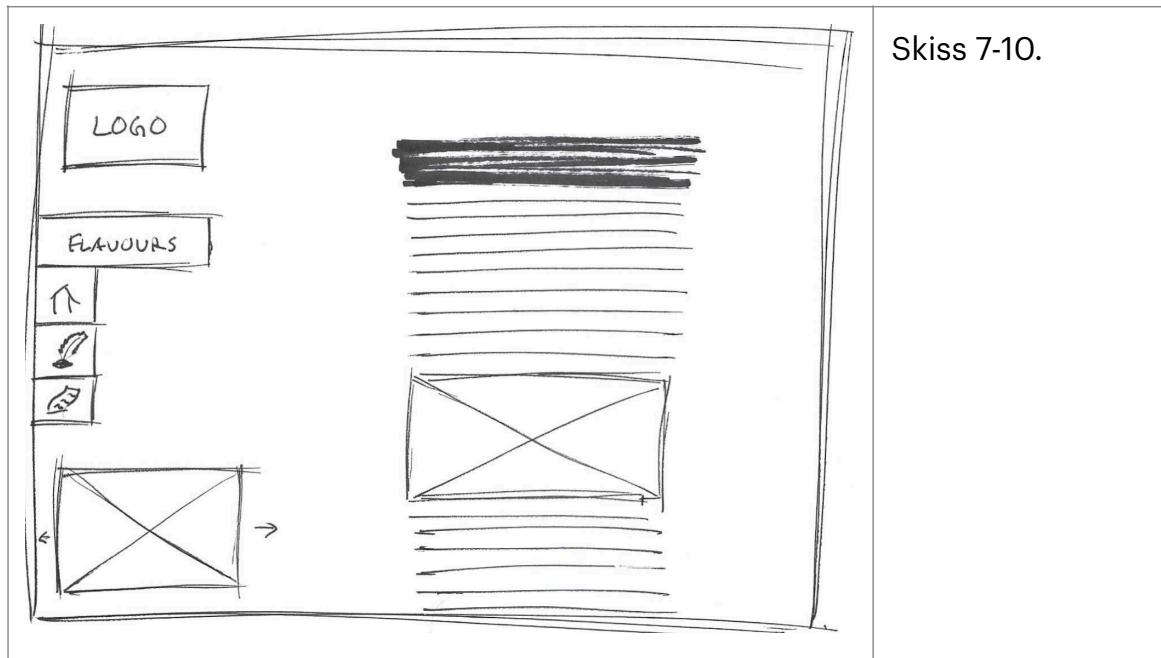


Skiss 7-3.









Skiss 7-10.