

Web Project Documentation

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COMP2681: Website Design and Development

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Business Statement

Helvacı Ali North America is the Canadian expansion of a renowned Turkish dessert brand with over 130 years of heritage. Founded in 1892 in İnegöl, Turkey, the company specializes in traditional Semolina Halva and artisanal Maras ice cream. The North American branch aims to introduce authentic Turkish desserts to a new audience, blending time-tested recipes with modern culinary presentation. Our vision is to share the unique experience of Turkish desserts and culture throughout Canada and the United States.

Project Description

The website serves as a digital gateway to share Helvacı Ali's cultural legacy with the North-American market. It facilitates customer engagement through the contact form, real-time business hours and interactive elements throughout the website.

Project Objectives

- **Brand Identity:** Establish a strong digital presence through a visually appealing website that reflects Helvacı Ali's heritage and showcases Turkish dessert culture.
- **User Experience:** Create a responsive and user-friendly website that ensures seamless navigation and compatibility across various devices.
- **Showcase Offerings:** Create an engaging menu that will help to increase consumer awareness of the desserts available
- **Customer Interaction:** Implement a contact form with validation to streamline communication and improve service responsiveness.
- **Operational Growth:** Drive foot traffic to physical locations using real-time business hours and an embedded Google Maps interface.

Benefits

The redesigned website elevates Helvacı Ali's digital strategy by merging cultural storytelling with a functional modern design and a focus on increasing foot-traffic. Key advantages include:

- **Enhanced Engagement:** Interactive elements like the music player and the history of Helvacı Ali immerse users in Turkish culture, fostering emotional connections.
- **Improved Accessibility:** Responsive design ensures seamless browsing on mobile devices, critical for capturing on-the-go customers.
- **Streamlined Communication:** The validated contact form reduces incomplete submissions, improving inquiry quality and response rates.

- **Local Visibility:** Embedded Google Maps, Real-time business hours and SEO practices to boost local search rankings, driving foot traffic to physical stores.
- **Brand Consistency:** Unified color schemes and authentic images reinforce the brand's premium, artisanal identity.

Technical Components

- **SEO Optimization:** Meta tags, alt text for images, and schema markup for local business visibility.
- **Responsive Design:** Fixed navigation bar (collapsible "navicon" for mobile) and footer optimized for all screen sizes.
- **Dynamic Footer:** Contains contact details, social media links, and quick-access page navigation. Analytics show users frequently engage with footer content.

Flow of Web Pages

- Users start at the Home page (index.html)
- The main navigation remains visible at the top of every page
 - Desktop: All links readily displayed
 - Mobile: Links are contained within a hamburger menu
- Users can access any main section of the website through the navigation bar
 - From here users can access the following pages:
 - Home
 - Entry point for most users
 - Serves as an overview of the website
 - About
 - Contains information about the business and the history
 - Menu
 - Displays main menu items, offerings and their associated pricing
 - Contact—has a submenu drop-down with two options:
 - Contact Us—users can communicate with the business or view the physical location on the embedded map
 - Evaluate Us—primarily for the business to provide feedback on the website design (But can serve as an additional way for customers to interact with the business.)
 - Cross Reference
 - For assignment grading purposes only
 - Includes hyperlinks to implementation of all project requirement and has code snippets at the bottom of the page
- The footer is displayed at the bottom of every page and serves as a secondary navigation
 - Provides same navigation accessibility as main navigation with addition of socials
 - Provides an overview of the contact information

Site Map

