**WEB DESIGN**

**PROJECT REPORT**

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| **PROJECT TEAM** | |
| **Student No.** | **Student Names** |
|  | **Vinit Date** |
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**Lolcakes**

**http://vcr-ncirl-webproj.netlify.com/**

**\*\*\*\* This section should be completed BEFORE coding begins \*\*\*\***

**Section 1: Design**

1. PROJECT PROPOSAL

## Project Overview

Lolcakes is the company name with a website for marketing custom-made cakes for special occasions. The scale of the business is small, comparable to a part-time job, with limited production facilities.

The goal is to produce a website that would facilitate selling of products and create Internet, including social media, exposure to the business. This exposure is gained by displaying products, sharing ideas with site visitors, and providing an ordering platform.

The website content will be text, images and video clips. For this project – for educational purposes – ‘clipart’ and stock photos are used,

In addition some of the content may be shared on other social media sites, but leaving the website as the main marketing platform.

## Research / Investigation

From a multitude of private-owned companies selling cakes on the Internet, we have picked three examples:

The target group is mainly adults of all ages, who would rather conserve time or who are less proficient in baking and decorating.

The presentation styles are quite different, the first site is intuitive – navigation is made easy by having a semi-static layout, with changing centre content. The third site is even more static, leaving a ‘webpages of the noughties’ look.

The second web site is more advanced technically, with a static banner or menu bar, leaving more room for changeable content in the centre of the pages. The front page seems confusing initially, but is clearly more suited for different platforms by being responsive.

The Cake Shop - http://www.thecakeshop.ie

Pros: Simplicity, easy-to-read fonts, easy to navigate, contrasting colour scheme, image thumbnail utilisation for loading speed

Cons: Not responsive, suboptimal page utilisation, image thumbnails creates an extra step for viewing detail images.

Deborah’s Cakes - http://www.deborahscakes.ie/

Pros: Large images up front, responsive website, pleasant hover-over utilisation on small images

Cons: Obscuring hover-over effects on large images, not as intuitive navigation as the other sites, lacking lucidity

Scrummy Mummy - http://www.scrummymummy.ie

Pros: Simple and clear layout, good image quality, offering courses/workshops

Cons: Only slightly responsive site, suboptimal page utilisation (top half), “outdated look” and possibly not updated since 2016 (year mentioned!)

To make our website stand out is to give the site an overall “fresh” look, with simple navigation, sharp images with details, as the products are visually stimulating. Time and resources allowing video clips will be added as an eye catcher.

The marketing of cakes seem passive – some as passive as a statement such as: “Here are cakes. We sell them.” This is the image we are getting from some of the competitors’ sites. To be more professional about marketing we need to consider some elementary marketing theory such as Marketing Mix (Kotler’s 4 P’s; Product, Price, Place, and Promotion), and how to create demand. Methods for this are very similar to those used by successful companies: Sharing ideas and experiences, sharing ‘pro tips’, letting people interact via a community or utilise social media, using a mix of visual aids (images; video and still-), to summarise “Get people talking and desiring.”

## Requirements & Technical Approach

\*\* This section should outline what requirements that project has and how you initially plan to approach project development, taking these requirements into consideration. \*\*

## WIREFRAME / SITEMAP

\*\* Include wireframe, and sitemap, for your website here, including brief explanations where needed, etc. \*\*

**\*\*\*\*\*\* The following sections should NOT be completed until you have FINISHED your website \*\*\*\*\*\***

**Section 2: Development**

1. **PRODUCTION LOG**

\*\* This section should outline how you went about developing your webpage, i.e. HTML, CSS, JavaScript. This should include information on requirements implementation, code development and technical details, such as errors or development issues and how you fixed these.

**Please note:** Make sure to include explanation (**as well as** comments in the HTML files) of any & all code that was taken from the web, or you will **not** receive marks for this third party code. \*\*

**Validation**

\*\* This section should look at validation of the website, were you able to validate the website, were there any errors and if so, how did you go about fixing them. Please include a screenshot(s) of your validation report here \*\*

**Deployment**

\*\* This section should include information on your choice of deployment, as well as the sites URL and a screenshot of the live site \*\*

1. **PROJECT TEAM**

\*\* How did the project team break up the tasks required?

Who did what tasks? Did everyone evenly participate?

Were there any team issues? Etc. \*\*

**Please note:** You will each be asked to individually peer review your team mates privately via Moodle also

1. **CONCLUSION**

\*\* Having finished the project, looking back, how did the project go?

Did you achieve what you set out to do?

Are you happy with the results?

Is there anything you might change if you had more time? Etc. **\*\***

1. **REFERENCES & APPENDIX**

\*\* Make sure to include any third party resources / information / code used here.

Make sure to reference correctly as needed, i.e. Harvard Referencing, or marks will be deducted. \*\*