Problem Statement:

'Choco Bomb' wishes to promote their latest recipe for their world-renowned 'Choco Bomb Cake' and accompanying 'Choco Bomb Recipe Book' to a growing online vibrant following.

Objective:

To create a web landing page designed to obtain as many sign ups as possible. The web landing page should be fit for purpose..

Approach:

Programming Approach:

The resulting web landing page was programmed with HTML5, CSS and JavaScript.

Development Summarised:

During development, Microsoft Visual Code, FileZilla, GitHub, Firefox Developer Tools and Adobe Photoshop (also see 'Design'). Version control is managed via GitHub. Basic regression testing was completed.

Implementation Summarised:

The web landing page solution was first deployed to a Linux virtual hosting service as a basic html web landing page (without SSL certificate).

Development Environment:

The landing page was developed on the Windows 10 OS in Visual Code. The assignment has been made available for download via GitHub at https://github.com/eirenmc/ChocoBomb   and was deployed via FTP to http://eirenmc.projects.ie/chocobomb

Design:

Initially, the design grew out of the requirement specifications. Sketches were created to outline an initial design. As the assignment brief suggested a creative initiative, a colour palette was first created with Adobe Colour CC and a typeface selected from Google Fonts – Lobster - to help build an identifiable 'Choco Bomb' brand.

The design is responsive in order to meet user interface and user experience requirements which required desktop, tablet and mobile device platform deployments. The web landing page also utilised 'Creative Commons' artwork available for commercial usage and modification sourced from Pixabay (http://www.pixabay.com) and later reworked using Adobe Photoshop CC.

Development:

The web landing page development (structure and layout) utilised HTML, CSS and JavaScript languages. CSS was used for page styling and media queries for increased responsiveness. No additional frameworks or libraries were used.

JavaScript was used to increase the UI & UX elements of the web landing page to add a more 'Realistic Feel'. JavaScript was also used to clear the fields on submit and displaying a basic foundational modal to future proof for pending GDPR compliance requirements.

Icons used within the design and presentation of the 'Choco Bomb' brand have been sourced from FontAwesome (http://fontawesome.com).

Online Remote Production Deployment:

The web landing page HTML5, CSS, JavaScript and images have been deployed for web access online at http://eirenmc.projects.ie/chocobomb

User Guides:

1. For remote access, visit: http://eirenmc.projects.ie/chocobomb/
2. For local access, Browser->File->Open->{Select 'index.html'}
3. Read and review
4. Enter your details into the form
5. Read and review the GDPR 'opt-in' requirement
6. Check the mandatory 'Consent Agreement' checkbox
7. Fingers crossed your one of the first 200 people to sign up !
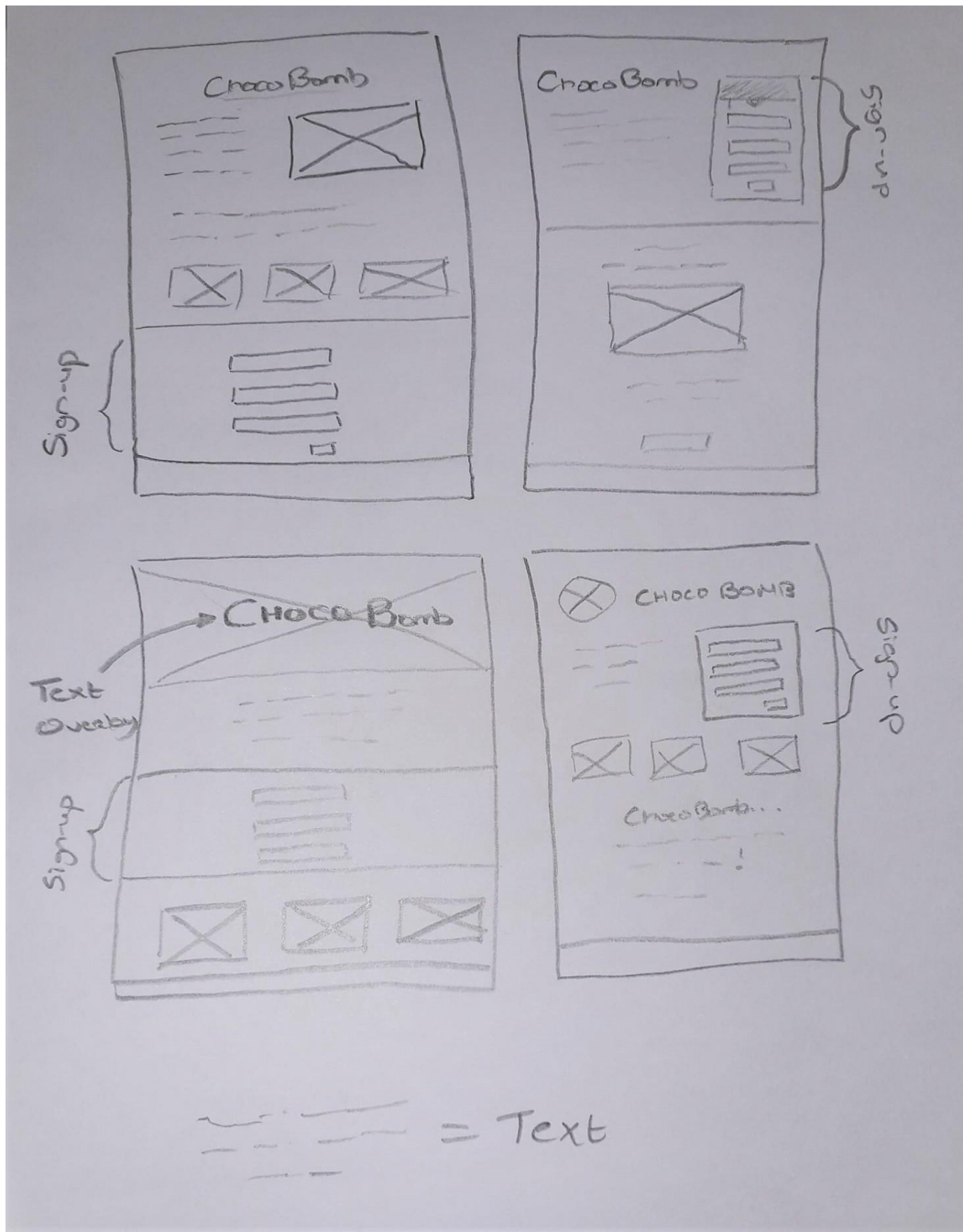
Notes:

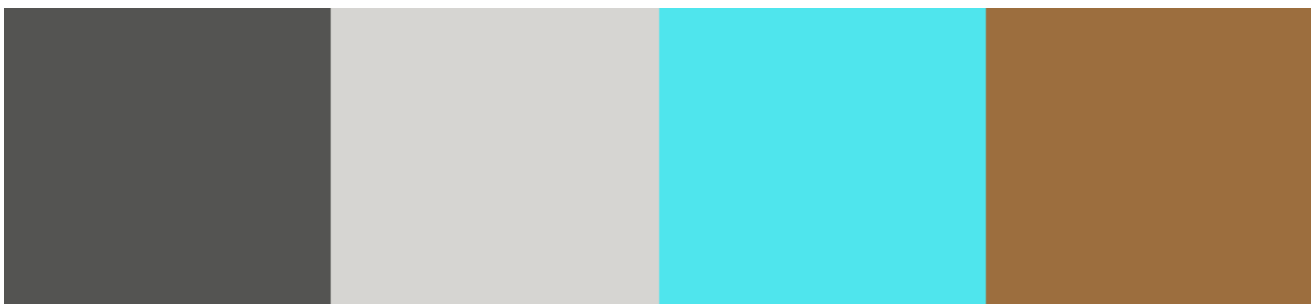Future Wishlist Items:

      - Sample Features that could be implemented in future releases:

      - Analytics (viewing stats and market analysis)

      - A/B testing (layouts, wording, images, sign-up forms, colour schemes, books)

      - Link to online shopping cart for purchases beyond the first 200 lucky few

Appendix:

Design Images:

Design Ideas – Rough Sketches

Colour Palette

Desktop Screenshot 01

Desktop Screenshot 02

Choco Bomb

A chance to win a FREE copy our outstanding Book !

Here at Choco Bomb we want to offer the first 200 Sign Up's a copy of our amazing **FREE Book !**

Not only does it contain our world-renowned recipe *Choco Bomb Cake* but it also covers a variety of cooking methods, insights and best Kitchen practices !

These Insights come from the top ten most famous chefs from around the world. Our book Will provide any aspiring cook with all the latest information on how to further their cooking abilities in the kitchen.

Mobile Screenshot 01

Sign-up now for a chance to win a **FREE** copy our amazing book !

First Name:

Second Name:

Email Address:

☐ *Choco Bomb require consent to store 'Personal Data' and occasionally send you information by email, if you consent, please check the box. Read More about GDPR*

Sign Up

Mobile Screenshot 02

The most *Yummy Scrumptious Luscious recipe* you will ever taste !
♡

Looks tasty? Well ...

The Choco Bomb book is this year's must read recipe cook book ! If you want a chance to learn how to make this mouth-watering recipe, Sign up now!

Sign up Now !

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Mobile Screenshot 03