

WEB DESIGN

GLUTUS MINIMUS

OUR NEW GLUTEN FREE RANGE



Brought to you by *Le Petit Pain*

The collage features three overlapping website design mockups for 'Le Petit Pain'. The top mockup is a 'CONTACT INFORMATION' page with a pink header and white text. The middle mockup is an 'ABOUT GLUTUS MINIMUS' page with a pink header and white text, featuring a stack of bread. The bottom mockup is a 'Find a Le Petit Pain near you' page with a pink header and white text, featuring a map of London and a search form.

GLUTUS MINIMUS
CONTACT INFORMATION

Phone:
For more information:
0207354695

To place an order:
0209678612

Email:
glutus_minimus@lepetitpain.com

Le Petit Pain

ABOUT GLUTUS MINIMUS

Despite the name, gluten free bread is no laughing matter. In fact, finding fresh, warm, delicious bread that DOESN'T mess with your bowels is something worth crying over. Tears of joy, of course...

Our Glutus Minimus range is the best thing since sliced bread (unintended). With the brilliant concoctions of ingredients put together by world-class bakers, you are guaranteed the heavenly bread you've been missing all these years - but without the pain!

Available for delivery within a 50 km radius of your local Le Petit Pain bakery. We'll have this fresh bread delivered to your own door within minutes.

Find a *Le Petit Pain* near you

Type in your postcode below:

Brought to you by

INTRODUCTION

This web design assignment is very exciting for me because It's a whole new feild for me, and one that I've always wanted to venture into. Personally, I'm the type of person who pays attention to details and can't stand trying to navigate through impossible websites. So I tried to design this website in such a way that I myself would be able to enjoy using it.



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Le Petit Pain

you by le

<p>Brief</p>	<p>This mandatory assignment is divided into two parts. It runs over 10 weeks. Part 1 is due in the end of week 23, and part 2 is due at the end of week 31.</p> <p>A local bakery has hired you, as they are launching their latest bakery product. They are in need of a stand-alone campaign website. (not part of their brand website)</p> <p>You are in charge of their conceptual development, and web marketing for this product.</p>
<p>Procedure</p>	<p>Part 1: Conceptual development, marketing and front-end web design</p> <p>Before you begin, define the target audience. Be aware of your product, the idea, and how to market it before you begin the front-end design.</p> <p>To represent the product you are also given the task of photographing product images to be used for the front-end design. These images are a small part of the evaluation; focus mainly on the front-end design.</p> <p>Remember that in the front-end design, the site doesn't have to work. Bear in mind technical issues of Part 2, but focus on the appearance.</p>

INTERPRETATION OF TASK

This website will not be part of their existing website. It will be a website dedicated to this new product.

This part is front-end design only. I have to take photos of the product that will be used on the website.

There needs to be at least 3 pages.

Petit Pain

RESEARCH AND WORK PROCESS

CLIENT & RESEARCH / INSPIRATION

I started off by researching bakeries with similar concepts. I found quite a few websites that I liked, and got inspiration from them. I also found a few websites that I thought could do with some improving. I also found some websites that have nothing to do with baked goods, but have a nice design and concept.

As part of the creative/work process I decided to create a “fake” client-designer conversation (recorded below).

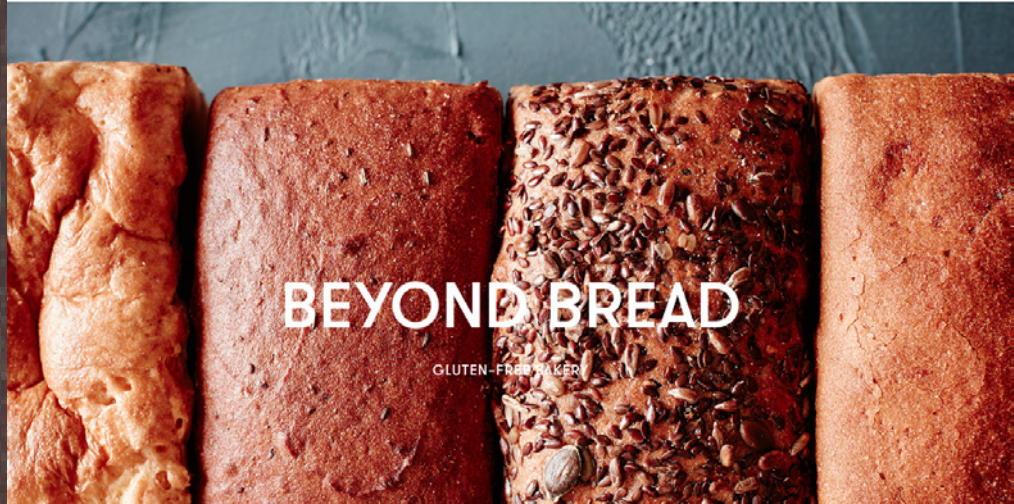
What kind of visitors are you expecting on your website?

We're mostly expecting youths. Young people who don't have time to bake bread at home - neither experiment with mixtures to make the perfect gluten free bread. Studies show that women are more likely to work with their intolerances, as there is more of a cosmetic appeal to it. Men tend to shrug off the side affects of ignoring a gluten intolerance (depending, of course, on the severity). So women would definitely be expected more than men.

Who are your competitors and how do you differ from them?

Beyond Bread - We are much less formal. Cookies and Scream - we have more appealing products and I would like a better looking website. Romeo's Sugar Free Bakery - We have a simpler concept and we are more affordable. Gluten freak - they don't have a website and are not very well known.

Beyond Bread website



BEYOND BREAD

GLUTEN-FREE BAKERY



Beyond Bread Bakery is a culinary pioneer who – through a range of naturally gluten-free foods – inspires you on a journey to discover new, yet familiar tastes.

100% GLUTEN-FREE

Beyond Bread Bakery opened its doors in January 2015 in London's Fitzrovia and have expanded with a second branch in Islington in July this year. Behind the scenes is a team of experts and bakers who not only have years of experience, research and credibility, but who constantly challenge the status quo by exploring and experimenting with new ways to use gluten-free ingredients.

LOCATIONS

2 Charlotte Place
London W1T 1SB
+44 (0) 2076 367 055

Monday to Friday: 8:30AM – 5PM
Saturday to Sunday: 10AM – 5PM

267 Upper Street
London N1 2UG
+44 (0) 2071 833 213

Monday to Friday: 7:30AM – 7PM
Saturday: 9AM – 7PM
Sunday: 9AM – 6PM



BREAD

<p>Pumpernickel £3.50 traditional, with a hint of sweetness (GF, NF, DF)</p>	<p>Soft Bun £1.00 super soft, moist & chewy texture (GF, NF)</p>	<p>Baguette £1.75 crunchy & chewy with a golden crust (GF, DF, NF)</p>
<p>White Sourdough £3.50 chewy texture & deliciously tangy (GF, NF, DF)</p>	<p>Brioche £4.25 very rich & amazingly light (GF, NF)</p>	<p>Seeded Loaf £4.25 earthy, nutritious & full of flavour (GF, NF, DF)</p>
	<p>Sundried Tomato Ciabatta £1.25 thin crust & light texture (GF, NF, DF)</p>	

MORNING GOODS

<p>Raspberry Danish £2.25 (GF)</p>	<p>Blueberry or Raspberry Muffin £2.00 (GF, DF)</p>	<p>Pain au Raisin £2.35 (GF)</p>
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Other examples of good websites



Please list the names of three sites that you like and explain what you like about them.

<http://www.beyondbread.co.uk> - I like that it's easy to navigate through the website; that it's simple, but not boring;

<http://thecavanbakery.co.uk> - also easy to navigate through the website;

<http://www.panic.lv/en/> - I like how fun this site is; I like the use of fonts and colors;

Do you have any color preferences? What should the look and feel for the website be?

We would like to have a vibrant color scheme - but not too many colors. I want it to be bubbly and fun looking, without it looking childish. We are looking to appeal to our audience with humor.

What do you NOT want on your site in terms of text, content, color and graphic elements?

I want our website to be as simple as possible, while maintaining a fun and humorous vibe.

I want minimal amount of images per page. I would like some fun fonts - nothing ordinary or boring.

What are the businesses' values and how do you usually convey these to your visitors?

We like to think that we have informal relationships with our customers - conversational and warm. And we like to offer the best service we can to ensure the best possible experience.

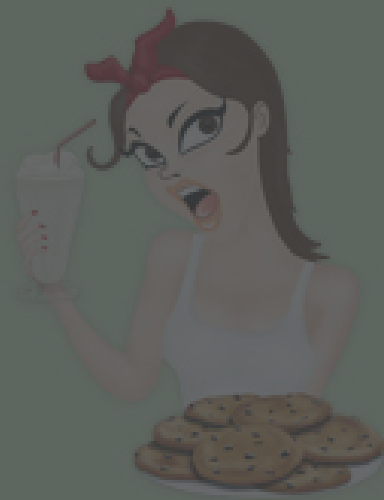
Do you have a logo that you would like to use? Original artwork?

Yes I do.

Do you have full rights to the photos that will be used?

We would like you to take photos of the product.

Examples of bad websites



COOKIES AND SCREAM

COOL BAKES AND HOT STUFF

The screenshot shows a Facebook page for 'GlutenFreak'. The profile picture is a logo with the text 'Gluten Freak'. The cover photo features several tarts with various toppings like strawberries, kiwi, and blackberries. The page has a navigation menu on the left with options like Home, About, Photos, Reviews, Likes, Videos, and Posts. There is a 'Create a Page' button. The main content area shows a status update from 'GlutenFreak' dated 31 March 2014. On the right, there are sections for 'Local Business · London, United Kingdom', a search bar, and a list of people who like the page.

Open "https://www.facebook.com/

The website layout for 'COOKIES AND SCREAM' features a green and brown color scheme. At the top left is a cartoon illustration of a woman with a red bow. The main header includes the brand name 'COOKIES AND SCREAM' and the tagline 'COOL BAKES AND HOT STUFF'. The layout is divided into several columns: 'ABOUT US PRODUCTS THE COOKIE BAR MERCHANDISE CONTACT', a central text area with a photo of 'Peanut Butter Choco Loops', 'FURTHER INFO ALLERGEN ADVICE' with a photo of a dog, and a 'TWITTER FOLLOW US...' section with a photo of a dog. The text describes the bakery's products and provides contact information.

Cookies and S
run very busy
Cookies and S
take any pre-

CREATIVE METHODS

MY CONCEPT:

Glutus Minimus: a Gluten free bread that tastes like normal bread. I myself suffer from a gluten intolerance, and know the struggles of finding “bread” that tastes like bread. So my product was going to highlight this in a humorous bubbly way. This product will be available for delivery within a 50 km radius.

PHOTOS USED



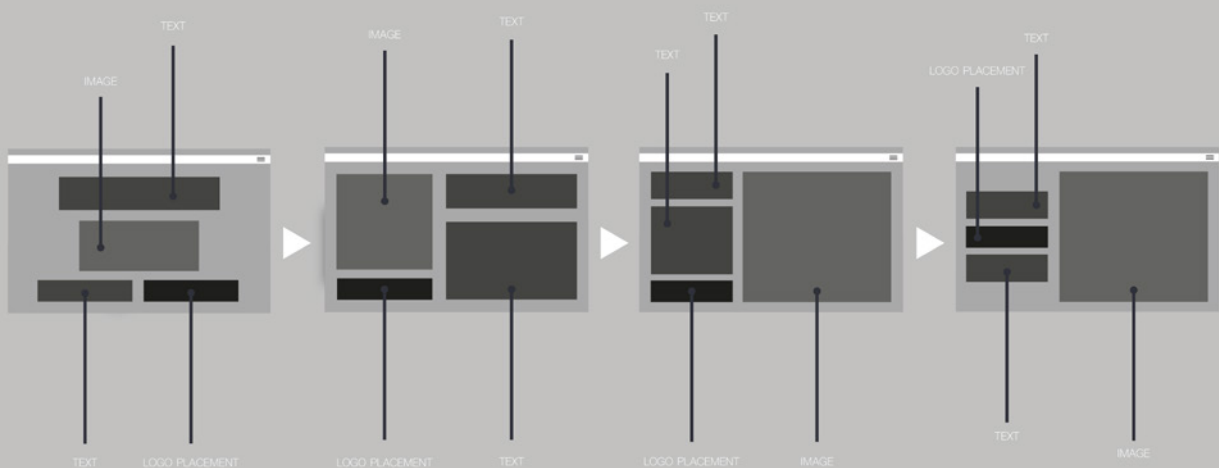
WIREFRAME ('S)

WIREFRAME FOR "GLUTUS MINIMUS" WEBSITE



- 4 pages: Home Page, About Page, Contact Page, Find Us Page;
- Scrolling webpage, but possibility for navigation from page to page via menu;

WIREFRAME FOR "GLUTUS MINIMUS" WEBSITE



LOGO USED

Le Petit Pain

I knew that the logo wasn't the most important part of the assignment so I decided not to focus too much of my time on it. In the end I chose a simple font that I thought fit a bakery.

The font I used is called:

KG Always A Good Time

Le Petit Pain is French for "The Little Bread". I think it's a cute name. The French are known for their baked goods too...

Glutus Minimus is a word play, and has several meanings. Glutus Minimus is technically the hip muscle. People have a misconception that gluten-free products contribute to weight-loss (but this is only true for those with an intolerance). Therefore, Gluten free bread = (maybe) smaller glutus minimus or your glutus will be "minimus." Also, Glutus sounds like Gluten. And Glutus Minimus can sound like Gluten Minimal - or something to that effect.

STYLE

My main audience being young women, I wanted a bubbly, bright, and humorous website. This is also what the “client” wanted, as stated in the brief.

The website is modern and simple. I was avoiding clutter and wanted to keep it clean.



Petit Pain

TYPOGRAPHY

Logo: KG Always A Good Time
Headers: Ciao
Main Text: Josefin Sans

I used fonts that complemented the logo. I didn't want to use boring fonts so I had to be careful not to make it too messy. I think the fonts I used work well.



ABOUT
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COLORS

Pink - EFA8A8

Pink, white, and grey were the colors I went with. They all complement each other. Pink (at least in my head) is a bubbly, bright, and feminine color. This fits the purpose of the website, and communicates well with the audience.



COMPOSITION

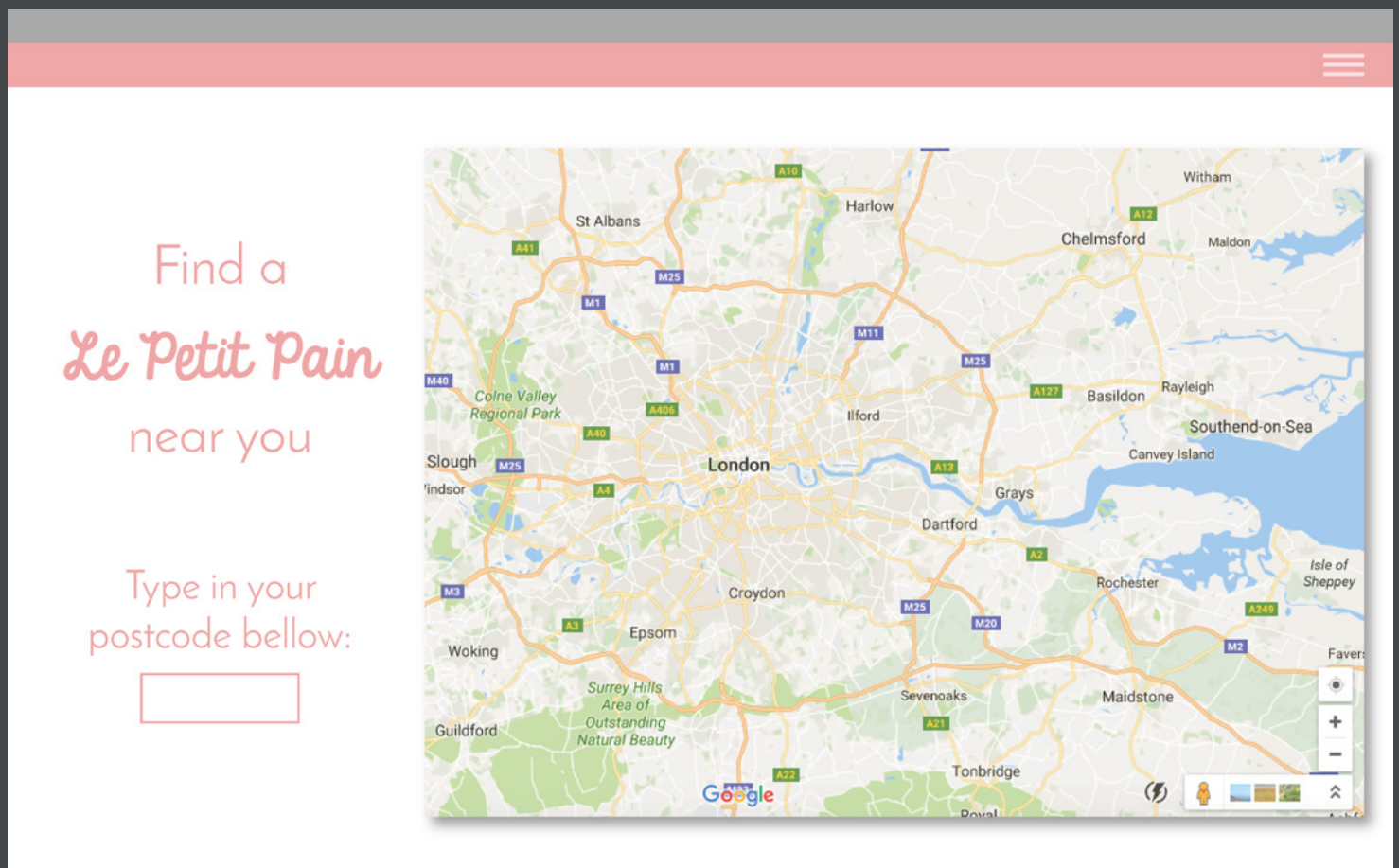
Page #1: I wanted the product itself to be the focus of the homepage. It was important that the name of it, and the people who produced it were featured here.

Page #2: The About Page is all about information. Here, the text was the main feature. The Product is still featured to the left of the page.

Page #3: The contact page is to the point. The text is placed to the left, while the image is placed to the right.

Page #4: The objective of this page is to be able to find a bakery closest to you. Now I cannot stand those teeny-tiny maps that you sometimes find on websites. I wanted the map to take up most of the page, making for easier navigation.

General: The images are supposed to look a bit like they've been collaged onto the page.



CONCLUSION

Overall, I think my website fits its purpose. It's modern, bubbly, and appealing. I think it would appeal to the average young woman.

Now we'll see if I can get it up and running. My main concern is the GPS/map thing. I really have no experience with programming so hopefully I can learn fast and all goes well.

SOURCES

INSPIRATION:

<http://www.beyondbread.co.uk>

<http://www.cookiesandscream.com>

<http://romeosugarfreebakery.com>

<https://www.facebook.com/Gluten-Freak-182500551884344/>

<http://thecavanbakery.co.uk>

<http://www.panic.lv/en/>