



Blue Rock Dove Adornments

PROCESS BOOK



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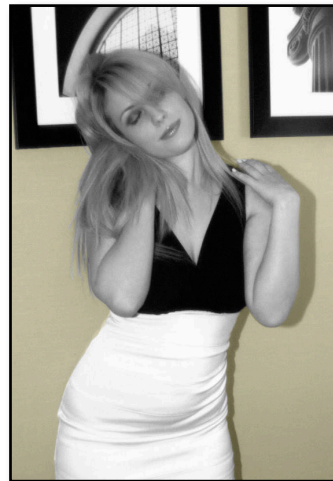
Project Team

Project Manager



EDWARD CROCKER
EdCrocker10101@gmail.com

Art Director



CLARISSA RAY
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Web Tech Lead



MICHELLE FERN
Michellefern.design@gmail.com

Usability Lead



ERIC P. DUNN
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Project Objective

Our purpose is to help brand Blue Rock Dove Adornments with a relative and competitive company identity. Through designing a modern logo, we will establish the brand identity to the target audience. The logo design will communicate the elegance of the client's products and the name of the company in a timeless manner. Through creating a responsive website, users will be able to access the website on any device. From smart-phone to desktop, we will enable our client the ability to reach a larger target audience. The e-commerce site will follow the same clean and elegant design as the brand's logo.



Target Audience



Women 35-58 years of age with careers, mostly shop from work computers on lunch time and/or breaks. The target audience is cultured and may attend a lot of social events such as; cocktail parties, charity events, and company banquet dinners.



User Persona

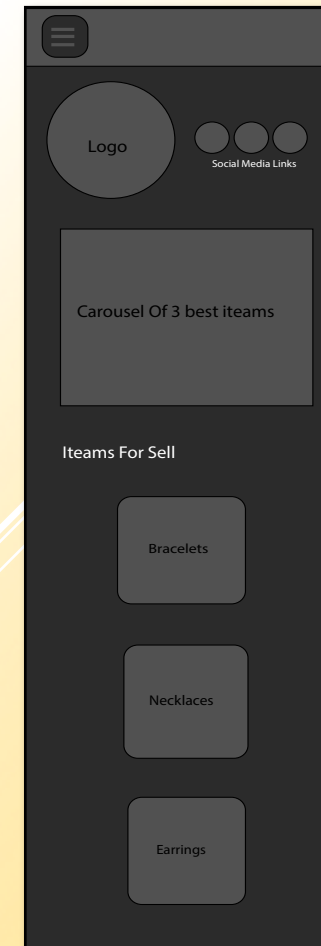
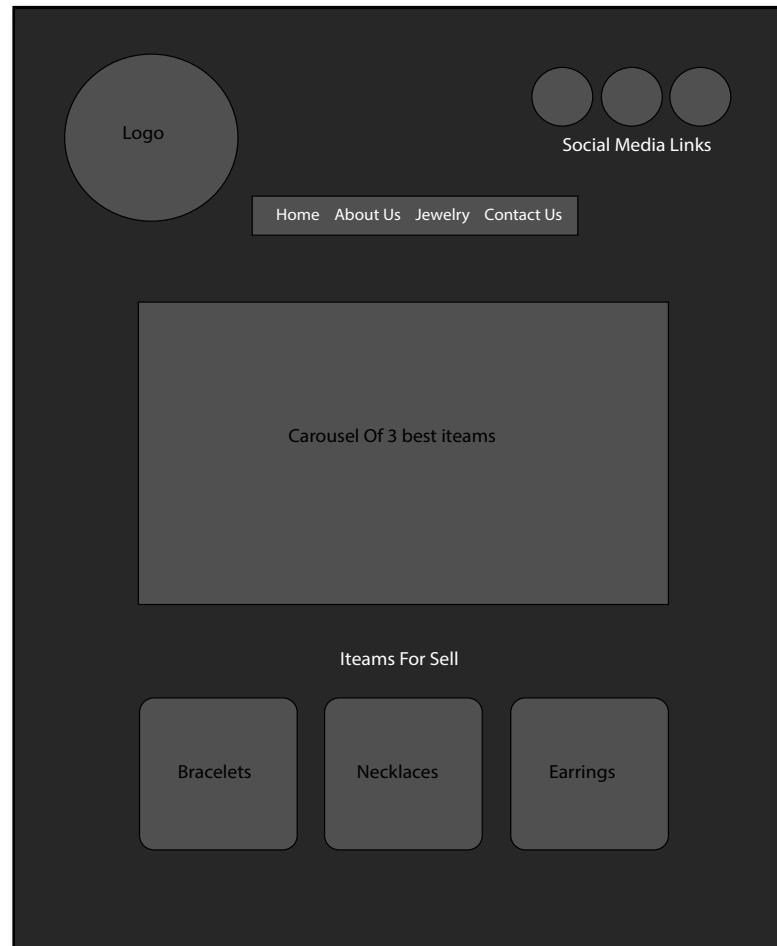


Jane Thompson
43 years of age

Jane loves to collect unique jewelry pieces made of semi-precious metals and stones. She mostly wears her pieces to lunch with her friends. She enjoys wearing the pieces when she is dressing up for casual social events such as; museum visits, traveling, dinners, and company events. Since Jane is a financial advisor she is often invited to charity events and cocktail parties her clients are hosting. These events make great opportunities for Jane to display her most interesting jewelry pieces. The jewelry is often a conversation starter that helps Jane engage with potential clients. Jane typically shops for her jewelry in small boutiques, out of the country while traveling, and online at her desk.

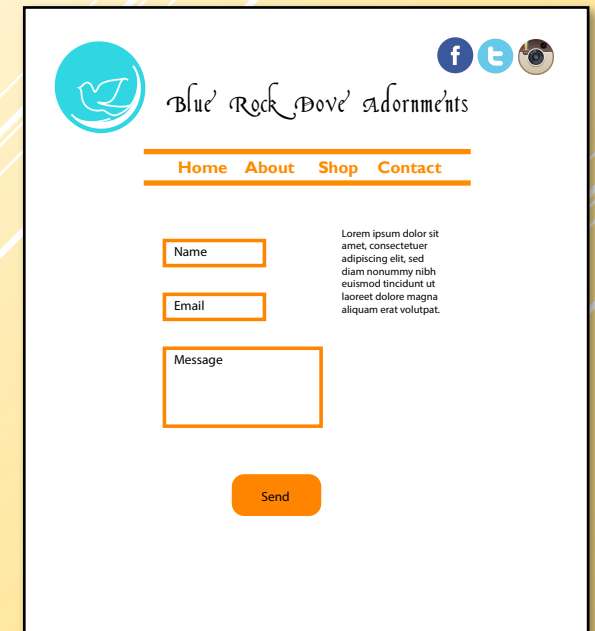
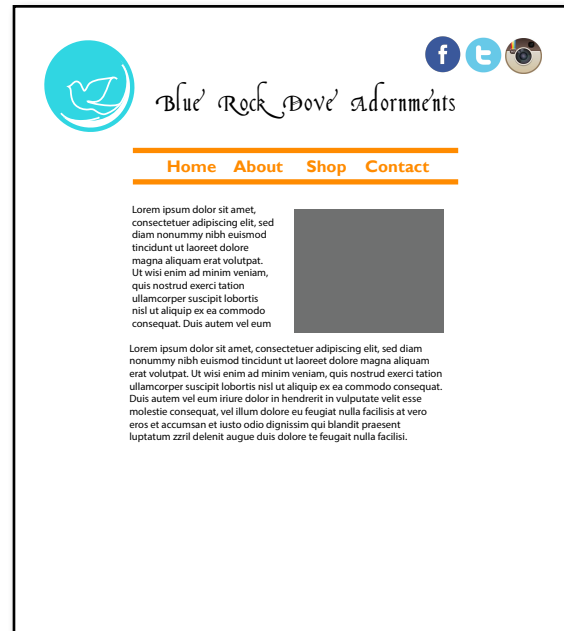
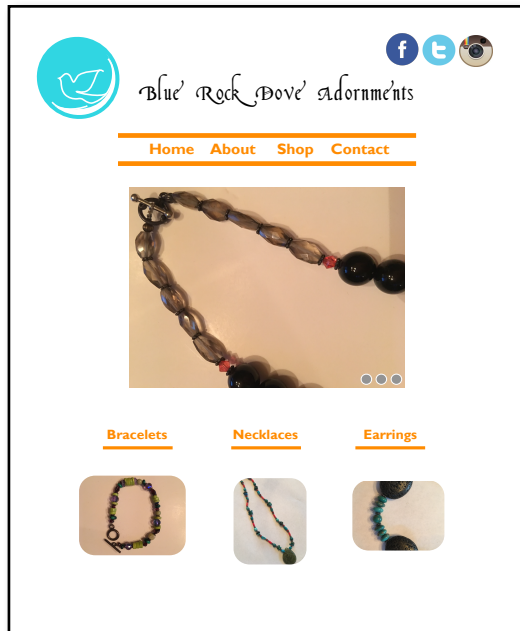


Wire Frames



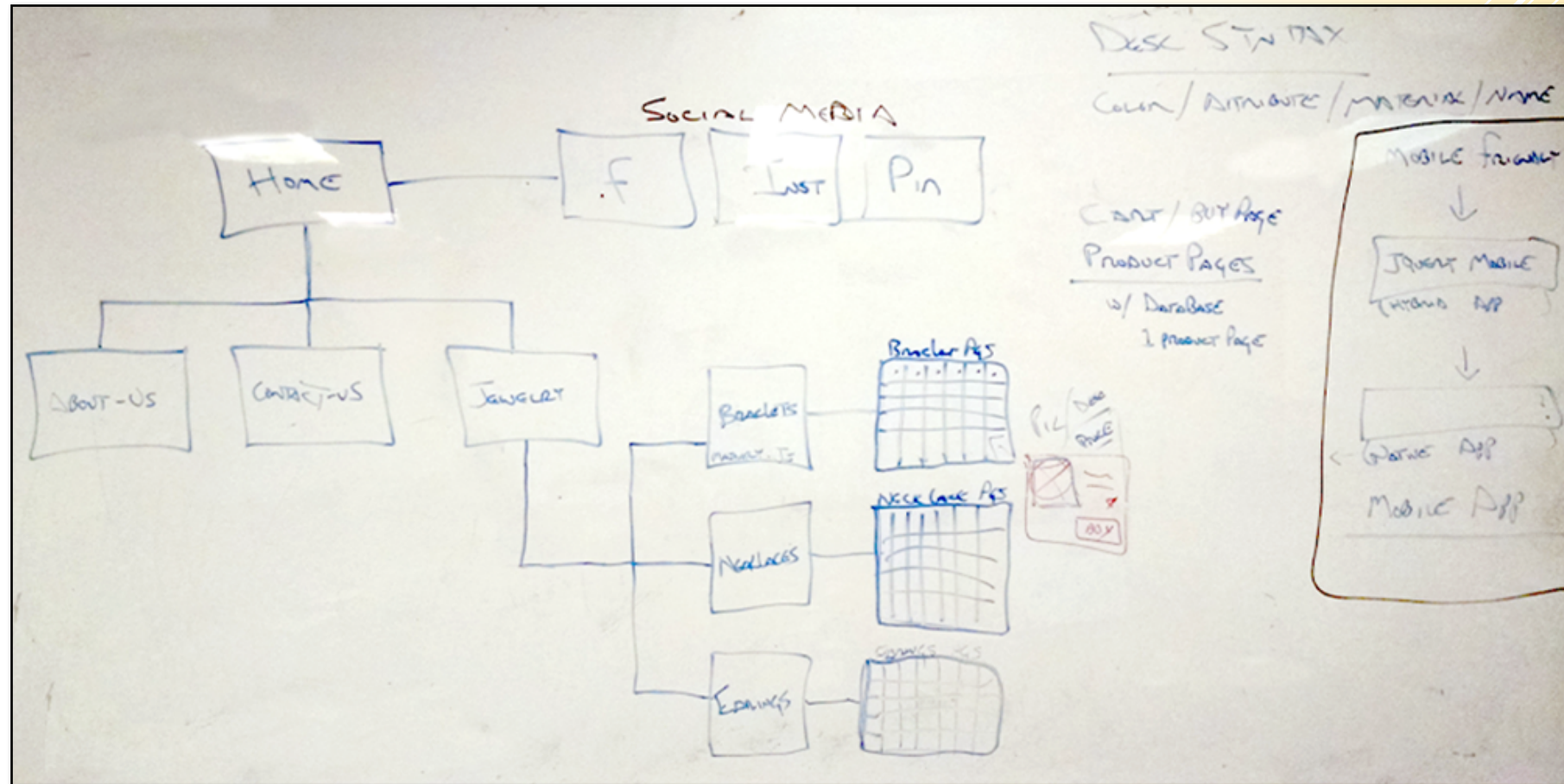


Mock Ups



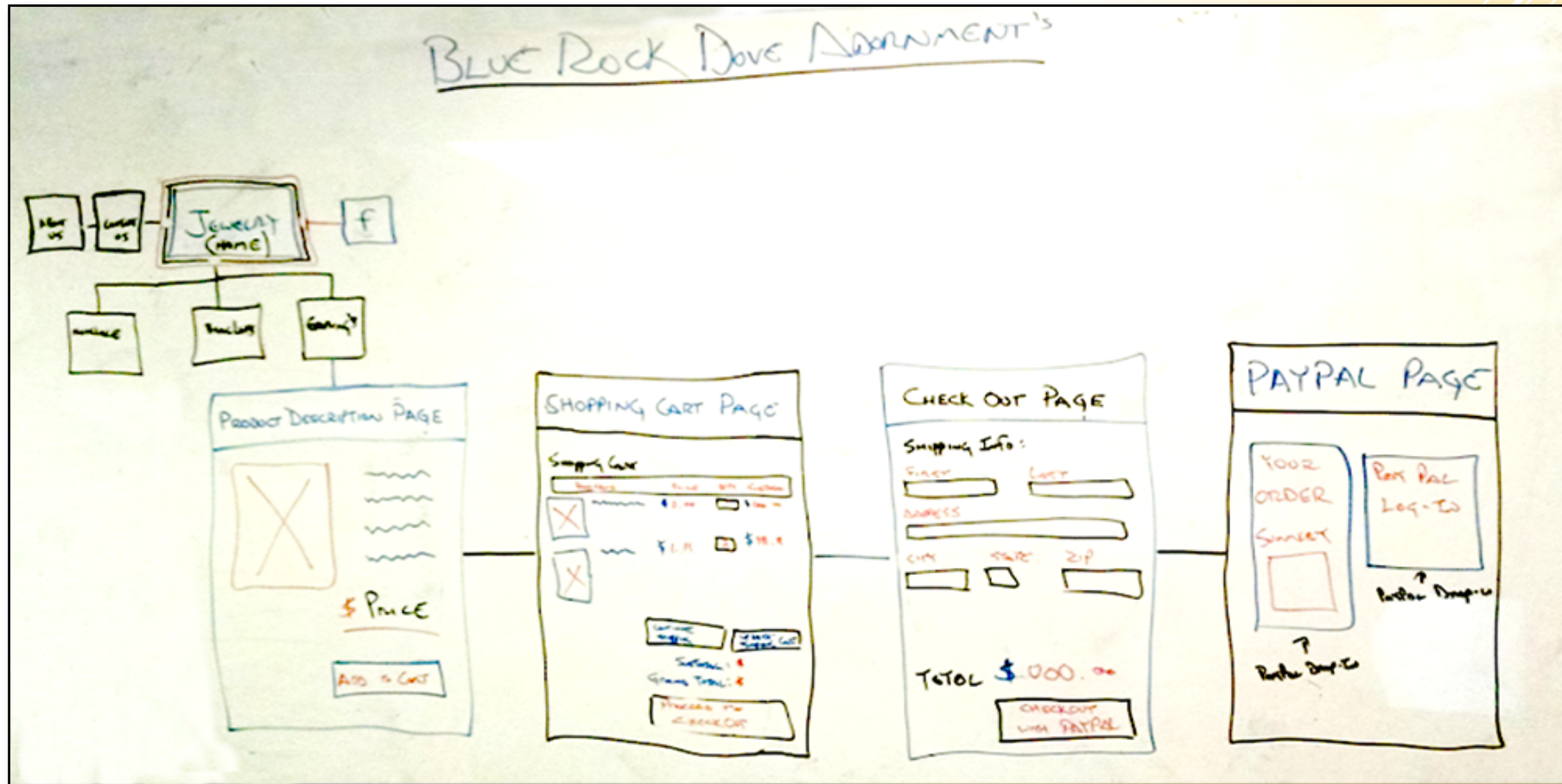


Site Map



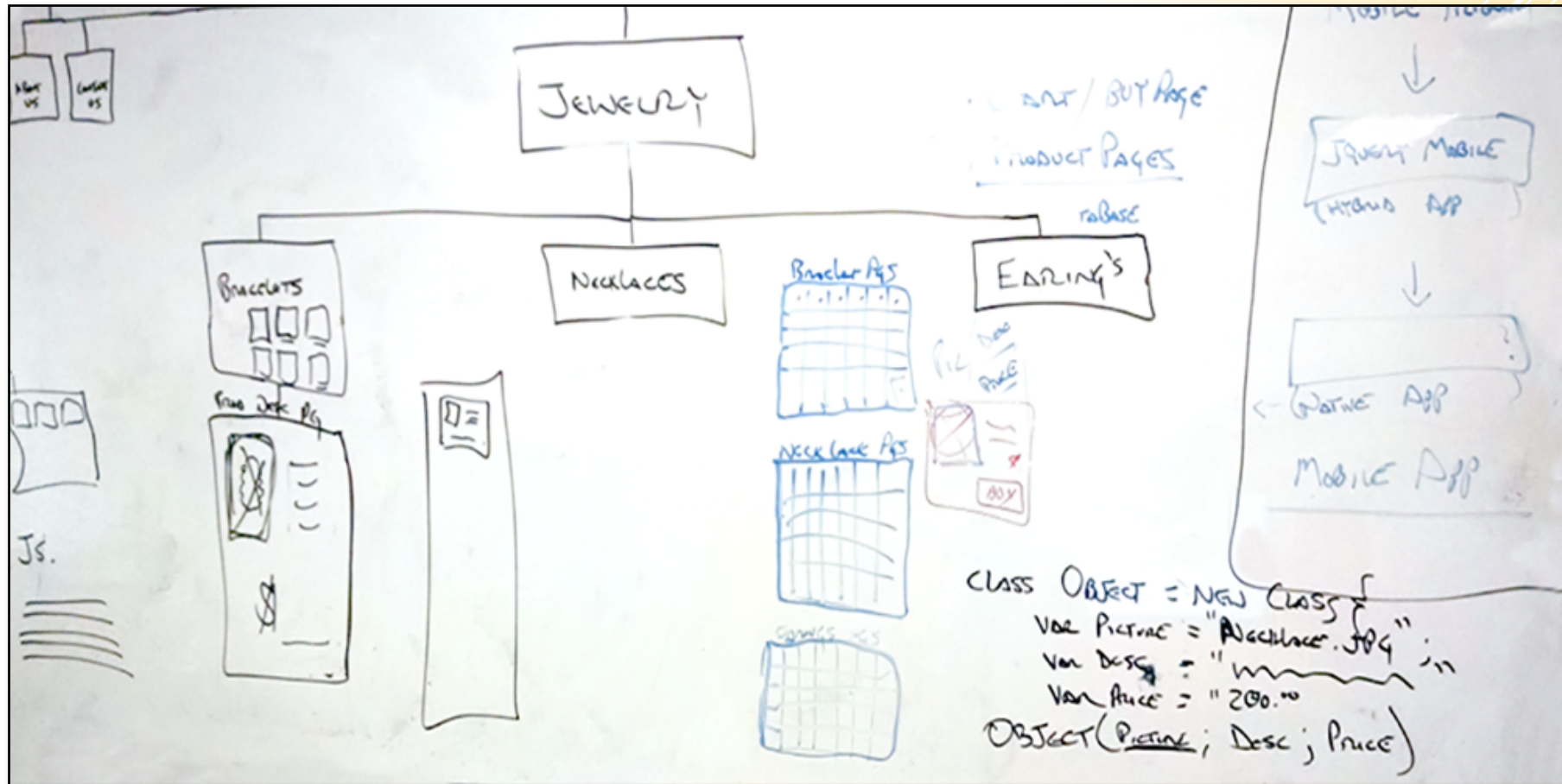


Site Map



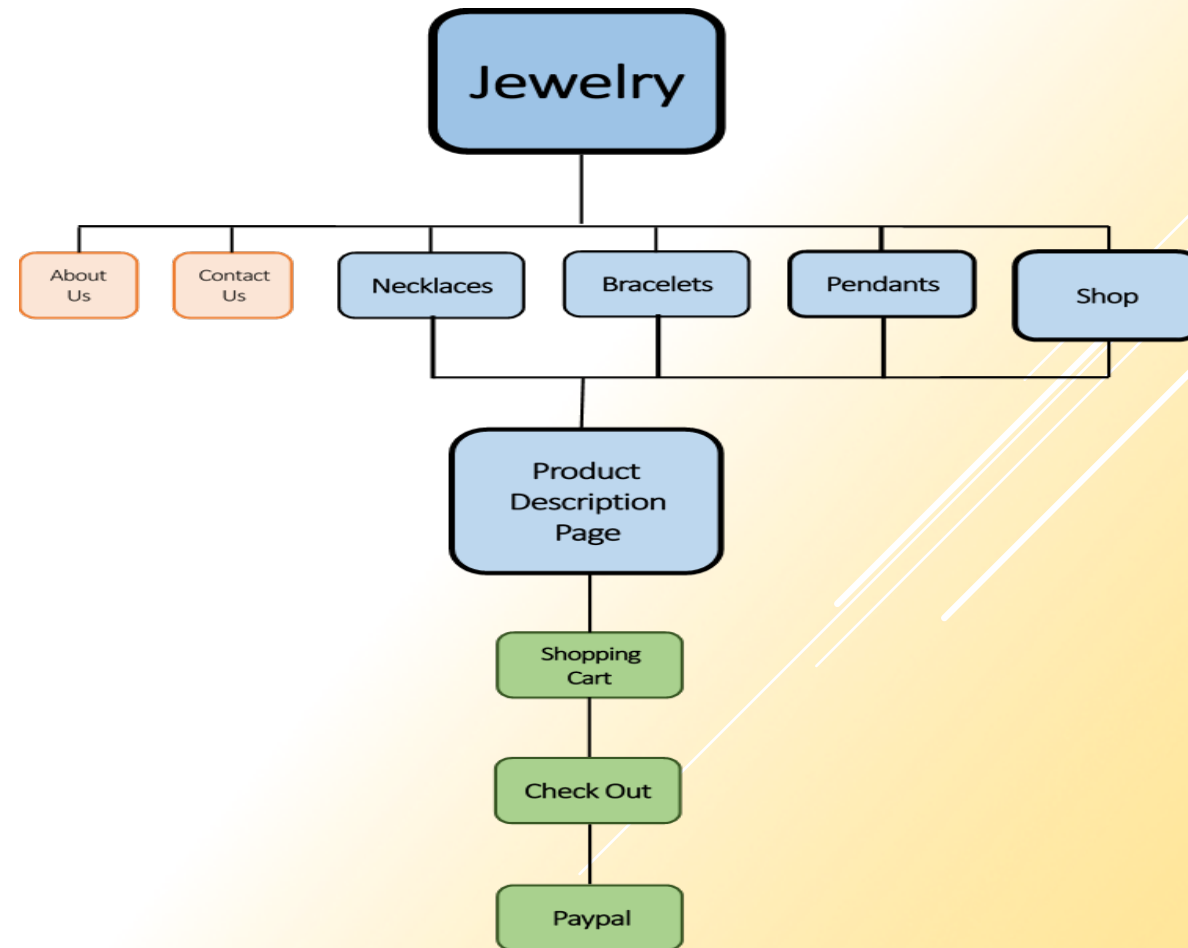


Site Map





Site Map





Style Guide

Logo Design Choices

Option 1



Option 2



Option 3



Typography choices

Option 1

Blue Rock Dove Adornments

Ruzicka Freehand LT

Unique handcrafted jewelry by Blue Rock Dove Adornments

OfficinaSansITCStd

Option 2

Blue Rock Dove Adornments

Italian Cursive, 16th

Unique handcrafted jewelry by Blue Rock Dove Adornments

Gill Sans MT Std

Option 3

Blue Rock Dove Adornments

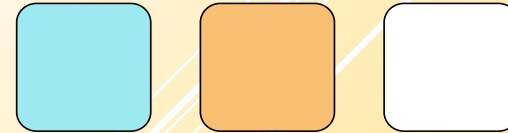
Coronet LT Std

Unique handcrafted jewelry by Blue Rock Dove Adornments

Bell Gothic Std

Color Palette

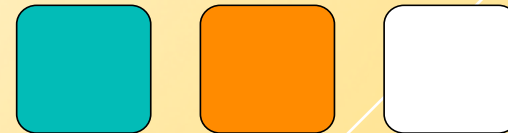
Option 1



Option 2



Option 3





SWOT Analysis

Mashka.com

Fiatluxsf.com

Strengths

- Hover over products to see the price and description
- Simple layout/design
- Offers wholesale for other distributors
- No color other than jewelry pieces- highlights products
- Has social media link (Facebook)- in footer
- Has social media link (Pinterest)- on individual items content page
- Picture content easily viewable on mobile platform
- Has "SKU" number for each item
- SECURE payment/cc processing page

Weaknesses

- Does not display phone number or address in header/footer
- Very small social media presence
- Site not completed - blank pages
- Out of date content - events (2 years prior)
- Does not seamlessly cross to mobile - text very small
- Pricing not upfront - example Earrings are purchase individually yet displayed as a set

Opportunities

- Offer gift cards
- Offer custom jewelry design
- Develop social media presence
- Offer wedding ring sets

Threats

- Clear branding
- Products displayed on models
- Responsive layout

- All custom piece jewelry
- Navigation is categorized in header with slide across open menu
- Database navigation within the body- similar across all pages
- Easily navigable database is backing site
- Simplistic layout and color highlights products offered- not convoluted
- Site includes links to social media (Facebook, twitter, Instagram)
- Checkout process easy to use
- Database is searchable

- Checkout not using secured site- url not highlighted green when entering c.c. info
- Site not optimized for mobile viewing
- Semi active social media accounts
- Price points range from \$34 - \$10,260- inconsistent

- Develop social media presence
- Allow comments in blog
- Have customer reviews

- About designer page
- Account login for returning customers
- Categorize by materials
- Advertise selling venues



SEO Plan

The below HTML meta data tags allow search engines find the website. The meta data description is displayed on the search results from the search engine under the URL. The meta keywords are common words entered into a search engine by the user to bring up the website into the search results.

```
<meta charset="utf-8">
```

```
<meta http-equiv="X-UA-Compatible" content="IE=edge">
```

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

```
<meta name="description" content="Blue Rock Dove provides home-made hand crafted designer jewelry. Custom pendants, bracelets and necklaces. Gifts for the artisans in Bay Area, and California.">
```

```
<meta name="keywords" content="Adornments, jewelry, hand crafted, Sandra Abril, Oceanside, Blue Rock
```

```
<title>Blue Rock Dove Adornments</title>
```



JavaScript Sample

This section of JavaScript is where the data of products are called to the page. The items in the Array can be changed to call in a new product for sale. This was implemented in order to continue easy maintenance for the client on the shop page.

```
39 }
40 function flexboxes(piclocation, pricelocation, titlelocation, deslocation){
41     this.PicLocation = piclocation;
42     this.Deslocation = deslocation;
43     this.Titlelocation = titlelocation;
44     this.Pricelocation = pricelocation;
45 }
46
47 <!-- JS function which holds each items and stores it with the flexbox, so that when you click the button it can advance to the next window and have the data
48 necessary to do so?. -->
49 <!-- OR?? can i give each items its items array number which can then be referenced to later????
50
51 <!-- JS-- IMPORTANT-SAVE - product objects are created and maintained here -- (add-to or delete-from) -- this section is where all product objects are maintained
52 - - SAVE-IMPORTANT --- />-->
53     var itemsArray = new Array();
54     itemsArray[0] = new items("images/necklace/IMG_N1062.jpg",1.95,"FIRE","17 inches - Serpentine, Red Jasper, Camelon","necklace");
55     itemsArray[1] = new items("images/necklace/IMG_N1064.jpg",2.95,"PRISMATIC ONYX","19 inches - Black Obsidian, Blue/Red/Green Beads","necklace");
56     itemsArray[2] = new items("images/bracelet/IMG_B1082.jpg",3.95,"MOON","5 inches - Moonstone, Blue/Black/White beads","bracelet");
57     itemsArray[3] = new items("images/bracelet/IMG_B1087.jpg",4.95,"RUGGED MOUNTAIN","6 inches - Amethyst, Turquoise","bracelet");
58     itemsArray[4] = new items("images/pendant/IMG_P1039.jpg",5.95,"JADE TIGER","17 inches - Blue beads with onyx pebbles","pendant");
59     itemsArray[5] = new items("images/pendant/IMG_P1041.jpg",6.95,"BUTTERFLY","12 inches - Jade mixed with laced Agate","pendant");
60     itemsArray[6] = new items("images/pendant/IMG_P1045.jpg",7.95,"JADE TEAR DROP","17 inches - Amazonite, Camelon, and Jade","pendant");
61     itemsArray[7] = new items("images/necklace/IMG_N1052.jpg",8.95,"FOSSIL","17 inches - Howlit, Ameritrine","necklace");
62     itemsArray[8] = new items("images/necklace/IMG_N1061.jpg",9.95,"TRANQUILITY","15 inches - Lapis Lazuli","necklace");
63     itemsArray[9] = new items("images/necklace/IMG_N1072.jpg",10.95,"MEDIAN","17 inches - Black Tourmaline","necklace");
64     itemsArray[10] = new items("images/necklace/IMG_N1079-1.jpg",11.95,"PROGRESIVE PROSPERITY","15 inches - Turquoise","necklace");
65     itemsArray[11] = new items("images/necklace/IMG_N1080.jpg",12.95,"MELON","16 inches - Chrysoprase","necklace");
66     itemsArray[12] = new items("images/necklace/IMG_N1083.jpg",13.95,"SUNSET","19 inches - Orange/Dark Blue Beads","necklace");
67     itemsArray[13] = new items("images/necklace/IMG_N1089.jpg",14.95,"CHROMATIC","17 inches - Flecked colors","necklace");
68     itemsArray[14] = new items("images/bracelet/IMG_B1068.jpg",15.95,"RAINBOW","6 inches - Camelon, Dark Amethyst, Turquoise","bracelet");
69     itemsArray[15] = new items("images/bracelet/IMG_B1069.jpg",16.95,"SKELETON","8 inches - Camelon, Dark Amethyst, Turquoise, Serpentine, Black Onyx","bracelet");
70     itemsArray[16] = new items("images/bracelet/IMG_B1070.jpg",17.95,"YELLOW BUG","6 inches - Serpentine, Tigereye, Purple/Red Beads","bracelet");
71     itemsArray[17] = new items("images/bracelet/IMG_B1071.jpg",18.95,"SYMMETRY","6 inches - Metal Chainlink, Fluorite","bracelet");
72     itemsArray[18] = new items("images/bracelet/IMG_B1077.jpg",19.95,"IRIDESCENCE","5 inches - Turquoise, Amethyst, Clear Beads","bracelet");
73     itemsArray[19] = new items("images/pendant/IMG_P1057.jpg",20.95,"BLACK FEATHER","14 inches - Black Onyx, white opal","pendant");
74     itemsArray[20] = new items("images/pendant/IMG_P1059.jpg",21.95,"CRIMSON","12 inches - Black Onyx, Red Jasper","pendant");
75     itemsArray[21] = new items("images/pendant/IMG_P1075c.jpg",22.95,"BLACK BADGE","19 inches - Black Obsidian, White Opal","pendant");
76
77 <!--JS Function which dynaically loads each flexbox Item with individual products / with individual id attributes - non working button. -- loads from for loop />
78 -->
79 function loadFlexboxWithItems(counter, item, PicLocation, Titlelocation, Deslocation, Pricelocation){
```



Usability Testing

WAVE
web accessibility evaluation tool

Summary
WAVE has detected the following:
0 Errors
0 Alerts
11 Features
4 Structural Elements
8 HTML5 and ARIA
10 Contrast Errors

Panel Options
DETAILS: A listing of all the WAVE icons in your page.
DOCUMENTATION: Explanation of the WAVE icons and how you can make your page more accessible.
OUTLINE: The heading structure of the web page.

Blue' Rock Dove Adornments

Home About Contact Shop

photo of a pendant

Pendants

photo of a necklace

Necklaces

photo of a bracelet

Bracelets

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for <http://mkalus.aisites.com/bluerockdove/>

Checker Input
Show ☐ source ☐ outline ☐ image report
Check by address

Use the Message Filtering button below to hide/show particular messages, and to see total counts of errors and warnings.

Message Filtering

1. **Error** Element `form` not allowed as child of element `span` in this context. (Suppressing further errors from this subtree.)
From line 26, column 2: to line 26, column 84
`<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr" method="post"><input type="text" value=""/>`
Contexts in which element `form` may be used:
Where `form` content is expected.
Content model for element `span`:
[Phrasing content.](#)

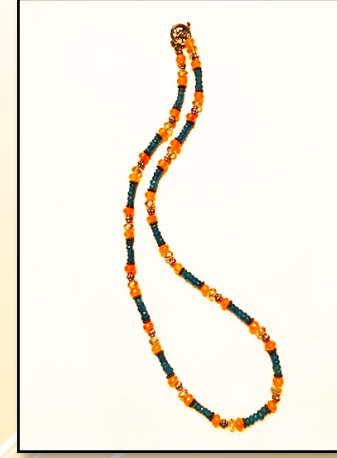
Document checking completed.

Used the HTML parser.
Total execution time 45 milliseconds.

[About this checker](#) • [Report an issue](#) • Version: 17.3.16



Necklaces





Bracelets





Pendants





Contract

WEBSITE DESIGN AGREEMENT

This Website Design Agreement (this "Agreement") is made effective as of February 5, 2017 (the "Effective Date"), by and between Sandra Abril (the "Owner"), of 990 Longfellow court, oceanside, California 92003, and Edward Crocker (the "Designer"), of 2386 47th avenue, San Francisco, California 94116.

1. Description of the Services. The Designer will design a website (the "Website") for the Owner by timely providing the design and programming services listed on **Schedule A** (the "Services") in a professional and timely manner. All programming and documentation shall comply with standards currently employed by the Owner. The parties may at any time modify the scope of the Services by including desired changes in a written "change order" that explains the changes and the adjustment to the payment for the Services that will result from such changes. Such change order shall become effective when signed and dated by both parties.

2. Client Content. The Client will provide all requested content and images to the Designer no later than February 12, 2017. In the event that the Client does not provide Designer the requested content and images by the deadline of February 12, 2017, services will be delayed until requested content is received. Upon the event that the Client Content is not received by March 22, 2017, the Designer reserves the right to terminate this agreement.

3. Term / Scheduling. The Services will be completed timely in accordance with the schedule set forth on **Schedule A**. The Designer will begin the Services on the designated date and continue until the satisfactory completion of the Services. The term "satisfactory completion" of the Services means when the software and documentation developed for the Website performs to the specifications set forth on **Schedule A**.

4. Payments. In consideration for the Services, the Owner will pay the Designer in accordance with the payment schedule and terms set forth on **Schedule B**.

5. Ownership Rights. The Owner will own all of its proprietary information as included in the Services, as well as all source code, object code, screens, documentation, digital programming, operating instructions, design concepts, content, graphics, domain names, and characters. All Services provided by the Designer, including systems, computer programs, operating instructions, unique design concepts, other documentation developed for or specifically relating to the Owner's information processing, all of the Owner's source documents, stored data and other information of any kind, and reports and notes prepared by the Designer, will be "works for hire" under applicable United States copyright laws, and therefore the property of the Owner. Such work may not be used by the Designer for any other purpose except for the benefit of the Owner. Any and all such property shall be delivered to the Owner on request by the Owner. Upon request, the Designer shall sign all documents necessary to confirm or perfect the exclusive ownership interests of the Owner.

6. Copyright Notice. The Designer shall include the following copyright notice (or any other notices requested by the Owner) to be displayed on each page of the Website that can be viewed by a user: "February 12, 2017 edcrocker10101@gmail.com; all rights reserved."

7. Confidentiality. The Designer will not at any time or in any manner, either directly or indirectly, use for the personal benefit of the Designer, or divulge, disclose, or communicate in any manner any information that is proprietary to the Owner (e.g., trade secrets, know-how and confidential information). The Designer will protect such information and treat it as strictly confidential. This provision shall continue to be effective after the termination of this Agreement. Upon termination of this Agreement, the Designer will return to the Owner all records, notes, documentation and other items that were used, created, or controlled by the Designer during the term of this Agreement. The Owner or may seek and obtain injunctive relief against the release or threatened release of such information in addition to any other legal remedies which may be available.

8. Warranty - Designer. The Designer warrants to the Owner that all software programming, web pages, CD-ROMs, diskettes, and materials delivered to the Owner in connection with the Services are free from defects in materials and faulty workmanship under normal use, and that the Website will operate properly with widely used web browsers. During the Designer's recommended beta testing period and for a 30 day period following completion of beta testing, the Designer will correct any software anomalies ("bugs") that occur because of defects in the source code included in the software. After such time, the Designer will make changes on a fixed hourly rate or a negotiated fixed quote basis. While no website design process is able to guarantee bug-free results, the Services will be provided in a workmanlike manner, within local industry standards and tolerances for commercial applications. This warranty does not cover items damaged, modified or misused after delivery to the Owner.

9. Warranty - Intellectual Property Rights. The Designer represents and warrants that it has the unencumbered right and power to enter into and perform this Agreement and that the Designer is not aware of any claims or basis for claims of infringement of any patent, trademark, copyright, trade secret, or contractual or other proprietary rights of third parties in or to any programming or materials included by the Designer in the Services or trade names related to the Services. In the event of any claim, charge, suit or proceeding by any third party against the Owner alleging such infringement, the Designer shall defend such claim, charge, suit or proceeding. The Designer shall indemnify and hold the Owner harmless from and against any loss, cost, damage or expense (including attorney fees and legal expenses) incurred by the Owner that may result by reason of any such claim, charge, suit or proceeding. The Owner shall have the right, if it so desires, to be represented in any such claim, charge, suit or proceeding by counsel. If any of the programming or materials included by the Designer in the Services becomes the subject of an infringement suit, the Owner may terminate this Agreement and shall be entitled to a refund of any payments that it has made to the Designer under this Agreement. This indemnity shall not apply to materials provided by the Owner as contemplated by the following paragraph.

10. Warranty - Owner. The Owner represents and warrants to the Designer that the Owner owns (or has a legal license to use) all photos, text, artwork, graphics, designs, trademarks, and other materials provided by the Owner for inclusion in the Website, and that the Owner has obtained all waivers, authorizations, and other documentation that may be appropriate to evidence such ownership. The Owner shall indemnify and hold the Designer harmless from all losses and claims, including attorney fees and legal expenses, that may result by reason of claims by third parties related to such materials

11. Disclaimer of Warranties. EXCEPT AS EXPRESSLY SET FORTH IN THIS AGREEMENT, THE PARTIES HEREBY SPECIFICALLY DISCLAIM ANY REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE SERVICES, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR IMPLIED WARRANTIES ARISING FROM COURSE OF DEALING OR COURSE OF PERFORMANCE.

12. Limitation of Liability. UNDER NO CIRCUMSTANCES SHALL EITHER PARTY BE LIABLE TO THE OTHER PARTY OR ANY THIRD PARTY FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES (EVEN IF THAT PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES), ARISING FROM ANY PROVISION OF THIS AGREEMENT SUCH AS, BUT NOT LIMITED TO, LOSS OF REVENUE OR ANTICIPATED PROFIT OR LOST BUSINESS, COSTS OF DELAY OR FAILURE OF DELIVERY, OR LIABILITIES TO THIRD PARTIES ARISING FROM ANY SOURCE.

13. Termination on Default. If a party defaults by failing to substantially perform any provision, term or condition of this Agreement (including without limitation the failure to make a monetary payment when due), the other party may terminate this Agreement by providing written notice to the defaulting party. The notice shall describe with sufficient detail the nature of the default. The party in default shall have 14 business days from the effective date of such notice to cure the default(s). Unless waived by the party providing the notice, the failure to cure the default(s) within such time period shall result in the automatic termination of this Agreement.

14. Governing Law / Forum. This Agreement shall be construed in accordance with the internal laws of the State of California, without regard to conflict of laws rules. Venue shall be in a court of competent jurisdiction in the State of California, and both parties expressly consent to jurisdiction in such courts.

15. Complete Contract / Amendment. This Agreement supersedes all prior agreements and understandings between the parties for performance of the Services, and constitutes the complete agreement and understanding between the parties. The parties may amend this Agreement in a written document signed by both parties.

Schedule A

Description of Services and Schedule

The design team will design a website for the owner and implement a art director, tester, usability information architecture, and a project manager to ensure your professional timely deliver of your website. The client may modify the scope of services provided if so desired.

Schedule B

Payment Terms

Each personnel will need a payment of fifty dollars on the first of April received from the client after the product and services are provided.

This Website Design Agreement is executed and agreed to by:

edward crocker

edward crocker
edcrocker10101@gmail.com
February 5, 2017 at 10:10 am
Recorded at IP 161.38.221.156

Waiting for signature

Sandra Abril