

Tintoatfive.com

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Contents

Concept	4
Twitter Description	4
Inspiration for the website	4
Elevator Pitch	4
The Solution	5
Unique Selling Point	5
Manifesto	5
Research	6
Business Environment	6
Identifying Competitors	6
Cognate websites	7
Non-cognate websites	10
Niche identification	12
Revenue generation	12
SWOT analysis	12
Strengths	12
Weaknesses	13
Opportunities	13
Threats	13
Cultural Context	13
Planning	14
Commodity	14
Website Content	14
Target Audience	15
Possible Scenarios	16
Information Architecture	19
Firmness	20
Hosting platform	20
Front-end technologies	21
Back-end technologies	21
Version Control System	21
Content Management System	22
Delight	22
Logo/brand design	22
Page layout	24

Prototype	27
Implementation	31
Setting up Tinto at Five	31
Content Creation	32
Branding	34
Content Management System	35
Website Launch	35
Social Media and SEO	35
User Experience	36
Accessibility	39
Analysis	39
Conclusion	41
Future of Tinto at Five	42
References	43
Interview's results	44

Concept

Twitter Description

"To promote the different Latin American cultures in London through the services they offer to the residents." (108 characters)

Inspiration for the website

I was born in Colombia and moved to London when I was a teenager. I have always been proud of my culture and the place where I am from. So every time I talk about my childhood, I take the opportunity to describe my beautiful country and all the different cultures that can be found in Latin America.

However, I have noticed that many people don't know what I am referring to when I mention Latin America or where Colombia is. Even sometimes, they think that Colombia is the same as Columbia (which is not). Also, I have been asked by friends and neighbours where they could go if they wanted to try something new, what restaurants offer traditional Latin American food or where they could go to practice their Spanish.

Based on those conversations and my own experience, I realised that the best way to explore a new culture is by being involved in it. No matter how many books a person reads about a place or a culture, the only way to create great memories is by living them. Therefore, I decided to choose Latin American businesses as the main content for my website, so users could find lovely places to go on a reliable platform, facilitating people to experience and explore the Latin American community within London.

Elevator Pitch

Although Latin Americans have been in London since the late 18th century, and the Latin American community has increased significantly in recent years, there is still no recognition for this ethnicity as a distinct category on the national census. This data gap means that local authorities struggle to understand the needs this community can have.

Moreover, places like the Latin Village located at Seven Sisters, Tottenham Hale, are constantly at risk of being torn down, even when it means destroying locations that have been helping Latin Americans to reconnect to their roots for many years. Fortunately, in the case of the Latin Village, it was saved thanks to the support received by the community and the council, as it was considered a "gentrification plan that would displace poorer, ethnically diverse communities from the area" (Gayle, 2021).

There is another issue, one that has affected everyone, including local businesses, the coronavirus pandemic. This pandemic has affected many traders, forcing them to reduce staff and close their businesses indefinitely. I have seen many Latin American local companies I used to frequent closed due to this problem.

The points mentioned above have pushed me to do something for my community, hoping that it will make a difference for someone who needs it. Therefore, I have decided to create a website where the Latin American community in London can be promoted through their services to UK residents. This website will aim to increase the awareness of the Latin American community in London, meaning that people outside this community can find different ways and places to explore the various Latin American cultures. It will also mean that the businesses listed on the website can increase popularity due to being promoted on a reliable online platform.

The Problem

There are not many websites available online where people can find helpful information about the Latin American community in London. Furthermore, there are very few websites that promote Latin American businesses. Unfortunately, these websites are aimed mainly at Latin Americans or people already familiar with the Latin American community in London; this means that these websites are difficult to navigate for someone who is just starting to get involved in this community.

While looking for websites that could share a similar idea to the one I have for my project, I found a common issue. This issue was how the information was displayed and the choice of colours. Most of them were cluttered with all sorts of content, or not using the correct background colours for text, not thinking about the user experience and the readability of the information displayed on the website.

Also, websites listing Latin American businesses are persuading a more commercial approach, having a business directory style. But, again, this is something that I think should be avoided if we want users outside the Latin American community to feel welcome and attracted to explore this community.

Overall, I could not find a website that worked as an informational website for users who wanted to know more about the Latin American community while finding places to explore and enjoy the different Latin American cultures.

The Solution

My website aims to introduce the Latin American community and the different cultures that can be found in this community to people who would like to experience it in London. The information displayed on this website will focus on friendly facts about Latin America. Also, every page, category or business will be an opportunity to teach about this community to users.

Content on this website will be carefully selected, so information density will not be a problem. And the user experience will always be important, meaning that accessibility, colour contrasts, font sizes, images and many more essential points will be thought through.

Additionally, I would like users to feel drawn to the information and feel more confident to experience this community by themselves. This is why showing faces, smiles, and personal stories are important to achieve this. Therefore, a commercial approach will be avoided to keep familiarity.

Unique Selling Point

"Exploring Latin American cultures in the UK". My website will show different places people could explore the different Latin American cultures without leaving the UK. Also, the website will be well designed, user friendly and the content will help users know more about Latin America.

Manifesto

The main goal of my project is to create a website that will increase the awareness of the Latin American community among London/UK residents. This site will show local businesses owned by Latin Americans, so users can find different places to enjoy and explore this community and its diverse cultures.

This website will take every opportunity to introduce different facts about Latin America, so users can find handy information about it and places where they can experience what they read.

Furthermore, every business will be carefully selected, so users who visit these places will be happy with their choices.

Also, these businesses shown on the website will be introduced to the users with a personal approach instead of a commercial approach by telling the owners' story and their personal experiences. Meaning that users can find familiarity in the content, consequently feeling more confident to explore these places and the community.

I hope to achieve the things mentioned above, and I will feel very proud of myself if I get users to be brave enough to explore a new environment because of the information provided on my website.

Research

Business Environment

Latin America refers typically to more than 26 countries, starting from Mexico, in North America, and going down to Argentina, South America (List of countries in Latin America, 2021). There are more than 600 million people, and there are currently more than 500 languages, but the dominant ones are Spanish, Portuguese, and to a lesser extent, French. Due to this diversity, Latin America has a wide variety of cultures, including Indigenous cultures such as Aztecs in Central Mexico, Mayas in Central America, and Incas in Peru. These Indigenous cultures have been of significant influence on Latin America.

As mentioned before, Latin Americans have been in the UK for centuries, but this community has grown significantly in recent years. Unfortunately, estimating the size of the Latin American community in the UK using official sources can be difficult because of the lack of appropriate data sources. But by 2011, there was “an estimated 186,500 Latin Americans in the UK (acknowledging that this is a less reliable estimate than the London figure). This means that 61% of the UK Latin American population resides in London.” (McIlwaine, Cock and Linneker, 2011). This is an advantage for the project that I am aiming to develop. In the beginning, it will focus on the area of London, with a plan to extend it to other areas of the UK.

Identifying Competitors

Finding websites that share the same goals as the project I am developing has been a challenge, as I have not been able to find proper competitors that I could compare to. Therefore, I have chosen some websites that have similarities to my aims, analysing them to gather valuable tips for my project.

Cognate websites

<https://www.slas.org.uk/>

Google PageRank: 3/10

Average Visits per month: 435

Business Model: Community site



www.slas.org.uk is the website representing the Society for Latin American Studies; this website covers all aspects of Latin American society and culture. It includes a space for events where it shows conferences coming up and a blog where they write about different topics, from Latin American history to migration. This website is aimed at Latin Americans mainly.

This website's top SEO words include Latinos in the UK, Latin Americans in the UK, and Latin American studies association.

Positive things I could take from this website:

- It has three different languages (English, Spanish and Portuguese) available. Having a multilingual website helps to reach more users as more people can understand the information.
- It covers various topics that can interest many Latin Americans, including study programmes and tips for migrants.

Things I should avoid based on this website:

- Images are used as backgrounds, but they are not high-quality images. Therefore, they look blurry and not good enough for this website.
- The choice of colours for the text of some paragraphs is not that good, as they make the information difficult to read.
- Layout design and the link style need improvement to draw the attention of more people.
- Responsive design for the website should be included to give users more accessibility to the platform.

<https://www.latinolife.co.uk/>

Google PageRank: 4/10

Average visits per month: 65,000

Business model: content model based on advertising



www.latinolife.co.uk is, as mentioned on their website, a one-stop online shop for all things, whether it is concerts and club nights or cultural phenomena. This website is considered the most established Latin Media outlet. LatinoLife includes a variety of Latin American events and topics that can be of great interest to someone looking for something fun to do. Users can find from live music events to places to eat. This website is aimed at any person who is interested in enjoying a Latin American event or business.

This website's top SEO words include Top ten ..., reggaeton, Mexican boxer, Mexican singers, salsa dance, Latin bars in London.

Positive things I could take from this website:

- It has exciting articles that draw the user's attention very quickly, for example, Top ten ..., things you should know about ..., upcoming events.
- It covers a lot of different areas in the Latin American community that can benefit local businesses.
- The use of hints of colours makes the website more appealing.
- Even though they display many advertisements on their website, they do not annoy the users as pop-ups have been avoided.

Things I should avoid based on this website:

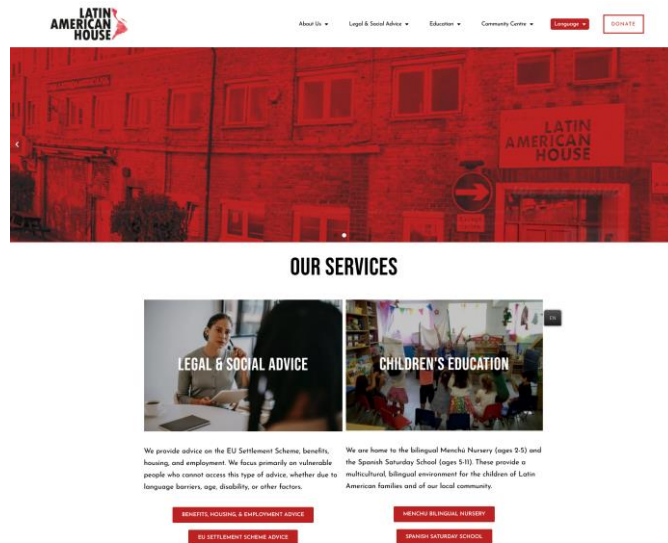
- The information displayed in many different blocks and columns can make users feel overwhelmed as there is no space available to breathe.
- More than two navigation menus can be too much for many users.
- Pages are long, so scrolling down to get to the bottom can take a long time. This can make the users quit before reaching the bottom, meaning that the information at the bottom will be ignored.

<https://casalatina.org.uk/>

Google PageRank: 4/10

Average Visits per month: 1,046

Business Model: Community site



www.casalatina.org.uk is a website that represents the Latin American House, a charity that serves as a community centre for Latin Americans in London and the local people of Kilburn. Casalatina.org includes legal advice for Latin Americans, space rentals and an education section.

This website's top SEO words include Latin American house, casa Latina, Latin American charities in London, Spanish Saturday School.

Positive things I could take from this website:

- Information is well displayed, as colour contrasts are well chosen, there is a good line height that makes paragraphs easy to read.
- Accessibility is considered for this website. There are screen reader options and a responsive design.
- Images are high quality and add value to the information displayed.
- It has three languages available, meaning that more users will be reached.

Things I should avoid based on this website:

- Even though it says that it is aimed at neighbours from the area of Kilburn, I can notice that the target audience is the Latin American community. Content should be more neutral if they want to reach more people outside the Latin American community.

Non-cognate websites

<https://unpocodesur.com/>

Google PageRank: 4/10

Average Visits per month: 16,845

Business Model: Content and community



www.unpocodesur.com is a website about a couple who travels around the world, so they talk about their trips, experiences, and tips on how to get money while travelling. This website may look different from what I am aiming for, but I think the aim is the same: to persuade people to experience new things/environments and create great memories.

This website's top SEO words include Palabras Colombianas (Colombian words), what to do in Crete, frases Colombianas (Colombian phrases), Elbe sandstone mountains.

Positive things I could take from this website:

- Clean backgrounds make the images stand out and the information to be easier to read.
- High-quality videos can make a big difference on a website, as long as it aligns with the content and layout.
- It is better to have limited but essential information than loads of information that will eventually be ignored.
- Simple illustrations can complement the design very nicely.

Things I should avoid based on this website:

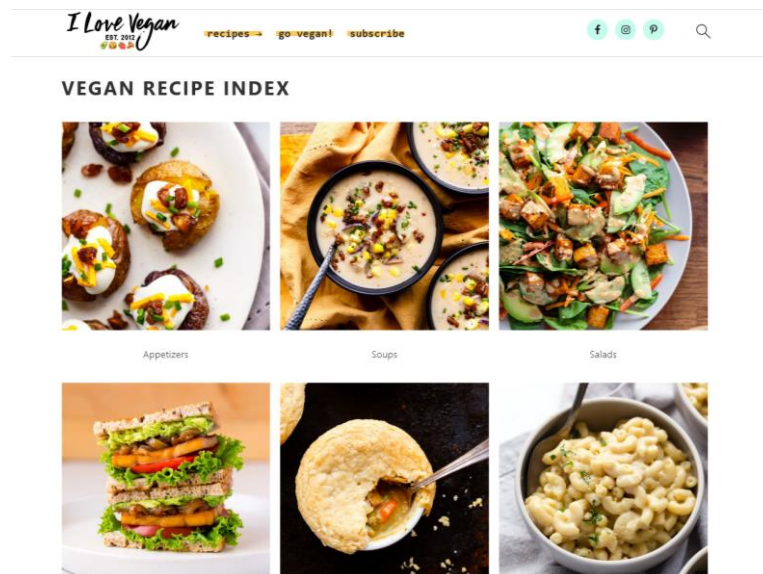
- Colour and font weight should be carefully thought through on every section of the website as sometimes it can be challenging to read on images or plane backgrounds with similar colours.
- Pay attention to every language available for the website, as sometimes the translation might not be correct.

<https://ilovevegan.com/>

Google PageRank: 5/10

Average Visits per month: 104,347

Business Model: content model based on advertising



www.ilovevegan.com is a website about veganism, they have over 180+ vegan recipes, and they talk about transitioning to a vegan lifestyle. I consider this website to provide similar functions to the project I am developing but on a different topic. They have used appealing images to persuade people to try another diet, and they try to teach people as much as they can about the benefits of a vegan diet. They are telling users how to enjoy veganism and its benefits, which I am trying to do with my project, telling users how to experience the Latin American cultures and the nice experience you can have from it.

Positive things I could take from this website:

- High-quality images that look very appealing to the users.
- Articles that cover basic questions about the topic.
- Simple navigation menu
- Minimalist style, making the images the main point of focus.

Things I should avoid based on this website:

- Ads are a bit annoying and make the page load slower.

Niche identification

My website will fill a niche of showing different places, local businesses in London, where the Latin American cultures can be explored. This website will show facts about Latin America and its diverse cultures so that people can learn many things about this community. And the users will have options of places where they could go to experience Latin American cultures in person by going to one of the local businesses shown on the page. This means that having a variety of local businesses from different countries is very important to cover as much of Latin America as possible.

I will carefully select every business; therefore, I will visit these local shops and make sure they are open, ready, and have good customer service. Therefore, users who decide to go to these businesses will have a pleasant experience. Of course, customer service cannot be controlled as companies can change employees, affecting how customers are served. However, I will try my best to know the employers and their values.

Revenue generation

Generating revenue is something that I would like my site to engage in once there is high and steady traffic of visitors. It will follow the free business model as content will be free for users. However, at some point, I would like the website costs to be covered by using different methods to generate income.

Knowing my visitors first is a must before deciding the best way to generate income, therefore having high and steady traffic is essential. Unfortunately, I lack information about visitors who can come to my website. Yet, based on previous research done to related sites, I know that some of my visitors could be residents who would like to try new food, customers from the local shops mentioned on the website and Latin Americans who would like to know places where they could go.

Hence, I can find options where I could monetize my website, but always keeping in mind user experience first, which means that I will avoid filling my website with popups or other annoying ads methods.

Some of the options I have thought so far are:

- Sell sponsored posts. Once I have steady traffic, some businesses might like to sponsor content, and I think it can work well if it aligns with my content and comes across as relevant information.
- Sell ad space. I will personally sell ad space directly to companies by asking for a flat advertising rate. These companies should be relevant to the content of my website.
- A donation. I could consider promoting contributions at least once a year.

SWOT analysis

I have done a SWOT analysis to understand my current position and the current business environment by identifying strengths, weaknesses, opportunities, and threats that I can encounter while developing the project.

Strengths

Personal strengths:

- As a Latin American in London, it is easier for me to understand their needs and know people who can help me complete the project.
- Promoting the website will be a bit easier as I have experience in Marketing and content design.

- I have photography skills and a professional camera that will help me take high-quality photographs for the content.

Project strengths:

- The website targets the Latin American community, which includes different cultures; this will facilitate the creation of content as many topics can be covered.
- There is a lot of potential for site growth as the Latin American community keeps growing.

Weaknesses

Personal weaknesses:

- My website won't be live until I get the content and layout ready, meaning that business owners must trust me and my skills when agreeing to be part of this project.
- I depend on the availability of the business owners, meaning that my schedule can be affected because of this.
- I will be multitasking web design, content planning, photography, branding, etc. Therefore, time management is a must.

Project weaknesses:

- To create the right balance for all the different cultures that will be shown on the website.
- To find a proper way to represent different cultures and traditions.

Opportunities

Personal opportunities:

- To learn new skills, such as design a dynamic website and using a content management system.
- To grow my networking by meeting people who are interested on being part of the project.

Project opportunities:

- To increase awareness of the Latin American community in London.
- To expand the project to other parts of the United Kingdom.
- Some Latin American businesses in Elephant and Castle have been moved to new places, meaning that it is the right time to promote their businesses.

Threats

Personal threats:

- Not being able to accomplish the deadline successfully.
- Not getting all the content (including images) I need to make the website appealing to the users.

Project threats:

- Potential businesses not being interested on my project due to the lack of background.
- Businesses owners changing of mind, affecting the development of the project.
- Technical challenges due to the lack of knowledge.

Cultural Context

The Latin American community is one of the UK's fastest-growing communities. Half of this community is found in London; some areas with high concentrations of Latin Americans include

Seven Sisters, Haringey, and Elephant and Castle. As mentioned before, there was an Indoor Market in Haringey that was closed recently, known as the Latin Village. As explained in an article: “at least half of its 60 small shops, cafés and businesses belong to owners of Latin American or Hispanic origin. The warren-like building is a source of empanadas, arepas and hearty plates of Colombian beans, pork, rice and plantain – but it also helps recent migrants get their bearings.” (Blair, 2019).

Also, a shopping centre was demolished in Elephant and Castle, where most businesses belonged to Latin Americans. However, traders and residents won significant concessions, including a larger relocation fund. Part of this fund was invested in a place called Castle Square, where Latin American local businesses have been able to move to. Hence this place has a variety of services such as “fashion, textiles, electrical products and services and some of the most delicious cafés and restaurants available locally” (Castle Square, 2021).

The Latin Village and the Shopping Centre became more visible thanks to campaigns organised by residents and traders. These campaigns increased the awareness of this community and allowed them to fight back as they did not feel underrepresented anymore.

The new generations of Latin Americans growing up in the UK are conscious of how important it is to set the roots for their cultures. Therefore, more information about this community is available through different platforms and mediums as Latin Americans have realised the importance of being seen and heard.

Planning

Commodity

Commodity was a crucial phase of this project. It helped me find the right target audience, the user journey, to know more about the content I wanted to show and the information architecture for my website. Also, it made me look at my website from the point of view of the potential users that my site can have by creating a journey mapping which was very useful to understand every step that my users might take to reach the different touchpoints I have in mind.

Website Content

The original plan was only to use content created by me; this includes articles and photographs as I had a professional camera and enough time to write all the content. However, there were four images that I had to download from the internet. I made sure they were royalty-free, and I credited them properly. Even though it was not my original plan, I knew I had to include these photographs to make the homepage more appealing, as I could not find any images from the ones that I took that were appealing enough for the homepage.

The content had to be carefully planned as it included interviews, meaning that I had to consider other people’s schedules to get all the content I needed. This means that the interviews and photographs were completed simultaneously while building the website over the summer. Once interviews were done and photographs were taken, I had to choose the best photographs and edit them as they would be an important part of the visual aspect of my website.

My website aims to inform and educate users about the Latin American community and persuade them to explore the different Latin American cultures within the UK. Therefore, the tone of my content will be informal but well-written and persuasive. Also, I would probably use some Spanish words when referring to dishes or other things, making the reading comprehension a bit difficult for a non-Spanish speaker, so I will try to explain the word so the user can have a context for it.

Target Audience

I had to make sure my website was going to be addressed to the right audience. Consequently, I decided to create two user personas to get an insight into the habits of the potential users and their preferences. But before creating them, I did quantitative and qualitative research to make my user personas more real. For example, I interviewed a 68-year-old pensioner and produced six questions for people between 27-year-old to 50-year-old.

Understanding potential users

As mentioned previously, I created a survey of six simple questions, and a total of 13 people answered my survey; this helped me understand more about them and get a new perspective. Therefore, thanks to the people who completed my survey, I can conclude the following points:

- 92% of the interviewed people like supporting businesses, but over 60% have not used any service provided by a Latin American company in the last few weeks.
- As customers, two of the businesses that drew their attention the most are restaurants and grocery shops. However, something that persuades them to learn a new culture is the curiosity to know more about their lifestyle (35%) than to try new dishes (27%).
- When asked if they were familiar with the Latin American community in London, 62% said yes, and just 8% said no. Fortunately for my project, over 92% said that they would be interested in knowing more about the Latin American community in London.

Also, I did qualitative research too as I had the opportunity to interview an English person who is 68-year-old. During the interview, he said that he prefers supporting local businesses instead of big chains. Also, he loved trying new dishes and enjoying cultural events. He knows a bit about the Latin American community in London but has not used any service offered by this community in the last few months. He loves going to restaurants, and he would like to know more about the different Latin American cultures. When asked about what devices he uses when searching for a new place, he said he usually uses his tablet as he is not very familiar with his mobile phone.

Based on this research, I can conclude that my potential users would be people over the age of 25 who are not familiar with the Latin American community in London but are already motivated to explore its different cultures. A typical behaviour pattern I noticed is that they prefer businesses that they are already familiar with. They try a new place because it was recommended by someone they trusted or checked reviews and images online.

Additionally, they all have a common point that motivates me to keep working on my project; they would like to try new restaurants and shops while supporting local businesses. Still, they struggle when searching for new places that they could go to.

User Personas

I created two user personas based on the results mentioned above.



Pensioner

Name
James Aitken

Age
65

Quote
“ Life is sharing special moments with your love ones.”

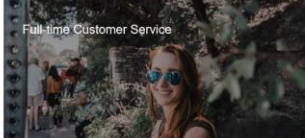
Bio
James worked as a journalist for over 40 years. He speaks Spanish and French. He pensioned recently and is now enjoying his retirement with his wife and grown-up children. He enjoys eating at restaurants and going to social gatherings with his friends.
Some of his hobbies include reading history books and writing book critiques. He likes learning new languages and cultures.

Goals

- To try new cuisines.
- To improve his foreign-language skills.
- To enjoy his retirement with his family and friends.

Frustrations

- Not finding enough people to practice his Spanish and French skills.
- Difficult to find great new places to take his love ones.
- Not knowing where to go to explore a different culture within London.



Full-time Customer Service

Name
Lilly Esposito

Age
28

Quote
“ Supporting local businesses will build a stronger economy and community.”

Bio
She was born in Italy and moved to London when she was a teenager. She has been working in customer service for the last 5 years.
She loves traveling to different countries and likes reading blogs and watching videos of people showing their life-style. She enjoys meeting new people and trying new dishes.

Goals

- To open her own catering service.
- To learn a new language.
- To start exploring new places and environments to what she is used to.

Frustrations

- Not knowing much about other cultures, except Italian and English.
- Not knowing how to get involved in other communities.
- Not enough time to meet new people.

First User Persona – James Aitken. He is 65-year-old and retired. He was a journalist, meaning that he likes researching, reading, and is open to new experiences. In addition, he loves spending quality time with his loved ones and going to social gatherings as he is a very social person. His goals include trying new gastronomies, improving his foreign-language skills. He speaks Spanish and French and enjoys his retirement with his family and friends.

Some frustrations of Aitken are not finding enough people to practice his Spanish skills. This means that having a website that tells him where to explore the Latin American community in London can be helpful for him as these are places where he can find people to speak Spanish with.

Also, he struggles to find new places to take his loved ones. Therefore, this website can help him too as he will see these places’ images to make sure that his family would like it. Another frustration he has is not knowing where to explore a different culture within London, as he is used to travelling when he wants to explore a new environment.

Second User Persona – Lilly Esposito. She is a 28-year-old and works in customer service full-time. She knows that supporting local businesses is a way to build a strong economy and community. She was born in Italy and moved to London when she was a teenager, meaning that she has already explored different cultures, making her more open-minded to new cultures. She is a very social person. Her hobbies include reading blogs and watching videos of people showing their lifestyles in different countries as she feels that these videos help her understand different traditions/cultures.

Her goal is to open her catering service, so she loves trying new dishes and ingredients. Also, to learn a new language and explore new environments. However, her frustrations include the lack of knowledge of other cultures and not knowing how to get involved in other communities. In addition, she does not have enough time to meet new people or search places where she could socialise.

Possible Scenarios

One of my potential users could go through as a possible scenario is finding a new place to hang out with friends, expecting to enjoy the evening in a friendly and welcoming environment.

Due to possible scenarios like the one mentioned above, I can consider a list of different touchpoints:

Before visiting the website:

- Social media – customer acquisition
- Word of mouth – people trust family/friends for referrals.
- SEO – easy to find for curious Google searchers.
- Blog content – quality content will draw user's attention.
- Press releases – to reach different users.

While visiting the website:

- Navigating – finding place they would like to go.
- Blog posts – reading interesting/motivational stories.
- Vlogs – watching entertaining videos.
- Photography – looking at beautiful images.
- Social media – following content on social media.
- Newsletter – Subscribing to the newsletter.

After visiting the website:

- Marketing emails – new content notification, they will come back if they like what they read.
- Community management – positive interaction with users on the different platforms.
- Opportunities – let users know about opportunities to be part of the content, through personal stories or business information.

Considering all the points said before, I can assume that the motivation of potential users is to experience a new environment and culture, including flavours, music, and people. So the starting point that a user could take would be deciding to try unique gastronomy, then looking for a recommended restaurant and finding my website that talks about Latin American businesses in London, including excellent restaurants. While looking at this website, the user sees a place that draws their attention, and thanks to this, they decide to keep exploring the website and follow it on social media.

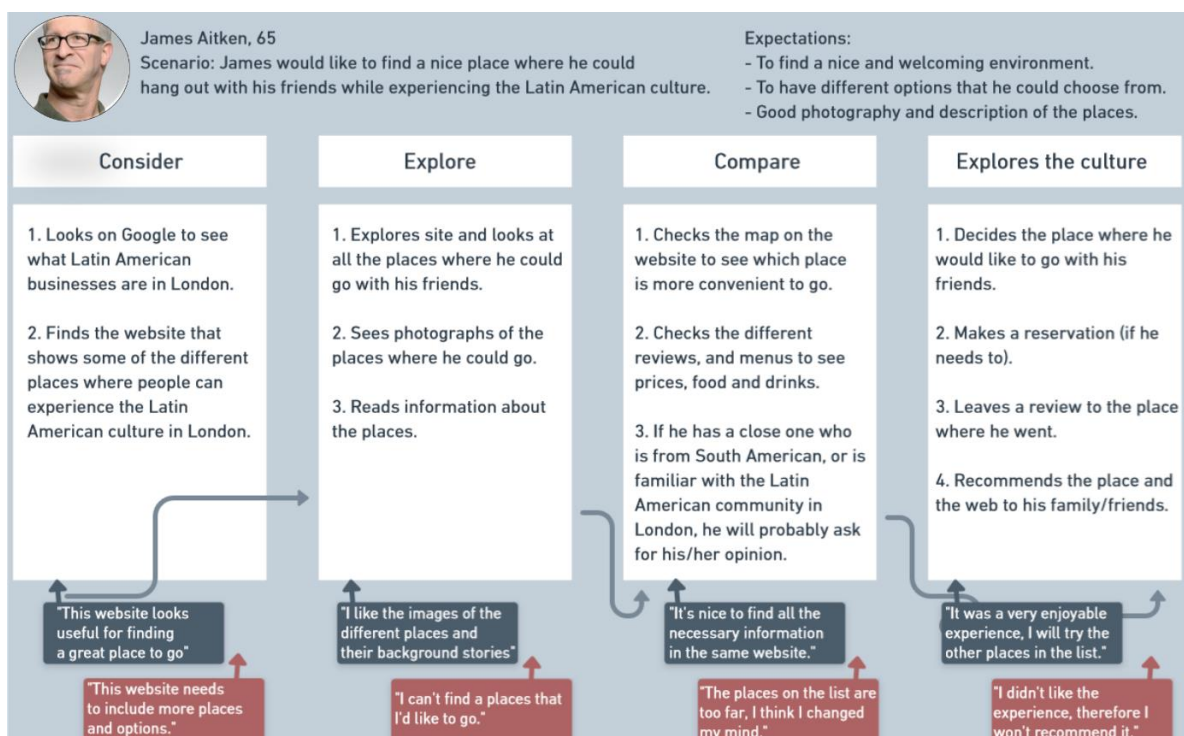
Some pain points that the users could find are the distance of the business they would like to go to and not finding the information on the website appealing enough.

Sketching the journey

I sketched the different steps that users could take as a visual example of the journey of a potential user.



Also, I created a user journey map to have more details about the goals and pains that my potential users could have.

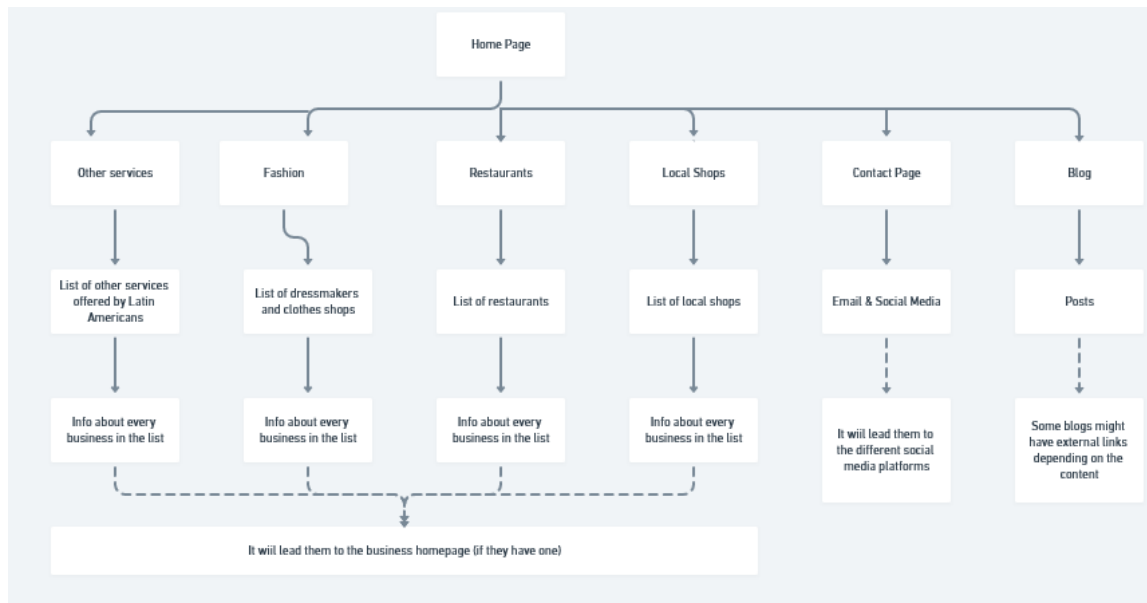


A pattern that Anna and James have in common is that they have heard of Latin America before. Therefore, they are already motivated to explore its different cultures. This means that my website would be the bridge for them to do that.

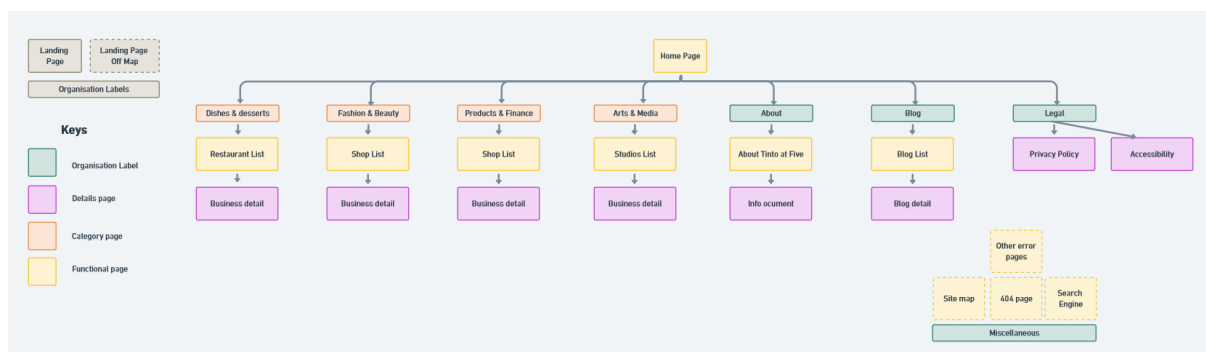
Information Architecture

Structuring and organizing the website's content was one of the most important steps, as this will make the information easy to access without considerable effort.

The first attempt for this project was too general, not giving enough details of all the pages I wanted to include.



This version was then improved by a more detailed map, where it shows things that were not covered before including landing pages off map.



Homepage – From the homepage, users can access the main navigation, leading to the different businesses categories, the About page, and the blog. Users can also access other pages from the footer navigation, such as the privacy policy, sitemap, and accessibility statement.

Categories – There are four categories: Dishes & Desserts (restaurants and cafes), Fashion & Beauty (clothing alterations and beauticians), Products & Finance (convenience shops and money transfers). Every category has a functional page that shows Latin American facts and the list of businesses based on the selected category.

Details Pages – When the users select a business, this will take them to a details page which will show the interview done to the business owner and ways to contact them, including a map where they can see where this business is.

Blog – The user can read blog posts from the blog page. This page will also show tags available, so the users can choose a specific topic if they want to. When users click on a tag, it will take them to a page where an introduction to the topic and all the posts related to that tag are displayed.

Legal – A privacy policy can be accessed from the footer or the cookie consent label. Also, there is an Accessibility statement that can be accessed from the footer too.

Miscellaneous –The 404 page will be shown whenever things go wrong. Users can choose an option from the navigation or from the options shown on the 404 page, which are the homepage, Tinto's blog or About Tinto page.

Also, other error pages include the message displayed when the users are looking for something from the search box and no results can be found.

Firmness

This aspect of the project covers the technical area of the website. I will be covering different points from front-end technologies to Content Management Systems. All the technical underpinnings were considered based on the needs of my project, meaning that they would be suitable for my informational website with low traffic of 10 visitors per day for the first few months (as it is just starting).

Hosting platform

I found different web hosting options and was able to compare them to get the best choice.

- Shared web hosting – It is not expensive as the cost is shared with other sites.
- Cloud based web hosting – It will accommodate based on traffic.
- Virtual Private Server – It is considered a middle ground between shared web hosting and a dedicated web server.
- Dedicated web server – It is a good option when you have very high amounts of traffic; this is why it is one of the most expensive options in web hosting.

I chose shared web hosting as the best choice for my website. It is affordable for the budget I have. A negative aspect of this hosting platform is that other sites may affect the performance of my website. Still, I am not considering any other option because of the low traffic that is expected for the first few months. I looked for different web hosting providers based on this decision, finding two companies that fit my requirements.

	Bluehost	Clook
Price	£4.08 pm (+IVA)	£5 pm
Disk Space	unlimited	500 MB
Bandwidth	unlimited	10000
SSL Certificate	yes	yes
Hosting Support	24 hrs	24 hrs
Familiarity	50%	65%

Bluehost and Clook were the two options that I liked the most. Bluehost has the advantage of unlimited Disk Space and Bandwidth. However, I was more familiar with Clook as it was the provider I used during my master's degree, and I knew that their customer service was excellent, so I could count on them if I had any issues.

Front-end technologies

On the client-side, I used HTML5 and CSS. At the beginning of the project, I was planning to use some JavaScript, but as the project progressed, I realised that there was no need for JavaScript, which meant that the design of my website relied on CSS only.

When using CSS, I was considering using a naming convention. For example, I was thinking of using ITCSS (Inverted Triangle CSS) as it goes from low specificity to high specificity, and BEM (Block Element Modifier) as its structure is block_element-modifier making it easier to organise. Nevertheless, I decided to structure the CSS in a way that could be easier for me to maintain the CSS in the long term.

Also, I decided not to use any CSS pre-processor as I do not consider my project large enough to need one. However, I might consider using Sass for the future as it is prevalent and has great community support.

Back-end technologies

On the server-side, my website used PHP. I did not require other technologies as my site is not that complex to require more programmes. However, I tried to learn as much as I could from the other back-end technologies to make sure I was making the right decisions.

Version Control System

It is necessary to have a version control system to keep the project safe and to have previous working versions available in case of an emergency.

I consider myself a systematic person, so I used a local system, had daily backups, saved files in an external hard drive, and kept them in a One Drive folder. Also, I signed up on GitHub to get used to it as it is very important to get familiar with these platforms.

Content Management System

I used a Content Management System as my project involves editing and publishing a large amount of content. But before deciding on the right one, I compared the ones I thought would work for my project. Finally, I decided to use an open-source CMS as I like knowing there is a dedicated community of developers contributing modifications. Also, open-source software is usually low-cost or free, suitable for my budget for this project.

CMS	Simple Admin Interface	Secure	Help available	Customizable
WordPress	Yes	Yes	Yes	Yes
Drupal	No	Yes	Yes	Yes
Joomla	No	Yes	Yes	Yes
Ghost	No	Yes	Yes	No

The Content Management Systems mentioned in the image above have active communities working on them; this makes these CMS reliable and trustworthy.

- WordPress: it is very popular and has many plugins available. Also, it has a simple admin interface which makes it easier to learn and use. SEO is easy to add too.
- Drupal: users find Drupal more complex and harder to understand.
- Joomla: some users find it not user-friendly as they struggle to add more things to their website.
- Ghost: It is more blogging-focused, and it takes time to get the hang of it as it is a bit overcomplicated and lacks customizability.

According to these points, I chose WordPress as it has all the requirements I had in mind, and I am familiar with it, too, meaning that it did not take that long to get used to this system.

Delight

For this part of the project, I had to work on the visual design of my website. I had to consider the appropriateness of the look-and-feel of my website and the brand design and many more considerations.

Logo/brand design

Part of the brand design was to decide the name of my website. It took me many trials and errors before finding the one I was finally happy with. I wanted something that could represent the Latin American community, and that could feel close to me. For this reason, Tinto at Five sounded just like home. “Tinto” means red wine in Spanish, but it also means black coffee with sugar in Colombia. So “At Five” is more of a personal story. At 5 a.m., my grandmother used to enjoy her tinto while sitting in the living room with the lights off, just enjoying the moment, before all our busy schedules filled her day with responsibilities, that was her time, and she enjoyed it with a tinto. So when users visit my website, I want them to know that the Latin American community in London is a place where they can be themselves and enjoy the moment.

Once I knew the name of my website, I knew what colours could be showing the meaning of it. So, I created a mood board to show what I expected my users to feel when using my website and show the hints of colours that many places of Latin America have in their cities and small towns.



From this board, I found five colours that I really liked:

FFFFFF
White

469C14
Shiny Green

003597
Egyptian Blue

FFD200
Cyber Yellow

F00822
Red Pigment

Thankfully, I received some feedback from my classmates and professors that made me realise how bright these colours were. So, therefore, I changed some colours to make the look of my website more like I originally planned:

FBFBFB
White

9EB477
Olivine

043601
Forest Green Traditional

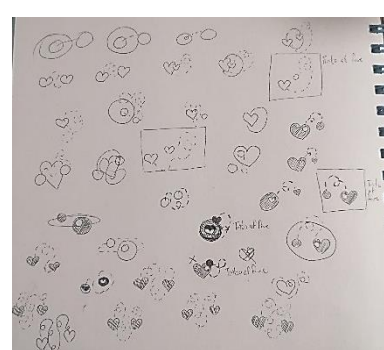
FAD473
Orange Yellow Crayola

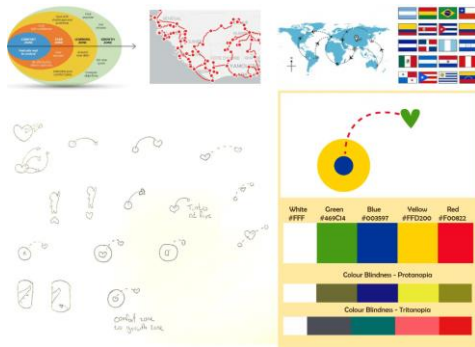
B36802
Liver Dogs

Here are the reasons why I choose the colours shown above:

- Green is an optimistic colour, a new beginning, like a plant emerging from the soil.
- White shows simplicity and equality.
- I think this colour scheme contains calm colours. They are neutral, too, meaning that people unfamiliar with the Latin American community might feel more confident navigating the website.

Based on the concept of stepping out of the comfort zone and using the original colours, I designed a logo. Unfortunately, I did not have enough time to experiment with it, so I decided not to use it as it did not convince me enough to add it to the brand.





← Logo design still under development.

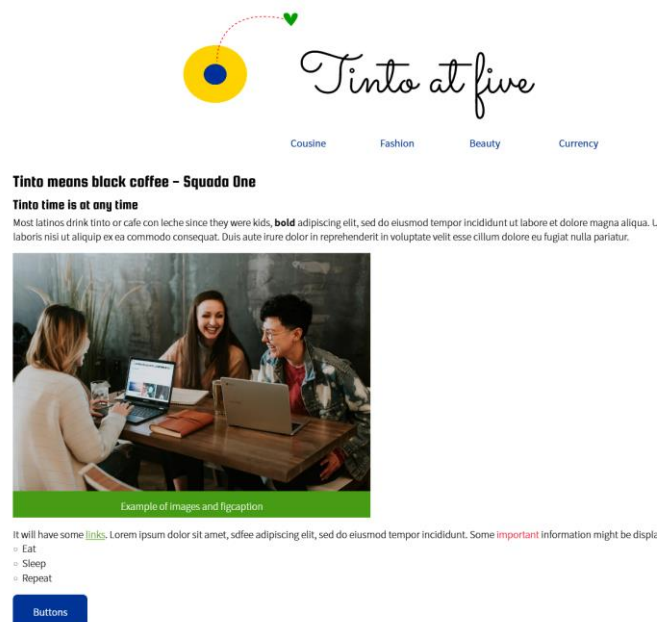
However, I plan to keep working on the logo after the project's deadline, as I want to design a suitable logo for my website. The new design will keep in mind a comment I received as feedback, which mentioned using a hand-painted logo (it would be a sweet personal touch to the website). For now, the name of the website and the typography chosen for it should be enough for users to get familiar with my website.

Tinto at Five

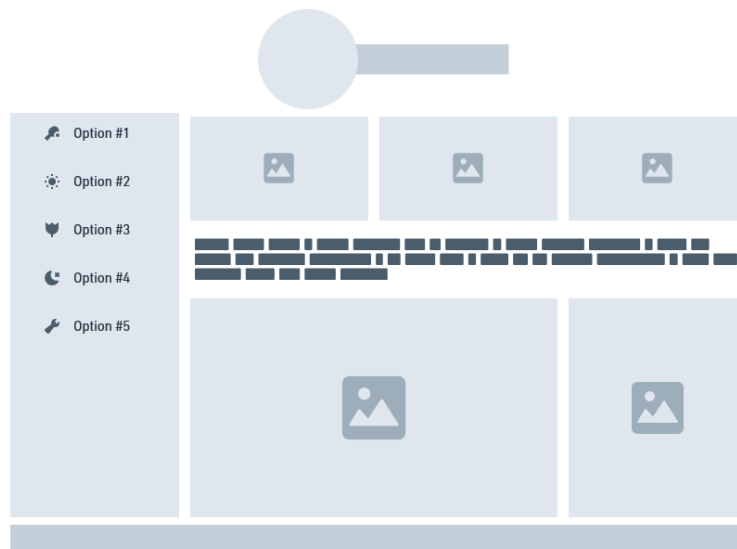
Exploring Latin American cultures in the UK

Page layout

When I started working on the delight aspect, I created a style tile with the original colours, as it was before changing my mind on the colour scheme. This was very useful as I realised that the headings' typeface was too square and confirmed that colours were too bright.



I did a quick sketch layout on Whimsical to experiment with different elements and show the use of white space and visual hierarchy that my website would have had. Also, it was beneficial to know if the user interface elements of my website would conform to the norm.

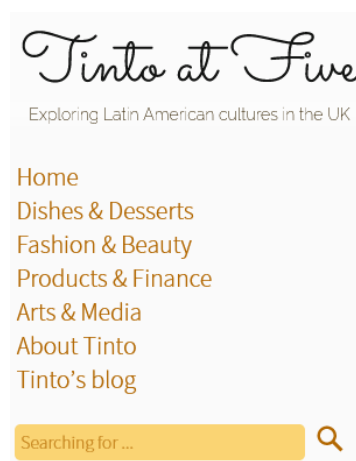


Navigation

One of the ideas I had was to place the main navigation to the left side of the website when the website was seen from a widescreen. Left navigation is faster for users to scan than the horizontal one. Still, it has some disadvantages, such as item priority, meaning that the categories displayed on the menu won't have equal weight. Also, the top navigation will be easier to see as it is above the fold, and it won't look too crowded as there are not many categories included in the navigation.

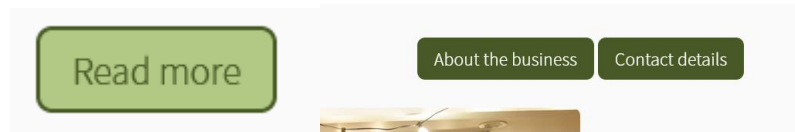


For small screens, I decided not to hide the navigation in a hamburger icon. There were not enough pages for it to be behind an icon, so I did not see why my users should go through extra steps to get to an essential part of the website. Also, a study by the Nielsen Norman Group explained that “more than 20% drop in discoverability on sites with hidden navigation, compared with sites with visible or combo navigation.” (Pernice and Budiu, 2021).



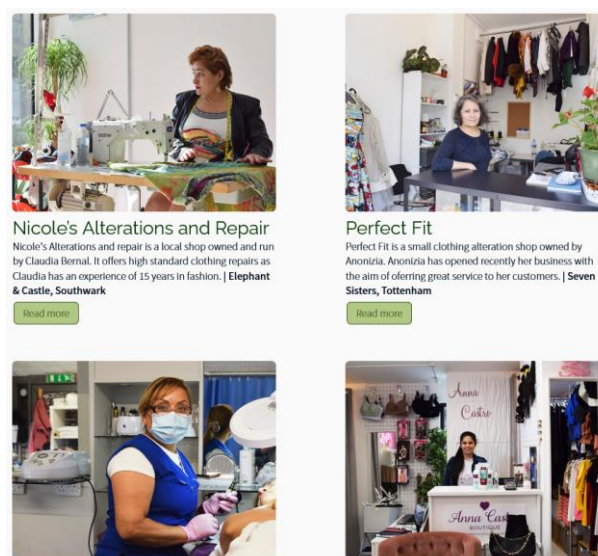
Buttons

Buttons use the same colour but in different ways. For example, buttons on the categories page will have dark green as hover, and the buttons on the business pages will instead have dark green as background colour, making them easier to see when looking at a business.

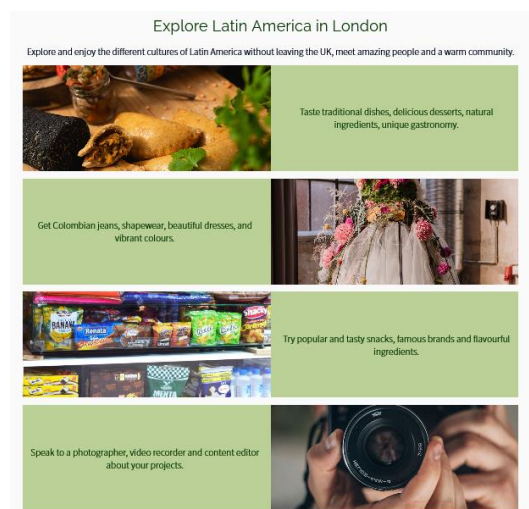


Use of Images

Photography is an essential element for my website. Therefore, all images were taken with a professional camera so I could get high-quality photos. In addition, I made sure to capture the body language of every business owner and the environment of their local businesses.



I aimed to produce all the content myself, from the interviews to the photographs and illustrations. But while I was designing the homepage, I realised that I did not have strong photos of general Latin American things. So as a temporary solution, I downloaded four royalty-free images, and I have used them to draw users' attention to specific categories, persuading them to explore more the website.



Also, I did some illustrations to give a fun touch to the homepage and to the About Tinto page:



About Tinto at Five

Tinto normally means red wine, but in Colombia, it also means a small cup of black coffee with sugar. Tinto is part of the Colombian coffee culture, therefore, it was part of my childhood too. One of the sweetest childhood memories I have is seeing my grandmother enjoying her tinto in the living room. Normally early in the morning, around 5 o'clock. I remember her drinking her hot tinto while sitting on the sofa with the lights off. Just enjoying the silence of the house as she knew that once we started waking up that silence will be filled with our busy schedules. That short frame of time was her time, and a tinto was the best way for her to enjoy it.

Tinto can be a social drink as well as a me-time drink, and that is exactly what the Latin American community is, a place where you can be yourself, laugh out loud, dance, eat, all while feeling part of a family.

Tinto at Five

Aims to promote and increase the awareness of the Latin American community through the services they offer to the residents by including ...



I had to face a challenge related to the image I created for the fun facts section. The information was going to be very difficult to read on small screens. This is why I decided to create a design that could be split in two and still look nice so that the information could be readable from all devices.

Small screen design

Fun facts about Latin America



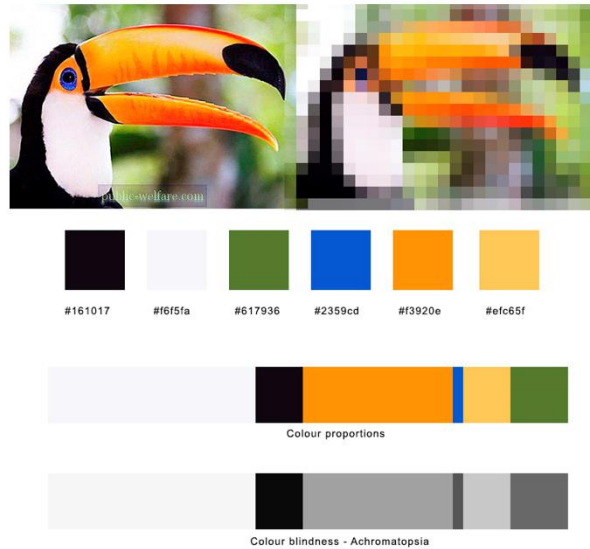
Wider screen design

Fun facts about Latin America



Prototype

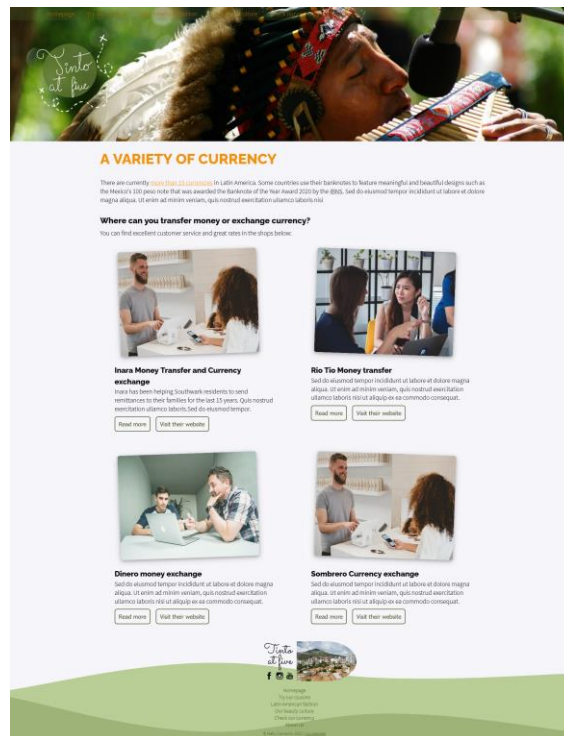
As the project progressed, some design aspects changed; for example, the colour scheme slightly changed. This time, I used a toucan as a reference point for my colour scheme, keeping the original colours mentioned previously but different tones. I chose a toucan as a reference because it is a tropical bird from South America.



I decided to create another style tile with the new fonts in mind and the new colour scheme. I chose Sacramento as the font for the name of my project, meaning that I will use it exclusively when mentioning Tinto at Five or in some particular situations. Noto Sans was for paragraphs and Raleway for headings.



I created a prototype for my website so that I could have a good look at different elements. This is the point where I decided how the business lists were going to be displayed. I wanted to avoid a commercial approach and to offer users a sense of familiarity. Therefore, I decided to use people, the business owners, to represent every business instead of their products. Then, for the excerpt, I would be writing a summary introducing the company. In this paragraph, I will try to persuade the users to be interested in the local business.



From the feedback I received on this prototype, I learnt that the words chosen for the main menu were not clear enough to represent a category. Therefore, I should be careful when choosing words to make it easier for users to browse through the website. For example, *cousine* means a cooking style but is not a common word, so other words should be considered. Also, to pay attention to the contrast of colours and font-weight.

Moreover, I learnt that having the option of “visit their website” below the introduction paragraph was not good if I wanted the users to keep learning more about Latin American cultures. It would be a good option if I wanted to increase the visitors to external businesses’ websites. However, this is not my case, as I aim to persuade users to know as much as they can about the Latin American community, and the way to do this is by exploring more the website.

Thanks to this prototype and the feedback received from it, I concluded that I would keep the footer, the way the business list is displayed and the hero image with some minor modifications made to these elements.

Furthermore, I scheduled my work in a Gantt chart, breaking my activities down into separate tasks. I tried to add as many details as I could to have a clear idea of how long every task should take.

Tasks			Dates													
			May			June				July				August		
			9th - 15th	16th - 22nd	23rd - 29th	30th - 5th	6th - 12th	13th - 19th	20th - 26th	27th - 3rd	4th - 10th	11th - 17th	18th - 24th	25th - 31st	1st - 7th	
1. Content	Listed Businesses	1.1. Choose the businesses														
		1.1.1. Contact owners														
		1.1.2. Confirm list														
	Interviews	1.2. Prepare Interviews														
		1.2.1. Send interviews by email														
		1.2.2. Attend 1-to-1 interviews														
		1.2.3. Transcript 1-to-1 interviews														
		1.2.4. Content for pages ready														
	Visual material	1.3. Taking photographs/videos of businesses														
		1.3.1. Editing photographs														
		1.3.2. Organising photographs folder														
		1.3.3. Editing videos														
		1.3.4. Organising videos per content														
	Writing content	1.4. Gathering info for posts														
		1.4.1. Writing blog content (min 5 posts)														
		1.4.2. Taking photographs for blog content														
		1.4.3. Editing photographs														
		1.4.4. Organising info and photographs														
2. Applied Art	Brand	1.4.5. Having all content ready for HTML														
		2.1. Brand planning														
		2.1.1. Final colour scheme														
	Layout & images	2.1.2. Final typography decision														
		2.2. Layout design (grid*)														
		2.2.1. Optimizing images														
		2.2.2. Icon design. Sprites.														
		2.2.3. Interaction design ready														
		2.2.4. Embedding videos														
		3.1. Create SM accounts														
3. SM and SEO	Social Media	3.1.2. Create SM strategy														
		3.1.3. Create SM content														
		3.2. Brand image design														
	SEO	3.3. SEO analysis														
		3.3.1. Implementing SEO into content														
		3.4. Online/Offline promotion and marketing planning														
		4.1. Analyzing accessibility														
	User Experience	4.2. Asking people for feedback														
		4.2.1. Analyzing feedback														
		4.3. Implementing changes based on feedback														
5. CMS	JS	4.3.1. Improving User Experience														
		5.1. Implementing client side technology (JS)														
	PHP	5.2. Implementing PHP														
		5.3. WordPress Theme design														
6. Completion	Final presentation	6.1. Preparing presentation														
		6.1.2. Presenting Final Major Project														
	Final report	6.2. Writing final report														
6.2.1. Submitting final report																

For this schedule, I planned to finish my project and the final report by the beginning of August (too optimistic) as I wanted to have some weeks off to look for jobs and to enjoy summer (I know!). So, my schedule consisted of:

- Finishing content, including photographs, blog content, and interviews, in four weeks, meaning that I would have content ready for the website by the beginning of June.
- The brand was going to keep changing as information was gathered, as I wanted to make sure that the brand matched the content, so I scheduled it to take up to seven weeks from the beginning of the project.
- Social Media and SEO were going to take over ten weeks, as it would be done little by little, promoting the content and showing the progress, as well as analysing SEO.
- I would work on accessibility and user experience for the last four weeks of the project to ensure that the website was as accessible as possible.
- Content Management System would be a work that would take me the entire schedule as I knew that my lack of knowledge would make me do a lot of research, trials and errors.
- I planned to write my report from the beginning of the project, so it would not be stressful to finish it at the last minute. The final presentation would also be ready for the start of August, so I just had to practice it again by October.

As it was expected, by the mid of summer some of these dates had to change, to make it more realistic and less stressful, as I was feeling anxious for not finishing things as I first planned, so to make it more achievable and relaxed, I extended the tasks time:

Some issues had to be resolved because of having a domain separate from the hosting. For example, when setting up the email for my website, no emails came through. So, I opened a ticket on Clook and asked for help. They told me that I had to update the nameservers to point to my web hosting. Fortunately, this resolved my issue, and I was able to have a working email.

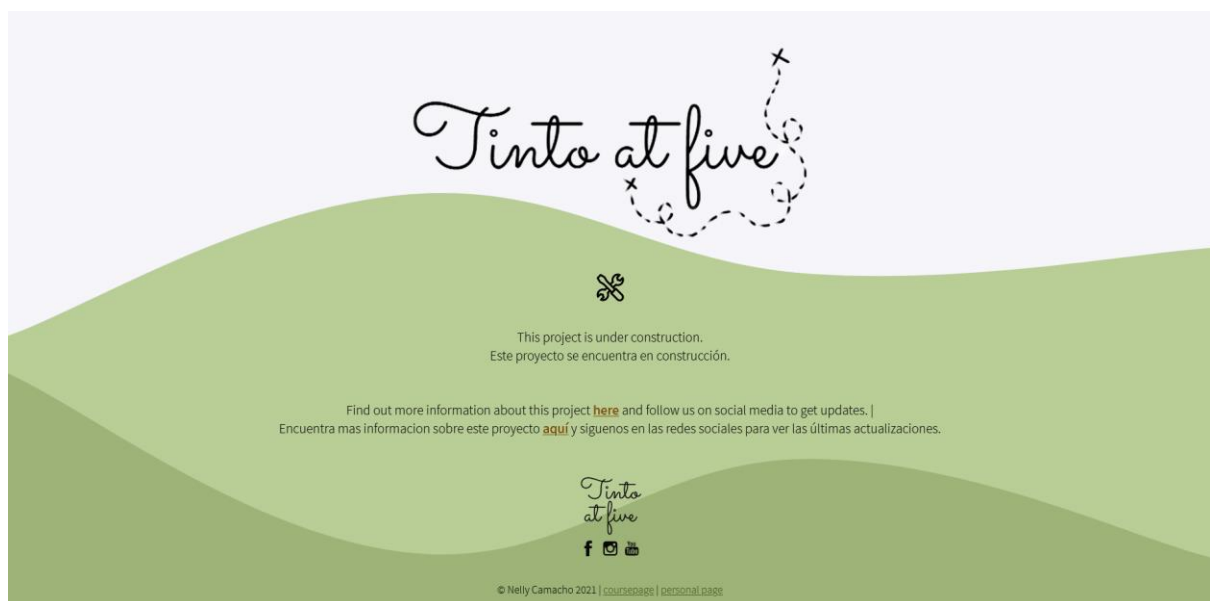
It took me a while to understand how to link the domain with the host and make everything work, but it was easy to manage both providers once it was running.

Content Creation

Thanks to the prototype, I knew I had to find a minimum of 15 local businesses that would like to participate in this project to make my website relevant to users. There was a chance that some people would say no because there was no trust built beforehand, meaning that they did not know what to expect from me.

Therefore, I created an 'Under Construction Page' where users could find a downloadable file explaining what the project was about, what to expect and what they would agree to. In addition, this document added statements to avoid any conflicts. For example, I added a paragraph saying that business owners who take part in the project would give me permission to use the photographs and information taken during the interview to use them for the website and the different social media platforms. This document was available in English and Spanish.

Also, I added the different social media platforms where businesses owners could find more information about the project as I was constantly posting updates about it.



It was easy for me to find potential local shops that would like to be part of Tinto at Five in Elephant and Castle, as I have some friends who work in that area. These friends introduced me to different businesses and CEOs, and it was easy to gain their trust because I was already recommended by people with who they were familiar.

However, for the area of Seven Sisters, it was more difficult. They did not know me, and some of them were not that open to hearing my proposal. Still, I met great people who were looking for opportunities to promote their businesses, and when I explained that I would not be asking for their money, they were more than happy to be part of this project. Then I was recommended by the ones who said yes, and that is how I got three businesses from that area.

Additionally, I used social media to look for Latin American local businesses, and that is how I found one great local shop in Peckham.

Once I had local shops interested in my project, I made a list so it would be easier for me to keep an eye on the progress. Then, with the list ready, I visited every shop, one by one, to take the photographs and do the interviews. This step was significant as it was the moment for me to check if users would feel comfortable visiting these local shops. Hence, I paid attention to the customer service, the place's hygiene, and the quality of their services.

When a photography session and interview were done, I took the rest of the day to select the best photographs, edit them, and transcribe the interview. So, I could have the content ready to use once all the people were interviewed.

Physical locations											
Area	Category	Owner	Contact	Company	Address	Interested?	Confirmed Agreement	Confirmed Date	Interview done	Photography session	SM and Website
Elephant and Castle	Fashion	Claudia	07848860972 - claudia.victoria.bernal@gmail.com	Nicoles Alteration	SE1 6ET, Ash Ave	Yes	Yes	Yes	Yes	Yes	I: @nicolesalterationsandrepair
Elephant and Castle	Fashion	Anna Castro	7517094602	Anna Castro Boutique	SE17 1EU, Castle Square Unit 4, 40 Elephant Road	Yes	Yes	Yes	Yes	Yes	I: @annacastrouk
Elephant and Castle	Food - Restaurant	Jose, alias Pito	2077012188	La Barra de Pito	SE1 6SP, Eagles Yard Arch 147 Walworth Road	Yes	Yes	Yes	Yes	Yes	I: @labarradepito
Elephant and Castle	Food - Restaurant	Diana	07958901353 - info@comaybeba.co.uk	Coma y Beba	SE17 1EU, Unit 2, Castle Square, 40 Elephant Road	Yes	Yes	Yes	Yes	Yes	I: @comaybebaldn
Elephant and Castle	Food - Restaurant	Marina	7960642901	Los Chamos	SE1 6SP, 145 Maldonado Walk	Yes	Yes	Yes	Yes	Yes	I: @loschamosuk
Elephant and Castle	Shop	Johanna Alvares	7817733157	Ivany Store	SE17 2TG, 331 Walworth Road	Yes	Yes	Yes	Yes	Yes	I: @ivanystore
Elephant and Castle	Food - Restaurant	Jhon Barra	07737167095 - drjuiceandsalads@gmail.com	Dr Juice	SE1 6FY, Elephant Arcade Unit 11b	Yes	Yes	Yes	Yes	Yes	I: @dr.juicelondon
Elephant and Castle	Photography	German Romero	07882247120 - marioger24@yahoo.com	Marioger photo studio	SE17 1LB Hampton	Yes	Yes	Yes	Yes	Yes	F & I: Marioger Studio
Elephant and Castle	Beauty	Carmenza Pulido	07578907910 - carmenzaromero24@hotmail.com	Essential Beauty Carmenza	SE17 1LB Hampton	Yes	Yes	Yes	Yes	Yes	F & I: Essential Beauty Carmenza Ltd
Elephant and Castle	Currency	Don Juan	07824663457 - jolivares@inara.co.uk	Inara Money Transfer and Currency Exchange	SE1 6EB, 6 Walworth Rd	Yes	Yes	Yes	Yes	Yes	I: @inaramoneytransfer
Peckham	shop	Veronica Gabriel	07983563348 - info@donabertafood.com	Dona Berta	SE15 5BY, 48 Rye Lane Market	Yes	Yes	Yes	Yes	Yes	Dona Berta
Seven Sisters	shop	Jhon Henry Flores	07495059823 - a77-1166@hotmail.com	Ventapunto		Yes	Yes	Yes	No	No	N/A
Seven Sisters	Food - Restaurant	Fabian Alberto Catano Cadavid	7539738930	Botellon Latino UK	N15 4AJ, 260-262 High Road Seven Sisters	Yes	Yes	Yes	Yes	Yes	I & F: @botellonlatinouk
Seven Sisters	Food - Butchery	Daniel	7877051588 - martinezbutchers@gmail.com	Martinez Butcher	278 High Road	Yes	Yes	Yes	Yes	Yes	f: Martinez butcher's
Seven Sisters	Fashion	Suellen (granddaughter)	7525404390	Perfect Fit		Yes	Yes	Yes	Yes	Yes	

Also, I would like my website to include home businesses, so people who do not have a local shop can still be part of Tinto at Five. These home businesses would be displayed on Tinto's blog, which would have the tag 'home business' to be nicely displayed under this tag.

Therefore, I made a shortlist of home businesses that could be interested in being part of the blog of Tinto at Five. I added just one to the website from this list as I was mainly focusing on the local shops. But I aim to continue interviewing home businesses to add many more to this part of the website.

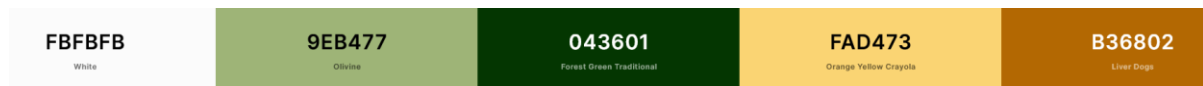
Homemade									
Category	Owner	Contact	Company	Address	Interested?	Confirmed Agreement	Interview sent	Interview received	Photography session
Beauty	Soraya	07449319347 - pitanel@hotmail.com	Soraya Nail's Technician	E18 2PA	Yes	Yes	Yes	Yes	Yes
Beauty	Corina								
Electrics	Boris	07399022081 -							
Gifts	Mayde Buendia Ramirez	7450048061	Maysorpresas		Yes				
English	Ana	anadelvallenavas@gmail.com	Discoverlanguage	discoverlanguage.co.uk	Yes				

Content took longer to be completed as some companies kept postponing the date. For example, a company contacted me two months after the agreement was accepted to ask if I was still interested in including their business on my website. This is why I was glad that the content was the first thing I started working on, as something like this did not affect my workflow.

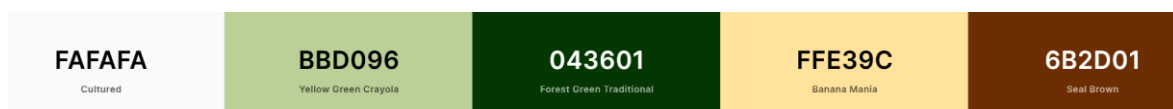
Branding

Colour Scheme

Colour choices were something that kept slightly changing. As the project advanced, I could see how some elements were not looking as I wanted because of the choice of colour. So, from this colour scheme:



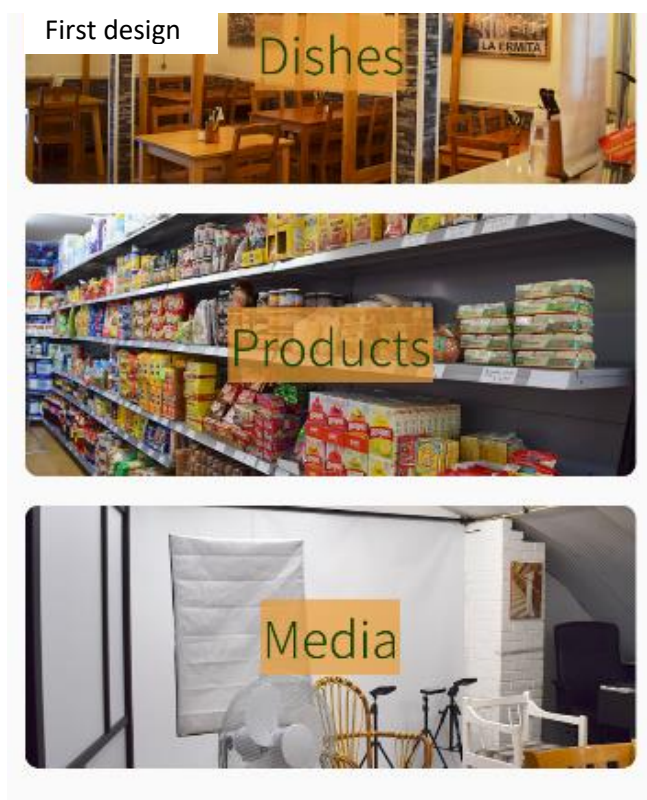
I ended up with this slightly new colour scheme:



This change in colours improved the contrast ratio passing the AAA level for any size text.

Layout

The layout of the different pages of my website did not change much from the original idea, except for the home page. Unfortunately, I forgot to take a screenshot of it before being changed, but I have a mobile version screenshot that a classmate took when I asked for feedback.



The layout for the home page had a section of four photographs with a category name as an overlay text, so people could click on it to go to that specific category. But I noticed that users (people I asked to use the website so I could see how they interacted with it) did not use this section at all, and that is when I realised that it was not appealing enough.

One word on top of an image was not enough to draw the attention of the user. Also, the photos did not increase in size when it was on a bigger screen size; they were just divided into four columns instead. This layout was not working at all, and that is why I decided to change it.

More appealing ones replaced the previous images, and the layout changed to one that could be more informative and more interesting to users.

Content Management System

I decided from the first stages of the project that I would be using a CMS. The risk I feared at the beginning was for the website not to look as I first planned. I had this fear due to the lack of knowledge in this area. Thankfully, WordPress was not that difficult. I needed to do a lot of research to do things that would generally take me minutes in a static design, which made it stressful initially. However, once I started getting more familiar with WP, I could notice how easier it was to work with it.

Something that took me quite a bit to adapt was the idea of not having much control over some things, such as the many ids and classes that are added to tags and elements. However, this is something that I could take advantage of once I got more confident using WP, as I could use these ids or classes for styling tags.

Also, a significant advantage of using WordPress was the different plugins available. I used a total of six plugins; these were: Advanced Custom Fields, Akismet Anti-Spam, Cookie Notice, MonsterInsights, Updraft and Yoast. I tried to use as few as possible, as I wanted to avoid overloading the website with unnecessary plugins.

Website Launch

I had an under-construction page available from the 14th of May; the business owners visited this page to look at the document with all the information about the project. Once my website was ready to view, I asked for feedback from different people, and I had the opportunity to see people using my website. Based on this feedback, I made some changes and then my website was ready to launch.

I announced the launch of my website on the 1st of October. This announcement was shown on different social media platforms and to relatives and close friends. Also, I took the opportunity to contact the business owners who took part of Tinto at Five to let them know their interviews and photographs were ready to be seen by everyone, so they could look at them and share links if they wanted.

Social Media and SEO

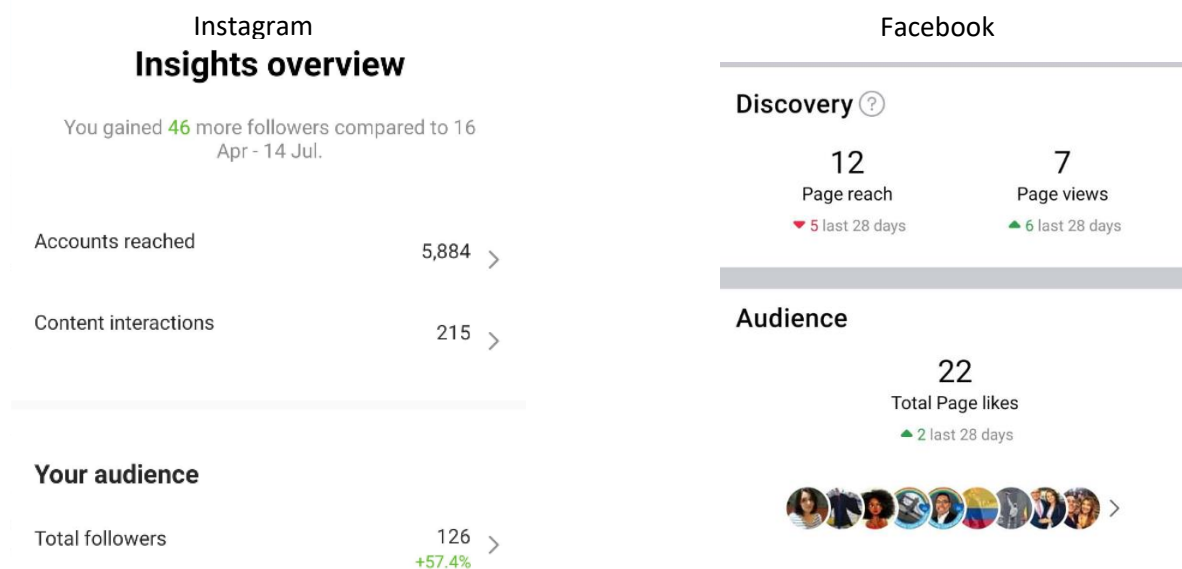
I created an account on Facebook and Instagram on the 12th of May as I wanted to start building an audience as soon as possible. I considered opening a YouTube channel to publish some vlogs about the process and the Latin American community. However, I could not do this as I did not have enough time to edit any video, but this is something I would like to explore at some point.

My social media strategy aimed to grow the brand's audience, driving traffic to my site by creating posts that introduced Tinto at Five to people who have not heard of it before. In addition, I took

every post as an opportunity to talk about the different local shops that were part of Tinto at Five and the purpose of my website.

For the first few months, I posted three times per week. After that, I reduced my posts to one per week as I concentrated on finishing the WordPress theme design. Still, the days I was not posting, I used stories to interact with my audience, as I wanted to be active on social media.

Even though I did not gain as much audience as I thought I would get, I was happy to see the number of followers increasing as I could see how this increased the number of visits to my website.



Instagram was the platform where I was able to gain over 120 followers, which is a good number compared with the 22 followers I had from Facebook. Of course, there is much room for improvement for social media engagement, but I consider it to be a good starting point.

Also, after realising that I was not going to use YouTube, I decided to replace it with a Twitter account. I have not posted anything yet, but I plan to start building an audience on this platform.

Another promotional effort I plan to make is creating medium-sized stickers with a QR code to give to the business owners who are part of Tinto at Five. These stickers will be used to showing customers what website they could go to if they want to know more about the business they are visiting.

User Experience

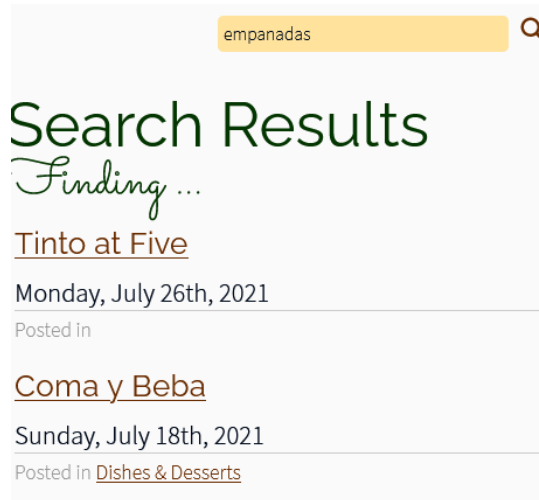
In mid-September, I asked three people to use my website while telling them fictional situations as I wanted to see their journey through the website and how easy it was to navigate. There were three different scenarios for three other users:

- **First scenario:** You want to plan a day out and take the day to explore the Latin American community. How do you decide where to go?
User response: This person said that she would like to have a snack. She was already familiar with Colombian gastronomy, so she wanted to find a place to eat empanadas.
What I was expecting: I thought she would use the main navigation to choose Dishes and Desserts so she could see the list of businesses where she could eat empanadas.
What really happened: She went straight to the search form, and she wrote “empanadas”.

Results: no results came up; the word “empanadas” was not found.

Issue found: Lack of typical Latin American words.

Solution: Based on this issue, I added more common words to the different descriptions, so people could get helpful searching results if they wanted to use this user’s method to find places of interest.



- **Second scenario:** Decide a place where you would like to go.
User response: This person said that it would be good to find a place to eat dinner.
What I was expecting: The user to choose a business based on the introduction paragraph, as it explains what kind of food they serve.
What really happen: The user was basing her decision on the location instead of the kind of food they served.
Results: It took a long time for the user to find the place where she would like to go as she had to choose the business, and then go to the location section to find out where the company was and to repeat this process if the business that she was checking was far from her home.
Issue found: No location shown on the list of local businesses.
Solution: To add the location of the place to the excerpt so it could be easily seen by users who decide to choose a place by location.
Extra notes: Buttons on the top of the business profiles should have a stronger colour as two users out of three were not aware of these links when they first checked these pages.



La Barra de Pito

La Barra de Pito is a family restaurant located in Elephant & Castle. They've been serving delicious traditional Colombian food (including tasty pastries) for the last seven years. | **Elephant & Castle, Southwark**

[Read more](#)



Dr. Juice

Dr. Juice serves healthy and flavourful smoothies, juices, and vegan dishes. It is owned by John Barra who makes sure that every customer get all the benefits that healthy options can offer. | **Elephant & Castle, Southwark**

[Read more](#)

- **Third scenario:** You are a business owner who would like to be part of Tinto at Five. How do you find more information about this?

User response: This person said she would be looking for a phrase that could tell her how to join Tinto at Five.

What I was expecting: I was expecting her to go to “About Tinto” to find out more information about it and how to be part of this website.

What really happen: This user went directly to the footer looking for a link that could take her to that specific part of the website. She mentioned how most websites have job opportunities at the bottom of their website, which is why she thought she could find this option there.

Results: She ended up going to the “About Tinto” page, but it took her longer than she expected to find that section.

Issue found: This section was not easily seen, which means businesses can lose interest before finding it.

Solution: To add a link to the footer so business owners can find it easier.

Extra notes: When people visited About Tinto, they saw my picture and personal summary. This user highlighted that visiting the About Tinto page was to find more information about the website, so she saw no relevance in seeing my profile first. For this reason, I decided to place all the information about the website first, before my profile.



Accessibility

Accessibility was something that I had in mind at every aspect of the website, I made sure that the code was semantically organised, and I tried my best to make sure that it was correct. My design process was the mobile-first approach. Thus, I used ems and percentages on text and images to adapt effectively to the different screen sizes. Also, images include alt text to describe the picture to be accessed by screen reader users.

Roles and Aria labels were also added to elements to improve accessibility to users who use assistive technologies. Skip navigation was added too, so users who rely on screen readers and keyboards can have the option to navigate directly to the main content.

I used different tools that helped me check if my website was accessible, including the websites WAVE.webaim.org and contrast-ratio.com. These tools allowed me to find areas of improvement to make my website more accessible.

Analysis

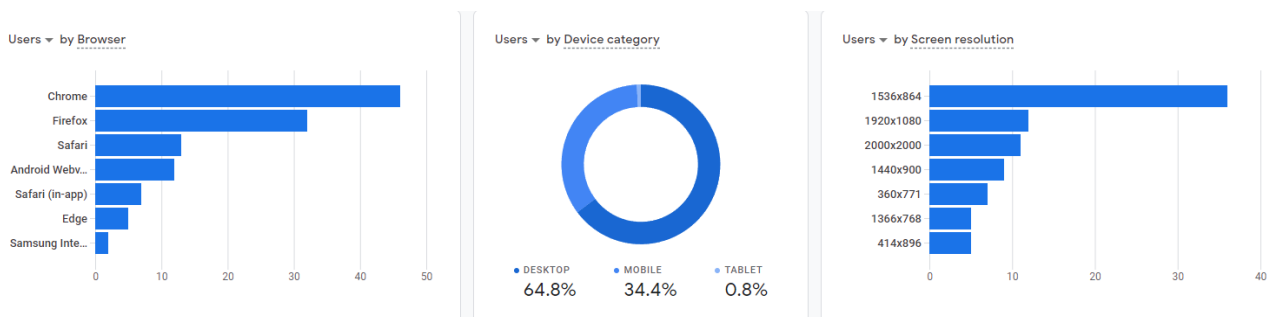
I used Google Analytics as a tool to analyse the performance of the website. Also, I installed the MonsterInsights plugin to have a more visual and straightforward way to understand the available data. I installed Google Analytics on the 14th of September, but my website was officially launched on the 1st of October. This means that I have been persuading people to visit my website for the last two weeks.

Based on the data Google Analytics reported in the last month, I can see some things are going as I was expecting, and other things are a bit different to what I originally had in mind.

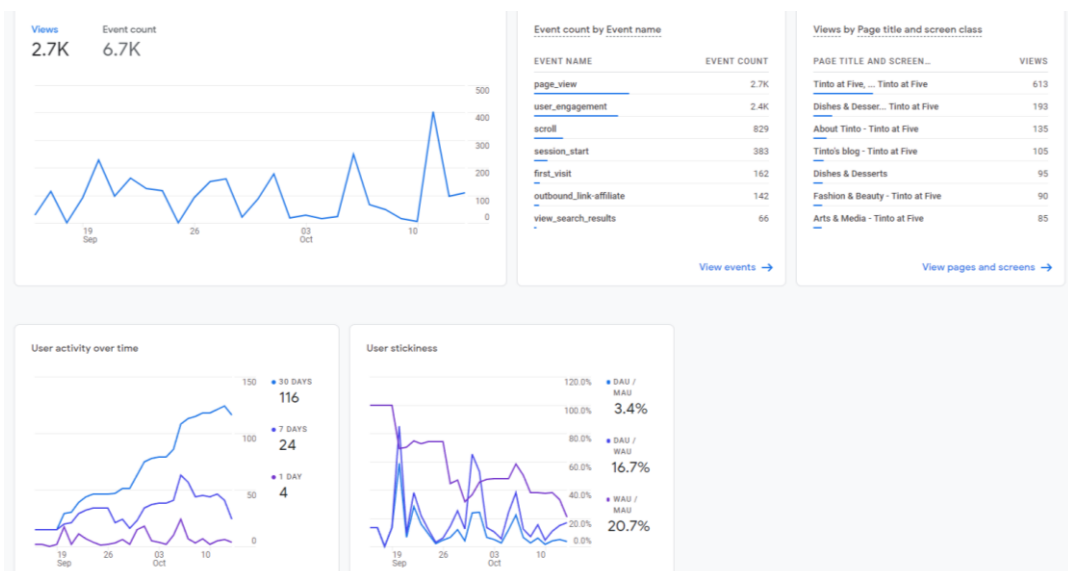
- **Demographic:** Most of my users visit my website from the United Kingdom, which I was expecting, as local businesses who were part of Tinto at Five, their customers and family and friends will be people with high interest in looking at this platform. What amazed me was seeing the United States as the following country on the list.
- Also, this list made me realise how important it is to add a Spanish translation to the website. This is because I am aiming not only at Latin Americans in the UK but also at people from other countries interested in a platform like this, which, as seen on the list, includes Spain and Colombia.

Q. Session								Rows per page: 10	1-8 of 8	
Country	+	+Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
Totals		116 100% of total	162 100% of total	264 100% of total	68.93% Avg 0%	2.28 Avg 0%	10m 04s Avg 0%	6,727 100% of total	0	£0.00
1	United Kingdom	99	128	245	70.2%	2.75	13m 04s	6,574	0	£0.00
2	United States	12	16	7	43.75%	0.58	0m 04s	61	0	£0.00
3	Ireland	5	6	4	66.67%	0.80	0m 08s	24	0	£0.00
4	Spain	3	3	2	66.67%	0.67	0m 45s	22	0	£0.00
5	Colombia	2	3	2	66.67%	1.00	0m 28s	17	0	£0.00
6	Hong Kong	2	4	4	100%	2.00	0m 22s	21	0	£0.00
7	Sweden	2	1	0	0%	0.00	0m 03s	4	0	£0.00
8	China	1	1	0	0%	0.00	0m 04s	4	0	£0.00

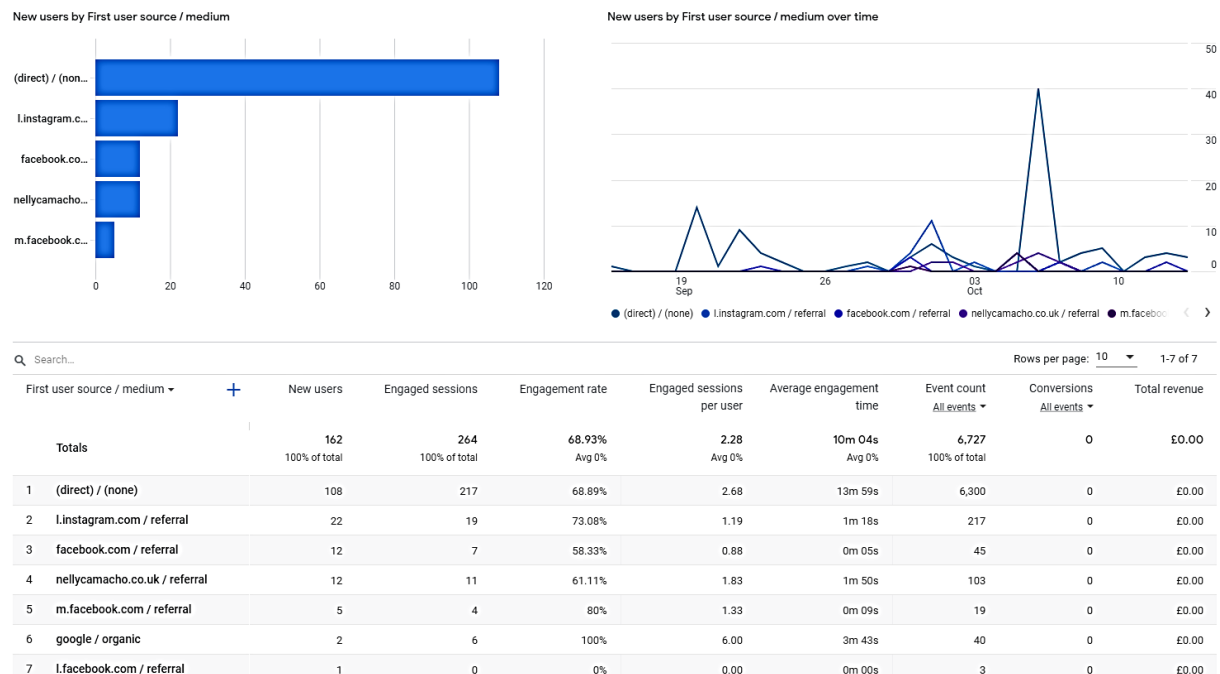
- **Tech:** Most users use Chrome, Firefox, and Safari to browse through the website and Windows, Android, and iOS as standard operating systems. The most common screen resolution is 1536x864. Also, I was expecting mobile phones to be the most used device, so it was a surprise that the most common device is the desktop, followed by mobile phones, and just 0.8% uses tablets.



- **Engagement:** At the beginning of the project, when I was studying my target audience, I found out that people enjoyed hearing about lifestyles and going to restaurants and grocery shops to experience a different culture. Therefore, I was glad to see how accurate that research was when I found out that Dishes & Desserts and Tinto's blog were the most popular pages. Also, as on average, users spend more than 10 minutes on the website. The category least favourite is Arts & Media, but the main reason for this is that there is only one business listed. So, I am expecting this to improve once I start adding more businesses to this category.



- **Acquisition:** There are 116 users, most of whom are new users, meaning that my content must be improved to increase the number of returning users. These new users reach the website by typing it directly into the browser, or they come from social media (Facebook and Instagram), mainly Instagram. Also, my website, www.nellycamacho.co.uk, has been an excellent source for a referral.



Based on the points mentioned above, I know that working on social media and increasing the followers and interaction on the different platforms will improve website visits. These are great mediums for users to get to Tinto at Five. Another area of improvement is keywords; I must work on the keyword research to increase the organic traffic by ranking high on Google search.

Overall, I feel happy with the results obtained during the first month and the number of visitors I have had since the website was officially launched. However, there is still a lot of research to be done. Still, it is pretty soon to know if the initial goal of people going to these businesses to explore the Latin American community in person has been achieved, as this will take time to find out. Therefore, the process goal I am trying to achieve now is the increase of traffic to the website, so I can then research more about the positive effect of being part of Tinto at Five.

Conclusion

The main goal of my website is to persuade people to explore the Latin American community in London by visiting the different local businesses shown on the website. However, it is still too soon to check if this goal is being accomplished. But suppose I focus on the analytics I mentioned previously. In that case, I can see that it is going on the right path, as more users are visiting the website and people are getting more familiar with Tinto at Five. I had a friend who saw my website, and a few days later, he went to have a smoothie from one of the businesses I included. This personal experience has motivated me to continue developing the platform further even after reaching the project's deadline. I can see the potential of this website, and I would like the Latin American community to get the most out of it.

As for personal goals, I wanted to have a functional dynamic website with content created by me and gain confidence as a web designer. Now that I am looking back on my journey to complete this project, I feel confident in my web design skills and content creation skills. I know there is still room for improvement and many things left to learn, but this project has taught me that I am capable of creating great things on the web. With perseverance and a lot of research, every small task or a big project can be completed.

Tinto at Five will definitely be added to my portfolio as I am very proud of this website and all the efforts that I made to make it possible. Additionally, Clook will remain my favourite host provider, as they have replied fast to every question I.

Future of Tinto at Five

Although, I feel happy with what I have achieved so far, there are some things that I would like to improve, change, or add. For example:

- I would like to take some beautiful photographs that I could add to the homepage to replace the royalty free images I had to use.
- I would like to open a YouTube channel to create a vlog about the Latin American community in London to reach more users with these videos.
- I will be adding Spanish translation to the website so information can be easily understood by people who do not speak English. Then, I would like to have a Portuguese option too.
- At some point, I would like to add a newsletter subscription so people can receive notifications of upcoming events, business changes, and many more useful things people would like to hear about.
- I will be designing a logo to add it to the brand, as I think an image can help people remember Tinto at Five easier.
- I will create a better social media strategy so I can keep increasing the number of followers.
- I will look for businesses outside London.

Also, I plan to keep monitoring the site analytics, including user behaviour and interactions, to keep improving my website and its user experience.

To finalise this report, I would like to thank Prisca, David, and all my classmates who supported me and helped with tips, feedback, and answering panic questions.

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Interview's results

Final Major Project

Latin American Community in London

Do you like supporting local businesses? / Te gusta apoyar empresas locales?

- ☐ Yes
- ☐ No
- ☐ Sometimes

What would persuade you to learn about a new culture? Choose 2 answers maximum / Que te motivaría a conocer una nueva cultura? Escoge máximo 2 respuestas

- ☐ To try new dishes / Probar nuevos platos
- ☐ To learn about their lifestyle / Aprender sobre su estilo de vida
- ☐ Family or friends recommendation / recomendación de una persona cercana
- ☐ Similarities to my culture / las similitudes que tengo con mi cultura
- ☐ Interesting events about their culture / eventos interesantes sobre su cultura
- ☐ Language / Lengua
- ☐ Other

If you chose "Other", please let me know what other reason would persuade you / Si escogiste "Other" dejame saber que otra razón te motivaría.

For example: to meet new people / Por ejemplo: conocer nuevas personas.

Are you familiar with the Latin American community in London? / Conoces la comunidad latinoamericana en Londres?

- ☐ Yes
- ☐ No
- ☐ A little bit

Have you used any service provided by a Latin American business in the last two weeks? / Has utilizado algún servicio brindado por una empresa latinoamericana en las últimas dos semanas?

- ☐ Si
- ☐ No

As a customer, what business draws your attention the most? / Que servicio te llama más la atención?

- ☐ Restaurants / restaurantes
- ☐ Beauty salons / salones de belleza
- ☐ Money transfer / transferencia de dinero
- ☐ Clothes shops / tiendas de ropa
- ☐ Dressmakers / modistas
- ☐ Grocery stores / tiendas de comida

Would you be interested in knowing about Latin American businesses in London? / Serías interesado en saber sobre empresas Latinoamericanas en Londres?

- ☐ Yes
- ☐ No
- ☐ Maybe

Questions and answers

1. Do you like supporting local businesses?
 - 92% Yes
 - 8% Sometimes
2. What would persuade you to learn about a new culture?
 - 27% Try new dishes
 - 35% To know about their lifestyle
 - 12% Family or friends' recommendation
 - 5% Similarities to my culture

- 15% Interesting cultural events
- 7% Language
- 3. Are you familiar with the Latin American community in London?
 - 62% Yes
 - 8% No
 - 30% A little bit
- 4. Have you used any service provided by a Latin American business in the last two weeks?
 - 31% Yes
 - 69% No
- 5. As a customer, what business draws your attention?
 - 54% Restaurants
 - 38% Grocery shops
 - 8% Money transfer
- 6. Would you be interested in knowing more about the Latin American businesses in London?
 - 92% Yes
 - 8% Maybe