

Content Outline

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Project Title: Trader Joe's Website

I'd like to build this microsite as multiple pages covering a couple of different areas listed below, as Wikipedia does it. I'd like there to be a clear navigation menu, but I am open to it being across the top or down the side. Trader Joe's has a very fun, playful, and recognizable brand, and I'd like to carry that over to the website. There is definitely enough content and photographs to build out individual pages.

- **Overview/Introduction** – Introduce Trader Joe's and set foundation for the remainder of the site.
- **History** – Thorough info from Wikipedia, and there are lots of historical images online.
- **Awards and honors** – This is a pretty brief section, but it would be nice to highlight these recognitions and perhaps link to the rankings referenced.
- **Locations** – Also pretty brief content, which gives room for creative freedom. Thinking it could include examples of stores fitting into their unique locations, such as written on Wikipedia: “a surf theme for a store near the beach.”
- **Products** – Wikipedia has a lot of written content for this section, but I'd like to cut it down to perhaps just the first paragraph, and then use the remainder of this page to highlight some of their products, keeping it highly visual.
- **Criticism** – Focus on the controversy around controversial international food branding.
- **Sources** – List sources, including Wikipedia, photography credits, and any additional references used.