



The Portfolio of Christopher J Watson



**A Collection of Work
that Encompasses
Web Design/
Development &
Mobile Apps**

**CHRIS@
WATSONINK.COM**



WatsonInk Christopher Watson's Portfolio Site

Ranked among the top Web Design firms in South Florida, WatsonInk specializes in planning, designing, developing & marketing business-to-business & e-commerce websites. In addition, we offer integrated logo design & corporate identity consulting services. We help clients create websites that will enhance their competitiveness, further their brand & produce measurable results.

Features: Dynamic PDFs, CMS development, Dynamic E-mail Systems, Apps, Business Card Creator, Shopping Carts, Texting Programs, Print, Presentations, CSS1, 2 & 3, JavaScript, jQuery, AJAX, PHP, Xcode, Titanium & MySQL.



Custom CMS



AJAX, jQuery & PHP Functionality



Full Screen Rotator

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FreshPoint Website Redesign Always Fresh. Always Direct. That's the FreshPoint Way.

It's not just a tagline, but a promise. We wanted to make sure the consumer had this in mind when the first looked at the new website. We wanted to make our 30 companies nationwide to be more indigenous to their respectable areas, that is why we decided to make a structure that will work on any background. We also made the background one of their main farmed crop, to give it that more personal feel. Site is made from Flash, jQuery, AJAX, MySQL & PHP.

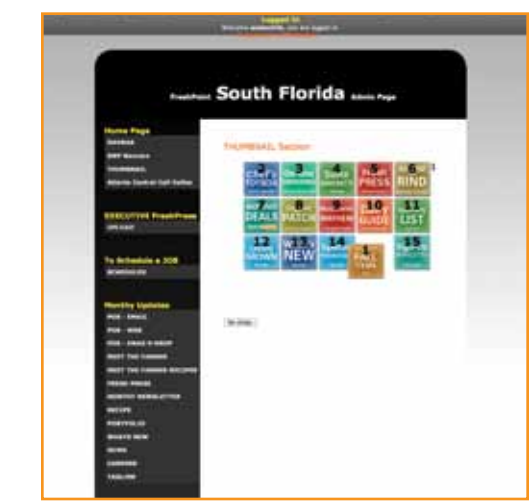
The whole site is controlled by a custom CMS system, one CMS controls the South Florida location which has more features in it & the other locations have another CMS site, you just have to select which location to modify the site.



Flash, Dynamic Content Integration



28 Company Websites



Drag-n-Drop Reordering

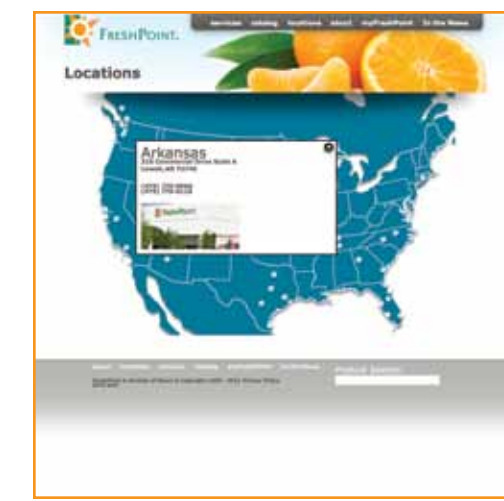


FreshPoint Corporate Redesign A Fresh NEW Look to an Old Established Brand

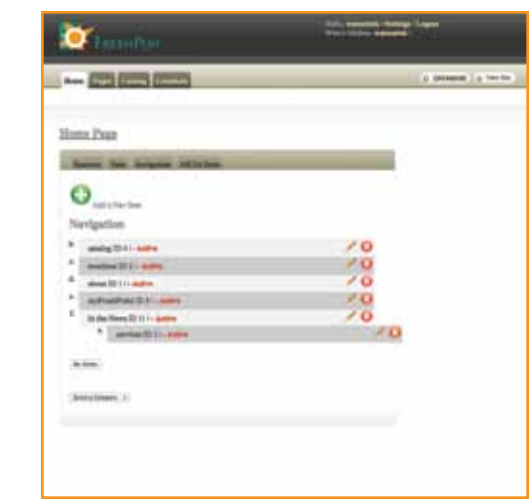
A rebranding of FreshPoint starts with the corporate website. We were going for a more cleaner, fresher look. Not to be geared towards any one location but keeping that vibrant color pallet. We added a new experience with an AJAX catalog with nutritional facts, availability chart & description. All controlled by a CMS solely for this site. Whole site is HTML5, jQuery, AJAX, MySQL & PHP. We are going to have more viral marketing pieces to enhance your experience.



Custom Search Results



Dynamic Locations Finder



Drag-n-Drop Reordering Custom CMS



FreshPoint iPhone & Android App A Microsite that will Give You a Taste of our New iPhone & Android App.

Once the App was launch, we needed to have consumers be directed to a landing page to get all the information you desire about the App in one location. Clicking on each tab on the phone will give you a video that gives you a taste of the functionality of the App. Each tab comes with some highlights.

Site is made from Flash, jQuery, AJAX & PHP. It is a single page that only refreshes a part of the page so very light. You can click on App Store & Android logos to go download the app.

FreshPoint Launches our mobile Application with New, Exclusive Features

Available on the App Store

Features on the mobile application include:

- Unique product specifications
- Access information on our Locally Grown Produce and the availability of products
- Up to date breaking news and produce information through Fresh Press
- Ability to directly access our social media links for news and events

Compatible with any mobile or iPod touch with operating system version 2.0, the application was designed and developed by FreshPoint, Inc.

- Direct access to myfreshpoint.com to place orders
- Customization options - select your location and view the most up to date Point of Sale materials
- Storage and cooler tips
- Ripening Guides



Custom Button Drop downs



Demo Video for Each Tab



Eat Florida Fresh Meet the Farmers

Our search for the best quality produce begins right in our own backyard. Here at FreshPoint, we want you to see the kind of folks we keep company with. For decades we have been supporting local farms by buying their products, assisting them with food safety, & helping them build a sustainable food system. To help celebrate this, we have created our "Eat Florida Fresh" local initiative.

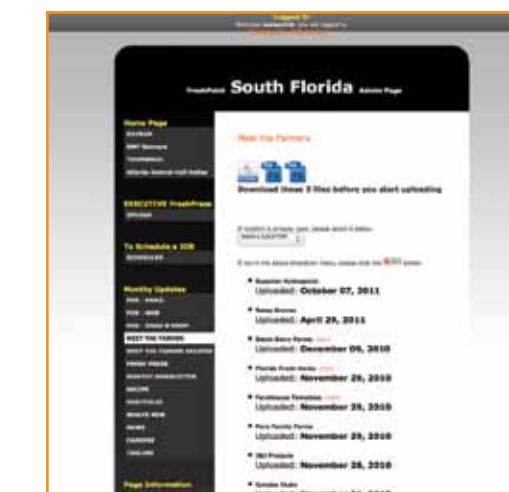
A fully dynamic site that utilizes Flash, jQuery, AJAX, MySQL & PHP. Map is loaded with AJAX & jQuery, along with Pagination integration.



Zoomable Dynamic Map



Farmers Archive with PDFs & Videos



Custom CMS Upload with Templates



AI Showcase View our Graduating Class

View our graduating classes along with the previous 2 classes. The project was to create a microsite that integrates AJAX, PHP, CMS, & jQuery. The user can see the graduating classes movie of their portfolio or reel, a brief description & a photo.

Fully functioning CMS where you have log into & create add or edit all students, classes or majors. A single page that only refreshes only parts of the page for ultimate performance.



Custom CMS Controls Site



Clean Appearance when Loaded



Fully Interacted AJAX Features



Nick Anglada Originals Nick Anglada Originals Shopping Cart

Nick Anglada customizing viewpoint is simple. "Customizing is a work of art, but ultimately it must be built in harmony with the customers' revelation. I am first & foremost an artist. My canvas just happens to be a large fast machine." Nick wanted add to his brand by adding a shopping cart.

Mostly plug-n-play cart by Avantics, we customized it to add more features. All products were uploaded through a spreadsheet & added a forum for added communication.



Customized Shopping Cart



Forum Integration

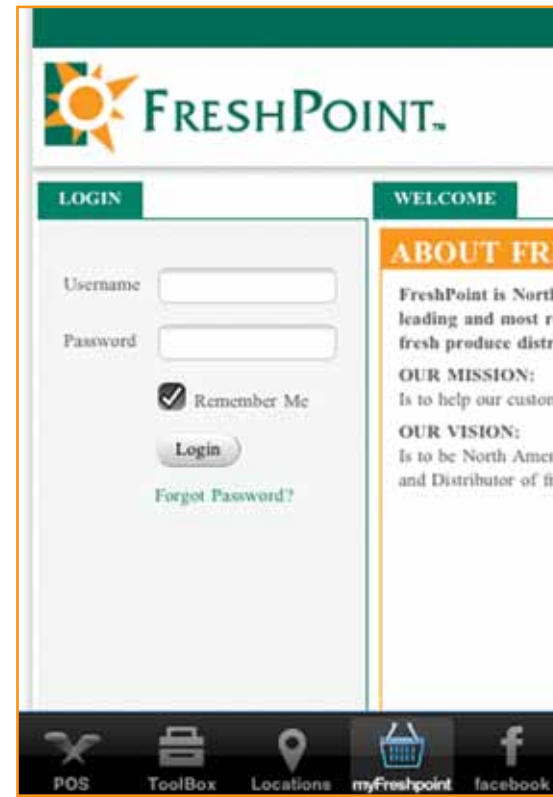
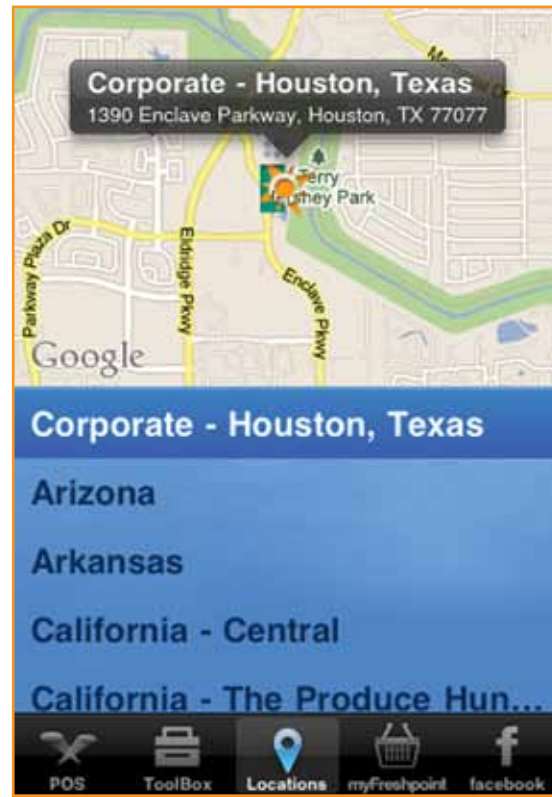
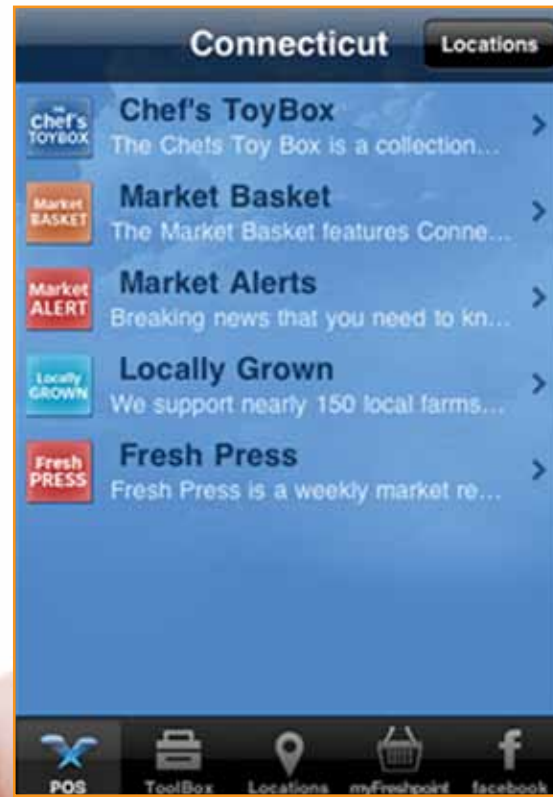


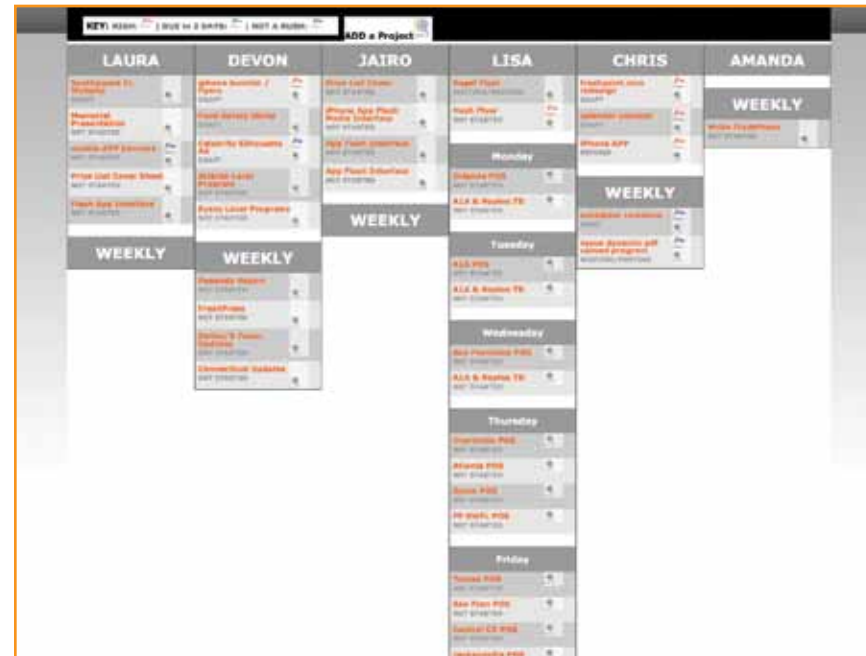
Mobile App Android & iPhone

FreshPoint Launches our mobile Application with New, Exclusive Features

- Direct access to myfreshpoint.com to place orders
- Customizing options - select your location & view the most up to date Point of Sale materials
- Storage & cooler tips
- Ripening Guides
- Unique product specifications

- Access information on our Locally Grown Produce & the availability of products
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Scheduler

Internal Company Scheduler to Track Projects

The FreshPoint Marketing department is growing fast. Where there was only 2 people that handled South Florida, now we handle 28 companies throughout the nation. Our staff has grown from two to six in matter of 2 years. To keep up with the growing department, I created this rather simple scheduler to delegate projects & to keep up with the demand. You can reorder, add, modify, or reassign any project uploaded. There is an e-mail feature where if the due date gets within two days, it will automatically send an e-mail to the project manager.

PHP, AJAX, jQuery



Portfolio Site

A Site that Other Locations can See Previous Projects, Search & Send Requests

This is a simple catalog of our previous projects, categorized & easy to view. All files are PDFs so you can print from the interface if needed or send a e-mail with the link to the projects to the marketing department. The latest 7 projects are featured on to or jump down to one of the categories below.

PHP, jQuery



Dynamic E-mail System

A Weekly Admin Section to Send PDFs to Clients

An admin section that you can create a dynamic email from a template that is online. The user clicks a couple of buttons & it creates the file structure automatically. Then they upload five zipped folders in the upload section. Once they are uploaded, it automatically extracts the PDFs' that are in the zip files, while keeping the zip folder in tact. Then you can send the e-mail by copying & pasting in Outlook or by simply hitting the SEND e-mail link.

PHP, MYSQL



Logged In
Welcome watsonink, you are logged in.
My Account Edit Account

- Market Conditions Admin Page**
Update your Marketing Condition Page Here...
- Market Conditions Upload**
Update your Marketing Conditions Page Here...
- Catalog Admin Page**
Update your Catalog Page Here...
- RECALL / ALERT Upload**
Update your recall/alert Page Here...
- Catalog Upload**
Update your Catalog Excel Page Here...
- Links Upload**
Update your Links Page Here...
- Crop Calendar Upload**
Update your Crop Calendar Page Here...
- Contacts**
The Database of all your submitted contacts...

Admin Center Reg Logout
Member Total: 13
There are 1 registered members and 0 guests viewing the site.
watsonink /

ADD a CATEGORY to your Market Conditions [Go Back to MAIN page](#)

To ADD a PRODUCT to your Market Conditions, please SELECT A CATEGORY below:

Select a Category: GO

Date Uploaded: 2011-10-06

Category	Product	Price	Visible
ANISE	ANISE	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="checkbox"/>
APPLES	GOLDEN & RED DELICIOUS	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="checkbox"/>
	GRANNY SMITH	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="checkbox"/>
	GALA / BRAE BURN / FUJI	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="checkbox"/>
	APPLE CIDER	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="checkbox"/>
ARTICHOKES	ARTICHOKES	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="checkbox"/>
ASPARAGUS	ASPARAGUS	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="checkbox"/>
	BANANAS	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="checkbox"/>
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External Admin Controls Microsite CMS for Other Locations

Since we are located in South Florida, the marketing department needed to give some control to our other locations so they can modify their own sites at their leisure. We developed a microsite admin CMS for specific location to utilize. Log in, add, edit, upload or simply just review the information while not having to schedule the tasks through the marketing department.

PHP, MYSQL

meet the Farmers

Upload Page

Photo:

Title:

Body:

Crops:

YOUR IMAGE WILL GO HERE

upload

Sysco

Texas LOCAL FLAVOR

Sysco.com/LocalFlavor

Dynamic PDF Custom Form: Add a Photo/Text to Create a Dynamic PDF

Sysco wanted to have their own Local Campaign so we created a template for them to use. However, since these template we created in a software they did not have, we decided to make a dynamic PDF of the temple. The user can go to a upload page where they would type in the title, subtitle, body copy, crops & upload a photo. The engine takes the photo & allows you to crop the photo on the fly (this is controlled by the user, a simple cropping tool), combines it with 3 other images, rotates the image, formats all text fields to a customs font & outputs a PDF where the user can save for their records.

PHP, AJAX, jQuery

meet the Farmers

Fresh Gardens

What started out as a flat, ordinary corn field in 1998 in the historic Redland growing area in Dade County, has turned into a lush tropical oasis with over 1,000 tropical fruit trees. The main harvest of Fresh Gardens is Longan, where over 20,000 pounds of longans are pre-sold and paid for in advance every season. Ever the farmer, Bob Perrucci added multiple tropicals to his land, planted so that he is constantly harvesting. When one fruit is harvesting, another is blooming, and another is fruiting. This keeps Bob and his family quite busy throughout the year.

The farm specializes in Golden Passion fruit, Longans, Lychee, Guava, Carambola, and Dragon Fruit. Bob is particularly proud of his Lychee. He grows the Brewster variety, a sweet, late fruiting variety, brought over to the area over 100 years ago. Some of his lychee trees that create a handsome "fence line" on his property are about 40-50 years old and over 60 feet tall. And yes, they bear fruit.

Crops:

Kale	Beets	Pears
Spinach	Chards	Grapes
Lettuce	Collards	Watermelon
Cilantro	Tomatoes	Radish
Leeks	Apples	

Fresh Gardens
Dallas, Texas

Sysco

Texas LOCAL FLAVOR

Sysco.com/LocalFlavor





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