

## We Are Soup

*Vegan Obsessed Restaurant*



### Soup of the Day!



#### *Tomato Spice Soup*

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### About the Owner



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*Vegan Obsessed Restaurant*



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[Menu](#)

[Nutrition Info](#)

[About/FAQs](#)

[Soup of the Day](#)

### Soup of the Day!



#### *Daily Vegan Soup*

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## We are Soup Restaurant

12 Spadina St., Toronto  
ON M1A 0A1

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## Parrot Chocolatiers

### Putting the squawk in squawklet

Join our Squawk! At Parrot Chocolatiers, we are committed to producing high quality chocolate, containing the richest flavour! We use 100% fair trade cocoa. We are dedicated to spreading awareness about the working and living conditions in developing countries that harvest cocoa.

## Brand Competitors

### Purdys Chocolatiers

#### Strengths

For Purdy's Chocolatiers, their logo is very similar to the famous Cadbury's Chocolate Bar logo. They use purple, which is a complimentary colour to brown and commonly used for chocolate wrappers. The typeface used was decorative font, similar to script typefaces, and visually reminds the viewer of the smooth texture of chocolate.

#### Weaknesses

Their website design is a little complicated, and sometimes the business name can get lost in the design.

### The Chocolate Factory

#### Strengths

The first colour you see is chocolate brown, which immediately lets the consumer know that they are a chocolate factory, and that is what they specialize in.

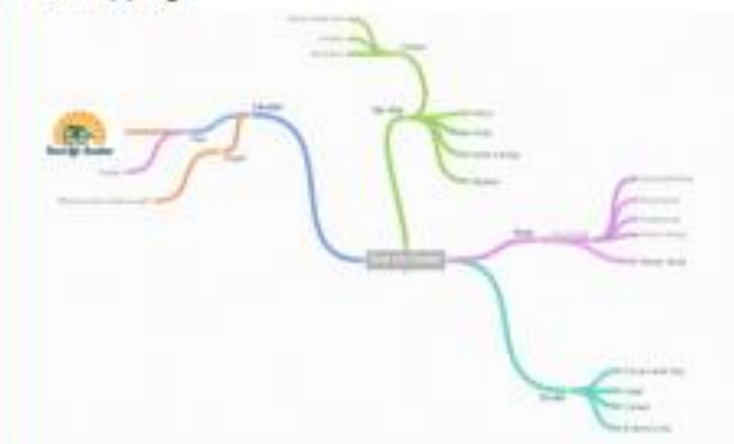
#### Weaknesses

The logo and colour scheme is great, but their website is very, very busy, and the background is distracting the consumers from the nav, which should be the main goal.

### Logo Inspiration

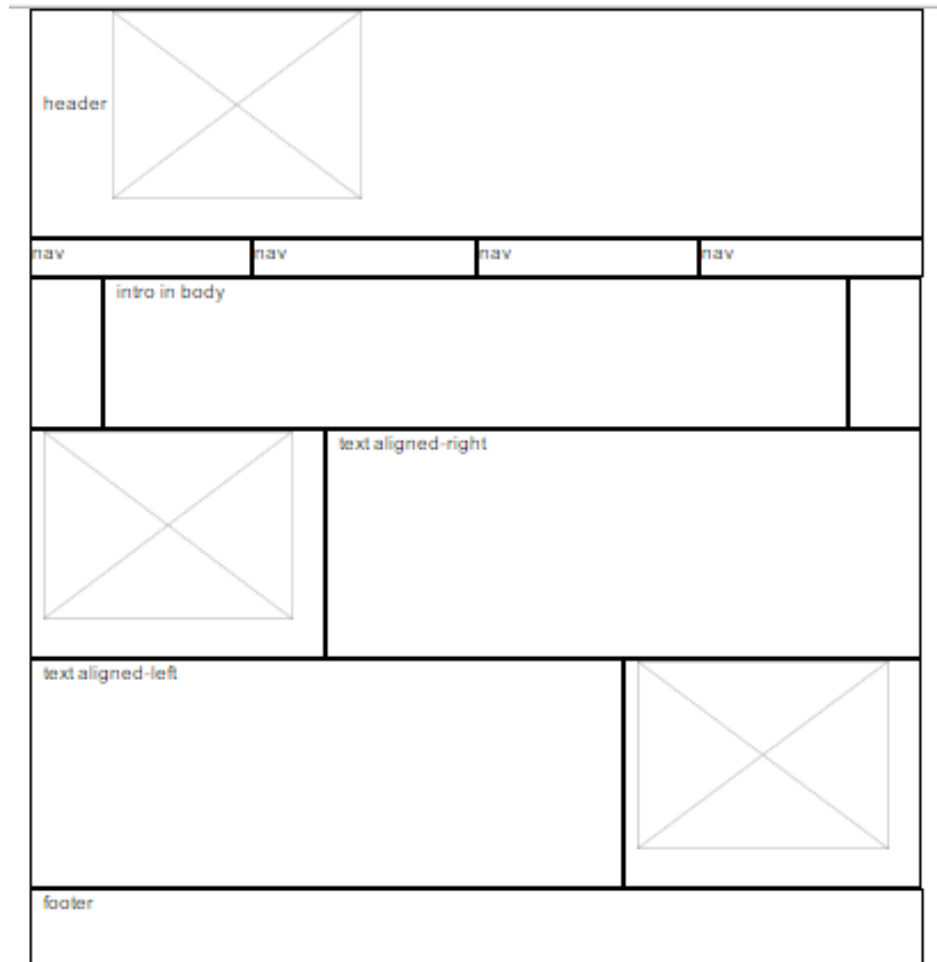


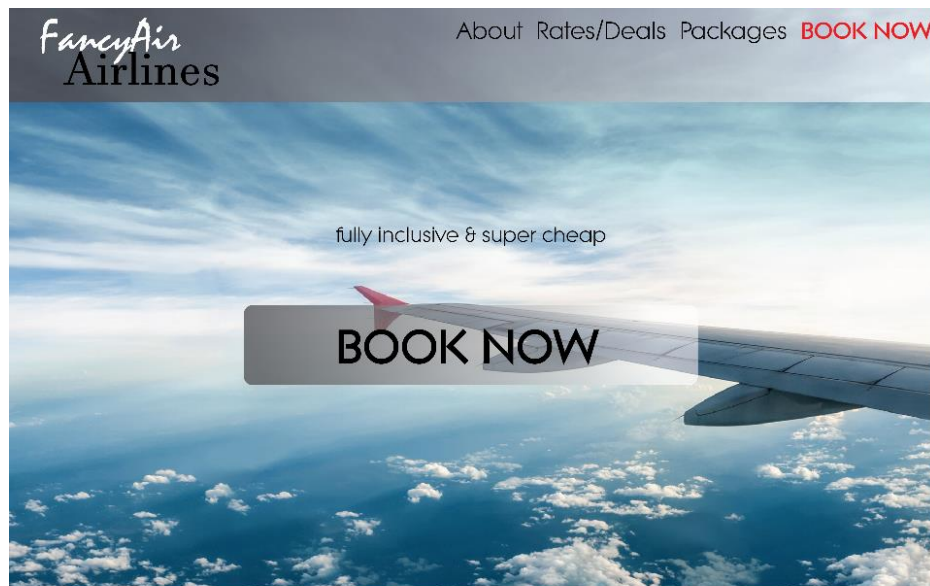
## Mind Mapping



## Mockup of Website







## PACKAGES



## ABOUT US

FancyAir is an all inclusive Airline that treats everyone as business class. We strive to make sure that all of our customers are treated with the most class and luxury that we can offer from our specialty trained staff.

[more about us...](#)

### About the Design of Website -Page Elements

The main goal of this website is to direct future customers to book a flight with FancyAir.

The first element that I used to direct them to book was the use of bright red colour of the book link in the nav bar (top right corner).

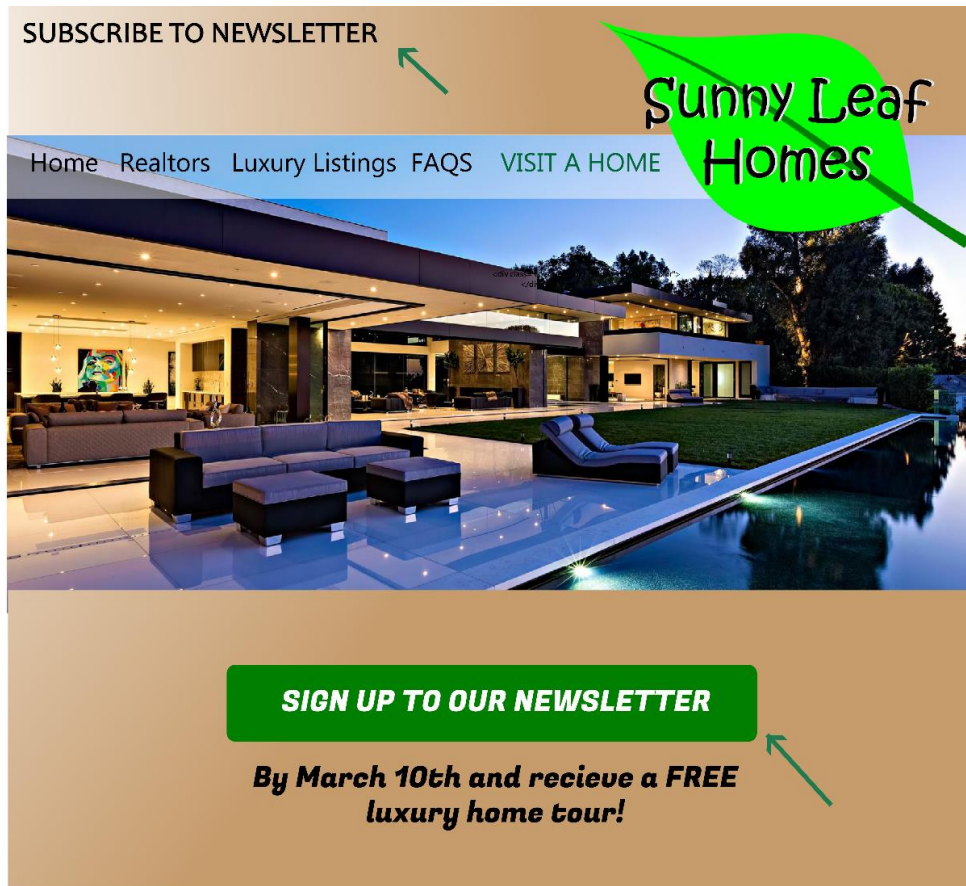
The second element is to have a bolded button in the middle of a large minimal image, in a square container so that is the first thing the customer sees.

The third design element choice that was made was to add the "BOOK" on each of the packages graphics, which are in a bright colour to highlight bookings more.

### FANCY AIR AIRLINE COMPANY

**BOOK NOW**  
About Now  
Rates/Deals  
Packages  
FAQs





### ***Design Choices for Conversion***

**Demo:** A link to make an appointment to **VISIT A HOME** and to see a luxury home in person

**Urgency:** To subscribe to the newsletter by March 10th to recieve a FREE luxury home tour

**Contrast:** Using bright green to emphasize important text

**Directional Cues:** Do this and you get that concept. Also, using arrows to catch the attention of the consumer using the site to sign up



English/Bok

Log In



Chicken Mingle

The Number 1 Chicken Dating Site

Profiles

Payment

Sign Up



BOK, Bok cock-a-doodle do? Bok!

**Welcome,**  
Are you ready to find love?  
Great!

Sign Up!



 <p><b>The Candy Smash Fan</b> Fanpage of the #1 candy mobile game app in North America!</p> <p>SUGAR SMASH</p> <p><a href="#">About the Game</a> <a href="#">Forums</a> <a href="#">Postings</a> <a href="#">Contact Us</a></p>	 <p><b>The Candy Smash Fan</b> Fanpage of the #1 candy mobile game app in North America!</p> <p>SUGAR SMASH</p> <p><a href="#">About the Game</a> <a href="#">Forums</a> <a href="#">Postings</a> <a href="#">Contact Us</a></p>	 <p><b>The Candy Smash Fan</b> Fanpage of the #1 candy mobile game app in North America!</p> <p>SUGAR SMASH</p> <p><a href="#">About the Game</a> <a href="#">Forums</a> <a href="#">Postings</a> <a href="#">Contact Us</a></p>
 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. ea commodo consequat</p> <p><b>New Forums</b></p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. ea commodo consequat</p> <p><b>New Forums</b></p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. ea commodo consequat</p> <p><b>New Forums</b></p>
<p><b>Colour Palette - Triad</b> The triad colour scheme works with bright colours because all three of the colours compliment eachother, and give a fun, contrasting feel.</p>	<p><b>Colour Palette - Monochromatic</b> This colour scheme works because the theme is very subtle and soft, and very easy on the eyes. It also replicated candy/sweets very well.</p>	<p><b>Colour Palette - Complementary</b> The complementary colour scheme is very contrasting with bright colours and they all compliment eachother, and give a fun, contrasting feel similar to the first one.</p>
<p><a href="#">About the Game</a> <a href="#">Forums</a> <a href="#">Postings</a> <a href="#">Contact Us</a></p>	<p><a href="#">About the Game</a> <a href="#">Forums</a> <a href="#">Postings</a> <a href="#">Contact Us</a></p>	<p><a href="#">About the Game</a> <a href="#">Forums</a> <a href="#">Postings</a> <a href="#">Contact Us</a></p>