Functional web designs  
  
  
Type 1:

Diagram

Description automatically generated

Type 2:

Diagram

Description automatically generated

Diagram, schematic

Description automatically generated

Type 3:

Notes:

I feel minimalistic websites offer a great implementation for phone devices as little needs to be changed if anything making it intuitive and time efficient for the coding process. Its generally good to avoid cluttered interfaces and where possible add shadows to objects to make them stand out more and make them feel less flat.

What I have seen from the top 10 Ecommerce websites(design) according to <https://www.oberlo.co.uk/>

1. Featured products section, clicking the item/object takes user to separate web page that has more information on the product
2. Parallax between featured products and footer
3. Simplistic design with the information in the footer
4. Showing products in different sections on the page
5. Colours for the page that relate to the colours of the products
6. Products take up a high percentage of the web page, hovering over images always provides some form of animation or effect. Some images have a base image showing a product from one angle and on the hover the same product is shown from another angle
7. Red is used as a main colour, this is common in business to enforce selling within a customer <https://www.shopify.com/retail/store-signs-and-red-signs#:~:text=The%20primary%20reason%20behind%20the,action%20by%20making%20a%20purchase>.
8. Not too much content for the page, straight to the point, simple colour scheme, divided sections
9. Semi grid layout, used for aesthetic purposes, makes the images pop out more
10. Nice intro animation, has video behind title, nice impressive animations throughout body, keeps website engaging <https://pogg-sweetpotatopie.com/en/>
11. Use of gradient of light colour to dark with colours of text to change to stay visible
12. Animations occur when something is seen for the first time
13. Keyframes are attached to scrolling for main image <https://www.protohomes.com/> Scrolling controls all the animations