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Reflections
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This homework assignment helped me to understand better the overarching process of building websites. Some challenges I had were how to most accurately replicate the idea I had in my head and in my prototype through code. Therefore, some challenges I had were about alignment, padding, colors, and margins since it was difficult to completely replicate my prototype in InVision. I overcame these design challenges by searching online how other people did it in HTML/CSS and learned new aspects in HTML and CSS such as different options for styles that I didn't even know existed such as <figure> for image captions. Another challenge I had was how to create buttons that looked and functioned (for future iterations) like I had in my mind and in my InVision prototype. In order to overcome this challenge I looked up exactly what kinds of functions buttons can do in W3 schools and customized my buttons accordingly.

The brand identity of my client is reflected through my design choices in certain details of my website design. For example, I decided to go with a white background and clean minimalist look for the website in order to create an elegant brand for Bun Bun Bake Shop that conveys to customers that the bakery is clean and has high-quality products. In addition, for the font I chose Sofia Pro, which is a sans serif font that is very round which conveys to the customers that Bun Bun Bake Shop is not just elegant but also trendy and passionate about serving good-quality goods to their customers. Furthermore, I chose to go with using only white and dark grey for the website so that the images (high-res) that are colorful stand out and draw the eyes of potential customers. Overall, for my client, Bun Bun Bake Shop, I want their customers to leave with a better understand that the bakery's brand identity is modern, minimalist, and trendy.