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Professor Linginlal
Web Development Project

<u>Design Guide</u>
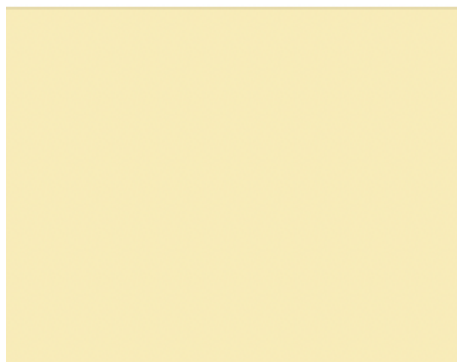
Happy Day Dessert Factory's Website

Logo:

Colors:

Prussian Blue. 273043,
RGB(39, 48, 67)

Vanilla . FAECB2,
RGB(250, 236, 178)

Blue Munsell. 1B9AAA
RGB(27, 154, 170)

Fonts:

Roboto Slab
Oswald

Title

Subtitle

Heading 1

Heading 2

Heading 3

Body Text
Bulleted Point

Design Guide Rationale:

      In order to provide the greatest possible user navigation experience, I've created a design guide. First of all, the logo is identical to the real Happy Day Dessert Factory brand to avoid confusing devoted patrons who would believe it to be a different chain than they might believe. I utilized Coolors.com to generate a color scheme that is most pleasing to the eyes so as to avoid being arbitrary. To match the Happy Day Dessert Factory logo, in-store paint jobs, and ice cream hue, I chose the first color, a pale yellow. After looking through the palette for a beautiful yellow contrast hue, I decided on the light blue shade. This color contrast will be just enough to catch the user's eye and keep it, without being overly complicated or distracting to look at. Finally, I selected two quite simple font styles that nevertheless offer the contrast that users find appealing. Despite the fact that I just chose to utilize three distinct text sizes, each one is different enough for users to notice when a section changes. The first-time visitor will be drawn in by the pleasing color contrast, discover that my material is thoughtfully dispersed so that they are not overloaded, and be welcomed by a lovely presentation. Using interactive features like lightboxes and hover buttons, among others, I will keep their attention.

Information Architecture & Site Map:

      The layout of my website will make it crystal clear to visitors where to find the information they need. This will be accomplished by using appropriately labeled page

headers in the website's top row. Also, my website will offer the customer useful navigational options in line with the choice principle. For instance, people might choose to look through menu items or places. Also, I will adhere to the principles of disclosures by not providing the user with all information at once and by leaving enough "whitespace." I'll also adhere to the front doors' rules by including the top row and footer on each of my pages.

Site Map: