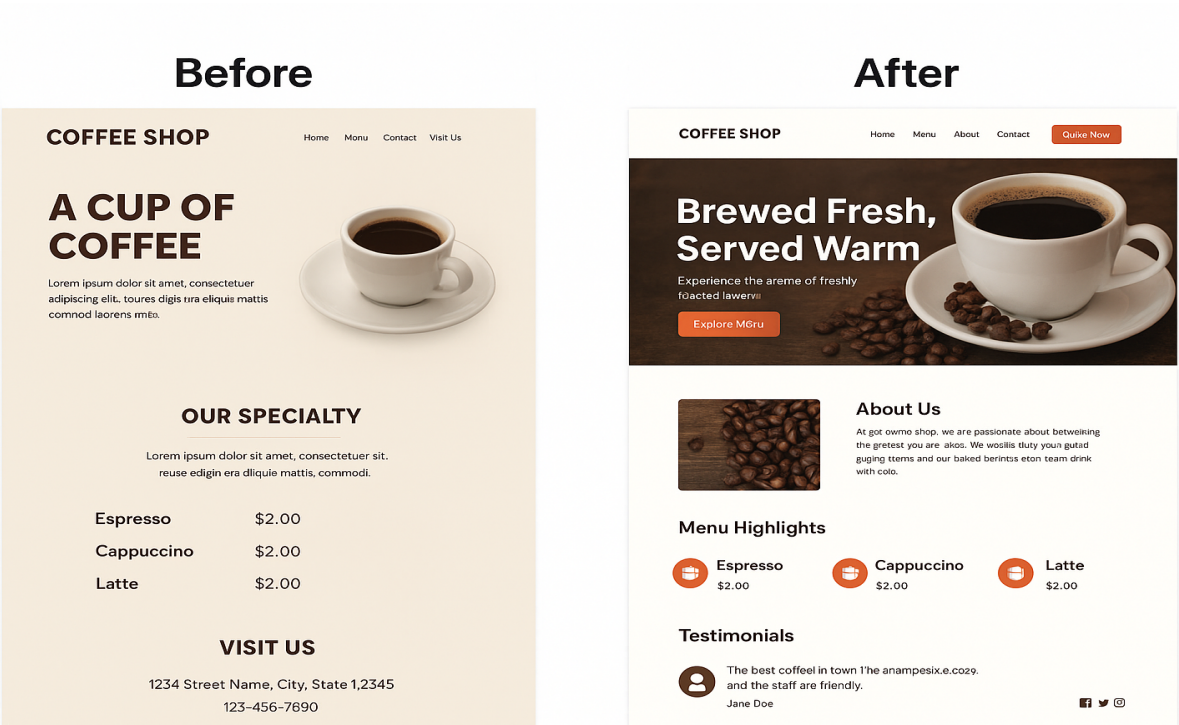# CODTECH Internship - UI/UX Task 1

Redesign a Website Landing Page

Task Overview:
The objective of this task is to take an existing website landing page and redesign it to improve its usability and aesthetics. The chosen example for this project is a **Coffee Shop Landing Page**.

Design Decisions Explanation

1. **Modern Visual Appeal:** The redesigned landing page uses a clean, minimalist layout with warm coffee tones and an off-white background to create a cozy, welcoming atmosphere.

2. **Improved Readability:** Clear hierarchy was established through consistent typography (modern sans-serif fonts like Poppins), better spacing, and larger headlines.

3. **Enhanced Navigation:** The top navigation bar was simplified and includes clearly labeled options — Home, Menu, About, Contact, Order Now.

4. **Stronger Call-to-Action (CTA):** Prominent buttons such as "Explore Menu" and "Order Now" were added and highlighted in warm orange to encourage interaction.

5. **High-Quality Imagery:** Replaced dull images with high-resolution visuals of coffee and beans, enhancing emotional engagement.

6. **Balanced Layout and Spacing:** Introduced white space for better content organization and reduced visual clutter.

7. **User Engagement Elements:** Added Testimonials and Menu Highlights to build trust and help

users explore faster.

8. **Responsive Design Consideration:** The layout adapts smoothly across desktop and mobile screens for a consistent user experience.

Deliverables

• Before-and-after visuals of the landing page redesign.
• A detailed explanation of the design decisions made to improve usability and aesthetics.