**Web development project 1**

The design choices in the code I provided were focused on simplicity and responsiveness:

**Design Choices:**

1. **Clean Layout**: The use of simple HTML elements like `div`, `h2`, `p`, `ul`, and `button` was deliberate to maintain clarity and ease of understanding.

2. **Minimalistic Styling**: Basic styling using borders, padding, and font sizes aimed at providing a clean and uncluttered appearance to the pricing plans.

3. **Responsive Design** : Employed Flexbox and a media query to ensure adaptability across various screen sizes. The layout changes to a single column on smaller screens for better readability.

**Features**:

1**. Plan Presentation**: Each plan includes a title, price, list of features, and a select button. This basic setup allows for easy comparison between plans.

2**. Button Interaction**: The select button isn't functional in this example but could be linked to a signup or checkout process.

**Challenges:**

1. **Feature Complexity**: Incorporating more complex features like dynamic pricing toggles or hover effects using JavaScript might increase complexity and require a deeper understanding of scripting.

2**. Advanced Styling Needs**: For a more sophisticated design, integrating animations, custom illustrations, or advanced CSS techniques might pose challenges, especially in ensuring cross-browser compatibility and responsiveness.

3. **Ensuring Accessibility**: Making the page accessible for users with disabilities might require additional considerations such as proper semantics, ARIA attributes, and colour contrast.

Each design choice aimed to strike a balance between simplicity and functionality. While this example provides a foundational structure for a pricing page, real-world projects often involve a deeper exploration of user experience, branding, accessibility, and technical challenges that can significantly impact design decisions and implementation.