**Website design description:**

* Imagery plays a big part in our design. As the website is about cooking and baking, we want users to be attracted by strong visuals and bold colours and colours. The main colour of the website is purple, and it’s meant to create a sense of harmony which we thought would attract users to spend time on the website.
* A strong point of our design is the simplicity. The website is meant to be easy to navigate with a clear menu on the left-hand side, the menu consists of icons as well as short text description so the user understands what each web page contains.
* The menu is sticky, i.e. the user can always see it as they scroll down the page.
* Once the user is on a different web page other than home, they have the option of either using the side sticky menu or clicking on the three bars on the top left hand corner that will bring them back to the home page.
* The main page is simple yet inviting through the use of spaced out sentences instead of a big chunk of text. The comment section underneath shows interest in user’s feedback.
* About us page is divided into two (for now????) so the information about each of us is showed clearly with contact information.
* The sweet section is also divided into two parts and there is two different recipes. We wanted at least one recipe to have a step by step process shown in a short slideshow (accordion). This is one of our Javascript elements.
* We have decided to make the webpages near transparent to showcase the background image. If the web pages consisted of text only, it would be hard for the user to focus on the content as the background image would be too distracting.
* We have decided it would be a good choice to have the background image consist of complimentary colours of purple and green.
* Most of the imagery on our website is done by us (including the logo) in order to create a sense of homeliness and we wanted to convince the users that we are genuine and honest.