

COLOR SCHEME:

We started with a lot of white in the first design, but it didn't match the OUI brand colors so, in the second iteration, We swapped out the white for yellow.

The second iteration had a closer feel to the brand, but the first iteration had a much cleaner look than the second. To get the best of both, the third iteration makes use of off-white rather than pure white, and more natural tones to keep things fresh while still allowing the fresh design to feel like OUI.

NAVIGATION BAR:

We used a search bar in the first version for user-friendliness, but based on the client feedback, we removed it in the next version and all versions after.

HERO SECTION:

From the first to the second iteration, We changed the main image from food to coffee to better communicate what OUI is: A coffee shop.

We also added a welcome text with a glowing lantern effect to communicate warmth, and a sense of relaxation.

MENU PAGE:

In the second iteration, we transformed the menu page into a menu section based on our client's request to create a single-page design. We also improved the visual appearance of the menu section.

In the third iteration, we made use of lists in grids, rather than each item having its own grid in order to maximize space and maintain simplicity.

GET IN TOUCH / LOCATION:

In the third iteration, we made the contact section focus more on the location information and we substituted the contact form for a simple contact section in the footer.