**Client**

**My client will be:**

- The owner of the ice cream shop who opens the shop in the local area. The shop style will not be in a luxury style. It is a small business that supports the community in the area and doesn’t have a franchise.

- They will sell ice cream to several types of customers.

- 50% is family and children

- 30% is teenagers

- 20% is adults

- They will use the website mainly to promote their promotion and their menu so they want the promotion page (hot deal page) will be different from other pages for drawing attention. They also use it to share their activity with the community.

**Style**

The style of the website is focused on making the website easy to use suitable for any age of the user. Therefore, it will be styled in a clean look, easy to find the product, and don’t have a lot of features or animation that might confuse the users that don’t familiar with the technology. There will be a lot of images instead of text since it can attract the customer. In addition, it will not be in luxury style.

**Platform**

The website will target traditional monitor resolutions of 1024X768 and greater.

**Semantic Design Guide**

Semantic elements that will be used in this website are header, nav, main, section, and, footer.

**Header:** the header will be used to illustrate the head of the page which will be the template for every page. On this website, it will be the first thing that catches the eye of the user and it shows the name of the shop.

The names that are used in the header are headBg and headText. Since I use the image to be the background so I separate the headBg = headBackground and the headText that compose of text.

The font that is used for the main head which is the name of the shop is Balsamiq Sans which is the same font for the logo of the shop. the size of the font is 40px. This font will be used in this element only. The rest of the page will use Quicksand.

The head will use the background image as the color theme which is the colorful ice cream image but the main color will be white. White color can combine with other colors easily so, it will not contrast with other colors on the page. The size of the image will be 550px height. Text color will also be white with the background color black with transparent rgb(97, 90, 75, 0.7). However, there will be the hotdeal page that will have the head background different from other pages. The image will be changed to make this page more unique and bring attention to the customers.

Every element will be aligned on top of the page and will be centered on a horizontal axis. On this website, the header is including a navbar which is located at the top of the page.

**Nav:** On this website, the navbar is included in the header of the website. This will provide a comfortable for the user that has been using the website before and might quickly want to go to their destination like the promotion page or the menu page. The navbar will be created to make it fixed at the top of the window. Therefore, when customers scroll down they can navigate to the desired page easily.

Names that will be used in this element is navHead. Since there might also be a navigation bar in the footer.

Fonts that will be used in this section is the same on the whole page which is the Quicksand. Their style will be similar to the head font (Balsamiq Sans) but it will be more light and not give the impact to the users like the head font. The font size will be 25px.

The color that will be used in the navbar will be the same as in the footer website more unite. Since there will be a lot of images and colors in the content so I should the color that I think can combine with other colors easily which is rgb(180, 168, 144). The color of the text is white.

There will be no image in the navbar and the text-align will be centered in the horizontal axis and have space between them equally.

**Main:** the main element of the page will store the content that the client wants. It will be the information relative to the title of the page. For example, the main page will have the highlight menu and the event that the shop wants to draw attention from the customers. The hot deal page has the menu that the price was reduced at that time. The menu page shows the menu in the store etc.

On my website, the main element is composed of the section.

**Section:** the sections will be used to separate the paragraph or use to group the similar content. In website design, it will be used to separate the content for the styling purpose.

Names that will be used in the section, will be different on each page. Every name will be used to make the section more sematic so I create the name that is relevant to the content and it can help to track back to the code when having the error.

On the main page, the names will be highlight, highlightMenu, special, linkcontact, and linkflavor.

On the hot deal page, the names will be hotDeal, menuHotDeal.

On the menu page, the names are flavors, myFlavorM, myFlavor, myCake, myCakeType, myType, myTypeIceCream1, myTypeIceCream2, myTypeIceCream3, and linktohotdeal.

On the community page, the names will be myleft, myright, myleft2, h3one, h3two, h3three, paraOne, paraTwo, and paraThree.

On the contact page, the names will be contact and storeHours.

The font that will be used in this element is similar to other elements on the page which is Quicksand. The font size for the head of the section is 35px and the paragraph is 25px.

The main color shown will be the background color which is white. There are a lot of images that will make the page look more interesting. All the colors of the image will get along navbar color and the footer color. The color of the text is black. There might be some link text that will have a different color from the others. The color for the link text will be rgb(180, 168, 144).

The images used in the page will be grouped together and show similar shapes which will be square, circle, and oval. Every image will have a border-radius. The general value is 20 - 30 px or 60% when it is in an oval shape. However, it will be indifferent value but still the same as their group. The general size for the image will be the height 250 px and width 350 px. Only the one that wants to draw attention from the customer will use the larger image which is height 500px.

The content in this element will be aligned in the center. There will be a communication page that has text aligned side by side with the image.

**Footer:** the footer will be used to store the general information of the business. For example, the contact of the owner or copyright of the page. The navigation bar can be in include in the footer to link to the outer source.

The names that will be used in the footer are navFooter, navFootlogo, and navFoot.

In my footer, there doesn’t have the text inside. But the font will be the same as the rest of the page which is Quicksand.

The background color that will be used in this footer is the same as in the nav bar at the head of the page which is rgb(180, 168, 144). Therefore it will make the page look consistent. The icon in the footer will be white like the color of the text in the navbar at the header.

The icon in the footer’s size is 40px height and 40px width.

The icon logo of the shop will be aligned on the left and the contact icon will be aligned on the right of the page

**Website Map**

