I made a website for a farmer's market selling fruits. I have chosen this design because it is easy to read and use, makes the website look more ‘interesting’ and ensures optimal user experience. I went for the colour orange for the main theme colour of the website as it is a bit brighter and more exciting, I used dark blue for, the mid-section and content area because it gives a good contrast between itself and orange, but they also match each other making it visually appealing. Colour can often influence a user’s behaviour, and orange and dark blue are good colours which are not common but also match together and give the site a more exciting look. These colour patterns are common in all sites: orange, dark blue, then orange. The two-colour patterns help create harmony as dark blue and orange complement each other, they produce a subtle aesthetic, and both colours create a vibrant environment. The contrast between the black text and the orange background makes the text stand out more because colours of high contrast from each other create a better reading environment. Also, with the dark blue, the black bold text can stand out for users when reading as the contrast is high. I used a bold font weight for the title to make it more attention-grabbing. I used the same font family, and font size in the header, navigation, content and footer sections in all the sites to create a repetitive environment. I also used a repetitive colour pattern on all sites with orange at the top and bottom and dark blue in between. The repetition creates a visual rhythm which helps guide users visually and strengthens user experience. I aligned most of the content of the site pages to the middle. I placed the logo at the top left, so it is the first thing that the user sees and placed the company name right beside it on all sites. Aligning most of the table content in the middle helps create a sense of organization, order, and clarity. This makes the user less confused when reading through the content. I also grouped related content together. Like the links in the navigation area, the pictures and texts in the content area and the address and contact information in the footer section. The links were arranged on the same line with even spacing to make them aligned and more accessible. Right after the header and navigation section was the content area, this area had all the main content in it which were all close to each other. This was common and repeated on all web pages, to give all the web pages a visual harmony for the user. In conclusion, I chose this website design because it is easy to navigate around, easy to use, has a good colour theory and harmony and follows the C.R.A.P design very well. Orange matches well with dark blue and both orange and dark blue contrast well with the black text. The content is not too clustered, and users are not visually overwhelmed by the site design. The use of tables helps make the site more arranged and orderly, making the site well-designed and properly coded, it helps maintain a grid-based pattern that is easy to read. By following the C.R.A.P design and colour theory, I have created a website that is not only easy to use, easy to navigate and visually appealing but is also functional and user-friendly.