Design guide

To make the text accessible for all the user, I choose black color and Century Gothic Regular font. As the warning sign to reduce waiting time on Sunday, I highlight the section in to red and bold to raise more awareness in the index page. As for the color background at the top and bottom of the page, I chose pink because it’s beautiful and white text to make things clear.

As for a first-time visitor, I would suggest go check out our tea page and find out available teas and corresponding prices. Also, understanding the benefits of drinking certain teas could boost immune system and calm us down. Clicking on the beautiful photos of our best seller teas could invoke the zooming in function of the photo and associated description of the benefits of certain teas. For those who would love to visit our shop physically, there is our opening hours and popular time of the shop in the index page. The high chart visually demonstrates the busy time and provides suggestions for those who wish saving waiting time. There are also basic background information and development history of the shop for those who are interested in the tea culture. Lastly, there are more contact information such as photo, phone number, google map in the contact page. It is also a smart choice to sign up for our mailing list so that the latest information regarding sales event and newly arrived products could be sent to you immediately.

As for information architecture, I organized the information into three categories: background information, tea products and best sellers, and contact information. The objectives of checking all these pages are clear, for those who are new to the shop could check out about page. For information of the product, they could search for prices, photos of available products. To contact the sellers, they could check out the contact page. I also page 4 little icons for Facebook, Instagram, blog, and YouTube. They could be opened up in a new tab for additional demonstrations of the tea shop and pictures.