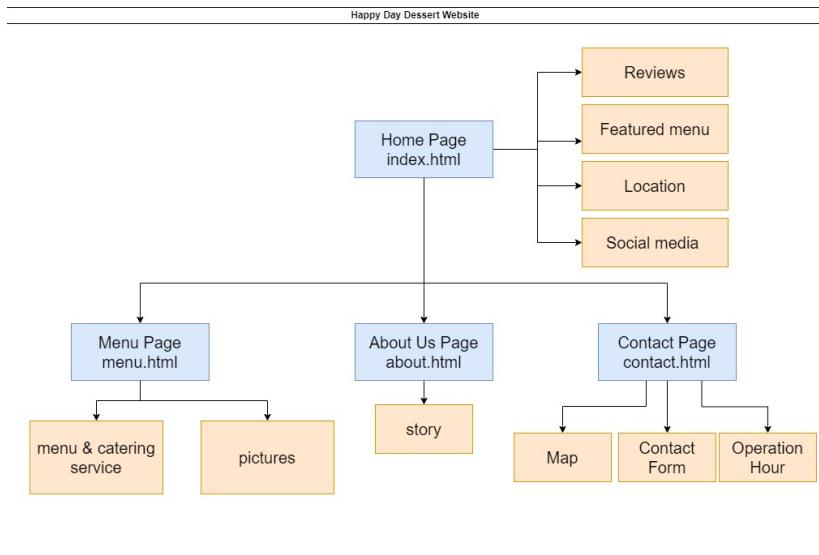


Design Guide & Documentation

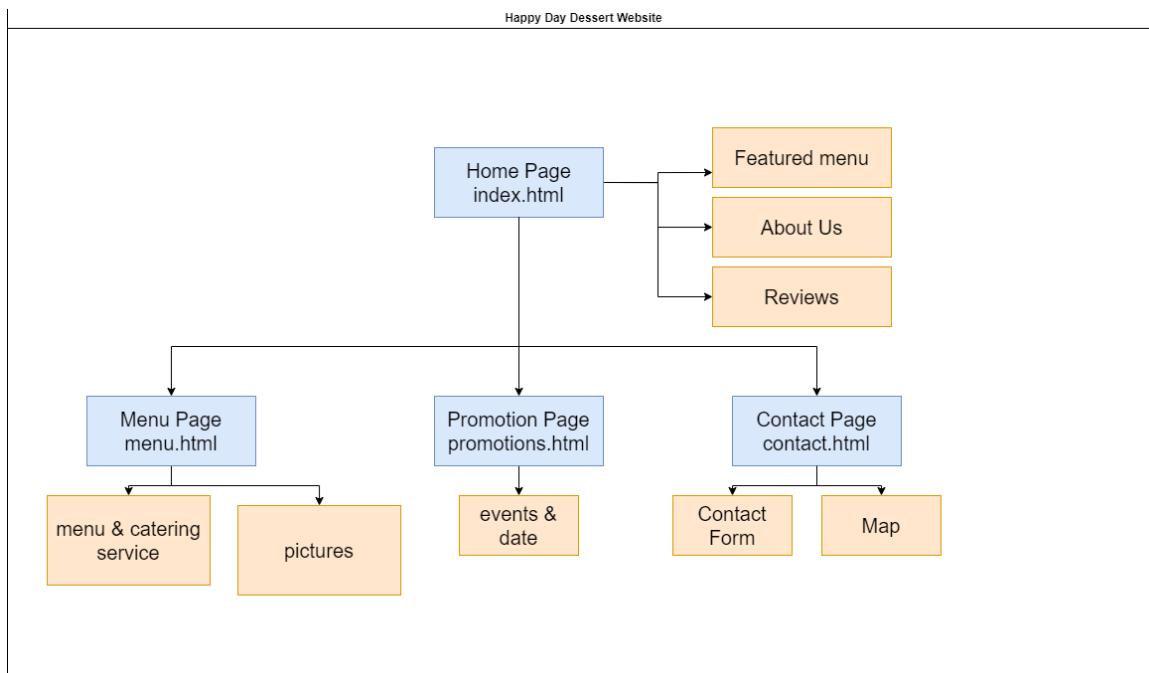
Site Map initial version



Before sketching out the layout of each website, I drew a site map in linking the relationship of all the information sections and pages. The blue boxes indicate the web pages and the yellow boxes indicate the information. From a customer's perspective, products, contact information and content of the brand are three essential points that maintain the customers' retention. Hence, Menu, About and Contact.

However, while extracting information from the original Happy Day Dessert Factory pages and laying them on the wireframes, I realized that my initial site map need to refine, such as having four sections on the Home page might be overwhelming, instead, I moved the Location to the Contact Page and cutting it down to three sections. Moreover, I noticed that the client wants to include the promotion, so I think having a single page for that allows users to find it quickly. After regrouping the information and reevaluating the user and client's needs. Below is the finalized site map.

Site Map Final Version



Website Design Assets & Plan

Logo Design



The main focus of the logo design was to re-select the color that associated with sweetness and playfulness. In addition, I simplified the original logo so that it can enhance the recognition to customers.

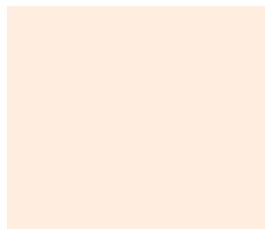
Colors



#FFA7A6



#75CEC4



#FFEDE0



#393737

The color choices were made based on the logo color. I used pink (#FFA7A6) as the main color, and then select the secondary, third, and fourth colors around that. My initial idea of the secondary color is a complementary one to create contrast on the web page. After playing around with the gradient and hue, I decided to go with this mixture of green and blue color (#75CEC4) since it also conveys a feeling of cheerfulness and sugar which perfectly match the dessert shop theme. Then I select dark gray (#393737) for texts and headings. The reason I didn't choose pure black is that the contrast it creates with the rest is too harsh. Lastly, I selected the light milk color (#FFEDE0) for decorative purposes of the website such as the background and other small elements.

Fonts

Inter (sans-serif) → For headings and body text

Merriweather (serif) → For menu and footer text

My initial idea is using Georgia font for the headings and Trebuchet MS for the body text, but when making the wireframes, I realized that Inter font contains many types of boldness which I can use different types of boldness to create the information hierarchy. Both Merriweather and Inter fonts are clear to read.

Title

Main Heading

Heading 2

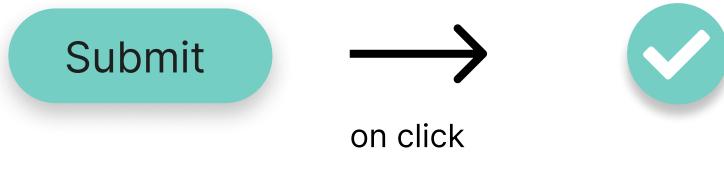
Body

Navigation Text

Footer Text

JavaScript Libraries & Potential Features on the Website

anime.js



Adding an animation feature to turn the submit button to a check, indicating to the user that the form has submitted. This animation not only makes the web page fun to interact with, but also gives good user experience.

How to reference

Downloaded the files from the anime.js website as a zip file. Then extract it and import the anime.min.js file in the js folder of the web project (This js file is found inside the lib folder). Import the file to the html file:

```
<!-- external reference for js files -->
<script src="js/anime.min.js"></script>
```

To use this for the button feature, we first create button using <button></button>.

```
<button id="my-button">Click Me!</button>
```

Then in the scripts.js file, we will use the anime.js feature to create the animation effect:

```
anime({
  targets: '.css-prop-demo .el',
  left: '240px',
  backgroundColor: '#FFF',
  borderRadius: ['0%', '50%'],
  easing: 'easeInOutQuad'
});
```

We then use the addEventListener() add to the button, so whenever that button detects some event happen. Then it will start running the anime defined above.

Source

[anime.js • JavaScript animation engine \(animejs.com\)](https://animejs.com)

moment.js

The image shows two side-by-side calendar grids for the month of March. The left calendar has a light gray background. Specific dates are highlighted with colored boxes: March 1st is highlighted in teal, March 16th in red, and March 29th in pink. The right calendar has a white background. It also highlights March 1st in teal, March 16th in red, and March 29th in pink. A large black arrow points from the left calendar to the right calendar, with the text "on click the specific day" written next to it.

March						
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

SUN	MON	TUE	WED	THU	FRI
29	30	31	1	2	3
Free cookie Day					
5	6	7	8	9	10

→ on click the specific day

The idea of implementing the moment.js library is to give intractable feature to the calendar in the Promotion page. I am also considering adding count down to display how many times left till the next promotion. For the calendar feature, I plan to incorporate the events in, and when user click on the colored box, the details of the event will appear.

How to reference

Go to the moment.js website and click download button. The page will direct you to a new page full of codes, and save this page as moment.min.js in the local folder. Then import tha that moment.min.js file in the js folder and the html file:

```
<!-- external reference for js files -->
<script src="js/anime.min.js"></script>
<script src="js/moment.min.js"></script>
```

To use this library for displaying how long till today, we can use:

```
moment([2020, 0, 29]).fromNow() // 4 years ago
```

To display the exact time, we can use:

```
moment().format("dddd, MMMM Do YYYY, h:mm:ss a");
// "Sunday, February 14th 2010, 3:25:50 pm"
```

Source

[Moment.js | Home \(momentjs.com\)](https://momentjs.com)

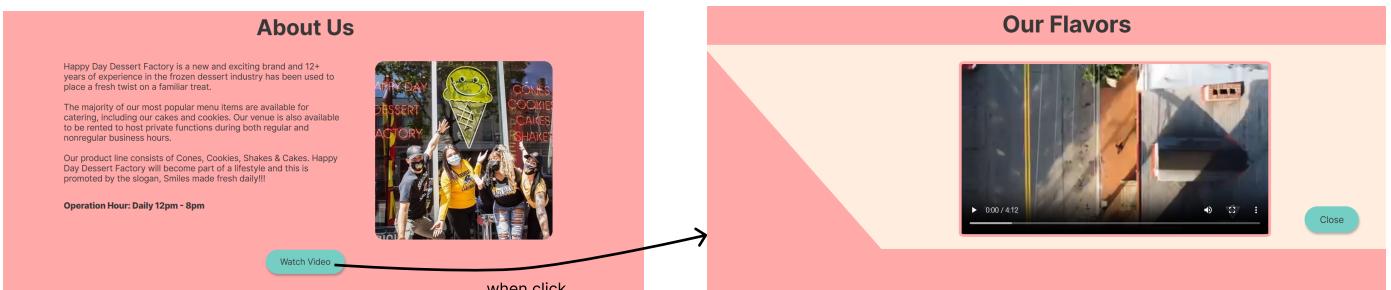
Final Website Design Implementation

Overall, the final website pages are mostly similar to the hi-fi wireframes. Except for some small changes like the text. The few main changes are the JS library features implemented on the website. Some differences in comparison with the wireframes.

1. Adding animation to the About Us section for the “View Video”

When implementing the submit button animation, I realized that the page will refresh itself when a form is submitted and that means the it will never enter the function calls for the submit animation. Hence, I decided to move the animation to the About Us section. I don't want the About Us page to take so many spaces on the website since it might be too overwhelming. Then I decided to hide the video behind the description. This also makes the website fun and intractable for the users.

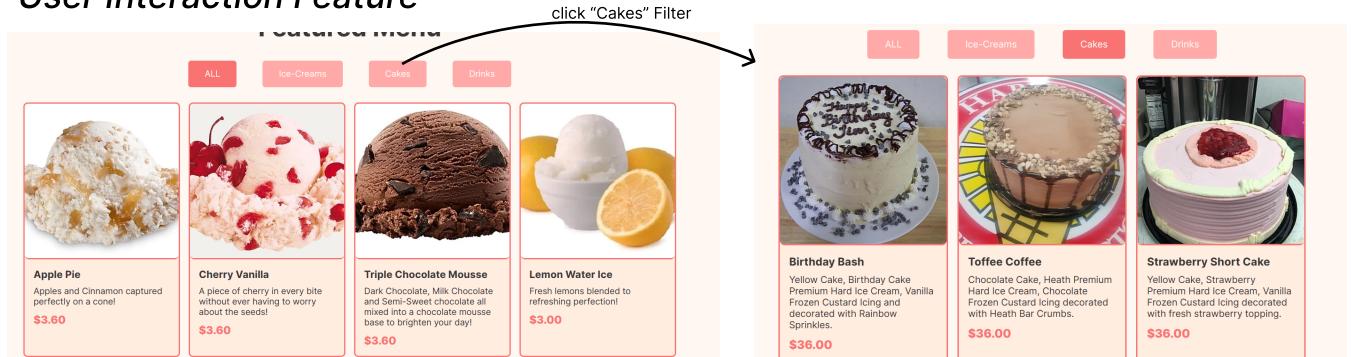
User Interaction Feature



2. Adding “All” filter button

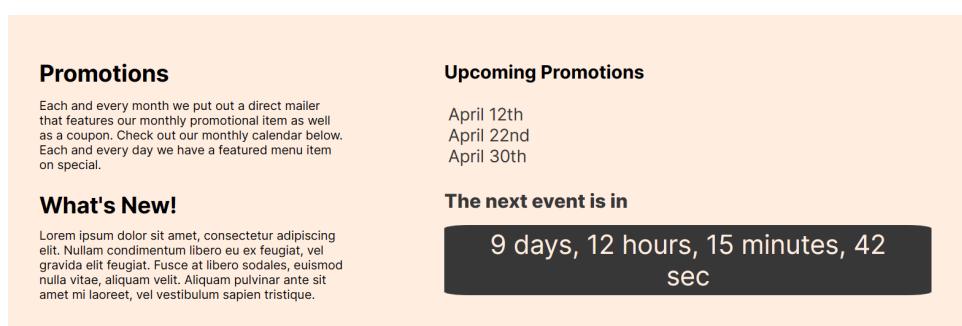
Displaying all the featured products of the shop

User Interaction Feature



3. Replacing the Calendar view to section showing specific Date on the Promotion Page

The initial idea is to have a calendar on the promotion page showing all the promotion dates and events. But I realized that there might be no focus on that page. So I decided to replace it with a countdown that can drag customers' attention. Having this countdown gives the sense of urgency and a fear of missing out, which encourages customers to buy ice-creams.



Citations

All product images are found from the original Happy Day website:

www.happydaydessertfactory.com

video:

<https://fb.watch/jEPd-0mLKY/>

Images of people icon:

<https://www.figma.com/community/plugin/746656816456492537>

Animation effects and other JS features followed with these tutorials:

<https://www.youtube.com/watch?v=ZjrqnxDEkzA&t=157s>

<https://www.youtube.com/watch?v=2wr1iixy20I>

<https://www.youtube.com/watch?v=n80RRNS1k64&list=PLVvjrrRCBy2LWFkR7opQxWp4z0en6OHgw>

JS libraries:

[Moment.js | Home \(momentjs.com\)](https://momentjs.com)

[anime.js • JavaScript animation engine \(animejs.com\)](https://animejs.com)