**Bon Ton Bakery Website -Critique-Assignment 1**

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Number of replies: 0

**Elements**

The Elements they have in their homepage for Bon Ton Bakery are Pictures, Texts, Logo, Some icons: for the schedule time, search and kart, some shapes such as rectangles with different colours to emphasize some messages including a highlight message with a bright green/mint colour about hiring a Pastry Cook, and their business hours on the top left corner. One of the main texts in their home page overlaps each other, and I am not sure if it is intentional or if it needs some spacing in between the lines.

**Composition**

The layout or composition they have used is clean, the main element are their slide pictures where users are able to see some of their main products including breads, cakes and pastries. The second element I paid attention to was the text: “Baking From Scratch-since ‘56” followed by the text underneath highlighting their specialty in different colour, leading users to click those highlight words and opening a new window with the list of products of the category they have selected (including pictures and description). Lastly, they have featured a job opening at the bottom of the page which is easy to find for users who are looking for a job opportunity.

**Code**

The code they have placed dominant elements from left to right, has a smooth flow, and in the center of the page below the main picture there are some dots which I believe is like a “hint” that allow the user to scroll down through their website to see more information or other sections.

**Style**

Their style is a combination of minimalist elements, vintage and aesthetically pleasing. They have not used a wide selection of colours, the predominant colours are neutral including white, black, light brown and the green/mint accent. They way they also select the images to display is well organized. The use of a sketch or drawing and the combination of the sans serif and serif font gives me a connotation of homemade and craft, which makes me believe that their products are fine and of good quality.

**Conclusion**

Bon Ton bakery website has a clean layout, is well organized and easy to navigate. The information is not overwhelming, and the images are pleasing to the eye. I have tried their search bar writing a product they don’t have, and the message about “not results” is somehow “shy” and the message they place at the bottom of the page is not predominant enough and users might find it hard to read or find. Overall, I believe it is a good website with some minor elements to improve.  
