

Final Project Proposal

By Suhani Verma

Mission Statement:

I chose Patty Pan's website because they're a employee-owned local business that my family have been buying from them for a while now. I think their combination of bright colors on their website is a little jarring. I also would like to improve their navbar and add more of their information on the bottom. Patty Pan's goal is to provide healthy and delicious food to their customers, and their message is meaningful.

Current Site:

What works:

- Their pages are organized and have all the necessary information
- They include a lot of information about themselves and their values
- They include a lot of pictures and visuals

What can be improved

- Their nav bar could be designed better and when you are on a page and hovering over the name, you can't see the word

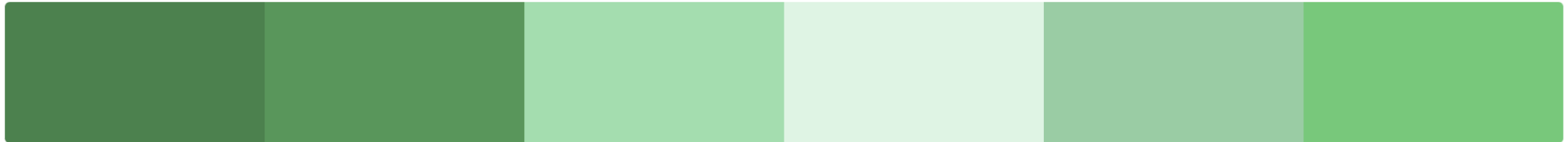


- Their color scheme with the background is a little jarring
- They could include more contact information at the bottom
- They have the exact same carousel of images at the top of every page



Color Palette

I chose this color palette because it follows the theme of vegetables, which is the main ingredient of Patty Pan's recipes. Also, it follows a pleasing color scheme.



↑
dominant
color

↑
background
color

↑
accent
color

Adobe Fonts

I chose this font because it fits with the previous website. Also, I think it's playful but also easy to read and functional.

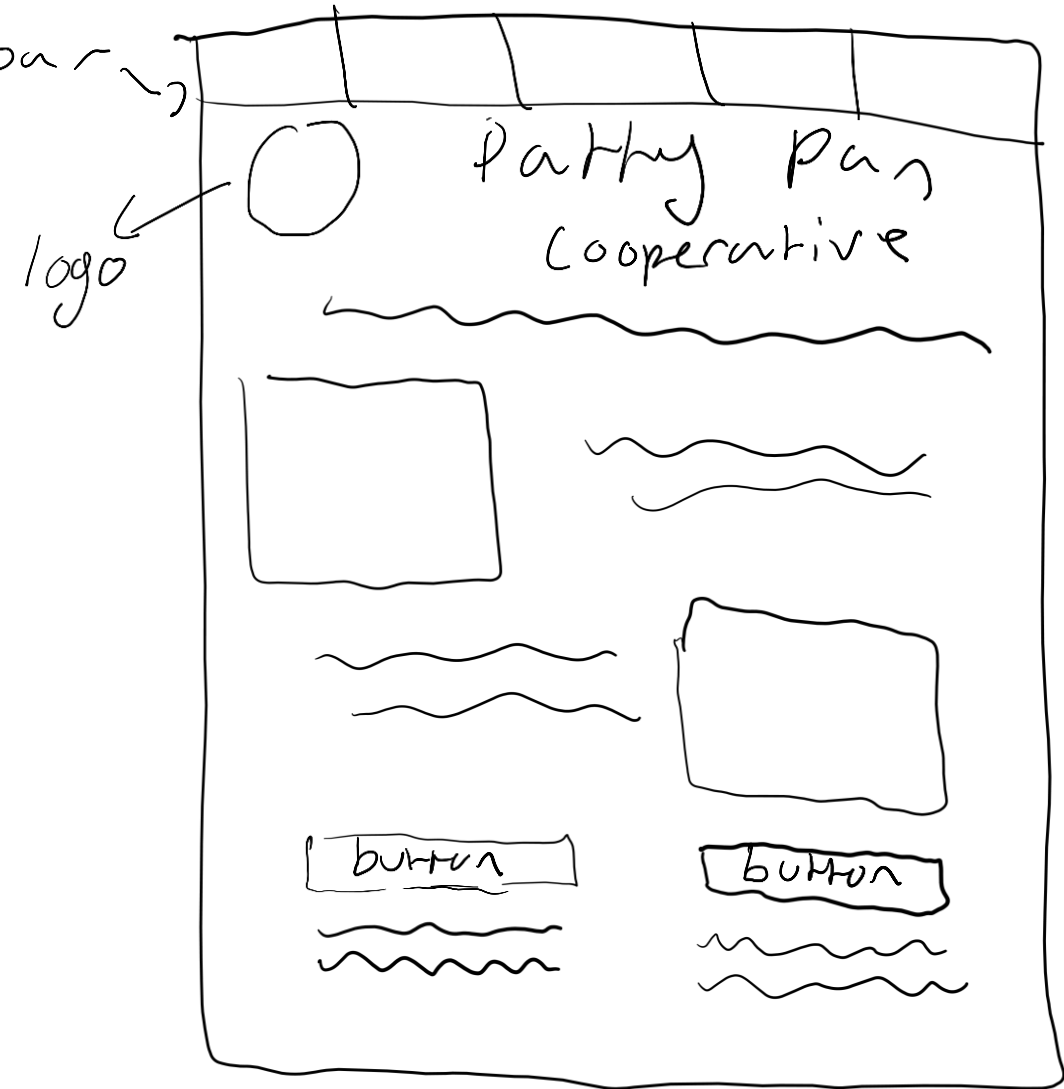
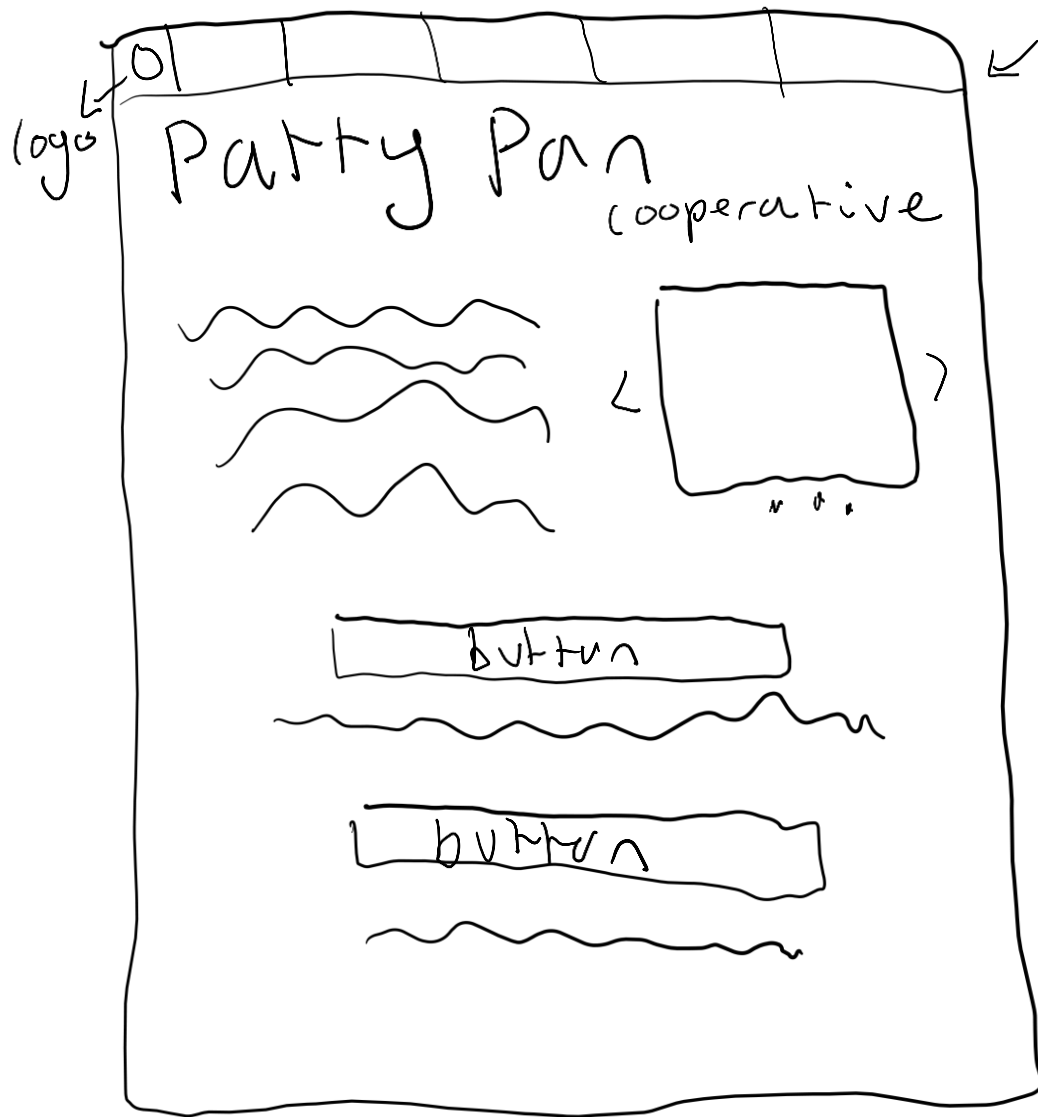
A gray rectangular box containing the word "Mingler" in a white, clean, sans-serif font.

Mingler

A blue rectangular box containing the text "a big smile" in a large, white, bold, sans-serif font. Below it, the text "so much enthusiasm!" is in a smaller, italicized, white, sans-serif font. At the bottom, the text "Big or small. Print or screen. Jovial, clear, fresh and delightful." is in a small, white, sans-serif font.

a big smile
so much enthusiasm!
Big or small. Print or screen.
Jovial, clear, fresh and delightful.

Wireframe Sketches



~~~~~ = text