CIS-152-051W

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Donut Delights cover letter

I came up with two web designs for your Donut shop. For the first design, I used light pink to make customers think of strawberry glaze on top of a donut. I thought that would make people hungry. When you come to the home page, you will see the details of your Donut shop. Mentioning the “since 1971” will most likely give the customers trust because they know that your business is still alive. Right below the introduction, I put pictures of some donuts from your shop. They are not in small size. I purposely put them in full size to let customers know what they are about to buy. I also put timer on each picture, so they would move on their own to show to the customers. I think the timer effect makes the web site more professional. For each section on the website, such as About us, Menu, and Contact info, I used icons to brighten them up. I used delicious donut as the icon to make customers hungry. Not only that, I also used a moving donut as an icon for one of them to surprise them. I used it in the section where most people would look at.

For the second design, I used coffee beans as background image and white color for the places where I needed to put in some text. In the white section, I put a lot of picture of donuts to make customers hungry. Coffee and donuts can’t go wrong. Unlike the first design, you don’t need to scroll down too much because I put things side by side. I also separated things by different page to give a clean look. You can also view your store on the google map I provided and get customers’ contact information with the subscription tab I provided. The main thing to look at, in this design is the combination of many coffee beans and the donut pictures.