I am most proud of the overall look and design of the website. I felt like I was able to capture my clients brand really well and she was very happy with the final product. If I had more time to work on this project I would have created a "testimonials" section on the home page. I would have also made it possible for users to click on images on the portfolio page to make them larger if I had more time. I created this site using HTML, CSS, Bootstrap, Bootstrap Icons, and Google Fonts. I used my own styles to customize the Bootstrap framework to meet the needs of my client and this design.

After receiving valuable feedback about my project, I made several changes to improve the user experience of this site. First, I changed the navigation so that the background would be white and make it easier for users to be able to see it while scrolling on the page. I also added a "home" tab to the navigation to make it easier for users to navigate instead of only having the logo link to the home page. Additionally, I also made it so that the links for the "Gift Certificates" and "Book Now" pages would open in another tab. On the home screen, I changed the banner to have three cards with the titles "Recent Work", "Get In Touch", and "Book Now" that link to the Portfolio, Contact, and Booking pages. I made this change so that potential clients of this tattoo artist would be able to clearly and easily locate these pages. On the portfolio page I added a feature to allow potential clients to sort through images of her work based on the type of tattoo they are interested in. I adjusted some of the titles across all pages to be smaller after receiving feedback that they were too large.

The color scheme that I came up with reflected the branding that this tattoo artist had already established and was approved by her. I specifically chose colors that would provide a strong enough contrast between the foreground and background. I chose the

font combination that I used because it went well with her brand and these fonts are easy to read for accessibility purposes. The overall flow and design of each web page was designed to be easy for users to navigate. I also wanted to ensure that this website is fully scalable to ensure that it provides an excellent user experience on any screen size. I included links in the main navigation to the Home, Portfolio, Contact, FAQ's, Gift Certificates, and Book Now pages. I also included cards at the top of the home page linking to the pages that users will most likely be visiting. At the top of the portfolio page, users are also able to select filter buttons to decide the style of tattoos they would like to view. Images on these pages have a clear layout. On the contact page I provided links to the various ways that users and potential clients are able to get in contact with her and to book with her. I used standard drop down links on the frequently asked questions page to make it easy for users to be able to find the information they are looking for.