What I find myself most proud of after finishing this project is the simple layout and design that I created. I believe that it has a sleek, clutter-free and user friendly interface that still maintains a friendly and relaxed feeling. If I had more time, I would spend even more time perfecting the responsiveness of the layout.

Some of the feedback that I received mentioned some problems with the buttons throughout my site. In response to this I adjusted the look of all the buttons to give them a more button-like appearance that helps users more easily understand their functionality. In addition, I ensured that all of the buttons were functional, as I had a few that were not, and I added a hover state to all to further display their interactive ability. I also had some feedback about some of my typography. To fix this I adjusted the size and weight of various headings and paragraph text to ensure that the site has a good hierarchical flow and that headings had a greater contrast from body text in order to stand apart. Other changes I made include, improving the responsiveness of the layout in order for it to maintain full functionality and accurate appearance on any display; finalizing image editing and placing all images in place; and making the navigation menu adjust for smaller displays.

I sourced some of my images from Unsplash and the rest came from myself and my client. I made edits to them with Adobe Photoshop.

For the design, my client and I came to the mutual understanding that the site should have a simple and easy to use layout that avoided unnecessary clutter or distraction. Since the site is for a small local business, I wanted it to have the same feel and appearance you might get from the physical shop itself, or its merchandise. I decided to stick with warm neutral colors and let the images bring some slight pops of warmth and color to the design while not overwhelming the eye.

Since I didn’t use a framework for this project there were no customizations to it.

During the completion of this project I did come across some difficulties, such as with creating a fully responsive layout from scratch, but in the end I was able to get it to where I am satisfied with it. I also did not budget enough time in the beginning for image editing and was late in getting those images added to my site.