

Roonies Final Report

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Highlights:

I am very proud of every page of the Rooney's website. I loved incorporating their colorful, flavorful brand in such fun ways. I am grateful that I listened to Stacy, the owner of Roonies, in her goals and needs and that she felt that they were very well met. While completing the final design, I noticed that Roonies added some additional sections to their existing website so I incorporated them as well.

What I wish I could have done:

I would have loved to add an animation to the home page that dropped a drizzle of chocolate from the top of the page and landed on the ice cream bar of the main logo. I also would have loved to help prepare some videos for the company to include on their website, specifically to demonstrate their production process and to have a background/about them video.

Changes from feedback:

- Unifying the design, making sure everything aligns/ stacks properly
- Adding the Rooney's Logo to the navigation bar
- Having a drop down menu for the products for easier navigation
- adding flavor lists to all the product items
- added a simple contact page

Design choices:

I used Bootstrap elements and customized them to fit the aesthetic of the brand. This allowed for the whole site to be responsive and remain clean and organized. When talking with Stacy about her needs for the website she wanted things simple yet appealing to all, and I feel like I captured just that.

The stripes of color on the products page look like their truck with all the colorful stripes. I could not put the headings over the colors because they would not be accessible for colorblind individuals. All the colors helped the brand feel fun.

Problems:

Mostly just time/ time management