

Part 1. Site Design

Vital Glow's website/ online store is meant to be simple and elegant. I did not want to overwhelm the user. To do this I used C.R.A.P on all parts of my website. Starting with Contrast.

Throughout the website you will notice that in the header the dark grey banner has a dark blue font color with the white buttons. The buttons will change to a transparent background with a light blue color text when the user hovers over them. Moving to the bottom of the page to the footer, the same contrast is applied. There is a white background and the dark blue text and logo contrast with the white. For the Supplement bottles I wanted to use a vibrant color, one that when you see the bottle from a distance the consumer will know that they are looking at a bottle of Vital Glow! With the pink wrapped around the bottles I used the same dark blue as the header and footer and black text to add contrast on the bottles and to make it easy to read on a bright background. You will notice these colors being used in repetition throughout the entire brand!

I used three main colors for Vital Glow, hot pink, dark blue and a light blue. This color scheme is used throughout the entire website. As well as the bottles. This is used to keep repetition and to not make the user overwhelmed trying to decrypt what certain colors mean. For my website all buttons have a white background with dark blue or black text that change to a dark background with light blue text when hovered over. That is excluding the footer and the shop page with the "add to cart buttons". I wanted these to be different so that people know that these buttons do not take you to a different website they serve a different purpose which is adding items to you cart.

Alignment is something I focused on a lot when designing my website. Using grid lines to lay everything out was super helpful with spacing and lining the buttons, text and photos (see image below for grid lines). The layout grid also helped with not putting text or buttons too close to the edges and risk having it be cut out from certain screens. Which also falls into proximity. If the buttons weren't equally spaced everything would feel wonky and the website would be an eye sore.



The reason I wanted to make the website more elegant rather than more bubbly is because I feel that using a nice font like Antic Didone from Google Fonts makes the website feel more secure and not like it was made by a 15-year-old trying to scam people and steal their card information! That being said, I still used a bubblier font for the logo because it matched the other fonts used on the supplement bottles.

There is 7 main pages, a Landing page, a Shop, Contact, FAQ, Rewards, Careers and Reviews. The landing page only shows info for ongoing promotions, from there you will have the top menu bar to navigate wherever you would like. You may also do this by using the links in the footer. The shop page has four products available with the ability to add any of them to your cart. Moving over to the contact page. There are three text boxes, Name, Email, and a large text box to write you message. The FAQ page is loaded with random frequently asked questions I got from CHAT GPT. For the Rewards and reviews pages, I did not want to overwhelm myself with too much work therefore those pages are under construction and will be coming soon! In the careers page, you can entre your postal code to see if there are any jobs available in your area.... Ps. We are not hiring till 2050 so don't be surprised if there are no available postings!

Page #1:

Item #1

- Description: Header
- Font: Antic Didone
- Color: Grey (#4C4C4C)
- Alignment: Center
- Media: Company name
- Interactivity: Buttons/Nav Bar

Item #2

- Description: Nav button
- Font: Antic Didone
- Color: Dark blue (#1B3159) With white bg
- Alignment: Left
- Media: Shop
- Interactivity: Button

Item #3

- Description: Nav button
- Font: Antic Didone
- Color: Light blue (#85C7F2)
- Alignment: Left
- Media: Contact
- Interactivity: Button when hovering

Item #3

- Description: Nav button
- Font: Antic Didone
- Color: Light blue (#85C7F2)
- Alignment: Center
- Media: Company name
- Interactivity: Button. Leads to landing page

Item #5

- Description: Image of advertisement
- Font: Antic Didone
- Color: NA
- Alignment: Center
- Media: Advertisement
- Interactivity: NA

Item #6

- Description: Countdown to end of sale
- Font: Antic Didone
- Color: Black text with black border
- Alignment: Right
- Media: Countdown
- Interactivity: NA

Item #7

- Description: Shop button
- Font: Antic Didone
- Color: Black text with black border
- Alignment: Right
- Media: Shop now button
- Interactivity: Button that takes you to shop

Item #8

- Description: Divider
- Font: na
- Color: Dark grey (#4C4C4C)
- Alignment: Center
- Media: NA
- Interactivity: NA

Item #9

- Description: Footer links
- Font: Antic Didone
- Color: Dark Blue (#1B3159)
- Alignment: Left

- Media: Links
 - Interactivity: Buttons that take you to other websites
- Item #10
- Description: LOGO
 - Font: Antic Didone
 - Color: Dark Blue (#1B3159)
 - Alignment: Center
 - Media: Link
 - Interactivity: Buttons that take you to landing page

Page #2:

Item #1

- Description: Number of items in cart
- Font: NA
- Color: Light blue (#85C7F2)
- Alignment: Right
- Media: Counter
- Interactivity: NA

Item #2

- Description: Item
- Font: Antic Didone
- Color: NA
- Alignment: Left
- Media: Image box of item
- Interactivity: NA

Item #3

- Description: Add to cart button
- Font: Antic Didone
- Color: White text with Dark blue (#1B3159) background
- Alignment: Center
- Media: NA
- Interactivity: Button

Item #4

- Description: Add to cart button hover
- Font: Antic Didone
- Color: White text with light blue (#85C7F2) background
- Alignment: Center
- Media: NA
- Interactivity: Button on hover

Item #5

- Description: Cart total in dollars
- Font: NA
- Color: Red
- Alignment: Right
- Media: NA
- Interactivity: NA

Page #3:

Item #1

- Description: Enter contact information
- Font: NA
- Color: Black
- Alignment: Center
- Media: NA
- Interactivity: Enter contact information, name and email address

Item #1

- Description: Message box
- Font: NA
- Color: Black
- Alignment: Center
- Media: NA
- Interactivity: Type text

Item #3

- Description: Send button
- Font: NA
- Color: Black text with green background
- Alignment: Center
- Media: NA
- Interactivity: Submit button to send message

Page #4:

Item #1

- Description: Frequently asked question
- Font: Antic Didone
- Color: Green
- Alignment: Left
- Media: NA
- Interactivity: NA

Item #2

- Description: Answers to questions
- Font: Antic Didone
- Color: Blue
- Alignment: Left
- Media: NA
- Interactivity: NA

Page #6:

Item #1

- Description: Postal code text box
- Font: Antic Didone
- Color: black
- Alignment: Left
- Media: NA
- Interactivity: Text box

Item #2

- Description: Send button
- Font: Antic Didone
- Color: black
- Alignment: Left
- Media: NA
- Interactivity: Submit button to search for local jobs