## Responsive Design Analysis

### Introduction

The website is designed using the “box model” which is an effective approach for design and layout. Every HTML element such as margin, border, padding, and content is wrapped under a box. This allowed us to add a border around elements and to define space between elements. Through the responsive design of our website, we have tried to evoke feelings of joy and excitement in users.

### The Feel

Right at the first look, users will see an image of chocolates in golden wrapper with the logo of our brand. The logo is handwritten in a calligraphy style to invoke a friendly feeling. We have done this to create an instant connection with users’ thoughts by providing an image of the product they are looking for.

### The 3 Main Design Elements incorporated:

1. Surprise and awe
2. Use of Contrast
3. Baby-face bias

#### Use of Baby Face Bias

Mumu - Dairest’s mascot- has a baby face and a unique appearance which catches our users’ attention with surprise and delight. Keeping our brand traits in mind, the interface is designed with an enthusiastic, friendly and relaxed personality.

#### Use of Visually soothing color scheme

The elements of visual contrast can be seen throughout the website. Bright colors with calculated contrast will instill a feeling of enjoyment in users. The warm color scheme is used with a consistent proportion. We have used gold color to reassure users that they are buying products of premium quality, pink and orange to showcase the feminine side of the brand persona while maintaining color contrast.

#### Intelligent use of White Space

We have kept in mind to keep ample amounts of white space on the website so that we don’t “suffocate” the user. It significantly improves the viewing experience of the users and gives a sincere and polished feel to the website. It gives contrast to the page and sets a more upscale tone.

#### Use of Hicks Law

One of the most frustrating things for users on websites is not able to figure out where to go. To avoid this, content is properly categorized with a relevant heading guiding users’ engagement throughout. This eliminates the possibility of any confusion in users’ mind with the content. Main menu buttons are clearly labeled and appear throughout the bottom of the page. Users seek clarity, order, and trustworthiness in the information provided and it’s important to incorporate these characteristics in web design.

#### Typography

An ‘acumin-pro-extra-condensed', a sans-serif font, is used giving a look that is modern, simple and precise. It is considered one of the best text fonts for usage in computer screen reading. Consistency is given a lot of importance during the design. Dairest’s brand message is consistent with other highlights of our brand such as mascot design and color set. Positioning and alignment are consistent throughout the interface. Text fonts, padding, etc. have a homogeneous theme and size and have consistency in the amount of space between. Finally, we would say that as we learned in class - usability is imperative in website design. While designing the site, we have kept in mind what our customers will be expecting from a website when buying chocolate and dairy products. The look and feel of the site fulfill these subconscious needs of the users’ minds.

#### Storytelling

Storytelling is key to convey information in an interesting manner as it makes it easy for users to retain it. Therefore, Dairest’s journey in the confectionery industry, the brand’s image, the context and tone of messages to customers are all done according to storytelling principles. The website has a proper flow of information starting from the main menu and brand logo at the top, mascot’s image and its introduction and then the company’s journey and about us section in the end.