

WDD MIDTERM PROJECT WRITE-UP

I really liked the pink vintage vibe of the original website, but the pink lacked an energy-inducing flair to it, which is why I played around with the color, but stuck to a pink that resembled the original site. I chose to create a green header with a slant for navigation to mimic the way the actual storefront looks, but in a 2-D format - which hopefully helps branding. I chose to use two main fonts, one that looks like the storefront font, that is bold and playful, and a second one that stayed analogous to the original site's cursive, retro font. I kept the typography large so the words in cursive are easier to read. Opting for vectorized donuts probably wouldn't be ideal in the real world, but the lack of photography, combined with some thinking about the purpose of the site, I tried to focus more so on call-to-actions like the location, phone number and an option to order takeout (which I didn't code a page for). I imagine that the Kingpin site should ultimately encourage the user to familiarize themselves with the vast menu (which I simplified to their main donuts that I personally still see in store), and entice them to contact or physically go to the store.