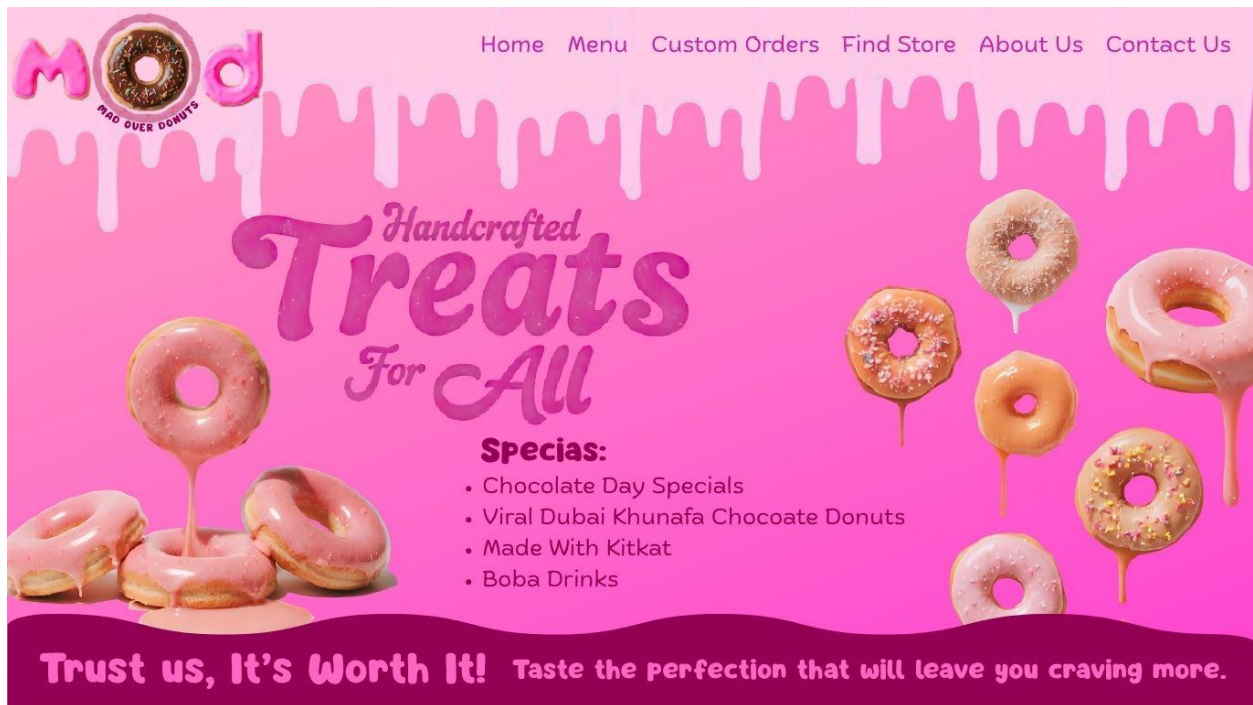


Mad Over Donuts

Homepage Redesign



Description

➤ **Project Description: Mad Over Donuts Homepage Redesign**

For my project, I redesigned the homepage of Mad Over Donuts (MOD) to create a fun, modern, and inviting online experience. My aim was to make the website immediately reflect the joy, sweetness, and playfulness that the brand represents.

The original homepage mainly highlighted KitKat donuts using bold yellow and red tones. While it showcased the product well, it lacked the warm, playful vibe that makes donut shops so exciting. I wanted the redesign to instantly grab attention, spark cravings, and encourage visitors to explore the menu.

➤ **Redesign Goals**

- **Modern Aesthetic:**

A pink, candy-inspired theme with dripping glaze effects was introduced to give the website a bright, joyful, and mouth-watering appearance.

- **Brand Personality:**

The new design reflects MOD's fun and playful identity with colorful, floating donut visuals that celebrate variety and sweetness.

- **Improved Content Presentation:**

A dedicated specials section was added to highlight items like Chocolate Day Specials, KitKat donuts, and Boba drinks. A friendly tagline – "Trust us, It's Worth It!" – makes the website feel more personal and inviting.

- **Enhanced Navigation:**

The header menu was simplified with clear links to Home, Menu, Custom Orders, Store Locator, About Us, and Contact Us for easy browsing.

- **Engaging Visual Hierarchy:**

Large, colorful donut images are the center of attention, supported by clear typography and minimal text for a clean and modern layout.

➤ **Outcome-**

- The redesigned homepage now feels bright, playful, and appetizing, perfectly capturing MOD's brand essence.
- It's designed to delight visitors at first glance, make them crave a donut, and guide them smoothly to explore and order their favorites.

