

Logo generated through
(<https://www.freelogodesign.org/>)

It is important for a company to have a logo as it represents brand where people can look up to.

Background image via
(<https://www.pexels.com/royalty-free-images/>)

<h1>CHOLLERTON TEAROOMS</h1>

Maybe a quick description of what we do

A button saying “**Find out more**” so users can click on it and it can get activated later with JavaScript or php

<H2>OUR OFFERS</H2>

BED AND BREAKFAST
(LOGO)

Description of our Bed and Breakfast with details of breakfast included.

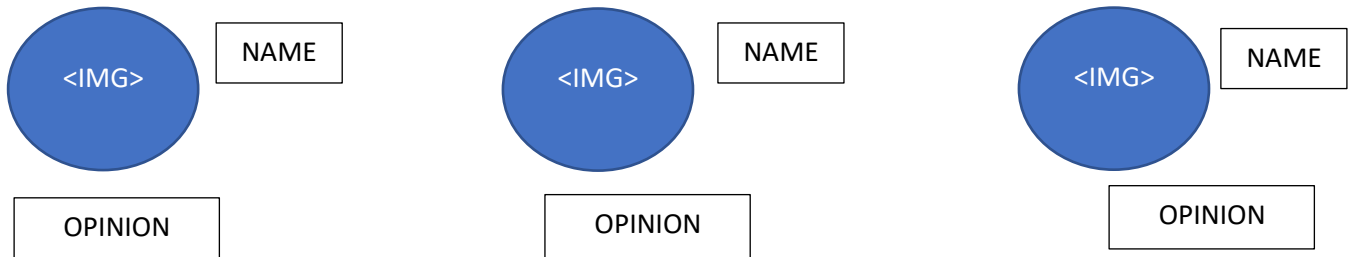
GENERAL STORE
(LOGO)

Details of our general store where you can buy stuff just like normal supermarkets.

CRAFT SHOP
(LOGO)

Details of our craft shop, supporting local economy and farmers.

<H2>WHAT THE PEOPLE SAY</H2>



<footer> copyright Saugat Bashyal </footer>

DESIGN CHOICES

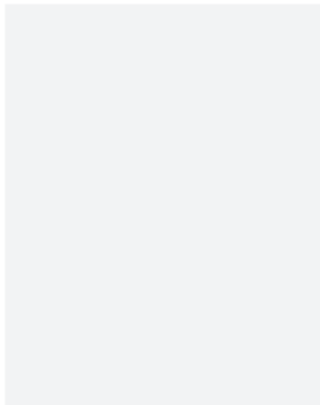
- Whole website is responsive through the use of media query.
- Logo will be placed in the top left site and my navigation links will be floated to the right. I will also include a company name beside the logo.
- Navigation bar will be placed at the top of the page and it is also responsive for accessibility purposes. The reason it is placed at the top is because it is easier for user to navigate which I think will be helpful for my audience.
- A large background image is used from royalty free picture site and will represent what the website is about. Across the image there will be hero title where it will represent the company's name and a responsive button user can interact to.
- There will also be OUR OFFERS sections where we will showcase our facilities such as Bed and breakfast, General Store and Craft Shop. We will be using logo for these facilities instead of images and it will be imported through royalty free logo site. I will also include brief discussions of each facilities so users know a little more about them. Every section in this website will have a container called div. The div id will be called "boxclass" where I would be customising its image(logo) and its writing.
- The footer will contain the Copyright logo and will have appropriate padding and margin needed. It will also be separated from the main content of the page using a small border. It will have a green background colour and with white text colour and the text will be aligned to centre.
- Finally, there will be a testimonial section where we will collect what users would say about our services to showcase our business in front of general clients who visit the site. Testimonial faces will be in a small circle block which will be done using border-radius in CSS with their name and their comment beside it.

REASON FOR DESIGN CHOICES

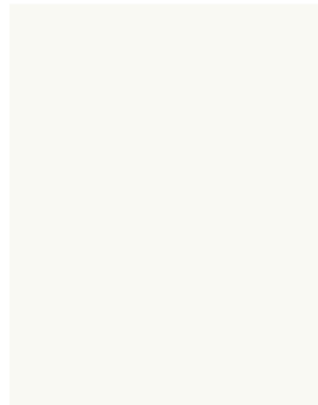
- Font: The font for this website will be standard "Time New Roman" and it will be used for all the heading tags as well as any other texts such as description of our facilities etc. H1 tag will have a bigger text size compared to other smaller heading tags. H1 will be used as the title across the site in the landing page and all the other writings will be done in either <p> tags as well as tags. Most of the font will depend whether on the background colour and since I want to keep it elegant but professional at the same time, I will be using dark coloured fonts in light background and light coloured font like white in dark backgrounds.

- Layout: In terms of layout, Chollerton Tearoom is a easy to navigate site. For example: The navigation bar is located at the top of page which means it is easier for user to navigate to different links easier. There is no images or texts overlapping each other and the landing(index.html) page is divided into 5 parts: Navigation Bar, The main content page where the background image and the title is located, the facilities section where we showcase what we offer , the testimonial section where we view our past customer's experience with comments and finally the footer for copyright purposes. They are all easy to read with no massive paragraphs or inconsistent image sizes. The design is clear and responsive such as if users were to minimise the page the site would change its size accordingly and would work for different browsers as well such as Internet Explorer, Opera, Google Chrome etc. I have included media tags and viewport to make the site responsive.

-Colour Palette: This is the colour palette I am going for as I feel like the site should be elegant enough to attract audience and still look professional. White or shades of white as a background colour emphasises clarity and removes visual obstacles. Since I will be using dark text on light backgrounds, it adds to the readability of the site much more efficiently. It also looks modern which is important to give a professional appearance to the site and moreover it is simple which makes for a more pleasant viewing experience.



#F2F3F4



#F9F9F3

FFFFFF

-Target Audience: The site is designed for audience who are looking for a gateway from their busy everyday lives and escape to the countryside with themselves, family and friends. It is targeted for families as well where they could spend their time connecting to the nature as well as their family members. Children can enjoy their time off as well as long as they are with their family members. Finally, couples can have a good time as well as they get to bond with each other.

-Site purpose: The purpose of this site is to encourage people to escape to the countryside and preferably with their family members and loved ones and enjoy their time connecting with nature. Another purpose would be providing our

audience with accommodation and facilities we offer so even though they are in touch with nature, they can do so by using modern facilities services like grocery store, etc.