

**Which existing websites out there most inspired your web site design thus far?**

<http://www.justbean.co.uk/index.php>: a minimalist website for a chain of cafes in Britain.

**Which parts of the design are you most proud of?**

My image choice – I chose an intimate shot of a restaurant (it is for a restaurant site) and it really evokes the kind of environment I would want to eat in. It's interesting and real-life looking, and it's complexity provides a good backdrop for a minimal website design of the homepage.

**What struggles did you encounter in your design process?**

I wanted to be too minimalist, this reduced the amount of actual design I was to be doing.

**Which struggles did you encounter during page development?**

I wanted to be so minimal that it didn't provide me with enough opportunity to experiment with responsive design. So I added a little bit more without compromising the appearance of the site too much.

I struggled with the logic of media queries but mostly with working out how to make a toggle-able nav for the site at mobile size.

## REVIEWS

<http://www.businessoffashion.com/>

This is a very well designed newspaper style responsive website featuring excellent visual flow and balance, clear hierarchy of content and strong visual focus. It features an illustrated nav at the top of the page, linking through to feature stories of the site. The use of ample white space to the left and right of the logo/masthead isolates it well, making it a strong focal point. The secondary nav below the masthead provides further clear entry points to regular items.

The large main image clearly illustrates the main story and there is excellent balance between it and the two other main stories on the page. The side bar provides further entry points and is well proportioned in relation to the main story.

The newspaper theme is continued with the choice of a serif head and body copy.

Responsiveness: In moving from the full screen size down to a tablet the nav sidebar are discarded and the side bar is moved down page. The main content becomes hero of the page. The paring back to a content only site without navigational devices continues with the mobile layout, with all content stacked in a continuous line.

<http://www.spectrumpowderworks.com/>

Spectrum powderworks' site suffers from poor visual appeal and generates a poor user experience on its home page. There is no clear focal point: you don't know where to click to navigate through the site. There is no hierarchy of presentation – the headline, images and nav are all just presented in rows. The typography of the masthead is in an eroded style which weakens its impact and it is fighting for prominence with the complex array of images below.

Clicking on the images opens up further complexity for the user's experience – for instance, on the About Us tab which is inside the first image, you need to click twice to get into the written content and when you get there is a mass of type set in a lightweight black font on a dark grey background. Legibility is a big problem.