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Abstract

This site is a potential site for the gourmet chocolate company Showcolate. Pending their approval of initial designs further development will begin towards the site.

Showcolate website

Initial Design and Thoughts

Intro

I created a website for a gourmet chocolate company that sells franchises to Entrepreneurs around the world. The site includes general information about the company, products the company has, it gives a place for potential franchisees to inquire about opportunities and gives a place for customers to reach out with questions. Additional information covered includes:

* Current and future Showcolate locations
* Frequently asked questions
* Franchisee opportunities

The site was built primarily for franchisee’s to visit and make their decision about purchasing and operating their own Showcolate franchise.

Site Plan

A screenshot of a cell phone

Description automatically generated

WireframeA screenshot of a cell phone

Description automatically generated

A screenshot of a cell phone

Description automatically generated

Snapshot

A screenshot of a cell phone

Description automatically generated

A screenshot of a social media post

Description automatically generated

CSS

Fonts

For the fonts, I wanted to choose some that embodied the spirit of Showcolate, gourmet and elegant. I chose Bellota and Trochut, from Google Fonts.

I used Bellota for my content because it’s a Sans-Serif font that has a little essence of a cursive handwriting feel. I wanted the content to feel warm and inviting, which this font really gave me when looking at it.

Trochut was used for my headings. I used this geometric typeface as a way to get my titles to really pop from the screen. The font has a great newspaper or magazine title feel from the mid 1900s and I thought that complemented the content font nicely.

Color

With the site colors I wanted to make it feel warm and inviting. To achieve this I used rich colors like dark chocolate and maroon for the nav bar and background respectively. I think this gives it a welcoming feeling for potential franchisees. The text and content on the site is black text over a tan background. I wanted a lighter background for the content to make it easier to read and convey my message. The tan color I chose complemented the darker colors of the background and nav nicely.

Media

I only utilized images in my site for Showcolate, custom found photos which I obtained from <https://unsplash.com/> and <https://pixabay.com/>. Both are community run stock image sites where you can freely use images of your choosing. I utilized these sites to get pictures for the product page of the site. I also used corporate imagery from Showcolate to provide an idea to potential franchisees what their future could hold.