Assignment 4 – Final Website

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Website Design Rationale

My goal with the Purrfect Cat Cafe website was to create an informative one that felt cozy, warm, and inviting. I wanted to ensure the website was easy to use, keeping the design elements relatively simple and easy to read and navigate. When users first come onto the website, I want the brand of the Purrfect Cat Cafe to stand out. Therefore, I placed the cafe's logo and name front and center in the header. Then I decided to create the navigation bar right under the logo for users to find the information they are looking for easily. The two images of the cats give users a sense of what it is like to visit the cafe while promoting the cozy and warm brand. I decided to include all the most important and sought-after information on the first page of the website. This being what the Purrfect Cat Cafe is, how to get there, phone number, email address, and booking a reservation. This way, users do not need to search long for the information they seek.

When choosing the colour palette for the website, I wanted to have colours that evoke a cozy feeling. Because of this, I used the first image on the website of the cat sitting on the person's lap and chose the main colours from that image. The image conveyed a cozy feeling for me, and therefore I thought the colours from the image would do the same for users on the website. I decided to add the purple colour as an accent colour, as I felt without it the site seemed a bit cold. After picking my initial colours, I then made sure to modify the colours so they could work together and have a contrast ratio above 7.11:1 for web accessibility. I feel like the result of the selected colours all work well together to prompt the goal of the website: cozy, warm, and inviting.

When thinking about the elements from the C.R.A.P. design principles, I believe the Purrfect Cat Cafe website meets the main goals of the design principles. I was careful in

selecting which colours would pair well together to ensure web accessibility. As mentioned above, every foreground and background colour has a contrast ratio of 7.11:1 or above. Therefore, the elements on the website are easy and clear to read. I also made sure to create a cohesive theme amongst the colours and where they are used on the website, to ensure no colour felt out of place. Text size differences were used for users to easily distinguish between headings and paragraph text. I used repetition throughout the site to ensure all headings had the same font and font size, all paragraph text had the same font and font size, the heading, footer, and navigation were the same on all three pages, and I had all the text center aligned. This helps users become familiar with the site and ensure they know what to expect, leading to less confusion.

In all, I believe the design chosen for the Purrfect Cat Cafe website helps convey the cafe's brand of cats, cozy, warm, and inviting. Additionally, the site design is made with users in mind, making it simple and easy to navigate like looking nice.