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N299

Portfolio Design Understanding

When brainstorming the creation of the website, I thought about different types of businesses that I may be interested in creating. I decided upon a bakery because I knew that it wouldn’t have thousands of varieties much like other stores. After deciding to make a bakery, I thought of the color scheme first and how it would influence the rest of the site. I thought about first doing a traditional Italian-style bakery with Italian influences, but then thought about cakes and desserts and thought a bright color palette would be beneficial. I decided to look up images on a stock website in order to fill the different pages with bright and professional looking images. While doing this search, I found a couple different close-up images of the icing and thought it would look nice as a background for the site. I ultimately only used it on the main home page, but think that it paired well with the other colors on the site. I think that it also gave the home page a fun and playful vibe which gave it the feel I was going for.

After creating the home page, I decided on the remaining pages within the site and how they could be implemented. I knew that I wanted an about page to explain the business: who they are, what they’re there for, how they started, etc. I also wanted to keep the text minimal as to not fill up the page completely. When designing, I wanted the page to be symmetrical in nature and feature images of the two prominent features mentioned in the text. I found an image of an older lady that would represent the owner of the business, and I also used a professional image of a cake to represent what she started the business with. I chose fonts that were easy to read, but still gave to the fun and playful nature of the site. Because the site was initially made on Adobe XD, the text on the actual site did prove to be larger than intended, and I think this could be changed easily in a final prototype.

Following the about page, I knew that since the site was e-commerce in nature, I had to have a page that featured all the business had to offer. I wanted to, again, use symmetry within the site and feature images that show examples of the work they’re selling, but also text to show different things that you may wish to inquire about with their business (i.e. catering and events). I tried to keep all of the pages similar to each other, and tried to utilize the color scheme I picked as much as possible. I gave a thick border to all of the images and to the form elements on the last page. I think this helped tie it in with the header and footer that were the same color.

The last page, the contact page, has different form elements that could be used to end the business a message so that the owners could contact them further. With knowing how a bakery works, I know that there are many different options as to how it could be sold in an online world, and thought that a form in which they could then discuss details made things the most simple. I think that had I more knowledge on how to operate forms and had I more experience with JavaScript, I could change this form page to adapt based on the customer’s input. If I could do this, I would most likely use a radio button or checkbox for the customer to decide on what they’re ordering (i.e. cupcakes, cakes, cookies, etc.) and then add other form elements associated with those decisions like how many tiers for the cake, what toppings or ingredients, and so on. As for this initial portfolio, I think that I was able to show how I could create a page for the customers to send messages to the client’s email if they chose. I also included the address and telephone number in the footer so that a customer can easily find how to reach out to the bakery if they didn’t want to utilize the contact page.

I think that with the way I designed the website, customers could easily navigate the client’s page and find what they were looking for. I think they could very quickly learn more about the business, see what they’re known for, and they can see examples of the work that they’re looking for. I also believe potential customers could look at this website and know that it is a family-friendly business and know that they are welcoming with the color palette and images. I think if I went with a more traditional Italian website with more fancy fonts and a darker color scheme, the customer could get the impression that the bakery sold pricier items and that their price-point was probably higher. While this would be fine if the bakery was intending for a more elusive market, I think the choices I made open up the market more for the bakery. I think it shows that the bakery is capable of creating high-quality items for a wedding and event, but also can be a little treat for everyday situations as well.

When considering my audience, I knew that I wanted it to be broader and for families. I wanted the website to come off as something families could afford and I also wanted the website to showcase that this was a small, local business. I tried to make the website intuitive for if people had smaller monitors or screens so that they could still get the symmetrical vibe I was going for on the pages. I did not adapt this for mobile devices, but I think I could do this pretty easily given how I made the pages simplistic.

If I had to redo the page, I think I would’ve tried a different way to show items on the shop page. I was a little unsure how I should go about that page and if I should have a page for each different type of item, but ultimately decided to keep it simple and just show all of the options on a single page. I think this page is the one I have the most concern over and which I designed differently. Overall, I think the site looks nice and demonstrates that I have knowledge working with flex, color schemes, borders, fonts, and other elements that can help make a website feel more professional. I tried to make the pages more intuitive with sizing as well to demonstrate some use of media queries. As I develop the craft and learn more about coding and designing, I think I could implement further skills and transform the website further into something that I would be happier with. I felt a little held back with Adobe XD as well since I’m not as familiar with this program, but wanted to stay true to the version implemented in XD. I hope to further develop this site and make it something I am even more proud to display to future employers.