

# Lunai Crystals Design Document

## Name of site/company

Lunai Crystals. Lunaicrystals.com

## Description of your design concept/approach

The design of the site is simple, clean, and functional while also conveying a sense of beauty, calm, and strength. The website should be easy to use and follow commonly accepted best practices.

## What you hope to accomplish with your design concept/approach

The website is intended to inform potential customers about the benefits and uses of crystals and crystal essences, establish the Lunai Crystal brand, and drive online sales of Lunai Crystal products.

## Comparison with other sites you looked at for inspiration (include links)

Looking at sites for similar businesses, there are examples of both inspirational and cautionary design choices.

Inspirational

<https://www.lotuswei.com>

The use of images sets the tone for the website and supports the corresponding text. The Product pages are clean and easy to navigate

<https://www.energymuse.com>

The different ways of classifying products by gem, shape, intention, product type (raw, jewelry...) sets a good standard and shows common ways users are thinking about crystal purchases

Cautionary:

<https://www.crystalherbs.com>

There is too much happening on this website. There is a lot of text and very little whitespace making the content feel cluttered and chaotic. With the top navigation bar and links down both side, it is unclear how to navigate through the site

<https://www.pacificessences.com>

The images and colors aren't cohesive. It's confusing and distracting to see the combination of silly portraits, illustrations, different font combinations rotating and unrelated to the buttons below them.

<https://www.daughtersofisis.com>

The color combinations of purple and blue make the text hard to read