**Website Version**

I wanted to keep the theme/design consistent with the original website.   
  
I noticed there was a lot to digest on the website which can be overwhelming for users who visit the website. This is due to a lack of spacing between texts/ elements.

I amended the hierarchy of text, so there was a distinction between titles, headings, subheadings and text.   
  
I also cleaned up the positioning of text on the page so the orientation was consistent throughout the whole website.

I kept the colour scheme the same so it matches the company logo, this is both in light/dark mode.   
  
Kept the layout very simple so it is easy for users to take in. Making it an easier and more pleasant experience

**Mobile Version**

Mobile version - I noticed that when you open the website on a mobile the top nav menu collides into each other making it hard to see/select what is there.   
  
I have opted to remove the website menu and store it inside of a hamburger menu. This cleans up the menu and minimizes the amount of content on the navbar.

Logo, menu and text on the mobile version has been scaled down so that it matches the screen size of the device making it responsive.   
  
Kept the layout consistent with the normal website version.

**Questions**

**Can you give an example of something you feel has a good user experience and briefly explain why?**

Website : Oh.studio – it has a simplistic style to it with a modern day approach. Shows it doesn’t take too much to create a eye catching dynamic website. They use a toggle switch/slider to allow an easy transition to each page. The toggle is also fixed on the page so when you scroll it follows. The variation between still images and videos makes it more appealing, the layout is centred with a tight margin which also centres the users gaze. Limited colour scheme but it works again fitting to that simple but effective look. Simple footer with a button to direct users to their shop, with also few links to their socials.

**Please can explain a couple of design or UX principles you try to follow when creating a design?**

Consistency – to show there is a clear pattern and trend that matches the purpose and or company

Accessibility – making sure that all elements on the page are accessible for all making it an easy experience

Visual Hierarchy – illustrating the importance of each element on the page, helps users digest what is on the website in a more constructed way.

**What do you think is the most overused semantic HTML element and why?**

<nav> - I would say would be the most used semantic element as it is the guide to the roadmap of each website helping users reach each page

**Using an example of bad design, please can you explain a couple of ways you would improve it.**

Sorry guys but this as explained in my design challenge - 

My solution on mobile version is to combine the menu into a hamburger menu that you can select and will pop out a menu that will sit on top of the website with a z-index that allows the menu to be in front. Also scaling down the logo and text so there is enough room for everything to sit correctly.

**Where are you currently based? (Homeworking Location) –** Manchester, England

**Do you have any visa requirements to work in the UK?** I am a British Citizen, so no visa needed