For my webpage, I decided to design it using a light blue background. I decided to use this background color because that color tends to have a calm or peaceful effect and I wanted to give the impression that using a product like Memoflex will put your mind at ease since you wont have to stress over the process of memorization. I made the text “Memoflex” on the home page very large so it would stand out and allow users to easily discern what product is being advertised. I made the color of the “Memoflex” text white since the white color complemented the light blue background very well. I also had the text “Call Now!!!” in large yellow text to attract the user’s attention and emphasize how important it is for the user to call and order Memoflex. I inserted a few pictures in the different sections of the webpage to help illustrate the topic being covered on that page. For example, in the “How it Works” section, I inserted a diagram of the brain in order to help illustrate the description of how Memoflex works in the brain. I also created boxes for the testimonials in the “Testimonials” page and aligned them next to each other to keep the layout of the page organized. There wasn’t too much difficulty translating the mock-up to HTML. The initial mock-up design was drawn with the idea that the entire Memoflex website will be only on one page. However, I added links to the different topics instead of leaving them all on one page. Other than the change from one page to several pages linked together, there were not too many differences between the initial mockup and the web page.