1. Who are your target users? What design decisions did you make to meet these users needs and motivations? What, if any, difficulties did you encounter?

My target users are an older audience that want to get back into gardening. I kept the design simple and straight forward, using larger fonts and good contrast. I also made sure the navigation was simple to understand with only four options. One difficulty I had was ensuring contrast levels were up to par.

1. What was your thought process behind your navigation. Did you reorganize the links or change the user interaction with the navigation, why?

My thought process was that I wanted to make it straight forward as possible. I categorized a few of the original navigation links into sub-menus that I felt were most logical. They are actionable category names that allows the user to Get Involved or Get Educated.

1. How did you change the layout of the pages to improve readability and usability? Did you use a design pattern? What motivated you to make these changes?

For index.html, I gave it a visually pleasing banner image. I also fixed the navigation to the top so it is always accessible no matter where the user is on the page. I increased line-spacing for improved readability. I also ensured there was enough space between images in text so they didn’t run together. Additionally, I increased the overall contrast between the background and text. In gardeningTips.html, I spaced out the content a lot more so it looked less overwhelming. I also maintained the simple off-white background present in every page. Instead of a list of tips I gave each item its own header because I did not think an ordered list was necessary. Finally, in buyPlot.html, I reorganized the content a bit so it was more logical and made the page adhere to the general theme of the rest of the website.

1. How did you arrive at your color scheme? Where you influenced by a particular color harmony, an image, or an overall mood? How are you using color to communicate, draw attention, and influence interaction? Did you need to make adjustment to meet contrast requirements?

My color scheme was influenced by the neutral palette of nature. Green is a clear choice for a gardening. I wanted to make the other colors complimentary and not over powering. I also wanted to maintain a good contrast, keeping my users in mind. Dark green is definitely the accent color I use to draw attention to navigation and buttons. I needed to make a few minor adjustments to ensure it met requirements.