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WDD 130 Web Fundamentals

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Report for Website - Ani Cake and Bakery

The completed website can be accessed at the following URL: <https://esthercheung728.github.io/wdd130/cake/index2.html>

Introduction:

This is a platform that showcases and promotes a variety of handmade cakes, bread, and desserts. The website aims to attract customers looking for delicious and visually stunning baked goods. Although it is a sample at this moment, it will be opened when the company is registered.

The primary audience for this website is individuals who appreciate high-quality baked goods and have a sweet tooth. It caters to people who enjoy indulging in desserts and are interested in exploring different flavors and dietary options. The website also targets individuals planning special occasions and seeking customized cakes.

Goals:

The main goal of this website is to attract customers to Ani Cake and Bakery and promote its products and services. The website aims to create an enticing online presence that showcases the mouthwatering cakes, bread, and desserts available. By providing information about customization options and highlighting the team's passion for creating delectable treats, the website seeks to generate interest, encourage engagement, and ultimately drive sales. We want to use this website to promote the joy of cakes.

Design Process:

The design for the website appears to be clean, visually appealing and focused on showcasing the products. The color scheme consists of a soft pastel palette, creating a warm and inviting atmosphere. The layout follows a traditional structure with a header menu for easy navigation and sections that highlight different aspects of the bakery. When I planned the wireframe, I wanted to show the different menus on the gallery page. After adding the menu, it showed chaos. Finally, I deleted this part and changed it to the shape of the cake and gave the customer to make their special style and needs.

In terms of major changes, one notable feature is the use of images throughout the website. The images of the cakes, bread, and desserts are incorporated to entice visitors and give them a glimpse of the bakery's offerings. Additionally, the website includes sections that emphasize customization options, dietary preferences, and the bakery's commitment to customer satisfaction.

Conclusion:

First, I gained an understanding of how to structure and style web pages using HTML and CSS code, which was initially challenging for me. In the past, I relied on following instructions to create websites, but this was the first time I created a website without guidance. While there are still areas for improvement, I practiced and gained a deeper understanding of techniques such as grid layouts and padding.

Additionally, I learned how to apply color schemes, and layout techniques, and carefully select images to create a visually appealing and cohesive design. I also learned the importance of organizing content, navigation, and call-to-action elements to enhance usability and engagement. These skills are essential and valuable in web design. Although I had learned some of these techniques in previous lessons, applying them in practice was a different experience. Through this assignment, I was able to further develop and enhance my knowledge. Overall, completing this assignment provided me with valuable experience in web design.