Link to webpage via GitHub: https://garcierl.github.io/CareerPlanningfall2020/

Design Understanding:

Starting with the navigation bar I wanted that blue color so that it would flow well with most of the pictures and would resemble a sky blue while also being easy on the eyes but not too bright that it would be the only thing focused on by clients and customers. The pictures I chose for the home screen and brand page were based off what I saw in other camping equipment websites and what I felt would provide a relaxed look to my website. I did not want anything to be overly bright or be off the theme of being outdoors. The clothing section I chose not to have any backgrounds so that all attention would be on the products themselves.

I feel that my decisions would increase value overall since nothing on my website is over the top and its not cluttered. Each section is laid out neatly and shows what each is meant to be found there with no confusing paths and the information in each section is where its meant to be and a customer would not have to go through multiple links to find information on products or how to find a local store or call in.

My audience was for the outdoor camping, hiking kind of people ranging from whole families to a single person looking for more gear for their next campout or hike. I did not want to specify too much on which age group or if this a website for only the more camping focused or hiking focused people. I also didn’t want to go over the top with picking super niche products for any sort of outdoor activities which is why my products are clothes and not tents or hiking boots.