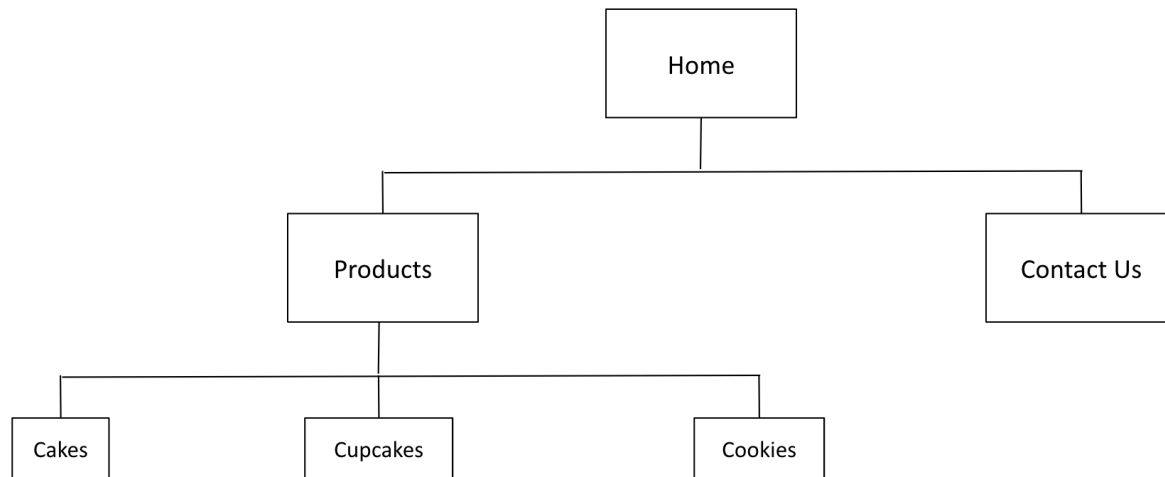


Website site map



How information architecture was used in my approach to website navigation

After initially reviewing the original website, I found that all of the pages and subpages could be split between two categories: product information or contact information. This led to the overarching page layout of my website, as I thus have a page for products ("our offerings") and one for contact information ("contact us"). Then, I added the last page – the landing page/homepage – to give the website a more polished/complete feel, as I thought it was important/more natural for users to be greeted with a designated landing page upon entering the website, rather than just being shown immediately the collection of offerings or contact information. This also adds some structure/flow to the website, so that it isn't just an unorganized bundle of information, but rather the user somewhat flows naturally from one part of the website to the next.

As for the products page, I organized it by first noticing that the bakery sold three types of goods: cakes, cupcakes, and cookies. Accordingly, the three subsections of my products page are "cakes", "cupcakes", and "cookies". Then, within these subsections, I laid out the various subtypes of products one by one, such as for the cakes subsection, cookie cakes and custom theme cakes. In particular, if a subtype of product had multiple examples, I used a carousel to lay out the products. For example, I used a carousel to present the various types of custom theme cakes, as there were subtypes such as anniversary cakes, graduation cakes, baby shower cakes, birthday cakes, and more. I then repeated this process for the other subsections (cupcakes and cookies) of my products page to get to the current layout of my products page, which should facilitate the user in easily navigating my website and finding the type of product they are looking for.

How my design is intended for visitors visiting the site for the first time and for customers returning for follow-up visits

My website design caters to both first-time visitors and returning customers by providing a clear and intuitive user experience. For first-time visitors, the prominent headline and headers on the landing page

immediately convey the bakery's offerings and encourage exploration. The product categories and featured items showcase the range of sweets available, enticing visitors to browse further. Testimonials build trust and credibility, while the contact information and form make it easy for visitors to get in touch.

For returning customers, the consistent navigation and layout facilitate easy access to their favorite products and information. The prominently displayed product categories allow customers to quickly find what they're looking for. Moreover, the inclusion of a mailing list signup form and social media links fosters ongoing engagement and keeps customers informed about new offerings, promotions, and events.

Overall, my design strikes a balance between welcoming new visitors and catering to the needs of loyal customers, ensuring a seamless and enjoyable experience for all.

How the design evolved from wireframing to development

My website has evolved significantly since the wireframing stage, but has still maintained the core structure and elements outlined in the wireframes. The wireframes provided a solid foundation for the layout, featuring key sections such as the header with navigation, hero section with a prominent headline and call-to-action, product categories, customer testimonials, and a contact form. As the design progressed, visual elements like colors, typography, and images were introduced to enhance the aesthetic appeal and branding. My final website design showcases a polished and professional look, with a cohesive color scheme, engaging imagery, and improved usability through the addition of interactive elements like the product carousels. Nonetheless, my website has stayed true to the initial wireframe concept while incorporating visual refinements and user-friendly features to create an attractive and functional online presence for the Say It With Sweets bakery.

I used the following JavaScript libraries / APIs:

- **"slick"** jQuery Carousel plugin - <https://kenwheeler.github.io/slick/>
- **Yelp API**, integrated via RapidAPI - <https://rapidapi.com/letsrape-6bRBa3QguO5/api/yelp-reviews>