**Design Justification**

The business created is a coffee shop that offers a delivery service.

The color palette of the site has dark, earthy colors alluding to the organic nature of coffee beans and tea leaves, and creating a warm persona that may make the audience feel that they would be able to stay and be comfortable within the store.

The logo is a robin in the brand's colors. The robin symbolizes new beginnings and renewal. As coffee and tea are generally morning drinks, the robin ties in the idea that mornings are new beginnings.

The head section having a large background image and the tagline is meant to catch the eye and make the audience interested, have a general idea of what the company is about, but leave them wanting to learn more

The first main section being the about section lets the audience know what exactly the business is about.

The second section being the order section right after the about allows the primed audience to place their order, or a returning customer won't have to scroll down too far to place an order.

The contact/location info being directly after that lets any users who may have seen the menu but decided to order in person to see the map immediately after.