Marketing Statement:

Libraries are spaces that are built for anyone to come in and rent a book or learn. Because of this, the new website should be easy to navigate for any user. While building this website, one of the top priorities will be to ensure that all important information is easy to find. The library’s page should also have easy access to online book renting solutions, as this is a feature that many users will be looking for. In addition to this, the site will also have a built in Calendar page. Looking at a calendar is much easier for users to interpret, rather than reading dates from a list. With these features and more, Friendship Library will have a website that is easy to use for visitors of all ages.

Design Brief:

When designing any website, it is important to consider the demographic the website is catering towards. For the Friendship Library, this target audience is the broad demographic of anyone who’s any age. For this reason, the best color scheme to use within the website is a welcoming one with warm colors such as light browns and dark reds. The palette displayed on the next page are the colors I have chosen for the site, with the goal of building a warm and welcoming atmosphere that mimics that of a real library. With this color palette, along with an easy to navigate interface, the Friendship Library site should be welcoming to each and every user.

