| PT Contact 2400 W. Bradley Ave.  Champaign, IL 61821  name@email.com  (217) 555-1212 | | Patrick Trinleystudent | Parkland college | Web design | | --- |  Mr. Melvin FurballskiOwner • donut delights • 2112 Main St • urbana, il 61801 03/17/2018  Dear Mr. Melvin Furballski,  Firstly, thank you for considering my website design proposals for your business, Donut Delights. Having lived in the Champaign-Urbana area for the last 8 years, I feel very passionate about helping local businesses succeed.  I wanted both of my designs to be simple, to reflect the humble beginnings of your business. Nothing tacky or flashy, I just wanted the donuts to speak for themselves. I plan to include the banner for veterans eating free at your shop on each page of the site, as I feel this message will resonate with members of the community.  I know you had a soft orange, brown color palette in mind, but I am thinking of incorporating the red and white color scheme of the Polish flag, again to reflect the beginnings of your business.  My first option is a multi-page site, allowing for the inclusion of more details and images per section. I've added multiple carousels because there were so many images of the donuts to include on the site. I didn't want to bombard users with a cluster of images, so I thought a carousel would be the best way to highlight the donut images while still making the site look simple and clean.  I’ve designed the order of the navigation bar so that the Menu is the second option and included a button on the Home page to take users to the Menu page. The main goal of this site is to bring in potential customers to the shop...And what better way to do that than by showcasing the amazing menu and subtly directing users to it?  My second option is a single scroll webpage, with all of the content separated into sections. Studies show that most users do not visit all pages of a website and will leave a site if the information they are seeking is not found in a short timeframe. The best way to avoid this is to display all of the information on a single page, so the user doesn’t have to waste any time navigating around, all relevant information can be found in a single scroll.  Those are my two design options, I am confident that they will meet your expectations and requirements. I look forward to hearing from you soon!  Sincerely,  Patrick Trinley |
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