

# Assignment 4 – Implementing a Website with HTML & CSS

## Part 2: Web HTML and CSS Prototypes

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What challenges or bugs did you encounter and how did you overcome the challenges?

The biggest challenge was alignment - since some of the elements are aligned to the top, some are aligned to the left, and some positions might be relative while some positions might be absolute. The way I overcome this challenge is to “group” the elements, so that the elements close to each other share some tag or class, so that the pages can be more organized.

Also, using one class for some common types of elements across the files (for example, buttons, icons, names of products) helped reduced the work a lot.

How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

This design is more of a minimalistic design, that gives users a clean view of the page and the product pictures stand out. This creates a brand identity that the cinnamons are of very high quality (which might be pricey, but worth buying). The pages in general gives users a feeling that the shop is nice, clean, pleasant and authentic. The color scheme of white-grey-black has some hierarchies but also doesn't make the page look too messy.