**Website URL**

<https://kdicken.pages.iu.edu/designerChocolatiers/index.html>

**XD Design URL**

<https://xd.adobe.com/view/7442ab53-9a9c-4422-b120-432b36b42ad4-2111/>

**Project Design Understanding**

I created this site with Valentine’s Day in mind. I wanted to design a website for a company that would create customized boxes of chocolates so that people could pick their favorite kinds of chocolates instead of being stuck with a specific set. The audience for this website was for couples and other’s looking for chocolates for Valentine’s Day, but I also kept it open to appeal to anyone else interested in this kind of website. For the home page I chose an image of giving a box of chocolates and the phrase, “Create the perfect gift for them.”, to appeal to the Valentine’s Day gift giving audience.

I tried to split the design into 3 groups. The section introducing the company including the home page, introduction, and reviews. The section about making orders including the order selection page, chocolates, and location. And finally, the section with information about the company including the location, images, story, and contact. I placed them in an order that I thought would make most sense for someone scrolling through the page. First, they get a little insight into the company and gain trust through the reviews, then they learn how they can order and what the company sells, then if they need it there is more information about the company starting with the location because that’s what most people will want to see. But, users coming to the website are also able to quickly find what they’re looking for through the nav and clickable order section.