

Blue Monkey Tea Pittsburgh Design Guide



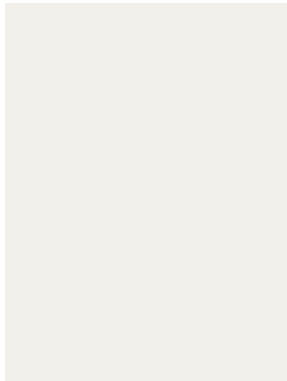
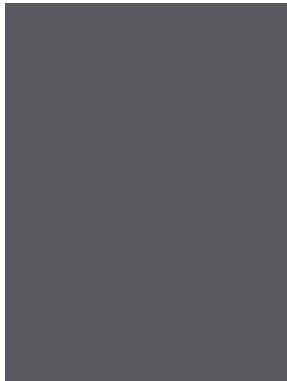
Logo

I have decided to keep the original logo in my redesign of Blue Monkey Tea's website.



Color Palette

I wanted to choose muted, Earth-like colors to match the tea shop's calm nature. Tea is generally a soothing drink, so I wanted the users to feel calm when they are interacting with the interface. I felt that bright, vibrant colors would overwhelm the users. I chose these colors by starting with a blue to match the name of the shop. It is a duller version of the color in the logo. Then, I chose a complementary color (orange). The last two colors are much softer versions of black and white. I didn't want the background to have such a sharp white, nor the text a sharp black.

#8895B3	#E88D67	#F1F0EA	#5A595F
			

Fonts

Montserrat

PT Sans

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

Other Design Choices: Layout, white space

I wanted to include a lot of white space, most notably on the left and right margins of the website for a cleaner and less overwhelming design, especially since there is so much information provided by the current website. In terms of layout, all the content will be centered in the middle of the screen split up into multiple columns depending on what was best for the information that needed to be presented. The logo and navigation will remain constant throughout all the pages, in the upper left corner and top of the page, respectively. The navigation bar is meant to stay consistent and be very clear to reduce confusion for the users. Contrasting the current website, the navigation bar is set to a blue color against a soft tan color to make it even more noticeable, instead of blending into the background. One major change I made to the website is making headers very obvious and clear. I did this by choosing the solid soft tan to be the background.

As for photos, I thought that the current photos used were very random and taken from various different sources. This dissimilarity between all of the photos creates a hectic and disorganized feel to the website. The photos I used for the loose leaf teas were all taken from the current website, but I specifically only chose those that were taken in the same way. This makes it look a lot more cohesive. The gourmet coffee pictures were taken from different sources on the internet. Even so, I chose pictures that were taken in a similar manner.

Design Intention for Visitors

Because the main problem of the current website was that things were too cluttered and visitors were not able to find things as easily, I wanted my website to be very simple. I wanted the visitors to feel in control and not overwhelmed when they first come onto the webpage. I also wanted it to be very intuitive so they don't get frustrated at the interface. I used a lot of white space and appropriate headings to make the most important information very obvious on each page. The logo header and navigation bar are all at the top of the page where they conventionally are. Visitors can use the navigation bar to switch between pages based on what their needs are. The wording used to title each page in the navigation bar is appropriate and intuitive. I avoided anything that was too jarring because I wanted to create a calm and relaxing experience. This goes along with the decisions I made for colors and photos (explained above). When visitors first come onto the page, they are immediately introduced to Blue Monkey Tea's products. I thought

this was the most important thing to include and the central purpose of having a website, which is why it occupies the homepage. The rest of the pages act as additional supplemental material for visitors who want more in-depth information about the company.

Information Architecture

Before I started designing, I took notes of all the information Blue Monkey Tea wanted to include in the website and organized all the information by functionality. Thus, my website is organized into different pages based on these functions so that it's easier for visitors to navigate the website based on their needs. The homepage consists of the products because I thought that they wanted to advertise their products more than anything. The next page is 'About Us' which includes information about the store. This includes general information, history, owner, and where they are today. Next, is the 'Visit Us' page. This page includes all the information one would need if they were to physically come by the store. Thus, this page has an embedded map to the store's location, popular business hours, and operational hours. Lastly, there is the 'Contact Us' page. This page has all the information needed to get in contact with the store, including all of their contact information and a form to subscribe to their mailing list. At first, all the social media links were included in the footer because that's what I usually see on other websites. However, after evaluating the purpose of those links more, I included them in the 'Contact Us' page as well as the footer. This is because social media is also a way for customers to get into contact with the store. The headings at the top of every page match the items in the navigation bar so that visitors always know what page they're on. Even though the selected page is highlighted in the navigation bar, the headings just make it more obvious. As mentioned before, the navigation bar is consistently located in the top right corner of the page to match the conventional navigation bar on most websites.

Site Map

