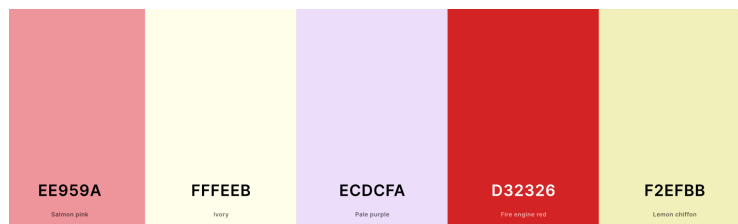


Happy Day Dessert Factory Webpage Design Guide

Logo



Colors



- #EE959A
- #FFFEEB
- #ECD CFA
- #D32326
- #F2EFBB

Fonts

Work Sans

Open Sans

Title

Subtitle

Heading 1

Heading 2

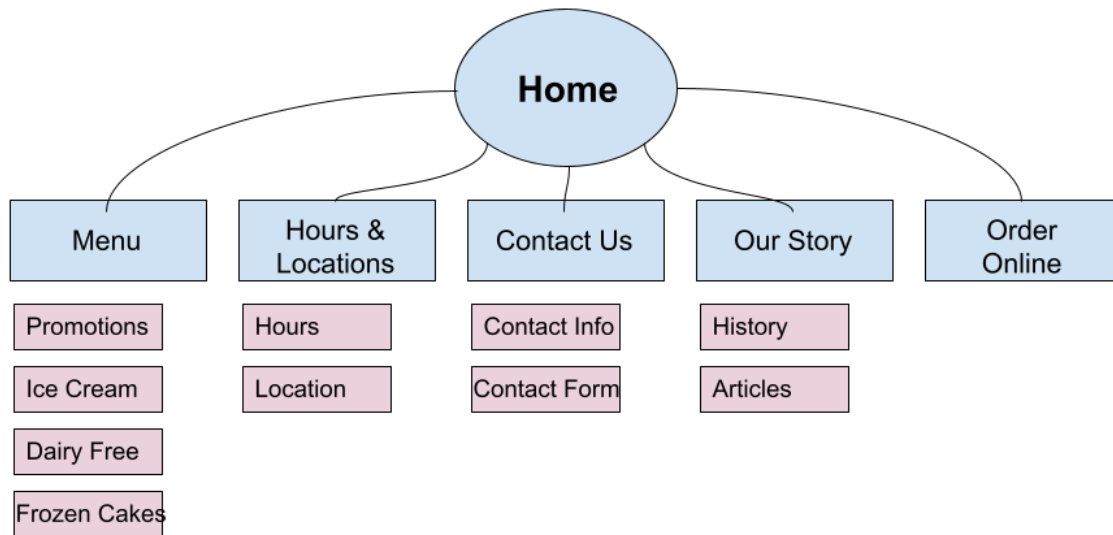
Heading 3

Heading 4

Body Text

Design Guide Writeup

Site Map



Information Architecture Approach

My website design features a banner near the top of the page with navigation links organized by category. For instance all food related things, including promotions, the ice cream menu, and the water ice menu is under the “menu” link. This allows first time visitors to quickly see all of Happy Day Dessert Factory’s food offerings. The banner also includes hours and operations, which is something first-time visitors would also be interested in if they want to visit the store. Contact information, the factory’s story, and a link to order online is also at the top of the page, so that first-time visitors can learn more about the store as well as make purchases. The home page also includes many images and general information about the store to engage first-time visitors. For returning customers, the menu and order buttons are at the top of the page so that they can make their purchases easily.

I developed my navigation by first drawing a sitemap with categories of information I want to include. First I organized by category, where visitors can choose if they want to visit a page in the menu category, hours/location category, contact category, etc. Then, the menu itself is also organized by category: ice cream, dairy free treats, and frozen cakes, so customers can quickly navigate to the general food category they want to buy. Then, the items are listed in alphabetical order. Similarly, the hours and location page is also organized by category, where a table of the store’s open hours is listed, and its location and a map of its location are in a different space. So, the webpage is mainly organized by category, with subcategories also organized by category or in alphabetical order.

How the Design Evolved from Wireframing to Development

I created a wireframe of the main page, so during the development phase, I modeled the other pages off of the overall look of the main page. While working on the other pages, I made some design pages to the other pages as I saw fit. For instance, I initially had a green font, but when the green color looked unappealing in pages with a lot of text, I changed the font color of all pages to a dark gray color, so that the whole website remained consistent. I also took feedback from my user interviews to make the webpage navigation more intuitive for other users, which meant I had to change some features from the wireframe.

JavaScript Library Citations

I used W3.js to create a slideshow on the homepage, and Leaflet to create a map on the locations page.