

Part 2: Supporting Document (5%)

Design Principles:

1. balance (symmetrical/asymmetrical/radial)

For the “dessert menu” and “bubble tea menu”, we use a symmetrical layout. By placing images on the lateral sides of the website, we create the focal point at the center of the page where the menu is listed.

Our “homepage” also has balance with the three photos and centered text. The center photo is a light pink and it is sandwiched by two photos on the left and right both have predominantly warm orangey hues. The order of photos makes the colours balanced across the page.

2. contrast (includes scale/proportion/value)

-color contrast

Dark blue and orange are contrasting colors. The navigation bar is dark blue, so we use the contrast color of orange to make the words stand out. When the mouse hovers over the text, the text background changes to orange and text color changes to blue to make the user focus on what they are selecting.

On the “homepage”, we used a white background and black words for the store description. White and Black are contrasting colors, which make the words more legible but can make the page appear harsh. We chose to reduce the harsh contrast of pure black on white by using a lighter toned black.

On the “bubble tea menu” and “dessert menu” pages, the menu title is dark blue and the background color for that particular section is white. Dark blue is a contrast color of white as it stands out. Since we want to bring readers’ attention to the menu from images aside, we deliberately used these two contrasting colors. Furthermore, the size of the title text is much larger than the body and figure captions adding to the contrast between title and body.

All of our pages use white as the dominant background color with embedded images or texts. In addition to the white color implies cleanness of the store, white contrasts with colorful images and dark-colored text so the readers can focus on the context.

-proportion:

In all of the website pages, we put the content with the greatest proportion in the middle while the navigation bar and the footer have relatively smaller proportions. This size contrast arrangement is for making the reader focus on the content.

On the home page, we put 3 pictures on the content part and these pictures occupy a large proportion of the page. This is because we want to leave the reader with impressions about our

food, drinks and the cafe's environment. The contrast of the proportion of pictures and the rest of the pages will lead the reader to their focus.

On the "membership page", we used proportions to showcase the image of the cafe interior. Even though the page is divided into 2 columns with the sidebar and main content, we distributed the widths according to the "Golden Ratio". The left to right column ratio is 1.61:1. The left column with the photos occupy the most space so they weigh heavier to the user's eye. But the placement of the sidebar makes it natural for the user to look over and down the length of the sidebar. We wanted the pictures to be the focus because the calm and bright atmosphere of the cafe interior is one of our biggest appeals to customers.

3. emphasis (centre of interest)

We place our logo mark on the top of every web page. This repetition of using all logo marks emphasis our brand name and the meaning behind the logo.

We also use different font sizes to make emphasis on content. The content with greater font sizes implies we would like readers to focus more on that content. For example, on our homepage, the largest font size content is "Make your way to MeKaWei". This is our slogan and we want readers to look at this, so we use a very large font size to make the emphasis.

We also create emphasis by making the content surrounded by white space so the content becomes the focal point. For example, on our "bubble tea menu" and "dessert menu" pages, the menu is placed in the middle where the rest of the background is white. This use of white space will make the menu stand out, in other words, the white space creates emphasis on the menu.

When the user hovers their mouse over the images included in the menu, the image is emphasized with a change in border colour. Then change directs the user's attention to the image to bring focus to the samples of our food and drinks.

Moreover, we use elements with different sizes to create visual hierarchy. The largest element is the most important. For instance, on our "bubble tea menu" and "dessert menu" pages, we want readers to focus on the menu content(including with the images), so we make the menu content as the largest element on the web pages. This visual hierarchy creates emphasis on the menu and attracts attention of the viewer.

4. movement/rhythm

We used dots as photo borders. The repetition of the dots looks like they are running around the photos and therefore create a movement. On our "bubble tea menu" and "dessert menu" pages, we place photos vertically beside the menu. Each long vertical directs the user's eye movement down the page. This layout allows viewers to read from left to right or up to down flows the photo layout. In addition, when you hover the mouse over dots, the color of the dots will change. This interaction with the reader also creates movement as readers may find color changing interesting and therefore keep playing with it.

5. pattern/repetition

images:

All the images we use on the website are rectangular. This repetition of shape is applied to make the website look clean and professional. Since one of the selling points of our store is that customers can study or work conveniently, we choose this rectangular shape which implies a sharp and clean attitude.

dots:

The dotted-border around the images is also an example of applying repetition on the website. Dots are one of the shapes present in our logo, referring to the round tapioca pearls, so we repeated this shape in our menus as a subtle reference to our logo and product. The dots also soften the sharp and professional feelings from the rectangular images, the repetition of dots make the pages look relaxing and fun. As we also want our customers to have comfortable and relaxing time since we also have a lounge area, this repetition of the dots help us illustrate this idea.

layout:

We used a couple classic design patterns on our website. We liked the design pattern of using a top navigation bar under a smaller logo. This pattern helps with brand recognition as users will frequently be forced to notice the brand when they are navigating through our website. We used a common sidebar to hold our login and registration information on the “membership” page as it is a clean way to provide users with the main content (the room photos), as well as easy access to login and registration information.

6. unity/harmony

All the webpages have our logo mark at the top, same navigation bar, footer and the background images of mountain and pine tree. In addition, by applying the same color palette and font style throughout the website pages, this unity illustrates the completeness of our business idea.

Challenges we meet:

When we were building the website, one of the challenges we met was finding out the error source and figuring out a solution. For example, on our “Membership page”, we encountered the text and image centering issue which took us a while to find out where we got wrong. Then, we discussed how to solve this problem. After brain-stormed several methods, we chose the solution which will make the least change to our current code and apply it.

Since we used many images on the website, there were challenges for making images look natural. Since most images' had different sizes, it was hard to resize them using CSS code as some of the images would look being stretched or squeezed. Then, we decided to crop the images so all the images are in the same size. In the end, we were able to fit all images on our website and they looked natural.

We also encountered challenges when for page layout. As we wanted all the pages to have mountains and pine trees for unity and harmony, it was hard to make the mountain and pine tree images centered as we wanted. Megan tried different methods and made research on this part, and finally figured out a solution.

We wanted our website to be professional and relaxing, but it was hard to balance these two characters. For example, all the images we used are in rectangular shape which illustrate professionalism, clean and shape. In order to cooperate with relaxing and fun elements to our website, Megan and I did some research and tried several options. Then, we came up to the idea of adding dotted-border and making a color change when hovering the mouse on it. We like this solution because it not only adds a relaxing and fun element, but the dotted also echoes the pearls in bubble tea as well.

Megan and I spent 12 hours on the style guides assignment, and more than 20 hours on building this website, not including the time we worked individually. It was a challenge for both of us to find time working together under the course load of this program. Since we are very passionate about our design and business idea, we sacrificed our leisure time as well as studying time for this project.