

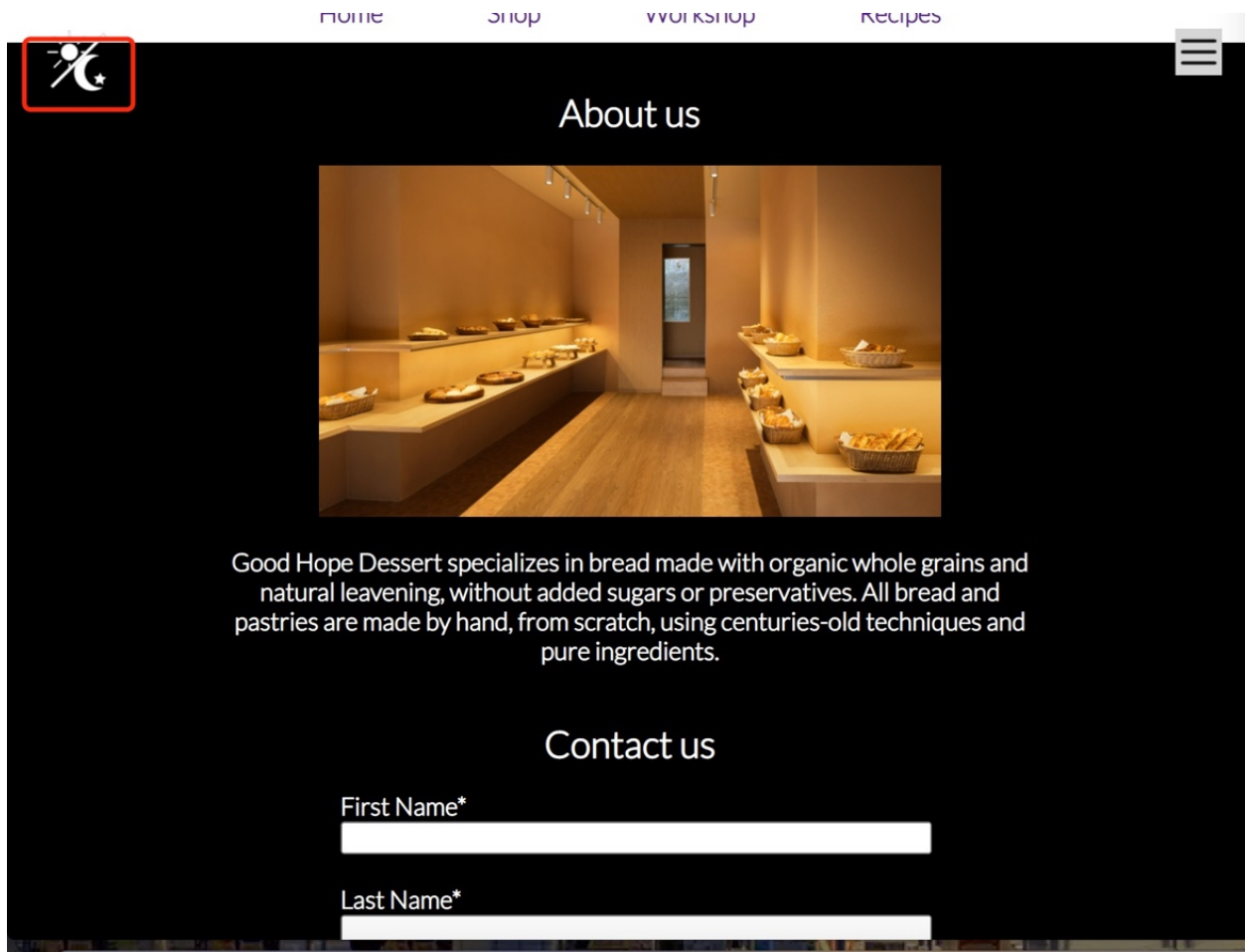
Microsoft has published a 2015 study found that the average human attention span has declined from 12 seconds to 8 seconds. This means that we now have a shorter attention span than goldfish. For our Good Hope Dessert website, we are not planning overwhelm users with too much information, we just provide people the information they need as quickly as possible, make things clear and subtly guide them from where they are to where they need to go. Therefore, a comfortable and easy user experience will be provided for our users.

- Dark/light mode
- Responsive page
- Dynamic content (gather users name)
- Registration system
- Drop-down menu design

### 1. Dark/light mode

In fact, dark mode is now so ubiquitous that it is almost a requirement for many apps and websites. It's even making its way onto the Web. Dark mode and light mode are display setting for user interface. light and dark, the user can change the theme by themselves. Dark backgrounds reduce the overall brightness of the display, so can be used in any lighting condition. On the other hand, using an app with a bright background can be difficult or even dangerous at night because it defeats night-vision acclimatization.

Dark mode:



Light mode:



GoodHOPE  
Bakery



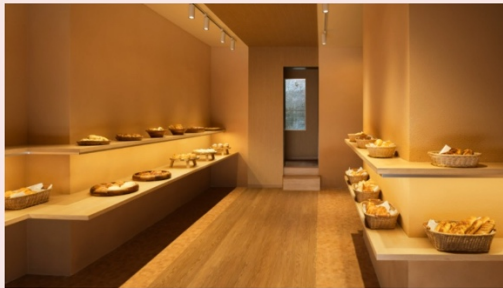
[Home](#)

[Shop](#)

[Workshop](#)

[Recipes](#)

### About us

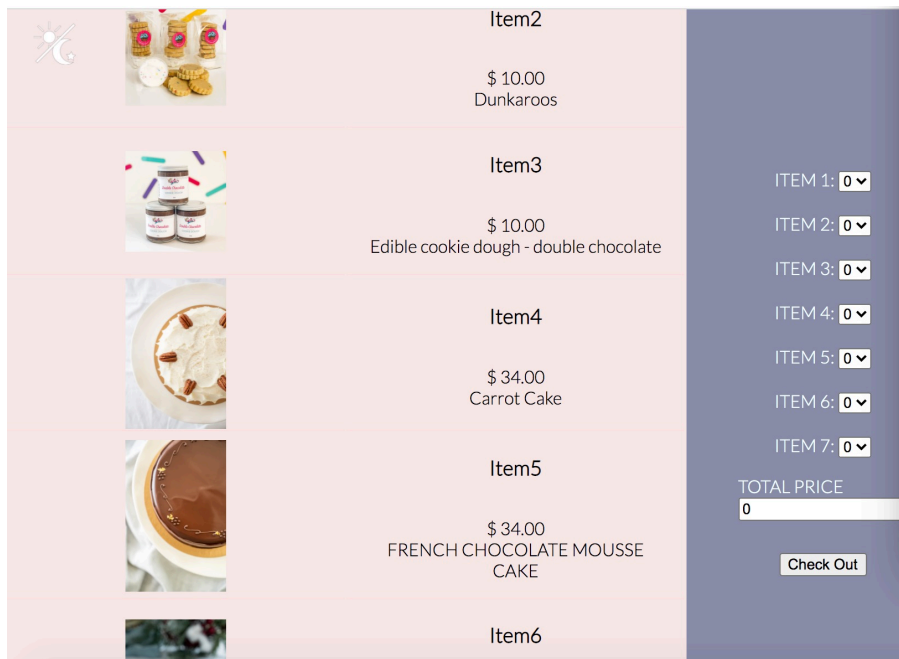
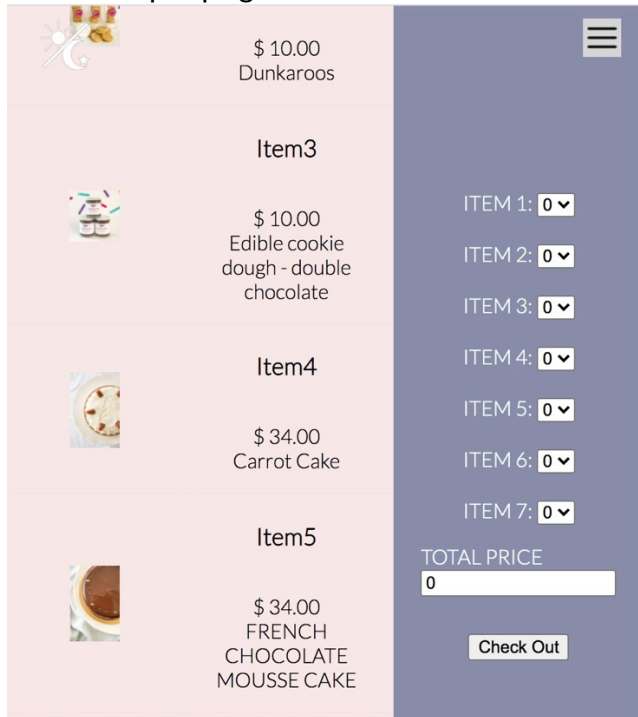


Good Hope Dessert specializes in bread made with organic whole grains and natural leavening, without added sugars or preservatives. All bread and

### 2. Responsive page

We create dynamic changes to the appearance of a website, depending on the screen size and orientation of the device being used to view it. Whatever user visits our website through computer browser or mobile phone, page elements reshuffle as the viewport grows or shrinks.

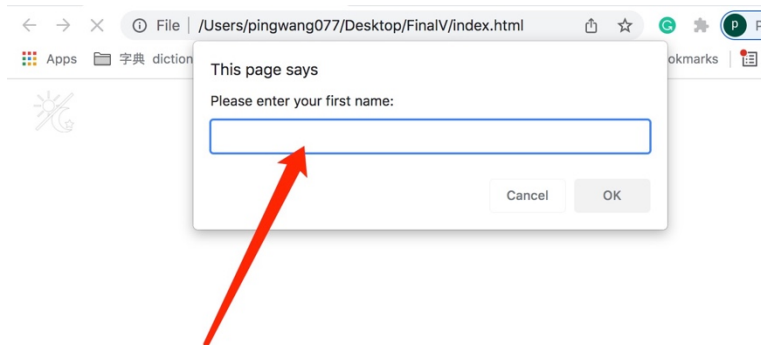
See example page:



### 3. Dynamic content (gather users name)

Dynamic content has some clear benefits: it makes for a more user-friendly experience and it helps increase vital KPIs such as conversions, bounce rate, return visits, etc. Welcome message can focus new users' attention on our website. It's an effective way to calmly ease a user into their product experience. We want our user feel comfortable and welcoming by this design. Once users enter our website, getCookie function will ask users' to input their name and display on website.

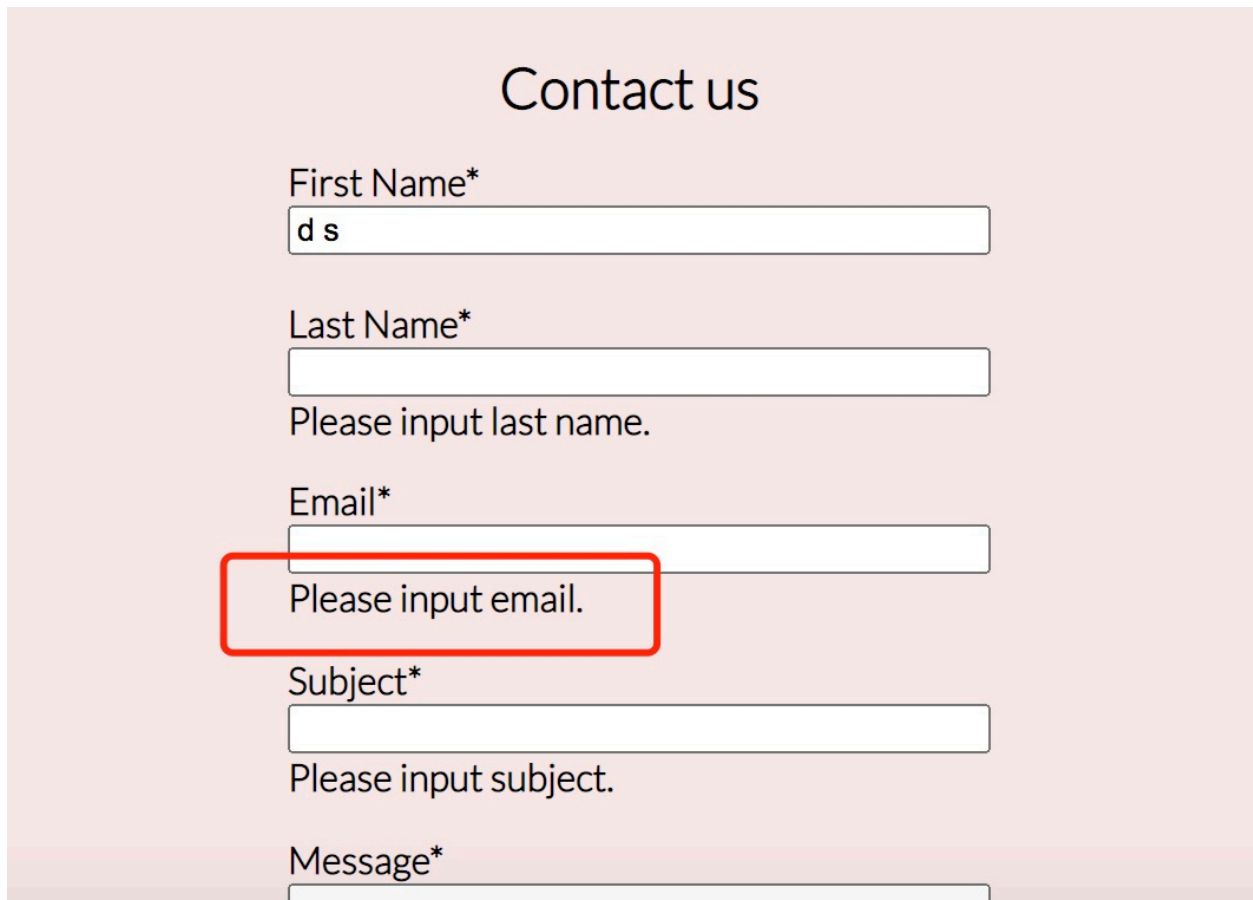
See example page:



### 4. Registration system

We don't want users feel alone when they visit our website. Users can register workshop and contact us on our website. We have a clear error message that is visually pronounced, brief, and tells the user how to fix the problem. We don't tell the user they did something wrong, instead, tell users how to fix the problem. Providing instant feedback, is a great way to inform users that an interface is working.

See example page:



The image shows a 'Contact us' form on a light pink background. The form has five input fields: 'First Name\*', 'Last Name\*', 'Email\*', 'Subject\*', and 'Message\*'. The 'First Name\*' field contains the text 'd s'. The 'Email\*' field is empty and has a red rectangular border around it, with the text 'Please input email.' displayed below it. The 'Last Name\*' field is empty and has the text 'Please input last name.' below it. The 'Subject\*' field is empty and has the text 'Please input subject.' below it. The 'Message\*' field is empty.

First Name\*

d s

Last Name\*

Please input last name.

Email\*

Please input email.

Subject\*

Please input subject.

Message\*

### 5. Drop-down menu design

Helping users navigate should be a high priority for almost every website and application. Consider 'sticky' menus for long pages. Users who have reached the bottom of a long page may face a lot of tedious scrolling before they can get back to the menus at the top. For our website drop-down menus, the user's mouse or finger won't have to travel as far.

See example page:

