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# Summary

While working on this project I had to get an idea of how I want to build my website with the given set of tools and languages.

The first website which I checked was <https://www.floweraura.com/> . I loved how they had used appropriate amount of white spacing so the website did not look cluttered. Another thing that I really really loved about this website is how they used a combination of green and yellow colours which make the text and content look so good.

The thing I did not like about this website is how small they have placed the elements and how tiny everything looks, for example the text and images.

The second website that I had looked at was <https://www.vandellaflowers.co.uk/> . Their website design was brilliant and very attractive. I loved how they added shaped and colours to images, buttons and hover effects to elements. They also had a brilliant white spacing throughout the website. Even their mega menu seemed awesome and vibrant.

What I liked about this website was that it was very attractive to look at and it gave out a comfortable vibe to me. The elements were placed in a very appropriate manner and white spacing was just awesome. No elements were congested, and the colour contrast of the website was superb.

Usually, the contents inside the websites were not up to the mark. They delivered not quite good information. There were limited number of elements inside the website which restricted my views and ideas. Thus, I found somethings that can be improved upon. I wish to deliver majority changes to these websites through my designs.

# Our Mission

Our aim is to bring provide and serve the best fresh flowers which they can share and cherish. We want to provide the best service at less cost. We want the website responsive so that the user can use it easily.

# Evaluation Criteria

1. Filing structure: - An appropriate structure of the website must be maintained. The structure must be in an appropriate manner and in relevant folders so that it is easy for other developers to review files. Similar types of files must be kept in single folders.
2. Navigation: - With the help of a navigation, it becomes easier for people to find different pages of the website so they can know about the business and company and what products are being sold in the website.
3. Header and footer: - A website which has a decent header and footer which contains some information regarding the company, or the website pages is considered highly efficient while using the website.
4. Authority: - The data shown in the website should have an integrity with reference to person or admin who maintains the content of the website.
5. Purpose: - While working on a website it is quite important to make the purpose of the website clear. If building an ecommerce website, products should be displayed at the homepage of the website.
6. Accessibility: - The website should be accessible easily. All pages should be easily navigated to and there should be a sitemap through which all links can be accessed.
7. Accuracy: - A website should show accurate data and information to its users. There should be no attempt to fool or trick users in any way.
8. Speed: - The smaller the size of the website files, the faster it loads. Thus, website loading speed should be according to google page speed insights and it should not take much time for the website to load. And same is the state of my website.
9. Responsive: - A responsive website is very important in modern web development. The web pages should be able to adjust according to the device width and browsers.
10. Colour combination: - The website must contain a single colour palette and I have maintained the same. It should have a decent colour combination so that it does not look very dull, on the other end, it does not look too bright too. It should be somewhere in between where it looks beautiful. By choosing colours from a colour palette online we can find really good colours which will make the website look very attractive and neat.

# Measures

1. Boost in sales: - With the help of a website, the product sales of the company raise by at least 70% at the bare minimum.
2. Boost in revenue: - Increasing sales and low expense of a website makes it very easy and fast to grow the revenue of the company. There may be additional website promotional costs but it is easily covered with increase in number of sales.
3. Time saving: - With the help of a website, countless hours are saved every year in terms of less negotiation, less interaction and easy online order systems for the customer.

4. Increased efficiency: We can ensure success of a website by looking at the number of visitors, in time the website gets recognized among people and it becomes easier for people to find it online.

5.Reducing in expenses: - A website reduces the companies cost on marketing significantly. They can provide short URLS of the website and that’s it. A website can also be used to manage stock of a company or a shop, this can reduce the cost of labour and increase efficiency.

# Visual Style of the website

1. Font Family: - -apple-system font-face is used as a font family on the website.
2. Body colour: - White colour is used for the entire body of the website.
3. Colour contrast: - Shadows of grey and black colour has been used to produce contrast to the website so it is being used in call-to-action buttons.
4. Responsiveness: - Flex box and media queries are used to maintain responsiveness on the website.
5. Sizing: - sizing of each element is done with the perspective of overall page.

# Visuals



