Color Pallete:

- Goal: keep the page clean and simple

- Darker gray for text, light gray for border, white otherwise.

#FFFFFF	#808080	#555454

Font choice:

- Paragraphs: Times New Roman, serif (clean and easy to read)

- Headings: Georgia serif (Formal yet lively)

- Others: Helvetica, Arial, Sans-serif (more interesting than Times New Roman)

Layout:

- Cover: tea image background for page titles

- Use tables and tabs to organize small pieces of information such as address, phone, etc.

- Lots of whitespace to leave breathing room for readers

Design considerations for first-time visitors:

- Attract new visitors to continue reading

    o Lightbox for product highlights

    o Clean and simple design

- See the most important information first

    o Put important information on the main page:

        ▪ store information such as address, phone, email, operating hours

- updates such as new products, new discounts, and closed Carnegie location.
- Navigate easily to what they want
  - Nav bar at the top left corner: home, about, product, contact
- Browse all products quickly
  - A table including all products with names and images
  - Click on the image to see full image and description
  - Categorize products into different kinds such as loose leaf tea and coffee
- Easily access more information about the store through social media
  - Clickable icons to corresponding social media pages in the footer

Information architecture approach:

Nav bar: Home, About, Product, Contact

Why: I have chosen these the other three pages so that visitors can easily find what they want. They are self-explanatory. They are in this order with the intention that visitors may first learn about the store, then about its products, and finally get in touch with the store if interested.

Home: Product Highlights, Map, Store Information (address, phone, email, website, store photo), Store Hours, Popular Times Chart, Updates

Why: Main page is the first thing people see. Its main goals are 1) provide essential information to get in touch with the store (map, address, phone, email, website, store photo, operating hours, best time to go), 2) attract new visitors (product highlights), and 3) notify customers important changes such as new products (updates).

About: Brief Introduction of the Store, History of the Store, Owner

Why: The goal of this page is to introduce the store including its history and owner to the visitors so that visitors can have a better understanding of the store.

Product: Loose Leaf Teas, Gourmet Coffees, Tea Blends

Why: The goal of this page is to allow visitors quickly browse through store's products. Therefore, I categorize them into three kinds and intend to include only its name and thumbnail to allow quick browsing. Visitors can click on the thumbnail to learn more about the product they are interested in.

Contact: Mailing List

Why: The goal of this page is to get in touch with the store. I try to make it as simple as possible with a clean design and brief but self-explanatory labels so that readers can get a hang of it quickly.

Footer: Clickable icons to Facebook, Instagram, and Pinterest pages

Why: The footer is the same across all pages. Having external links to additional information at the end of the page prompts the visitors to learn more about the store.

Site Map: