WDD Midterm Write-Up

Intro

The purpose of this document is to explain my design decisions in my re-design and re-implementation of the KingPin Donuts website.

Visual Design

Color Scheme

Taking inspiration from "night mode" settings on most devices and apps nowadays, I decided to use a dark background (#0B1D26) with white (#FFFFFF) and gold (#FBD784) text. This made the website gentle on the eyes and easy to scan through.

Typography

For Typography, I used a combination of Open Sans and Nunito. I used Nunito mostly because the 'O' letter looked like a donut when using the extra bold font. Both fonts were readable and friendly.

The 'O' resembles a donut.

For sizing, I used the rule of 8s discussed in the design question from a previous homework, where header 1's were sized 32px, header 2's were sized 24px, and paragraph text were sized 16px.

Visual Hierarchy / Layout

For visual hierarchy and layout, I split up the site into two main sections: home and menu.

The goal of the home page is to entice the viewers. In the same language used in the website, I wanted to make user's mouth water like never before. Thus, I used large blown up images of glazed donuts as the background and used images of pretty donuts in the foreground after scrolling to the main content.

The goal of the menu was to show a catalog of the most popular donuts and also an easy way (call to action) for them to place an order.

Throughout both pages, I made sure to add sufficient whitespace, maintaining an implicit rule of centering content and having margins of 5% (or multiples of it).

User Experience

Consistency

The user experience is consistent across the entire site, as both pages follow a similar hierarchy.

Navigation

Users can easily navigate through the site by selecting either "Home" or "Menu" on the upper right hand corner. I fixed the position so that those tabs follow users even when they scroll. I also added CTAs to help users navigate to different parts of the site more easily, like when clicking "feast your eyes" or "pick your flavor". I added visual aspects as well, like underlining which tab you're currently on in order to keep navigation clear and accessible.

Content

Building off of my navigation point, menus and descriptions should be very easy to find. The location is at the bottom, which is typically where most websites link their address. Upon clicking on the address, you'll be linked to the exact address through Google Maps.

Sources

I retrieved all of my images from https://unsplash.com/.