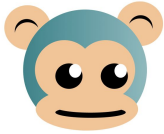


Blue Monkey Design Guide

Logo



Colors

#A6CBCE



#ED9C6B



#03757D



#F9C491



Fonts

PT Sans

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

- List item one
- List item two

Write-Up

When the user enters the website, they see an appealing picture of tea and a quick few sentences to establish the quaint, local feel of the tea shop. If they are interested in exploring the brand and social content of the tea shop more, they can navigate to one of the social media links in the sidebar. If they have a more specific interest, such as joining the mailing list or contacting the owner, perhaps for business owners, those links are also provided in the sidebar. Otherwise, they can peruse the navbar and decide where to go next.

Many users will be navigating to the site to view the menu -- for this reason, menu is the second link provided in the navbar. On the menu site, the user can look through an assortment of Green, Black, Herbal, and Special teas. Pictures of sample teas sold by the store are provided below to entice the user.

The next most common reason a user is accessing the website is to view the location and hours. If the user clicks on this link, they can see the location complete with a Google Maps view and link. In addition, they can view the hours and a graph of the most popular times so they can decide when is a good time to visit.

If the user is more interested in finding the contact information of the store, this is provided in the Contact page, along with a picture of the store.

If the user is interested in learning more about the store, they can click on the About page and learn more about the history of the store and the owner, complete with a picture of an owner to humanize the information provided.

Finally, a link to join the mailing list is provided at the end. They can fill out their name, email, and, optionally, zip code to join the mailing list.

The sidebar content that they initially viewed in the home page is constantly available, to continue to entice the user to explore the store's content more via social media, or reach out and contact the store via email or by joining the mailing list.

Information Architecture Approach

The information is categorized into six pages: Home, Menu, Location/Hours, Contact, About, and Mailing List. The Home page consists of a picture of tea and general information about the tea store. The Menu page consists of four categories of tea in an accordion menu. Within each category is a bulleted list of teas from the menu. At the bottom of this page are six pictures of teas from the menu. The Location/Hours page consists of the location of the store, complete with a Google Maps view, information about the other location which has closed, store hours, and a graph of popular times. The Contact page has the address, phone, email (link), and website (link) information displayed in a table beneath a picture of the store. The About page is organized into three sections: the About Us section, which gives a brief overview of the store, the History section, which gives two paragraphs about the history of the store, and the About the Owner section, which showcases a picture of the owner and two paragraphs regarding her background. On the Mailing List page, the user can fill out their email, name, and, optionally, zip code to join the mailing list. The fields are organized by having the required fields above the non-required field. There is also a checkbox to indicate if a user wants to subscribe to the weekly flyer. On all of the pages, there is a sidebar that contains location information, an email link, a website link, and a mailing list link. This is also where the social media links are kept for Facebook, Instagram, and Blogger. In the footer, there is copyright information and credits for image sources.

