

## Project 1 Writeup

The intended audience for this website would be Gen Z or younger millennials who don't have children and take care of plants instead. It would be mainly interacted with from home as plant care is usually done in the home.

The project is a plant care website that walks through three different levels of plant care with examples and things to buy. There is fourteen pages total. The landing page is the main page with the name of the website and a navigation to the beginner page. The beginner page has pictures of two plants and those each navigate to their own separate pages with more information about the plants. Those plant pages also link to separate pages on suggested items to buy for that plant specifically. Similar to the beginner page, the intermediate and advanced pages also have two plants that separate into different pages and navigate to suggested items to buy. They all interact with one another in different ways and are labeled with letters for easy navigation.

The aesthetic I chose for this website is very geared towards younger generations with whimsical fonts and a modern feel to it. The fonts I used are fonts I found from a content creator on social media, so that just shows how the font is meant for a younger audience. I also kept the colors simple and the illustrations simple as well.