

DXB111

Assignment 2- Interactive, responsive website

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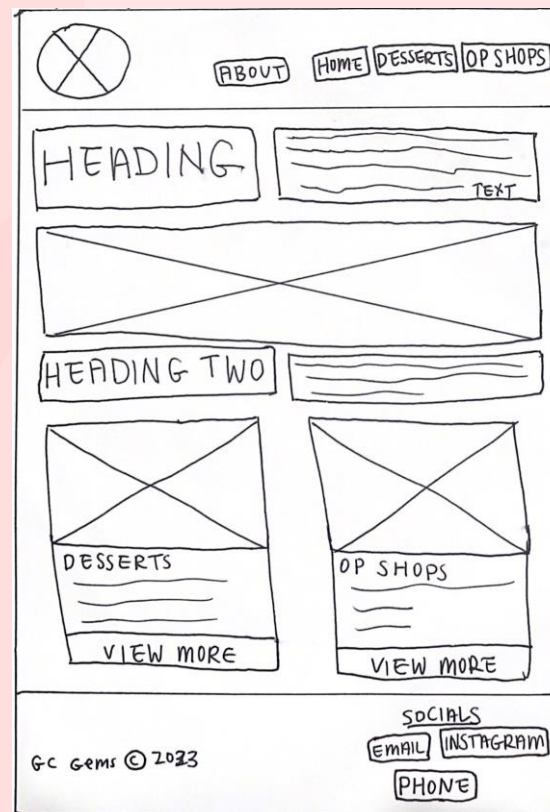
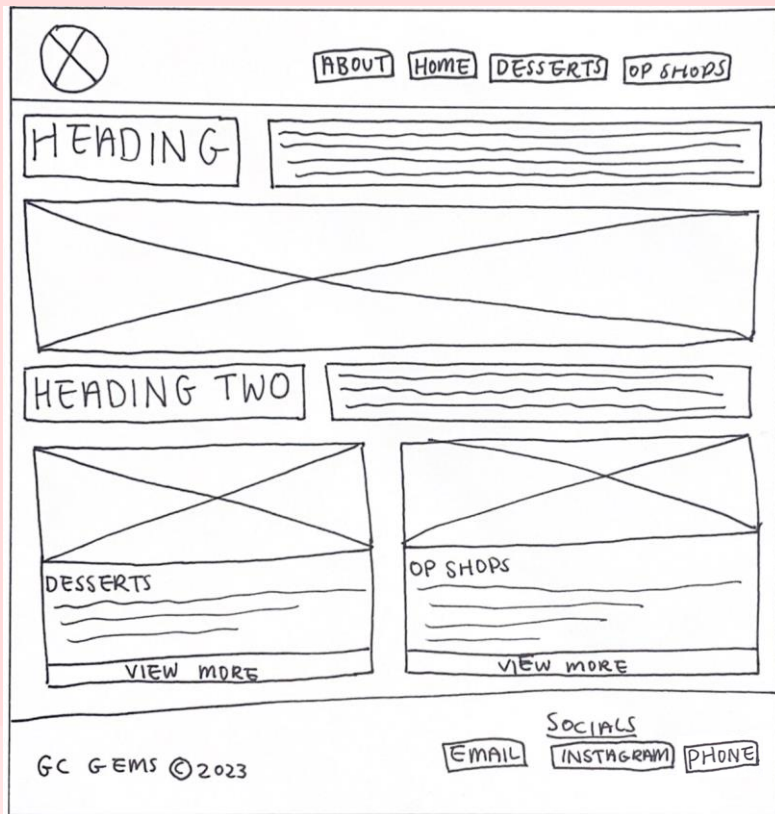
3/11/2023

Target Audience Statement

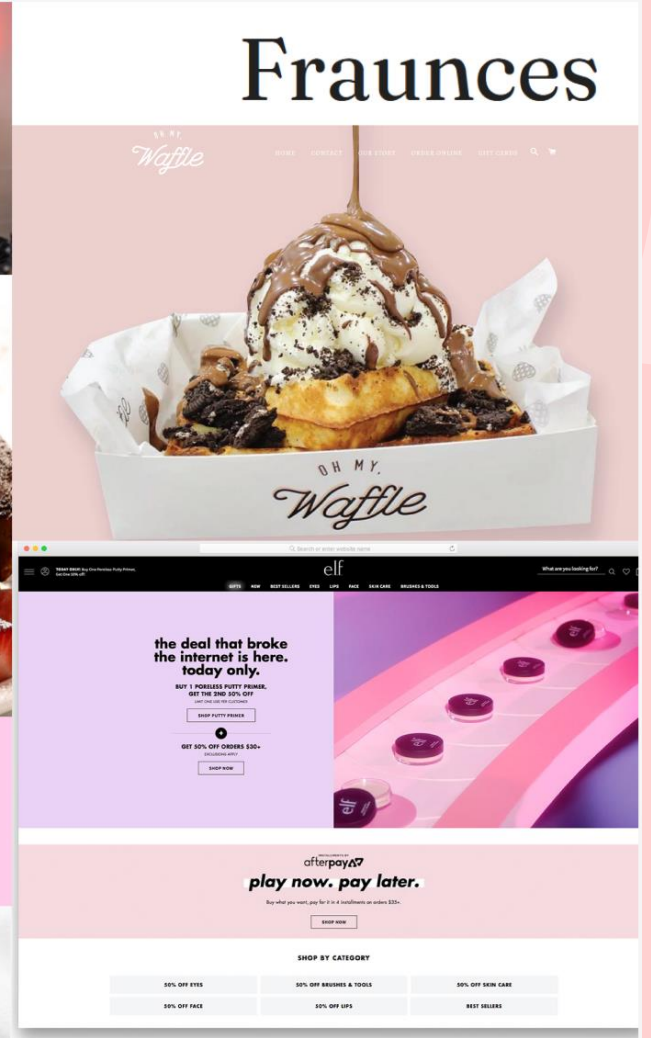
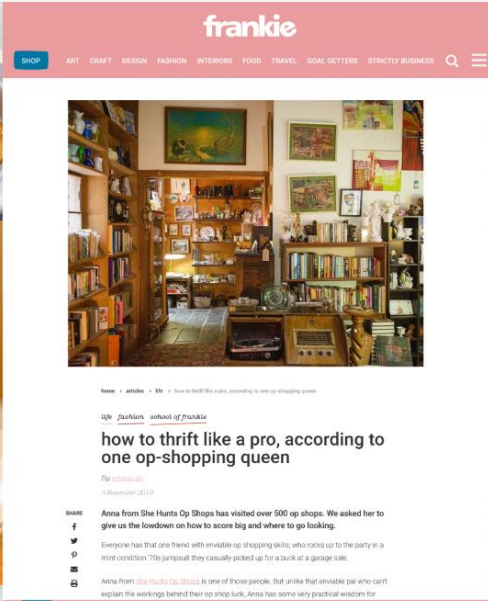
The website, 'Burleigh Gems' is a local activity guide based in Burleigh for teenagers aged 12-17 who live in Gold Coast, Brisbane, or surrounding areas. They would like to explore what else the city has to offer in the most popular suburb of Gold Coast. These teens are more likely to hang out in social settings with their friends or family. These teens are interested in keeping up with today's trends which are sustainable shopping and "Instagrammable" food place.

Additionally, the website is focused on teenagers who like to treat themselves an after-school snack after a long day at school or cool themselves with a refreshment after spending all day at the beach. As these teens are using the most used apps such as Instagram and TikTok, they are inclined to keep up with the latest shopping trend such as thrifting. Additionally, as these teens either have a low income or don't have a steady income due to being in school full-time, they are often wondering how they can keep up with the latest clothing trends. The language of my website is concentrated on being casual without overloading teens with complex language.

Wireframes



Moodboard



Annotations

Annotations

Large and Bolded text to identify title and subheadings

Pink 'View More' button that signifies to go to the next page.

Cards with white coloured backgrounds to create contrast compared to the yellow background.

Pastel colours were chosen to match the dessert like ice-cream colours and cream colours.


Colour scheme appeals to adolescent audience

Large font throughout the cards for ease of reading

burleigh gems home desserts op shops about

You are here: [Home](#) > Desserts!


Best dessert places



Oh My, Waffle

Oh My, Waffle is a delicious dessert heaven on Burleigh that brings everybody with its large variety of choices.


View More



Burleigh Gelato Co.

Burleigh Gelato Co. is home to the most loved place on the Coast.


View More



Paddock Bakery

Explore their unique creations and make unforgettable memories at Paddock Bakery.



View More



Aux Fines Bouches

This eatery combines cuisines from around the world to create an unique experience.

View More



Annotations

Large and Bolded text to identify title

1.5 Line spacing which makes it easier to read

Content hierarchy for easy of readability (shows image, information, reviews and then 'add reviews' button.

Breadcrumb text for users to easily track their location, making it more accessible

Large photo to emphasis on the product and is the main part of this page, which is ideal for people with visual impairments

Yellow star which codes for review rating

Same colours used to create an identity for this website



Annotations

The logo title is the darkest and extra bold

Darker contrast of the header compared to the background to showcase header

Large and Bolded text to identify title and subheadings

Different coloured card to signify new topic

burleigh gems

[home](#) [desserts](#) [op shops](#) [about](#)

You are here: [Home](#) > [About us!](#)

About us

Welcome to Burleigh Gems, this website was created 4 you! Burleigh Gems was born out of a passion for exploration and a sweet tooth that knows no bounds. We understand that you are always on the lookout for fun and unique experiences, and that's exactly what we aim to provide.

Our mission is simple - to uncover and share the hidden gems of Burleigh with the next generation of adventure-seekers. We're here to guide you through the world of yummy desserts and the hidden op shops with cute vintage clothes!

Dessert Delights

Our website is a treasure map for all dessert lovers. Whether you're into mouthwatering gelato, cakes, or the perfect waffles, we've got you covered. We'll show you where to find the sweetest treats and best bites!

Op Shop Adventures

But that's not all. Burleigh Gems is also your gateway to the world of op shops. From vintage fashion to one-of-a-kind collectables, our guide will lead you to the most exciting hidden gems in the op shopping scene. Explore, find your next going out fit for cheap.

Contact Us

Phone: (+61) 492749388

Email: burleighgems@hotmail.com

Instagram: @BurleighGemzz

TikTok: @BurleighGems4you

References

Aux Fines Bouches. (n.d.). Available at: [Here](#)

AWL QLD. (2021). Available at: [Here](#). Accessed 4 Nov. 2023.

Burleigh Heads Beach. Squarespace-cdn.com. Available at: [Here](#)

Gelato Co. (2022). Available at: [Here](#)

Inside Gold Coast (2018). Oh My, Waffle. Available at: [Here](#).

Paddock Bakery (2017). Lindt Chocolate Brownie with Dulce De Leche & Walnuts. [online] Squarespace-cdn.com. Available at: [Here](#) [Accessed 4 Nov. 2023].

Reardon, M. (2018). Available at: [Here](#)

zsnl.net. (2022). Available at: [Here](#) [Accessed 4 Nov. 2023].

Lowercase text in the header for a more casual feel for teens

1.5 Line spacing and text spacing between paragraphs which makes it easier to read

Underlined text to distinguish link from regular text