**Challenges:**

The biggest challenge I encountered was positioning elements properly within a given webpage. The initial issue I had was confirming the CSS so that I could manipulate the appropriate div. I was able to resolve that issue by referencing W3 schools to refresh my memory on how CSS hierarchies work. I also used the Chrome developer inspection tool to understand the divs I was creating and what was being manipulated by the CSS. An additional issue I ran into was the size of elements changing as the screen size changed. I was unable to successfully fix this problem, though I hope we will learn more about it when we look into responsive design. In the meantime, I tried to give enough room between elements to avoid overlapping elements when the screen size is smaller. However, this only works within a small range.

After understanding how to properly place elements on the webpage, I turned to exactly what I should be putting on the screens. I realized when I added a link that I did think the standard link behavior worked with my website aesthetics. It took me some reading online to understand how to manipulate links and change the style of them. I also spent some time thinking about whether I wanted to overhaul my product details page to be more “standardized” so that a user would learn more about a specific type of roll on a separate page. However, I realized that my design of the product browsing page enables providing the critical information to the user for each roll and therefore it was OK to think about the “product” as the pastry box in which all the rolls go.

**Brand Identity:**

I wanted to provide my client with a modern yet comfortable feel for their website. Because they are a bakery promoting themselves online, it was important to have a lot of imagery of the baked goods. However, it was also important to avoid a feeling of an “old-timey” bakery because they are selling online and therefore need to project a more modern feel. This was achieved through the modularity of the design, particularly on the home page and product browsing page. Furthermore, because this is an e-commerce platform, the calls to action for purchasing are very important. I therefore made those calls to action “pop” within the design to help further the sales platform for the bakery.