

Blue Monkey Tea Design Documentation

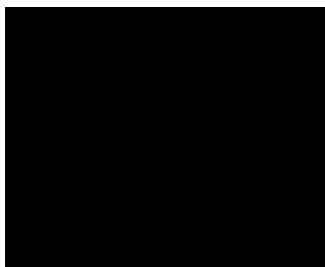
Logo:



Colors:



#00217D



#000000



#FFFFFF

Fonts:

Libre Baskerville

Titillium Web

Roboto (only for navigation bar)

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

Design Considerations for First Time Visitors:

I designed the initial landing page to be very clean, with just a simple title, logo, and button on one side and an image of a tea cup on a scenic mountain on the other. I wanted to give first time visitors a very peaceful experience and limit the amount of distractors, compared to the current website. In doing so, I hoped to eliminate any choice fatigue, which is very prevalent in the current website. The initial landing page also has any crucial information a customer would need, such as the store hours, location, and contact information. In addition, the three main product categories (tea, coffee, and accessories) are showcased through interactive images with a hover overlay and links to the product explore page. In addition, rather than using an embedded Google Map, I chose to use the Google Maps Developer API to create a styled black and white map with a custom marker and info bubble for the store location. Navigation through the website was also designed to be as seamless as possible, with 5 clear navigation links: Home, Our Story, Explore, Events, and Contact. No matter the reason a customer would be on the site, they can find any information they need as easily as possible.

Information Architecture:

As said above, navigation through the website was designed to be as seamless as possible. Each of the navigation links is clearly labeled so that users know exactly where each link will take them. In addition, scrolling through the landing page also gives users a clear idea of the business. Users are given a short "About Us" excerpt, where they can read about the store and a link to read more about the history. Next, Users encounter large images showcasing the three main products (tea, coffee, and accessories), each with an interactive and informative overlay and links to the products. Users can also easily find the store's hours and contact information, along with a form to join the mailing list. The bottom of the page features a custom styled Google Map and external links to social media sites. The explore page also features important information about the store's products. At the top, users are given an external link to the store's entire menu. On the page itself, users are shown the three main products, and can continue scrolling to see individual products. Each product is also linked to a popup modal, which gives users an image and more information about each product. The two additional pages, Our Story and Events, also feature easily accessible information for users to find.

Sitemap:

