

## Design Rationalisation

Some changes, compared to the last assignment<sup>1</sup>, are documented with ✓  
Very minor changes which have also been done are not documented

### For every images used:

- Free licence <https://www.flaticon.com/>
- Scaling images via <https://www.iloveimg.com>

### Navigation Bar: Fixed position

- **Change needed:** Set a background color for contrast so that it easy to spot. ✓

### General for every page:

- Logo placed above the navigation bar
- Social Media links on every page to adresses the target audience
  - Link to Newsletter page to stay up to date
- Footer on every page supports the user to navigate easily.

### Home Page

#### Content

- Weekly special text and call to action button to the specials page
- “What our clients think about us..” – section to attract the customers attention at the very beginning.
- **Change needed:** Remove the email for Sign Up Call and integrate call to action button to the sign up page instead. The email in the “Get in touch” page remains. ✓
- **Change needed:** Center most of the content. ✓

#### Images

- Rainbow cake as an example and eye catcher for the weekly special
- Icons with link to social media

## Newsletter page

### Content

- Web form to enter the personal data and preferences

### Images

- Letter Icon to identify the content of the site quickly

## Specials

### Content

- Advertisement text with discount emphasize
- Weekly offer displayed with indication of original and discounted price
- **Change needed**: Place the offer with the picture in the middle before the sign up section ✓
- **Change needed**: Remove the email for Sign Up Call and integrate call to action button to the sign up page instead. The email in the “Get in touch” page remains. ✓
- **Change needed**: Center the content. ✓

### Images

- Logo placed above the navigation bar
- Images of rainbow cake,
  - brownies and
  - macarons
- **Change needed**: Scale the images again so that they have all the same size ✓

## Our baked goods

### Content

- Weekly special text and call to action button to the specials page
- Standard offer of the baked goods displayed with indication of price
  - Every baked good leads to the item page where the item is described and nutritions are indicated
- **Change needed:** Center most of the content. ✓

### Images

- Apple Cake Slice with link
- Custard Tart with link
- Randy Tart with link
- Vanilla Slice with link
- Raspberry cheesecake with link
- Donuts with link
- **Change needed:** Scale the images again so that they have all the same size ✓

## About Us

### Content

- Our Story section to show the competence of the profession
- Brief “We are...”-statements so that Petite Treats remains in the memory with a good impression
- Our Clients section with direct links to the website of the clients to demonstrate the reputation of Petite Treats
- Quotes of “What clients think about us...” to support the reputation of Petite Treats
- Our Team section to trigger a feeling of sympathy
- **Change needed:** Center most of the content. ✓
- **Change needed:** Add a third image of the team, Rescale them. ✓

## Images

- Two pictures of the team
  - One of Antoinette working
  - One of the two young family member who also works there to sympathize with the young target group

## Get in touch page (Contact Us Page)

### Content

- Location
- Opening hours
- **Phone contacts with link**
- **Email contact with link**

### Images

- Picture of the location to demonstrate the modern interior appearance of the store

## Terms of use

### Content

- Information about the property of the website for legal affairs.

## Imprint

### Content

- Contact information of the company to meet legal requirements