**Design Rationalisation**

**Navigation Bar:** Fixed position

**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.

**General change needed:**

* Change needed: make the logo bigger

**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.

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

* Advertisment 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.

Images

* Logo placed above the navigation bar
* Images of rainbow cake,
  + brownies and
  + macarons

**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

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

**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

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