



1. The navigation bar will be right at the top of the page, where it can easily be seen. It will also be easy to use, perfect for my audience, who are unlikely to have high technical skill.

2. A large background image will be used in this section of the web page. The image is large enough so it intrigues the customers and it is also representative for the current status of the company. The name and the motto of the company is placed in the center of the image.

3. The "More" button will appear under each available offer on the page. these button are large and visible, making the site more easily understandable for the user. In reality, this button will take the user to a different page where they can learn more about the available offers.

4. The offers will appear in the main body of the website. A representative image is used for every offer. This will give the customer the feeling of a better understanding of the available offers.

5. A brief description of the offer will be placed alongside each image to stir the user's interest. This layout will look professional and will also be neatly presented.

6. The footer will contain information about the site that the user might require. This piece of information is placed at the bottom of the page because it is not essential. The footer is separated from the main content of the page by using a different background colour.

Colour palette



This is the colour palette that I will use for the Chollerton Tearooms site. A multitude of reasons made me choose these particular colours:

-Modern: This colour scheme looks very modern which makes the entire site seem more professional;

-High contrast: These colour have a good contrast which makes them visually appealing;

-Visibility: The colour used work very well to prevent any difficulties reading and generally viewing the site.

-Simplicity: The colour palette is essentially three colours. This creates a more pleasant viewing experience and gives the site a simplistic, elegant feel.