

**SHAN YIN**

12508949

## Assignment 3 Blueprint

# Site Brief & Research

## Site Description

The website is about 'Macaron'. It consists of 5 pages which are information, story, ingredient, method and variations. It will introduce the story and history of the macaron and will describe the process of making macaron. It is accompanied by some pictures to make the recipe more readable and aesthetic. The website aims to use visual interaction to display boring information and attract users. An organized and concise layout and low saturation color scheme are used for this website. Besides, the navigation will consist of cute icons to guide users browse webpage.

# Site Brief & Research

## Target Audience

The target audience for the dessert website reaches across all genders and people who interested in Macaron no matter what the occupation, location. Besides, although the visual design makes the recipes simpler and clearer, the process of making them is troublesome. So, the website would be a focus on adults.

- Housewife
- Caterers
- Dessert chef
- Dessert lovers
- Historian
- Web design student

# Site Brief & Research

## Goals

- Understand the origin of macarons
- Learn how to make macarons

## Activities

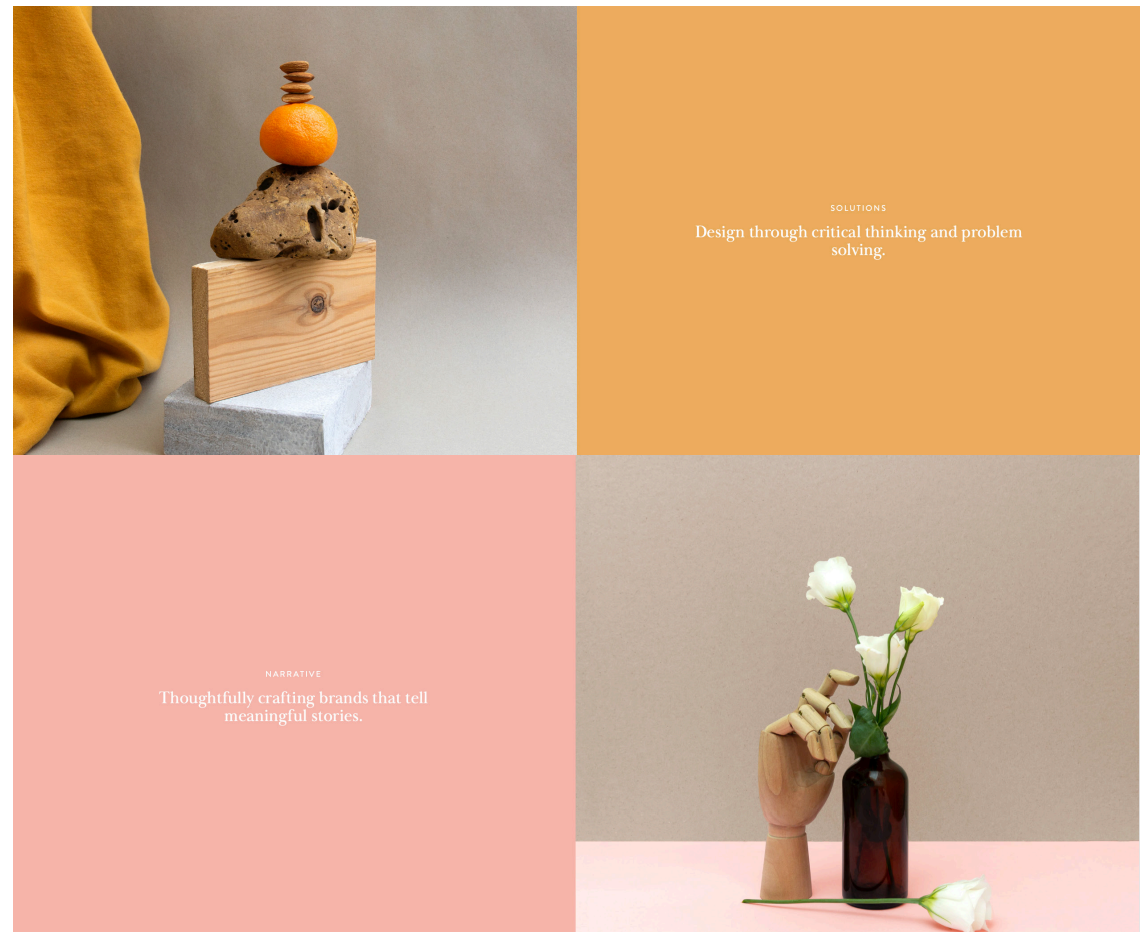
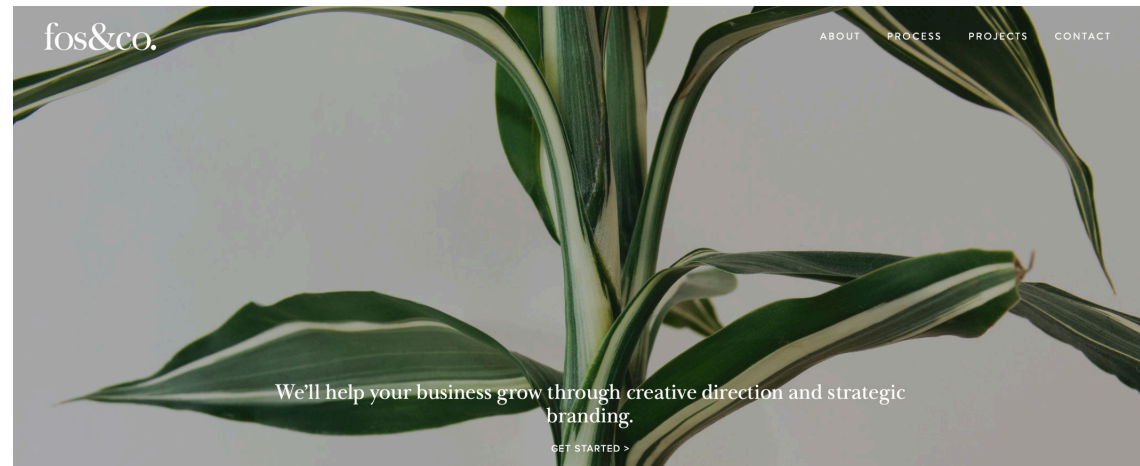
- Read about the story, variations and information about the macarons
- Try to make macarons yourself

## Tasks

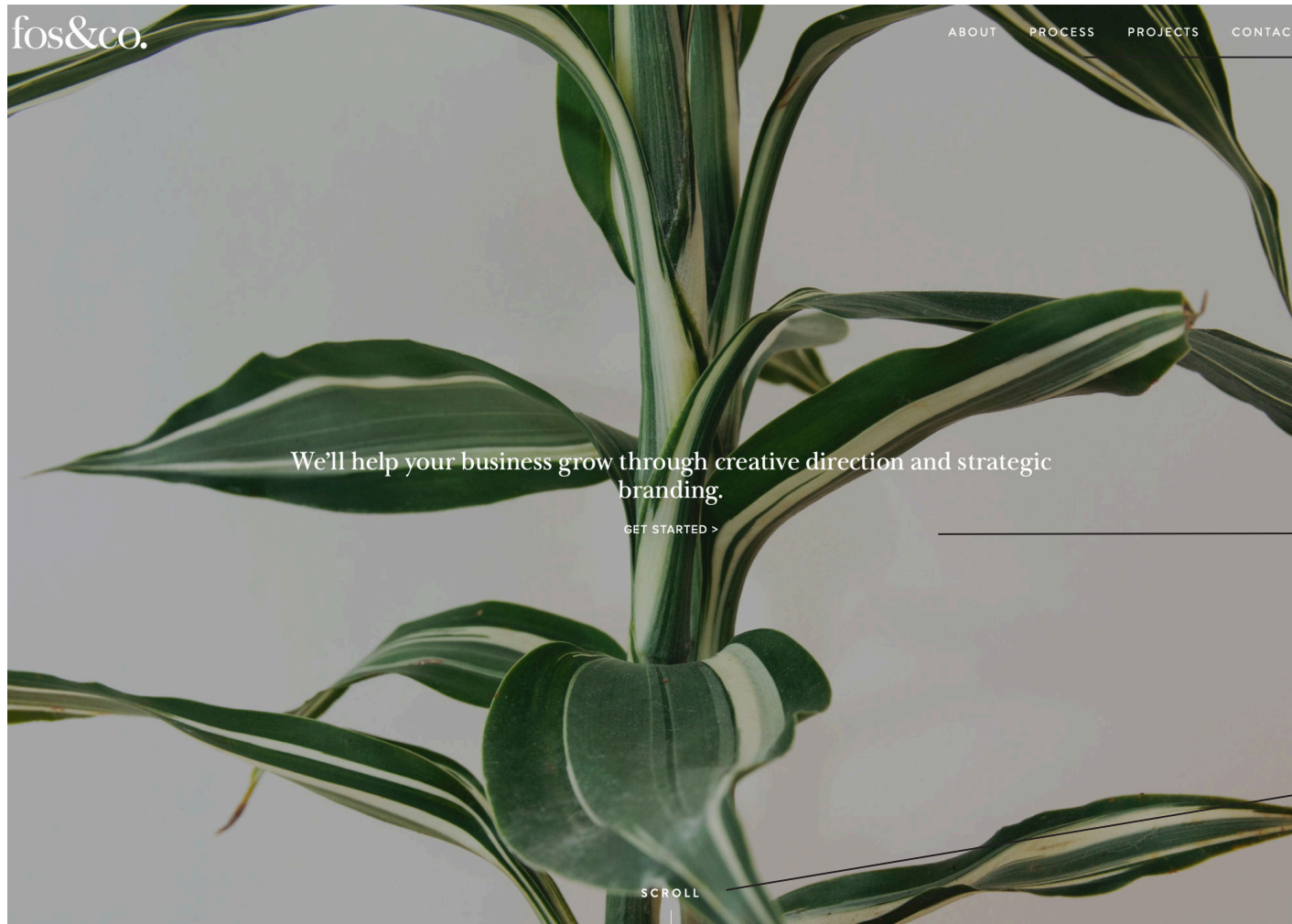
- Read blog posts, bookmark, follow links and navigations
- understand the recipe and prepare the ingredients, then read and execute each step carefully

# Competitive Analysis

The website called fosandco is a branding agency. It is a design studio with a focus on helping business flourish. Its overall style is modern, stylish and trendy. The colorful magazine style is used in web design. For example, the contrast of a warm palette of orange and pink makes the whole style livelier. Besides, the website used the minimalist layout and the modern bold fonts in white and typography. The simple and stylish design is attractive and timeless. Also, the design of the site is very similar to what I envisioned I would do.



# Competitive Analysis

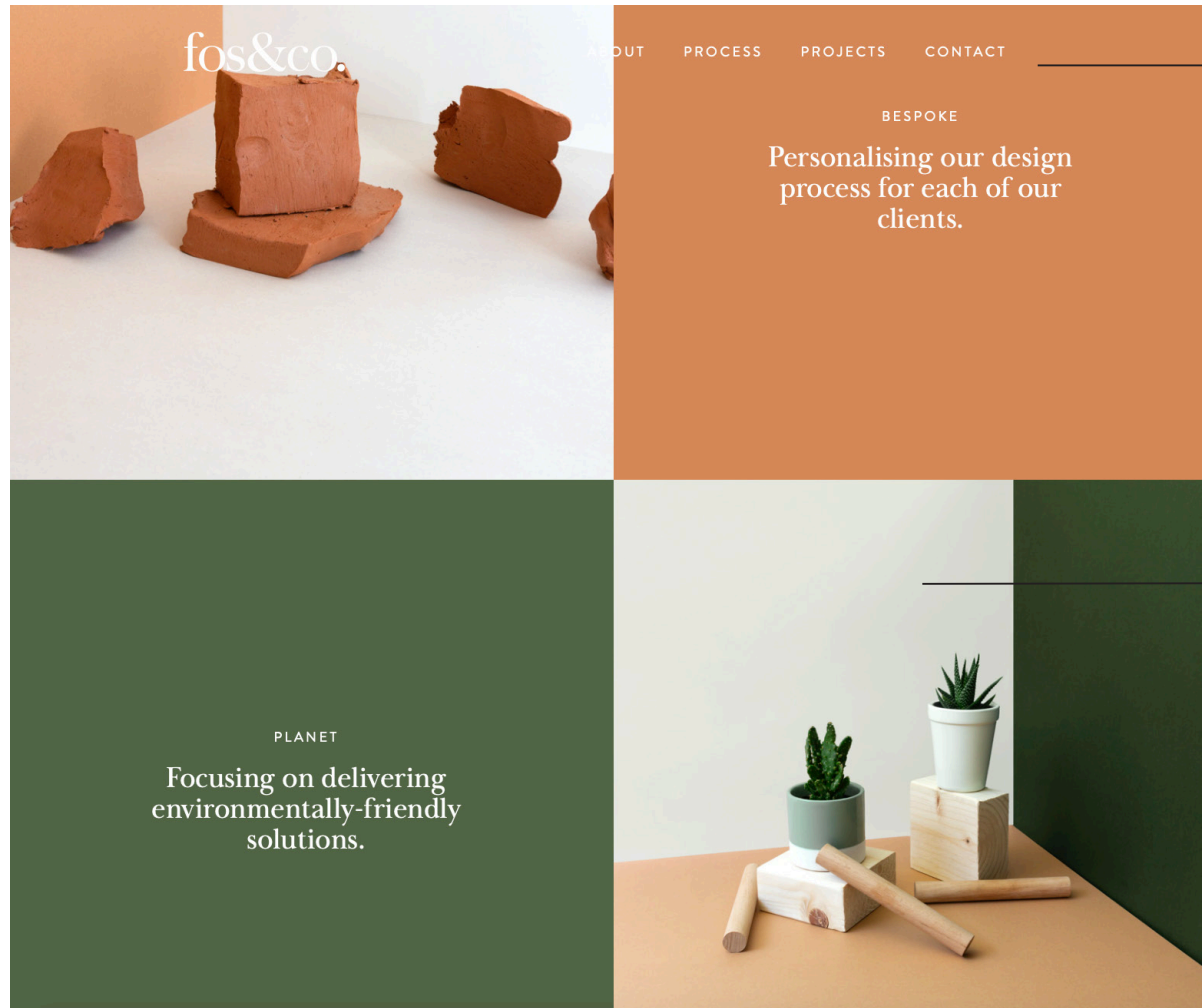


The simple navigation uses white bold fonts that is stylish and simple, and when you scroll the page, the navigation will still float in the upper right corner, it improve the user's experience

A bold white font is used to tell the visitor the goal of the site, and when the user understands the goal, there is a start button, which guides the user to follow the website

It reminds the user what to do so that the viewer will not be confused when viewing the webpage

# Competitive Analysis



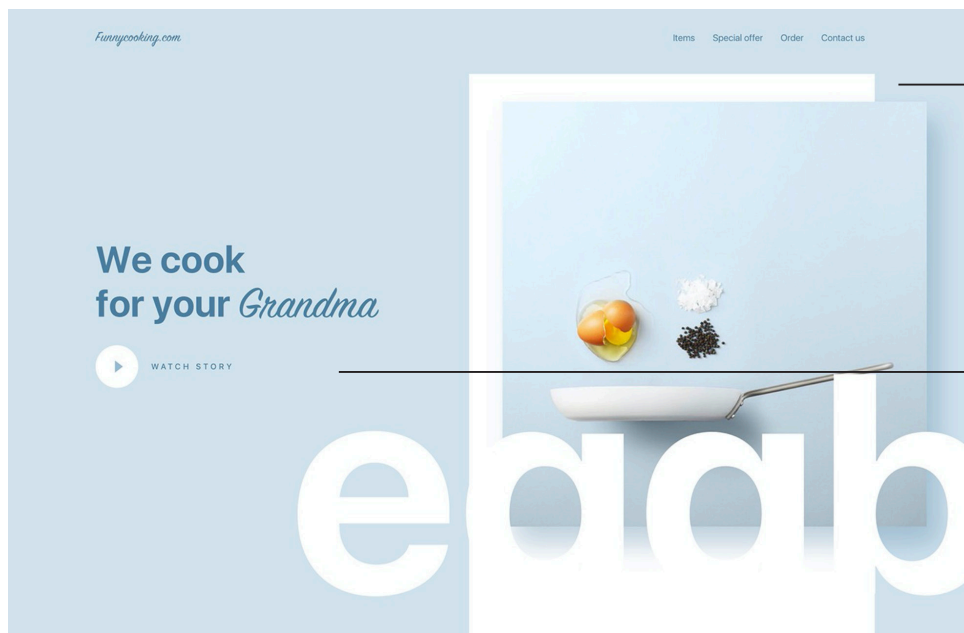
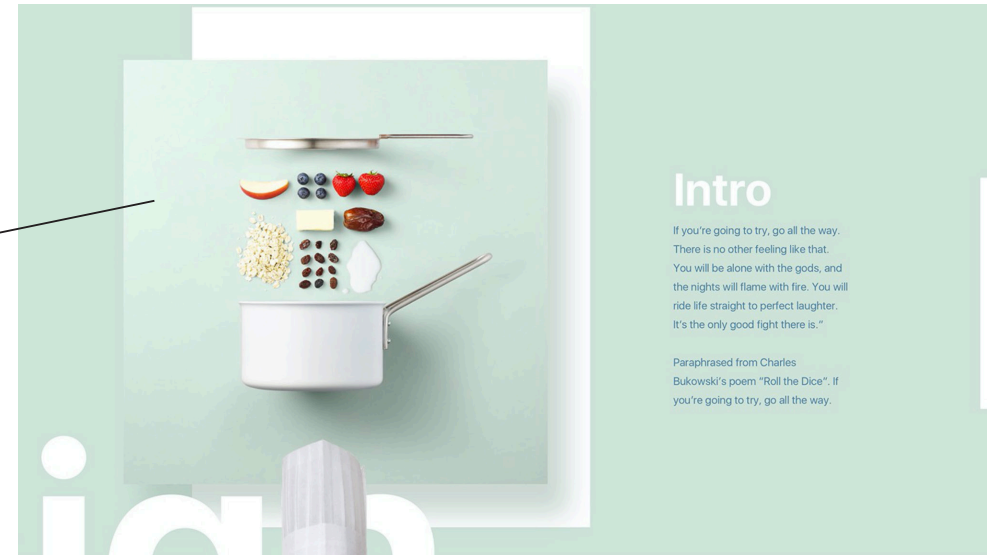
when you scroll the page, the navigation will still float in the upper right corner, it improve the user's experience

The two boxes are arranged neatly. one is for pictures and the other is for text. Besides, the color of the background is for pictures' element. So that, the design of the whole page will be particularly harmonious and will not make people feel mess



# Competitive Analysis

The background of the whole website is a palettes of light macarons, fresh colors and neat ingredients. On the right side, a simple message about the food is described, which is simple and fashionable. The heading and paragraph is in different size and font that is easy to read. The combination improves aesthetic and efficiency.

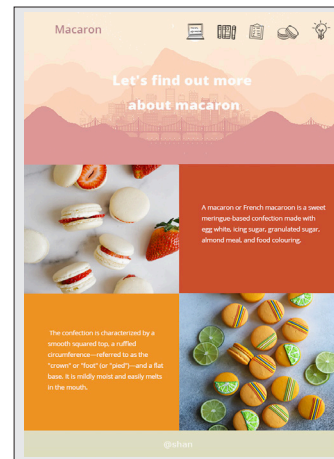


The simple navigation clearly guides the user. And consistent with the overall style of the site.

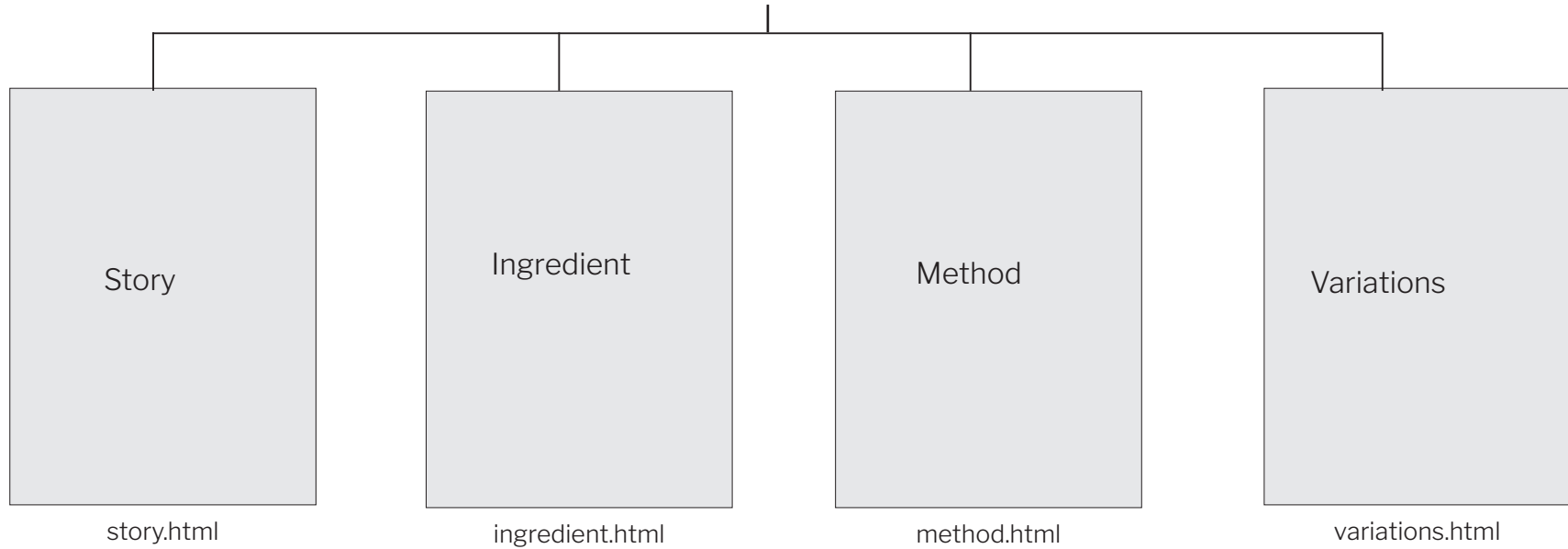
This button is handy for users who want to quickly understand the site.



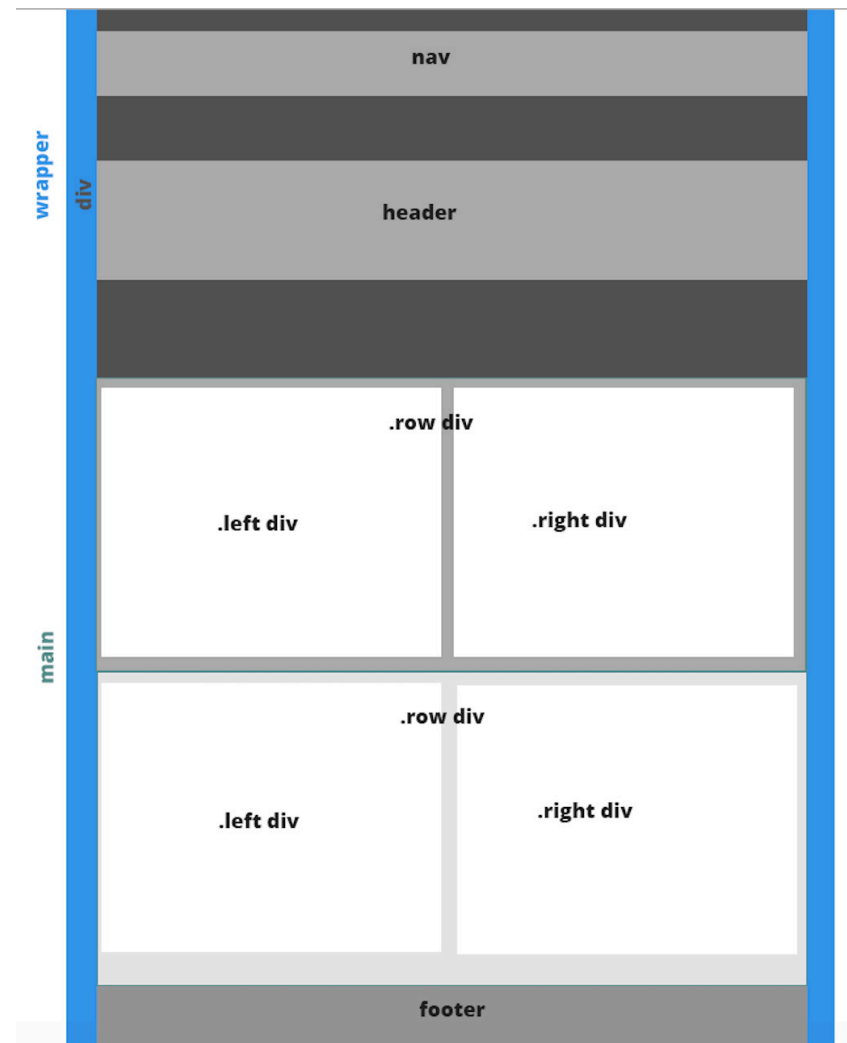
# Site Map



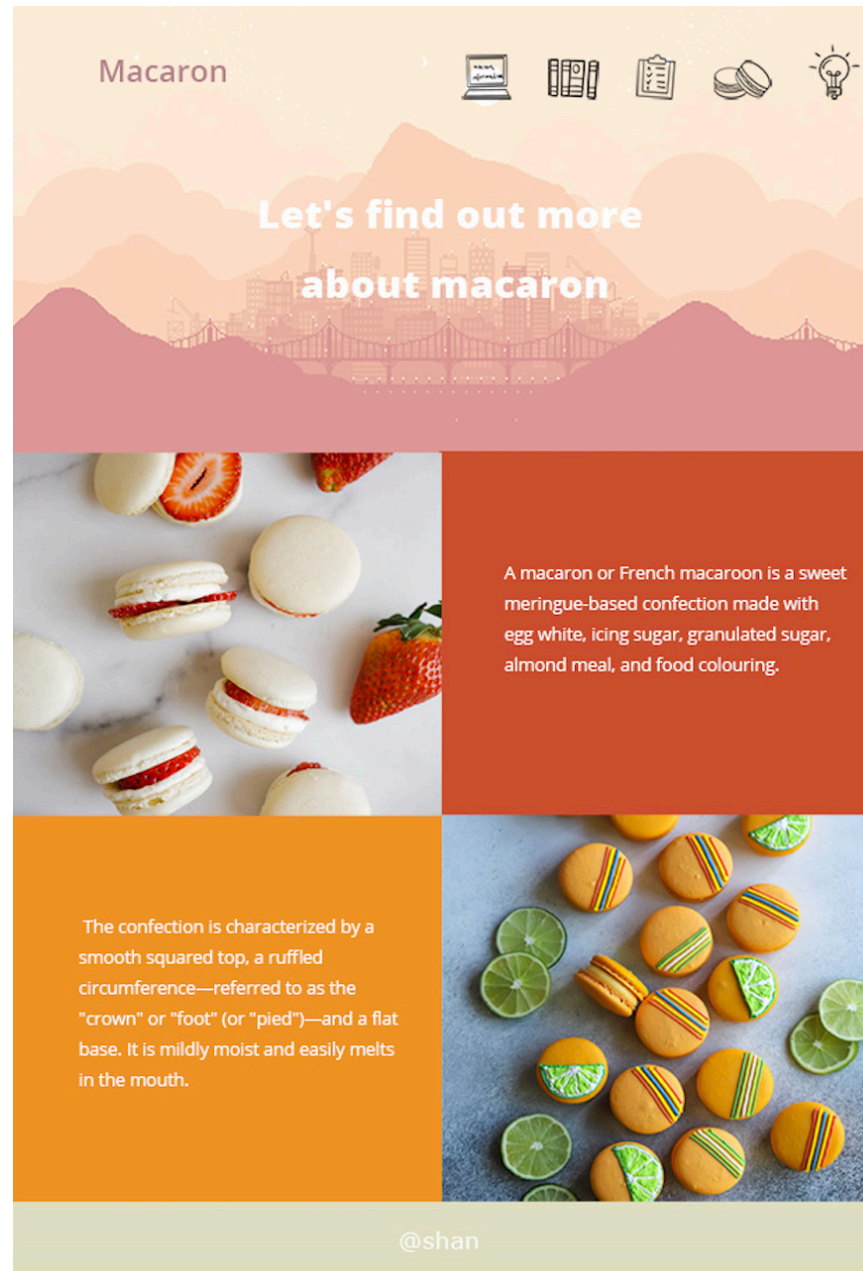
index.html



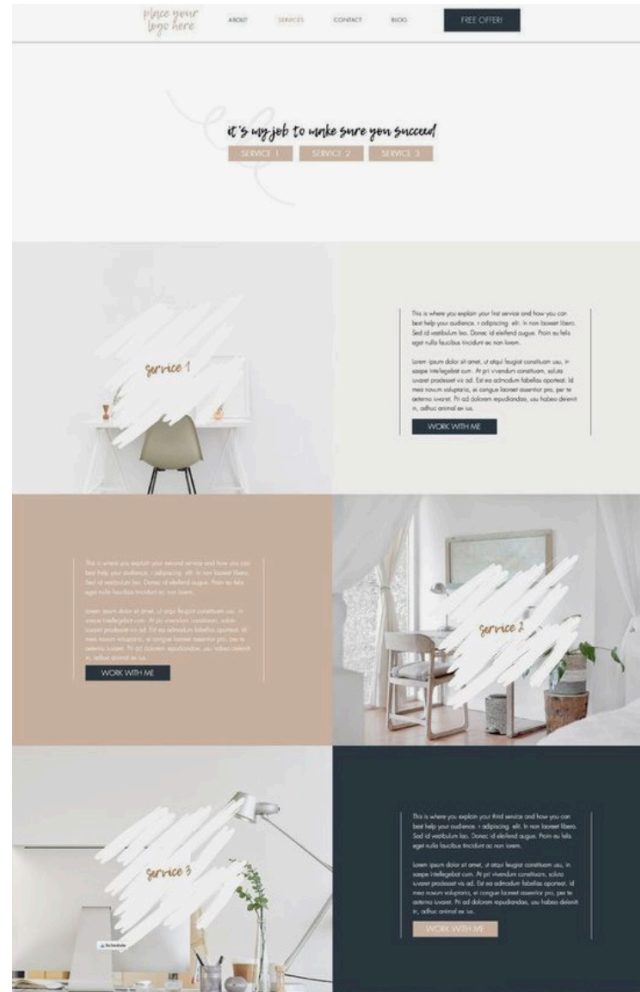
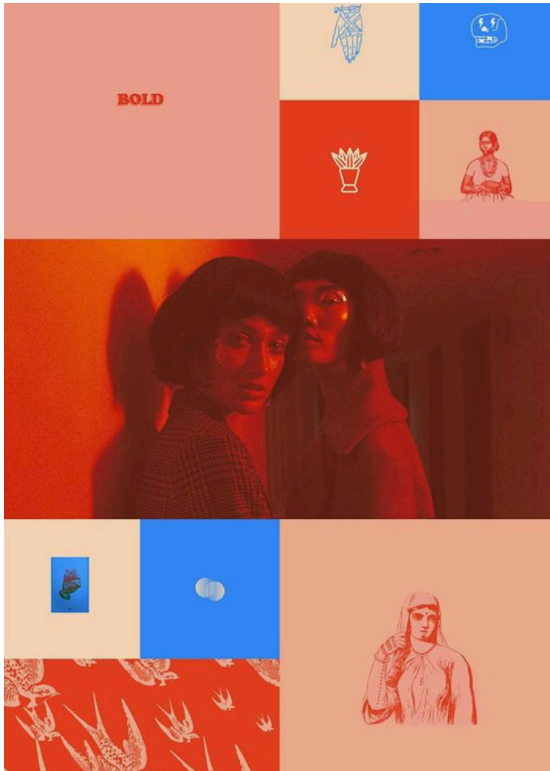
# Wireframes



# Mockups



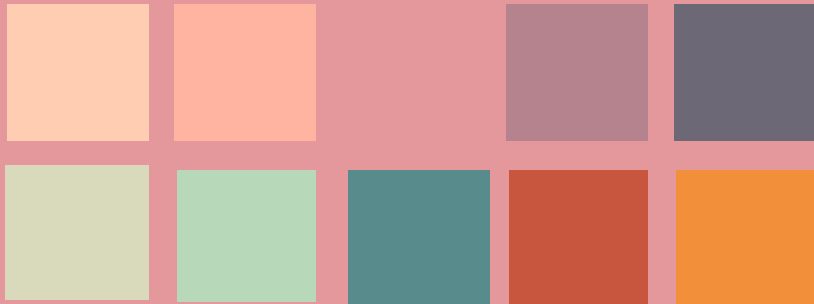
# Moodboard



These websites are composed of a lot of colored boxes for text background and pictures to form a row, and arranged in a clear and neat way. So that, the clear layout can effectively improve the user browsing experience and is not easy to confuse people.

# Style Tile

## Colour Scheme



## Interface Elements &/ Icons



## Typography

### Heading 1 Example

Open Sans Extrabold #ffffff

### Heading 2 Example

Open Sans Semibold #b5838d

Paragraph text example. Amus autatio rernate mporati isinctem sam arcimin tioness eriatque nobita consequé di odia nos et eat que pernatur, untio teniminus amus autatio rernate

Open Sans Regular #ffffff

[Link example](#)

Open Sans Light #636a6d

## Mood / Tone words

Stylish, bold, colorful, energetic, adventurous

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