Planning and Analysis

1. Name
   1. Sugar Time!
2. Goals
   1. “Sugar Time!” is a fictional food blog that focuses on sharing dessert and baking-related recipes. The purpose of this blog is to share dessert recipes that are easy and doable to follow. These recipes will range from holiday to traditional Hmong desserts. Not only that, but the website will also act as a food journey blog by providing personal accounts and notes from the author (which is me).
3. Target Audience
   1. The primary audience for “Sugar Time!” is dessert enthusiasts who are looking for new recipes to bake. Others include new and old bakers, and people who are just looking for dessert recipes.
4. Visuals
   1. I envision the website to be welcoming. It should not be too complicated to navigate and be easy to click around. In this process of figuring out visuals, I have some inspiration from existing dessert/food blogs which are [Broma Bakery](https://bromabakery.com/), [Cloudy Kitchen](https://cloudykitchen.com/), and [Yujung](https://www.yujung.me/). I want to recreate simplistic and minimalist designs. However, I also want to mimic the feeling of biting into something sweet, like a cookie or piece of cake; the sugariness of the bite and happiness of the bite. I am thinking of doing a mix between a sweet yet welcoming website.
   2. I created a logo for this website.

A jar with a label

Description automatically generated

1. Color scheme
   1. The color scheme for this website is a mix of muted/pastel purples and pinks. I found this palette from the color generating website, coolors.co. A screenshot of a color chart

      Description automatically generated
2. Accent color
   1. The accent color for this webpage will be white or the second to last color from the right in the color palette above.
3. Notes
   1. Homepage = 2 column layout
   2. Recipes = 1 column layout
   3. Contact Us = Include web form