

# Design Document

## Name of Company

- Warm Butter Records (WBR): warmbutterrecords.com
- WBR is an online company that sells vinyl records, stereo equipment and accessories, i.e., turntables, speakers, amplifiers, and shares concert dates, articles and industry news via their blog.

## Description of the design concept/approach

- A **simple** and **aesthetically** pleasing design for the users
- Pages dedicated to record shopping/stereo equipment, a Blog with industry news, company Contact and About.

## What I hope to accomplish the design concept

- A **Simple** design, meaning once you land on the page you can easily find the information you're searching for and Accessible for all.
- An **Aesthetic** design, so the content is presented in a beautiful way and brings the pages to life. The intent is to make the UX enjoyable and entice users to return to the site.
- Simplicity makes the site easy to use and find products/information without any hassle coupled with an Aesthetic layout that makes the overall UX fun.

## Other sites looked at for inspiration

- [Nike News](#) is the perfect site for what I would like my site to reflect. It has a very clean and crisp layout with black font against a white background. The content is present in a way that's convenient to find and scan through. Also, all the pics are very colorful and vibrant, which smartly makes the site pages enticing.
- [Amazon's](#) site is a perfect example of how the IA allows users to find products easily and not get overwhelmed with the UX experience.

## Other sites for comparable businesses

- [Sub Pop](#) is a Seattle record label. Their site is very similar to Nike News and to final project, in regard to the layout.
- [Ear Candy Music](#) in Montana. Another site that reflects what I plan to design.

