Design Document

Company Name
Chocolate Road

Design Concept/Approach
-Simple design with clear company brand identity throughout
-Easy to navigate/not overwhelming
-Vivid images, videos, and colors
-Strong text/image pairing

Goals with Design Concept/Approach
-Aesthetically pleasing website; clean and simple
-Informative for users to learn about chocolate process/products
-Interactive with videos and images
-Useful for users to learn and buy products

Website Inspiration
- https://www.spinxdigital.com/
- https://www.patagonia.com/blog/
- https://wovenmagazine.com/
- https://www.jhornig.com/
- https://www.protest.eu/en/rw/

Comparable Business
- https://theochocolate.com/
- https://www.seattlechocolate.com/
- https://www.ohchocolate.com/