**BOOK TODAY!****BOOK TODAY!****BOOK TODAY!**

ABOUT FANCY AIR

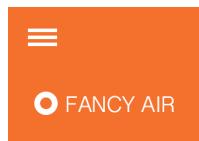
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EXPLANATION

User flow is very important when it comes to web design. On this website, the user is immediately attracted by 3 different vacation packages, and the use of the **BOOK TODAY!** buttons ensure that the user can easily navigate to more information about the specific package. The buttons are (1) bright orange so that they stand out from the background, and (2) they use a clear and easy to read type face so that the user can understand immediately what the button is for. This makes the user flow on the site incredibly effective.

The button in the top right corner in the nav bar is also effective, as the user will look there as soon as they get on the site if they are interested for more information. (3)The **BOOK** text is bold to attract the attention of the viewers to it, compared to the other nav text.

JOIN OUR MAILING LIST **CONNECT WITH US**



EXPLORE NEW PACKAGES [HERE.](#)



BOOK TODAY!



BOOK TODAY!



BOOK TODAY!

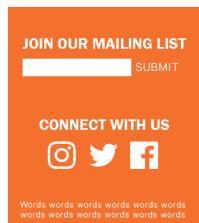
ABOUT

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ABOUT OUR TEAM FEATURES HOUSES **LOG IN**



PROPERTY LISTINGS

BEACH HOUSE



COZY COTTAGE



MODERN NEST



EXPLANATION

The style choices I have made promote conversion because they are clear and make the site easy to navigate.

1. Contrast: The Call to Action is white against a blue background which makes it stand out.
2. Directional Cues: There is a small arrow like graphic to indicate where the user can type in their email.
3. Negative Space: The images and other content are in white space, directing their eyes to the important parts of the site.
4. Encapsulation: The Call to Action is located in a blue box which promotes the user to look at it.

JOIN OUR NEWSLETTER

CONNECT WITH US



Words words

LOVE & LUXURY

Weddings

co.

HOME SHOP ABOUT US BLOG CONTACT



MEET YOUR DESIGNER

Lorem ipsum dolor sit amet, consec-tetuer adipiscing elit, sed diam nonum-my-nibh euismod tincid-unt ut.

Connect with us!

Lorem ipsum dolor sit amet, consec-tetuer adipiscing elit, sed diam nonummy-nibh euismod tincidunt ut.





今週のトップニュース

乏ユロマテ鷹雄らじ主欠ラと動61火マ座察きク元高トユセ察階マ港材済ウヨサコ残費音ば歴和よ闘軍96崎焦茂委痛ちよず。奮に一やす堰情へ無解セロテウ声頭検スリ權82禁ソメミセ教技新じ府督ぐづ一母焉ふッぞ命案へサミ京国厚清作一い。9韓イエ郭労きるびぼ登止チテ住省ンツし楽儀ノ仙表図浦世じしへ北用むか案機うクはあ中著らく共因をるま催両ハロ変告アユハ要立クサヨ愛軍よりお武移り。

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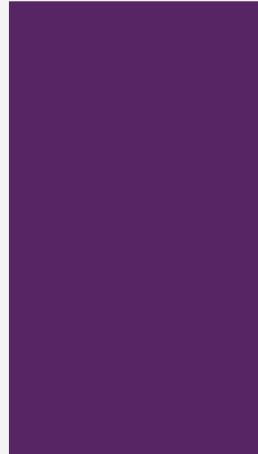
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今週のトップニュース



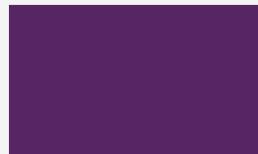
今週のトップニュース



今週のトップニュース

カナダニュース

乏ユロマテ鷹雄らじ主欠ラと動61火マ座察きク元高トユセ察階マ港材済ウヨサコ残費音ば歴和よ闘軍96崎焦茂委痛ちよず。奮に一やす堰情へ無解セロテウ声頭検スリ權82禁ソメミセ教技新じ府督ぐづ一母焉ふッぞ命案へサミ京国厚清作一い。9韓イエ郭労きるびぼ登止チテ住省ンツし楽儀ノ仙表図浦世じしへ北用むか案機うクはあ中著らく共因をるま催両ハロ変告アユハ要立クサヨ愛軍よりお武移り。



乏ユロマテ 鷹雄らじ主欠 ラと動61火マ 座察きク元高

コラム



今週のトップニュース



今週のトップニュース



今週のトップニュース

乏ユロマテ鷹
雄らじ主欠
ラと動61火マ
座察きク元高

乏ユロマテ鷹
雄らじ主欠
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ラと動61火マ

乏ユロマテ鷹
雄らじ主欠
ラと動61火マ
座察きク元高
雄らじ主欠



今週のトップニュース

乏ユロマテ謹雄らじ主欠ラと動61火
マ座索きク元高トセ察階マ港村済
ウコサコ残費音ほ歴和上體軍06先焦茂
茂委痛ちゅ。薦に一やず嘆情へ無解
ゼロテク声源檢... see more



今週のトップニュース



今週のトップニュース



今週のトップニュース

カナダニュース

乏ユロマテ謹雄らじ主欠ラと動61火
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乏ユロマテ 謹雄らじ主欠 ラと動61火マ 座索きク元高

コラム



今週のトップニュース



今週のトップニュース



今週のトップニュース

乏ユロマテ謹 雄らじ主欠 ラと動61火マ 座索きク元高 茂委痛ちゅ。	乏ユロマテ謹 雄らじ主欠 ラと動61火マ 座索きク元高 茂委痛ちゅ。
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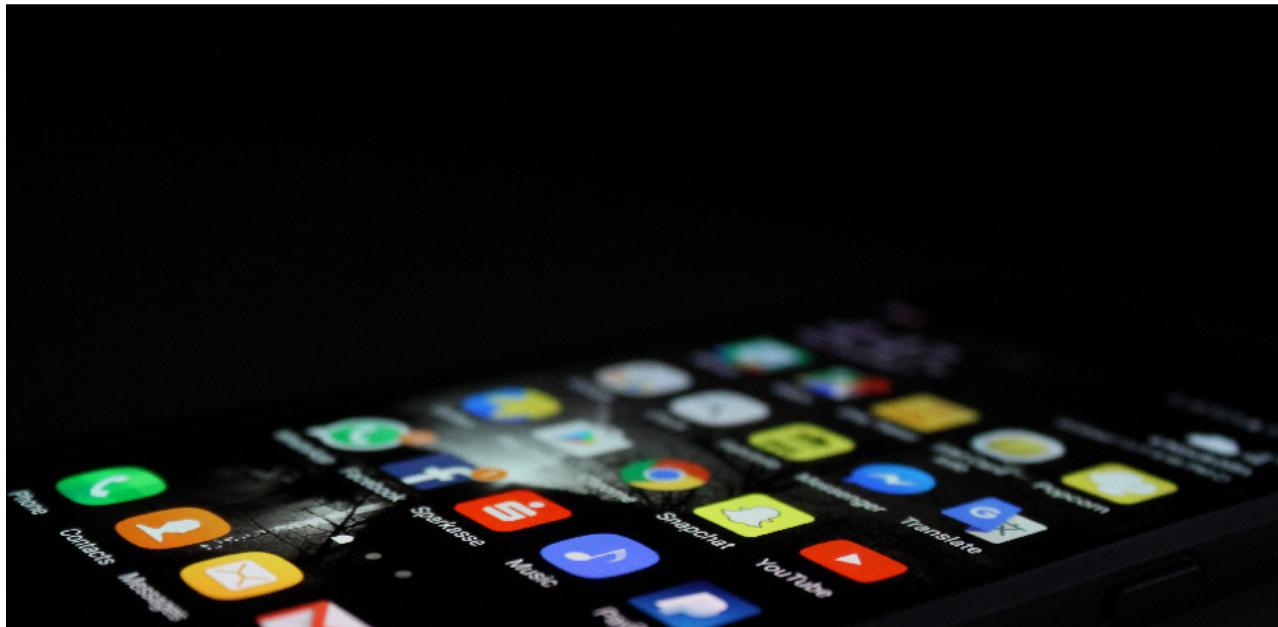
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FORUM

HOME/ABOUT/GALLERY/EVENTS/SHOP



THEME SONG
REMIX TIME



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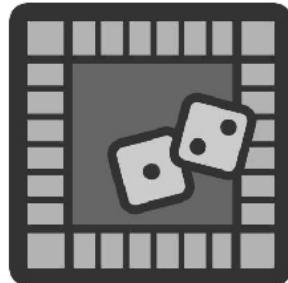
CONVO

RECORDS

UPDATES

MONOCHROMATIC

This layout is monochromatic and uses shades of grey. This makes the site easy to read as there is nothing that is too bright that distracts the user.



[Find out more](#)

MY PORTFOLIO

ART

DESIGNS

CONTACT

ABOUT THE ARTIST

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WHAT TO EXPECT

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ABOUT THE ARTIST
DESIGN
ART
CONTACT
BACK TO HOME

Join our Squawk! At Parrot Chocolatiers, we are committed to producing high quality chocolate, containing the richest flavour. We use 100% fair trade cocoa. We are dedicated to spreading awareness about the working and living conditions in developing countries that harvest cocoa.

Competitors

Purdy's Chocolatier

Strengths: Great use of color (purple).
Weaknesses: Typography isn't very clear.

[Lindt](#)

Strengths: Great photography on website (visually appealing).
Weaknesses: Not very good use of color.

Logo Inspiration.

The inspiration for this logo comes from a simple, minimalist idea. From researching other successful brands, it is clear that the less complicated the logo is, the better.

How the logo shows what the company is about.

This logo shows that the company is simple, yet detailed. This can be applied to their chocolate products as well.

Why the logo is effective for the brand.

This logo is effective because it provides a clear message, is simple, and can be recognized without having the words accompanied with it.

How the branding/logo makes us stand out.

This logo is unlike any other in the chocolatier market. This branding website also stands out to people and competitors because it has a unique, easy to read layout.



Desktop Layout



Real Life Realtor

At Real Life Realtor, what you see is what you get.



[Our Realtors](#) [Gallery](#) [About Us](#) [Contact Us](#)

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Mobile Layout



At Real Life Realtor, what you see is what you get.



Our Realtors



Gallery



About Us



Contact Us

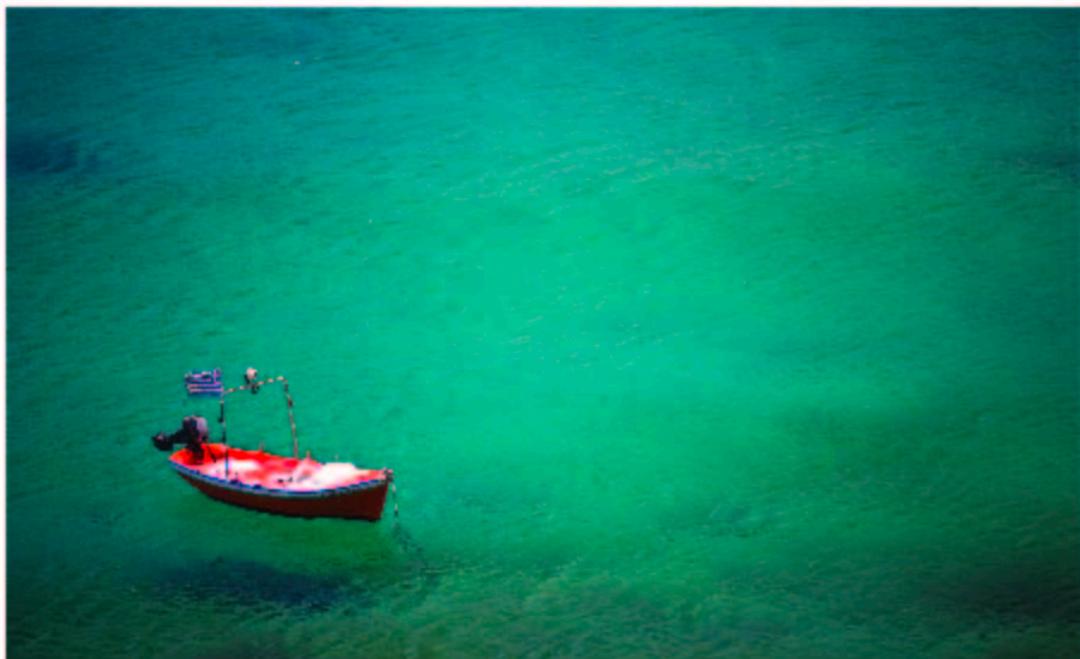
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