# Design

* Minimalist design
* Several action points to engage the viewer
* Subtle images and graphics
* Drop shadows give depth to the layout

# Functionality

My objective was to work with what was already there to maintain the minimalist design concept.

* Subtle indicators and hover point are less distracting to the viewer
  + Growing underline for menu
  + Link and button hovers make use of the existing colours
  + Modals fade in and out
* User accessibility perspective
  + Compatible with screen reader
  + Adaptable to browser zoom
* Used svg elements for scalability to eliminate the need for images
* Included a carousel for reviews

# Responsive

* Content first approach
  + The objective was for consistency
  + Maintaining minimalist design
  + Repositioning and resizing images and graphics for visual appeal
* Adaptable to several screen sizes
* Used interchange plugin from Foundation for responsive images and graphics