Sources and Materials Used

Materialize Icons
Material Icons
StockSnap photos
Pexel stock photos
W3Schools Slideshow

Fonts

Arvo
Josefin Sans

User Testing

https://drive.google.com/drive/folders/0B_T56pirtj5acWhPeGlleHFrRVE?usp=sharing

Design

The main issue with Prantl's current website is the information hierarchy. The information dispersed all over the place with no real organization structure. Instead of having so many pages, I decided to condense the website down into 4: the home page (doubles as an about page), the menu, store information, and contact information. I decide to streamline the catering information to go under the menu and also wanted to organize the menu by tabs. I felt that this simplified the system and made it more accessible. On the home page, I decided to focus on the things that I felt represented Prantl's the best: the almond torte and general bakery background information. I thought that supplementing the information with extra images would help reinforce the message. Next, I wanted to create a "visit us" page that would incorporate the store information. This page would include information about both stores in a 2 column format. Lastly, the contact page would be a simple form that a visitor could fill out for more information. In the footer, I added social media links to help a user get better connected with the bakery. As for the navbar, I decided to have a fixed navbar that would be at the top of the page at all times. I think that this makes it easier for the user to access. Next, I tried to pick light complementary colors for the site because I felt that this suited the brand better.