Cotton Whip Crochet

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My website focuses on the crochet patterns that I design as well as who I am so the visitor to the website can learn a little more about the person behind the patterns. It also focuses on generating trust by offering free patterns. Free patterns help the user understand how I write my patterns and how detailed I am. This will help them feel more confident about buying my premium patterns on Etsy. The audience for this website would most likely be people who already crochet and who enjoy buying patterns to make themselves or who are looking new free designs.

[Cotton Whip Crochet | Home (v-ness.github.io)](https://v-ness.github.io/wdd130/cottonwhipcrochet/home.html)

My goal with this website is to have a landing page for potential customers or others who I know personally so they can see what I do and have an easy way to refer me to their friends who crochet. Etsy is a great place to sell, however it does not give you much of an opportunity to showcase who you are and provide other things like tips and techniques, free tutorials or free patterns.

I came up with the design of the website by looking at various big names in the crochet pattern design world who also like to use bold and bright colours like me. I found their pages made the photos of their patterns the main focus rather than a lot of text. They also all offered something useful to the visitor like free patterns or tips and techniques. They also had a quick and easy way to refer the visitor to where they could purchase the patterns. I then looked at color palettes that matched the look of my patterns and Etsy shop. Something else I found is that most of these big websites kept things simple in terms of their wireframes. This is likely because the purpose of the website it to showcase images rather than text. The pages that showed free pattern instructions were also very simple with the instructions running in one straight column and the pictures appearing in between text when an instruction needed to be explained visually. I decided to stick to this tried-and-true method as I have seen it in crochet websites for many years.

I did not initially plan to have a slideshow of pictures at the front of the home page, however when we were asked to add some extra CSS we learned to our website and I saw the slideshow was one of those I immediately knew this was the right idea for my website. Many crochet designers use slideshows in their home page to quickly draw their visitors in with a beautiful array of their designs so this was the perfect addition for me.

This project really helped me understand how to write basic HTML and CSS a lot better. I also learned some great lessons about design in terms of colour combinations, white space and layout. All of these lessons will help me going forward as styling is a big part of selling your crochet patterns. I will not be pursing a degree in web development; however, these skills will help me understand just how complex creating a website is and help me when I need to make something temporary for small projects.