Pixel Website
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What is this

This is a pixel style ice cream brand website. The brand is called 'PI'. It is a combination of the initials 'pixel' and 'ice cream'. The idea came from an ice cream that I loved as a child. This website introduces PI's culture, menu, shop locations and support. The website will be created in a pixel style. The audience for this website is anyone who loves ice cream and the pixel style.
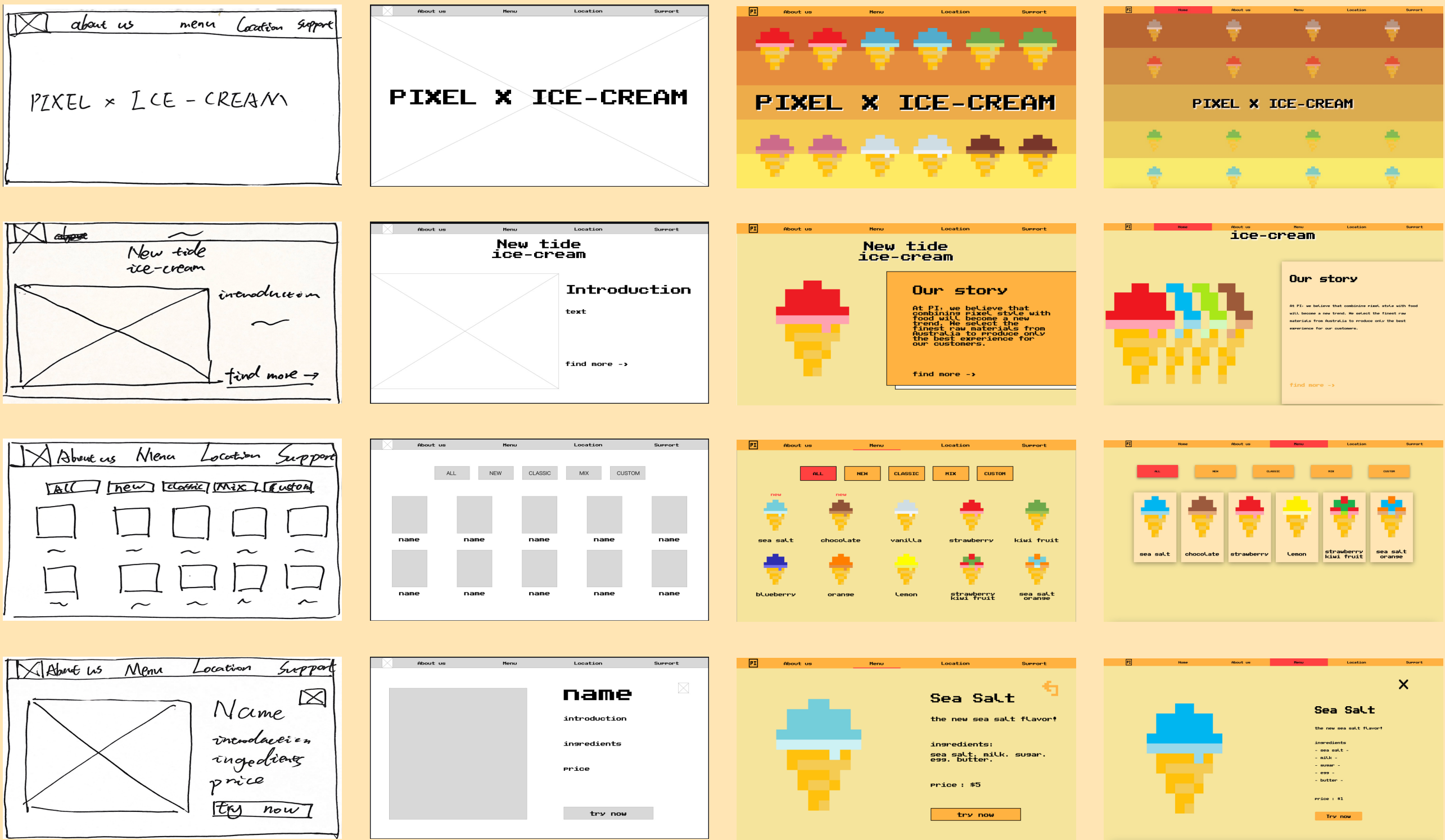
Design process

The right side shows some design processes, which are low fidelity, wireframe, high fidelity, and actual pages. I made some changes at each stage to make the overall image look better and more layered. The overall website chooses orange and yellow as the theme colors. And built in pixel style. The website features a homepage, brand introduction, menu, store location, and support. When creating low fidelity images and wireframes, I first determine the overall layout. For example, where to place elements and what to combine with them. Secondly, add colors to the high fidelity graphics and adjust the layout again. In the final webpage implementation, change the layout again and optimize the colors. In addition, I have added many dynamic effects and designed a new responsive layout to accommodate all devices.
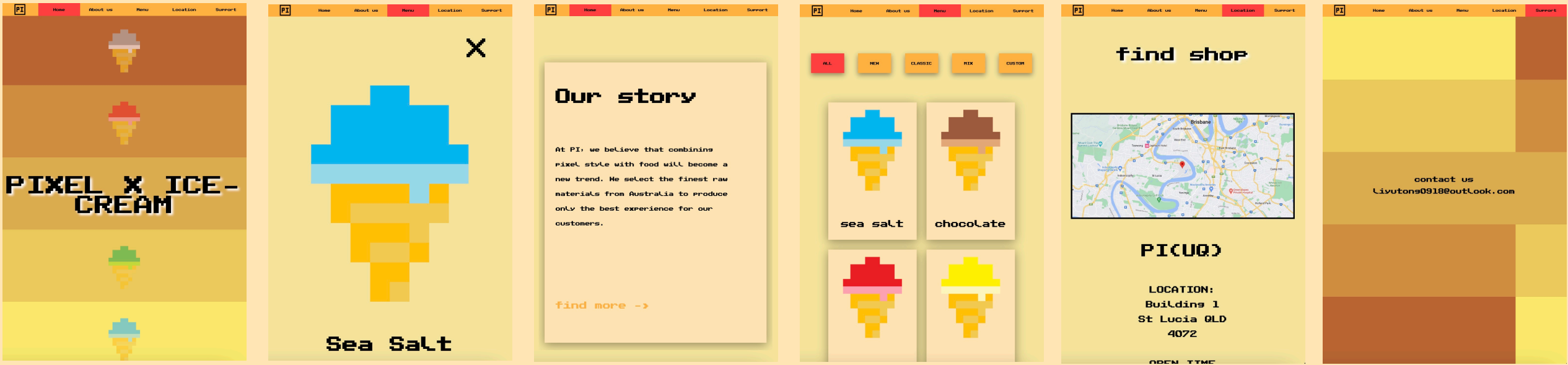
New effects and implementation

Compared to the original design, I have added responsive designs for different device sizes. I used flexbox to form various parts of the website, and then used CSS media to check for layout changes under different window sizes. I adjusted the size of the overall elements to make them look more like a web page on the PC side and added some interaction. For example, when a user's mouse moves over links and buttons, the links and buttons will change. This change is more evident on the menu page, and the product card will be enlarged. These changes make the picture more three-dimensional. There are also some simple JavaScript animations added to the webpage. For example, the title on the homepage has a typewriter effect, and there is a scrolling banner animation on the about us and support pages. These new designs will enhance the user experience.

Design process

Example of Responsive Design

Some reflections

A good website should be hierarchical, dynamic, and adaptable to all screens. I didn't consider these factors at the beginning of the design, which led me to reconsider a lot in my code implementation work. If I could consider these at the beginning of the design, the time saved would allow me to achieve more animation effects. This website is still not very perfect. For example, the introduction section of the homepage is still quite stiff. The navigation bar is simple. The homepage lacks a good introduction video. These are all areas where this website needs improvement.

Future work

If possible, I will do these in the future: a food brand usually shoots short videos about food production, which can be used to replace the background and introduce the pictures in the cards. In the map interface, there will be a real map to replace the current image. With the addition of website content and functions, the current navigation bar will not meet the demand. I may redo the top navigation bar to make it a drop-down super menu. This can accommodate more options. The product details page can be presented with more animations rather than simple displays. The layout of the mobile phone can become more user-friendly, for example, the navigation bar will be at the bottom rather than the top.

Reference

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Some JS animations are from W3School.
(Details can found in the reference files and code)