

First, I mainly used pastel pink and purple in my color scheme to give sort of a “sugary” feeling on my website. But then, I selected varied gradients of pink and purple so there would be enough contrast and accessibility and thus keep my website easy to read. I also picked san-serif fonts like Lato and Baloo Tamma 2, in order to get some approachable and modern vibes. I additionally thought those fonts will effectively display image-heavy contents. Overall, I tried to keep my design consistent by keeping colors, typography, and overall positioning of things similar over the several pages.

I focused on avoiding the text-heaviness and non-hierarchical structure of the original website. Thus, I mindfully positioned and spaced lines and elements, and doing so, I took advantage of several css techniques like flexbox and positioning. They really helped me to spatially organize things in a neat way. For instance, relative/absolute positioning was found to be very useful when making a navigation bar at the top and preventing my contents stretches over one end of the screen to another.

I kept my animations simple (i.e. changing the opacity of images, making cute donut icons spin and bounced, etc.) so that I can add some fun and offer better UX, while not undermining legibility.

Lastly, I’ve got images from Unsplash, Flaticon, and Uber Eats page for King Pin Donuts.