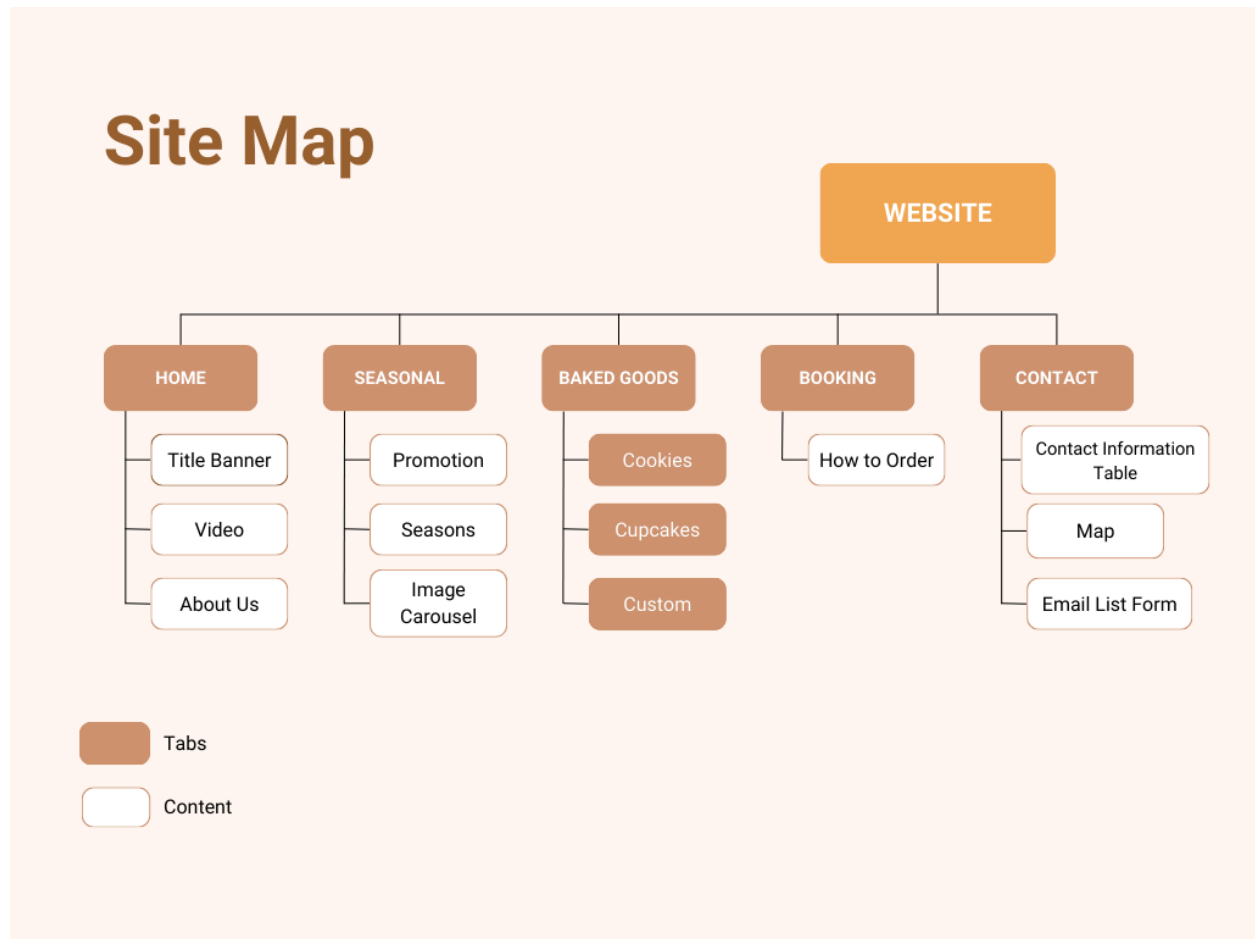


## Design Summary



### Information Architecture

To optimize user experiences, I used information architecture to ensure that my website is intuitive and easily navigable. I separated the content into distinct sections and limited the amount of information within each page. I used a tabular layout in which all tabs are uniformly positioned as rectangles toward the top of the page. These tabs adhere to a logical hierarchy, with primary pages of 'Home,' 'Seasonal,' 'Baked Goods,' 'Booking,' and 'Contact' always displayed beneath the header. Within the 'Baked Goods' section, I achieved further refinement by placing tabs for 'Cookies,' 'Cupcakes,' and 'Custom' offerings below the primary page tabs. Moreover, the arrangement of tabs from left to right is based on a temporal logic of user progression through the website. The leftmost tabs of 'Home' and 'Seasonal' attract user attention and are meant to be accessed first.

### Visitors

For visitors accessing the website for the first time, they are immediately drawn to the home page, where they are encouraged to look at the short video and ‘About Us’ section. From there, they will naturally browse through the ‘Seasonal’ and ‘Baked Goods’ pages to learn what Say It With Sweets has to offer. Finally, they may place an order by moving to ‘Booking’ or locate the contact information on the ‘Contact’ page. One feature designed to enhance the experience for first-timers is the interactive map featured on the 'Contact' page. By granting permission for location access, users can pinpoint their current location and Say It With Sweets' pickup location on the map, allowing them to visualize the distance.

For returning customers, the updated content scattered throughout the website allows them to have something new to discover on each visit. On the header, there is a monthly promotion that countdowns to the first day of the next month; on the ‘Seasonal’ page, there is a seasonal specialty promotion. To stay consistently informed, returning patrons are encouraged to connect with Says It With Sweets through social media channels or opt into an email list directly from the 'Contact' page. Additionally, returning customers can reap rewards by visiting the 'Booking' page, where they'll find an exclusive 15% discount incentive for leaving a review on Yelp, further enhancing their loyalty and engagement with Say It With Sweets.

## Development

Initially, I created a comprehensive interactive wireframe on Figma that included all features such as tabs, content, videos, images, and more. This wireframe acted as the blueprint guiding the development process. Beginning with the consistent structural elements, I coded the header, tabs for primary navigation, and a footer to ensure seamless navigation across all pages. I continued to develop in the order of the tabs, trying to mimic the wireframe if possible. Along the way, I made strategic adjustments to optimize user experience, such as expanding the website to span the entire page for a more immersive feel. Additionally, I introduced an image carousel to the 'Seasonal' page, enriching the browsing experience and enhancing clarity.

## Citations

1. DOM manipulation (in the getCountDown() function)  
(adapted from [https://www.w3schools.com/howto/howto\\_js\\_countdown.asp](https://www.w3schools.com/howto/howto_js_countdown.asp))
2. jQuery: Event handling (image carousel)

(<https://code.jquery.com/jquery-3.6.0.js>)

3. Google Maps JavaScript API

(<https://ajax.googleapis.com/ajax/libs/jquery/3.7.1/jquery.min.js>)

4. jQuery UI: tabs functionality

(<https://code.jquery.com/ui/1.13.2/jquery-ui.js>)

5. Geolocation browser API

(adapted from [https://www.w3schools.com/html/html5\\_geolocation.asp](https://www.w3schools.com/html/html5_geolocation.asp))