**Design Choices**

One of my design choices is a hover function on most interactive elements on the site. For example, I’ve created underline hover functions on the navigation bar and footer. This improves user experience because the user knows that the pages are all clickable to take you to a new destination, rather than just text on the screen. I’ve also created a hover function through rotation for the shopping cart icon to let the user know that the icon once clicked, it will actually take them to the cart. This contributes to all target audiences as they will be more likely to explore the site, and it contributes to the website goals because more website traffic leads to greater profit down the road.

Another design choice I made was establishing a clear typographic hierarchy through font size, color, and weight. Notably, for each product listing I made the product name in a bolder font with capitalized letters, while in the next level, the price was in brown, thinner font, and larger size. Next, the sale information was in red, noticeably smaller and thinner font, but I bolded the total % off to emphasize to the user the deal they might be getting. The product details were in the smallest and thinnest font at the bottom, as the least attention-grabbing part of the product appearance. This caters to one target audience in particular, budget-conscious shoppers seeking affordable but stylish home goods options. The sale price and discount design choices will help draw their eye to the more affordable products on the site that might best suit their budget.

A third design choice that catered to homeowners, interior designers, and small business owners is my navigation and footer organization. Rather than having all 8 pages of the site listed on the navigation bar, I decided to only place the design related categories (furniture, décor, and kitchenware) on the navigation bar because they are what users will want to browse through first. Privacy Policy, Contact Us, and Terms & Conditions are not often the main pages visited on e-commerce sites, so I placed them in the footer which is where users tend to look last. This not only makes relevant navigation easier for the user, but also helps to prevent clutter. Having a clear, clutter-free site helps with user retention on the site, so they know exactly where their desired information patches are located.