

Responsive Web Design

Blend Mode Smoothie Shop

Blend Mode's mission is to provide customers with a fun, delicious, and clean experience. It is meant to be a smoothie café that is comfortable enough to stay and relax, and efficient enough to provide smoothies to go for busy individuals.

The website's purpose is to showcase some of the tasty smoothies one could expect to find at Blend Mode, as well as provide a simple and clear means of ordering online and gathering information, such as store location, coupons, events, and more.

Documents

- Web and Content Analysis
- Content Outline
- Style Choices
- Desktop Design
- Device Ranges

Website and Content Analysis

AS-05 Content Outline

Select one of your Website Designs from AS-04 and develop it here.

For your selection COPY this from the AZ-04 Website-Section-Design Worksheet

| | |
|--|---|
| Website Name | Blend Mode |
| Business | Smoothie company |
| Website Purpose | To sell smoothies and give customers important information about the business |
| Website Goals | Get customers to order smoothies and be able to locate the store |
| What makes your biz different | Fun energy, natural ingredients |
| What do visitors want? | They want to be healthy affordable To buy smoothies and other food items coupons seasonal items |
| What action do you want users to take? | Order food/smoothies |
| Website Type | |

What is going on the page? In what form? In what container?

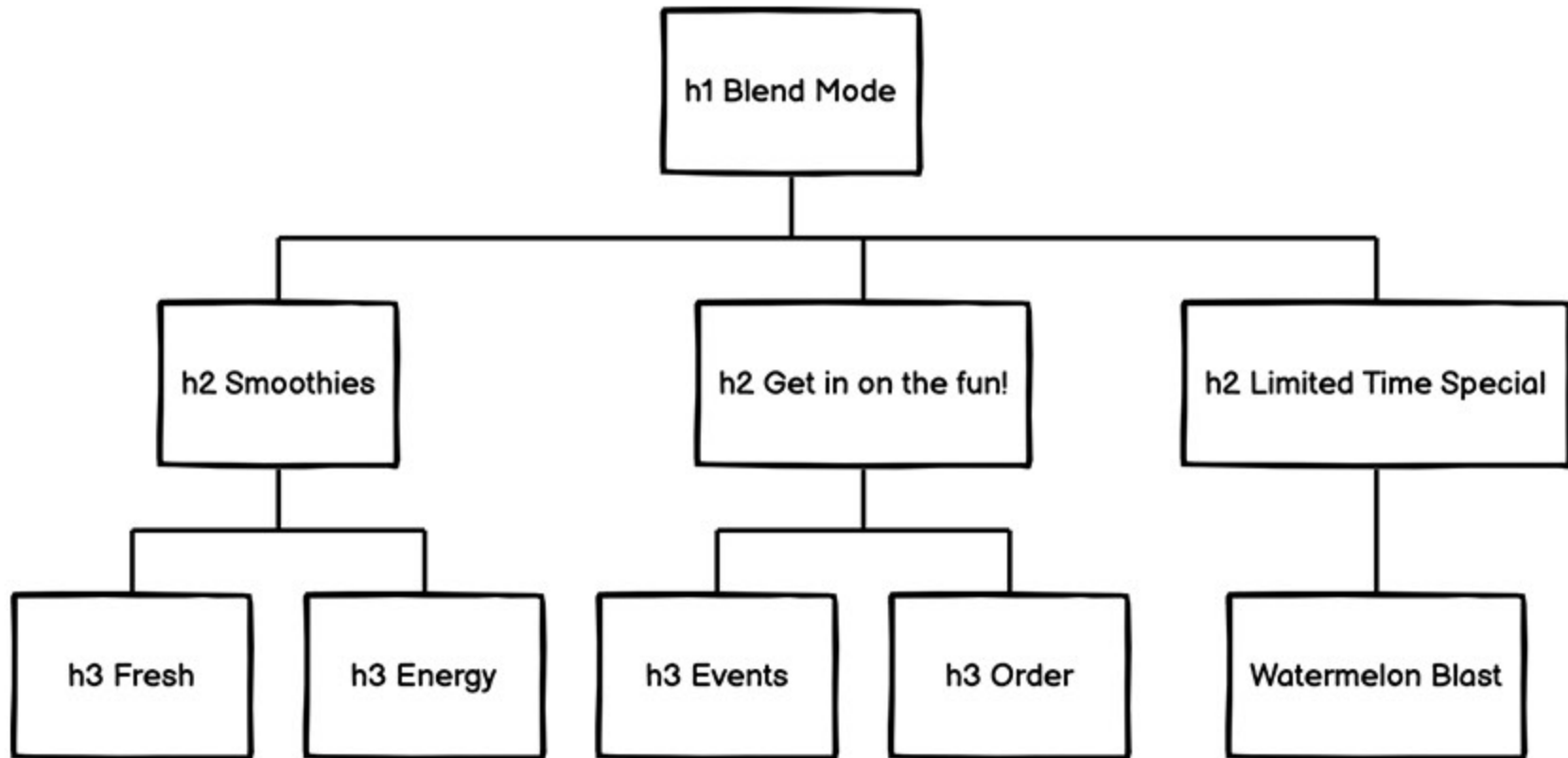
Will be used for layout thumbnails - What is the placement and proportion of elements

WHAT

CONTENT LIST

| Content | Form | design/build information |
|---------|------|--------------------------|
| h1 | | |
| h2 | | Smoothies are healthy! |
| h3 | | fresh is live |
| h3 | | *smoothie research* |
| h2 | | Fan Favorites |
| h3 | | Classics |
| h3 | | Fan Favorites |
| h2 | | Get in on the Fun! |
| | | affordable |
| h3 | | Order online |
| h3 | | Address |
| h3 | | coupons |
| h3 | | |
| h3 | | |

Content Outline: <ht> tag diagram



Content Layout Wireframe:

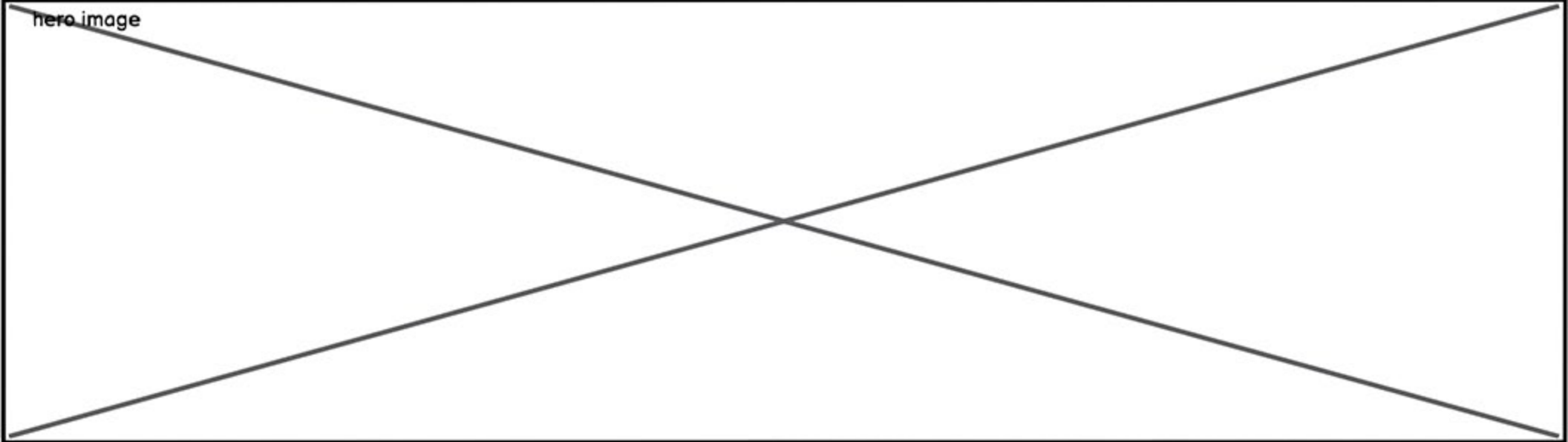
MAIN H 35% WIDTH 100%

Header H: 10% width: 100% ...

NAV h 10% width 100% ...

Order here

hero image



H2 - HEALTHY



FRESH



INSTANT ENERGY

H2 Value

Affordable

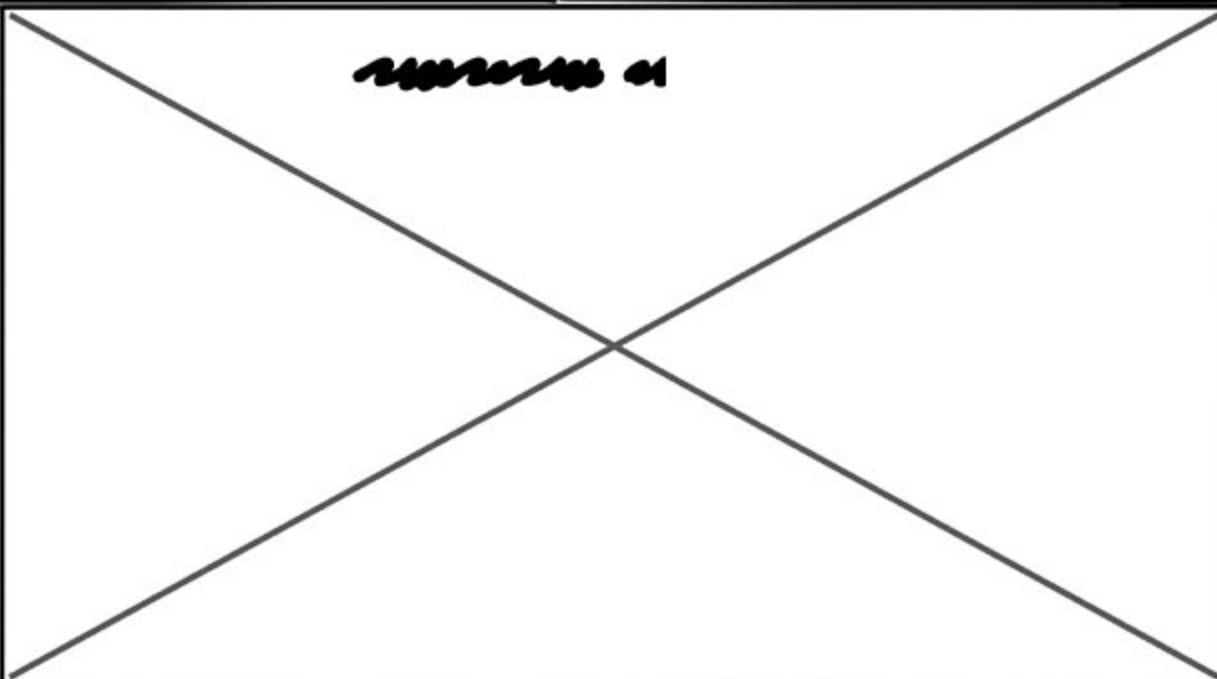
order

find us!

Events/smoothie of the day

H2 - Feature Flavors



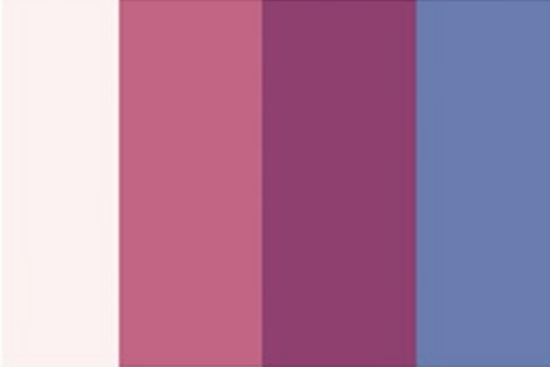
smoothie of the day



FOOTER H 18% WIDTH 100% ...



Style Choices

| | |
|----------------------|--|
| Brand Words | Fun, welcoming, clean |
| Design Ideas | <ul style="list-style-type: none">• hero image• images of delicious looking smoothies• fruity colors (pink, yellow, green, purple) |
| Logo |  |
| Typography: Headings | San serif, Avenir Medium |
| Typography: Text | San serif, avenir medim |
| buttons | simple, light (contrast to darker background) |
| icon set |  |
| Image treatment | <ul style="list-style-type: none">• images of Fruit• images of smoothies in a shop environment |
| Color Palette |  |



GREAT SMOOTHIES, NATURAL INGREDIENTS

THE SWEETEST PLACE ON EARTH

Here at Blend Mode, we are not only dedicated to making great tasting smoothies, we are determined to make a relaxing but fun environment. Whether you want to hang out in our cafe area, study after school, or just pick up something to go, we are here to give you amazing customer service. Mix and match flavors or try one of our classic smoothies today!



Fresh, fruity, and fun!



Energize your day!

JOIN IN ON THE FUN!



Order your a classic smoothie, or create your own! The possibilities are endless!

[Order Now](#)

Check here for the latest news on fun events, special deals, and more!

[Specials and Events](#)



LIMITED TIME ONLY Watermelon Splash

[Order Now!](#)



Blend Mode

[Get Rewards](#)

HOURS

Monday-Friday 9am-10pm
Saturday-Sunday 10am-10pm

LOCATION

32564 23 Mile Road,
Macomb, MI 48044

CONTACT US!

blendmode@gmail.com
586-566-2156

Device Range Designs

Blend Mode

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