



**Rafael Ximenes Ferraz**

WEBD3100/Web Design Fundamentals

NSCC – Fall 2018

### **Design Decision Summary**

The ParrotParty website design was created to reflect the variety and vibrant colours that convey 'bright parrot colouration'. The idea was to use the same colours (Green, Orange, Blue, Yellow) of the birds feather to create the warm feeling that those animals bring.

The home page was divided into 7 sections: home navigation, photo contest, benefits, blog Posts, testimonials, team Members and the footer. Each section was divided by different colours to help the user to differentiate the different subjects. The main idea of this page is to present images and content in a smooth way. All pages use a centralized alignment for the elements and texts.

The resources page was divided into 5 sections: Search Navigation, photo contest, subscription Ad, List of content and footer. The main idea of this page is to offer the user the possibility to search content in the website with more options than just the usual search bar. The user can scroll and find the content listed as well.

All the pages were created with the concept of "mobile fist" helping the mobile users to have a simple and efficient navigation.

The design is presented below:



ParrotParty

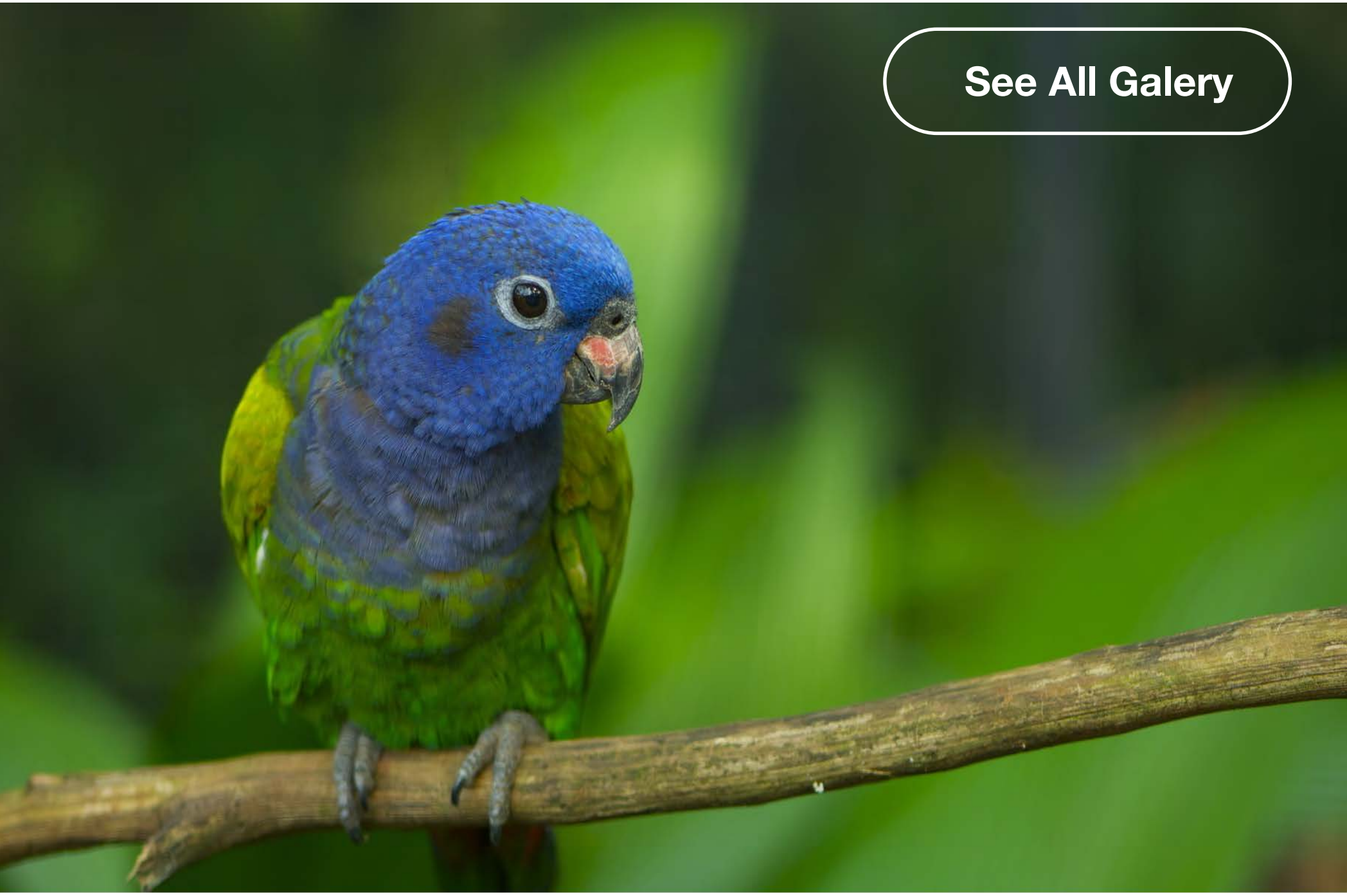
HomeResourcesBlogContacts

Search...

Word's Best Resource  
For Pet Parrots

Do you want to be part of the greatest parrots community?  
Subscribe for our newsletter today!

Subscribe now!



See All Gallery

## Parrot Photo Contest!

Are you ready to show the world your amazing pet parrot? We're taking submissions for our photo contest. This contest is open to non-members as well. There's a \$500 Little Wiskers gift certificate up for grabs

Enter Contest

As The #1 Resource For Parrot Owners,  
We Pride Ourselves On:

Informative Content

We strive to do our best to find the latest information around parrot care-giving that matters to you and your pet

Unbiased Review

ParrotParty is proud to run off gener-ous member donations, so we don't have to rely on sponsorship.

Member Discounts

Receive great discounts from brands you trust, vetted by other members the world over. Save some cash to really spoil your birds.

Fun Giveaway

Who doesn't love free things? From treats to toys to training videos, we give away amazing products every month to members

## Latest Articles And Blog Posts From Our Members:

### Article Title

Lorem ipsum dolor sit amet, con-  
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### Article Title

Lorem ipsum dolor sit amet, consec-  
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### Perfect Parrot Perks!

Sign up to be a member and receive a 15% off food or toy voucher from one of our great suppliers.

Subscribe now!

What people think about us

★★★★★

John Doe  
2 Months ago

“

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eu neque odio. Quisque interdum, justo sed facilisis viverra, velit mauris fermentum purus, non egestas velit justo et ex.

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John Doe  
2 Months ago

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Meet Our Team

John Doe

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Mary Doe

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum-my nibh.

Tim Doe

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum-my nibh.

Ana Doe

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ParrotParty

MENU

About Us

Contact

PRODUCTS

Essentials

Food

RESOURCES

Downloads

Gallery

CONECT WITH US

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Proudly Canadian. View Privacy Policy

Terms of Service

Private Policy

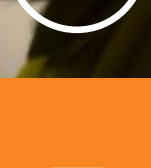
Site Map



## For Pet Parrots

(And The People Who Love Them)

Subscribe now!



## Parrot Photo Contest!

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Enter Contest

As The #1 Resource For Parrot Owners, We Pride Ourselves On:



### Informative Content

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### Unbiased Review

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### Latest Article And Blog Posts From Our Members:



## Article Title

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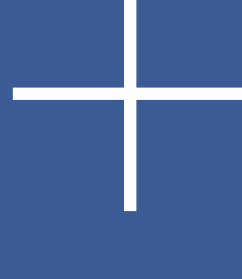
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### What people think about us



John Doe

2 Months ago



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## Meet Our Team



### Ana Doe

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### John Doe

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# Resources

Term...

Breed...

Categories...

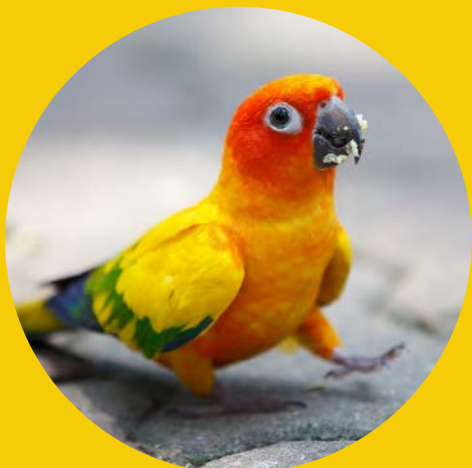
Search



## Food and Nutrition

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Read More...



## Breeds

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Read More...



## Old Age Care

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Read More...



## Traveling

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Read More...

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## Perfect Parrot Perks!



Sign up to be a member and receive a 15% off food or toy voucher from one of our great suppliers.

Subscribe now!





## Resources



[Search](#)


### Food and Nutrition

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### Old Age Care

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[Read More...](#)


### Traveling

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[Read More...](#)

## Parrot Photo Contest!

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[Enter Contest](#)

## Perfect Parrot Perks!



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[Subscribe now!](#)
