

My idea for project 3 is a floral company that sells and delivers fresh flowers and house plants, like succulents etc. The audience is people who want flowers or plants without needing to go out and buy them and have a catalogue of flowers/plants to choose from. My color scheme is going to be different shades of green and earthy tones, since it involves plants.

On the website, there will be a homepage which will show the main objective of the brand and be an intro to the rest of the website, on another page will be a catalogue of the different plants that can be purchased. The last page will be a contact page. I'm planning to use a fancier serif for the headers and a sans-serif for the main text.