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Project 3: Inari Matcha Website

For my final project I want to create a website for a package design project that I created last semester. The project was a canned matcha latte called Inari Matcha. My goal for this website is advertising my project to consumers, explain the benefits of matcha and include an online shop. I will break the site down into four pages.

The first page will be the home page which will draw in the viewer and present some of the fun facts about the brand and matcha. The second page will be dedicated to shopping/buying the drinks themselves. This will be laid out in a grid style where consumers can pick their flavor. Also, this page will have a store locator so shoppers can find it near them. The third page will be a learn/why matcha page. This will include some of the benefits of matcha compared to coffee and the origins of matcha. Finally, the last page will be an about page for the brand.