

## Project Proposal: Mystic Fizz Branding Website

### Website Type & Topic:

This project is a branding website designed to establish a visual and interactive online presence for Mystic Fizz, a fantasy-themed soda drink line.

Mystic Fizz is a vibrant, mystical beverage brand targeted at wizard enthusiasts, fantasy lovers, and anyone looking to add a bit of magic to their everyday refreshment. The product line features uniquely named flavors like *Flamma Fraise*, *Mango Murus*, *Passion Ignis*, and *Arcane Apple*, each crafted to transport drinkers into whimsical, flavorful realms.

The goal of this project is to design and develop a dynamic, colorful branding website that captures the magical essence of Mystic Fizz and connects with the brand's core audience: individuals aged 12–30, especially those who enjoy fantasy themes, gaming, comics, and imaginative storytelling.

The landing page will feature splashes of bold, vibrant color to immediately immerse visitors into the world of Mystic Fizz. To enhance the fantastical experience, I am considering implementing a simple animation such as animated sparkles, portal effects, or a floating bottle if time and technical skills permit.

The website will include the following key sections:

- **Landing Page:** A colorful, visually immersive introduction to the brand, possibly with motion graphics to engage visitors from the start.
- **Shop Page:** A separate page where users can browse the Mystic Fizz drink line. Each product will have a brief description, flavor notes, and the option to purchase.
- **Contact Page:** A simple, accessible page containing a contact form where visitors can submit inquiries or connect with the brand for collaborations, events, or questions.

The user experience will prioritize clarity, visual engagement, and a sense of playful discovery.