



*William Allen's
Pencil Fan Club*

Frances Gonzalez-Cruz

Who is my User?

The user is my professor, along with classmates or visitors who interact with the page. The site is intentionally designed as a playful, lighthearted experience rather than a serious tool.

Primary Focus?

- ✔ Email sign up for the "Pencil Fan Club" by entering a name and email
- ✔ While functional, the action is also meant to be engaging and humorous, encouraging interaction with the page

Layout, Hierarchy, Color

- ✔ Centered and minimal, single-column structure makes it easy to follow
- ✔ Large Pencil icon and headline with playful theme, forms are in a clear order for step-by-step for the signup, full-width inputs for usability
- ✔ Simple color scheme and clean styling, easy to engage with

The Page

EST. 2024 · MEMBERS ONLY

William Allen's Pencil Fan Club

Join fellow enthusiasts in celebrating the world's finest writing instrument. Graphite optional. Passion required.

FIRST NAME

LAST NAME

EMAIL ADDRESS

FAVOURITE PENCIL GRADE

PREFERRED BRAND

INTERESTS (SELECT ALL THAT APPLY)