

Calm Compass Design Document

Carlos Santiago Cruz Díaz - 0264547

Rodrigo Zatarain Aguirre - 0267814

Iker Jesus Ortiz Rojero - 0263663

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Color Palette - Page Background

- Bright colors were chosen that evoke positive emotions and energize the user. These shades help create a cheerful and welcoming atmosphere, contributing to improving the mood of those browsing the site.
- A background composed of smiling faces was incorporated as a constant visual element.
- This background acts as a subtle and comforting reminder that the user is not alone and that there is always reason to smile.

Page Body

- The body of the page was designed with an aesthetic inspired by a whiteboard full of post-its.
- Each "post-it" contains useful information, tips or resources relevant to the user, encouraging an interactive and visually attractive navigation experience.
- This approach reinforces the idea of a personal and dynamic space, where the user can find support and value in an intuitive way.
- Header: Contains the site's logo, a main navigation menu, and a welcome message or tagline that reinforces the site's mission.
- Body of the Page: The main area houses post-its with information organized into clear and accessible sections.
- Footer: Includes links to site policies, contact information, and a motivational message to close the experience on a positive note.

Conclusion

This design combines a traditional web page structure with unique visual and conceptual elements. The goal is for users to feel supported and cheerful while accessing useful information in an intuitive way. At the same time, the classic layout ensures familiarity and ease of navigation, making the site accessible to a diverse audience.

The design strikes a balance between functionality and emotionality, providing users with an enriching and satisfying experience that meets the proposed objectives.

