

## Theme

The design should be serious to attract serious customers that want to use the service. This will be achieved by making conservative decisions surrounding colours, typography, rounding and shadows.

## Colour scheme

No colour palette has been provided by the customer.

To have a serious design we wanted to go with some safe colour like red or blue. We eventually ended up choosing a blue primary colour to be professional. More specifically we chose a lighter blue to have a bit more of a lively colour while still having it look professional.

We want to be able to support both dark and light themes on the webpage and will therefore play around with the colours to get something that works for multiple scenarios.

Our text will be pretty much black on white or white on black, but with a little tint on both text and background to not make it so harsh on the eye.

## Hierarchy and layout

The most important function of a search aggregator is to let people search quickly and accurately and see their search results. Because of this we want the search function to be the main element of the landing page. In the search hero you should be able to search using the most basic filters such as date, destination- and departure-location and maybe number of travellers. After searching the users would get redirected to the search page with the chosen filters selected. On the search page the user would be able to filter more granularly to view exactly the flights they are interested in.

The most important elements on every page will be the header, for navigation, and main content. Because of this the header will be sticky to the top of the page with the main content being at least the same height as the viewport. This means that to view the footer you would always have to scroll. This is wanted as the footer is not as important and the page will be more visually pleasing if you don't see the footer unless you consciously scroll to the bottom to find it.

For the search page content we will have a filter and search result section. The filter section is most important when you first land on the page and should therefore be to the left or above the search results. Similarly, when the user has done the filtering, the search results are more important and the filters should therefore be out of site. This can be solved by having the filters above the results, using a drawer or similar.

## Images

Some images might have components on top of them. For example if we go for a search hero, that would most likely have a image with some shadow and then the search component on top. Other images that are show will most likely not have any blur or shadow on them. It all depends on if we want to place components on top of images.

## Icons

For icons we will use Material UIs built in icon library. Icons will not be used extensively on the page, but only for some components such as user icon, flag icons etc. Icons will either use one of the colours in our colour palette or our text-colours to

## Typography

We will use the roboto font. This font is modern, easy to read and looks professional. Roboto is a Sans-Serif font with rounded edges. The rounded edges on the font is not that pronounced and

therefore fits in with our website as we are not going with too rounded edges on other components either.

### Border rounding

To keep the aesthetics of the page professional we don't want to have too rounded corners. At the same time, we would like some rounding to make the website look modern.

### Shadows

Our design system, Material UI, has some box shadows out of the box, but only on components where it makes sense. The header for example has a drop shadow. This helps show that the header is a static element that sit on top of the page. Buttons, cards, drawers etc. might also use shadows to highlight the element. Otherwise we will not use shadows unless we feel it is needed to show that there are layers or distinct differences between foreground and background.