**Design Rationale Document**

The landing page was designed with a clean, modern layout with a consistent structure and a clear navigation bar. I have made use of React JS, which is a JavaScript library. React JS makes use of Virtual DOM (Document Object Model), which enhances performance and UI updates as compared to the actual DOM. React supports server-side rendering, which can improve initial page load times and enhance SEO by rendering components on the server before sending them to the client.

**Color Scheme & Typography-**

* **Colors**: Blue(#0CFAF5), pink(#DC00D3), white(#FFFFFF) and dark blue(#100425) for background.
* **Font Family:** Segoe UI and sans-serif.