BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND FRAMEWORK

LECTURE

OVERVIEW OF WEB DESIGN AND WEBSITE PERSONALITIES

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1 Typography

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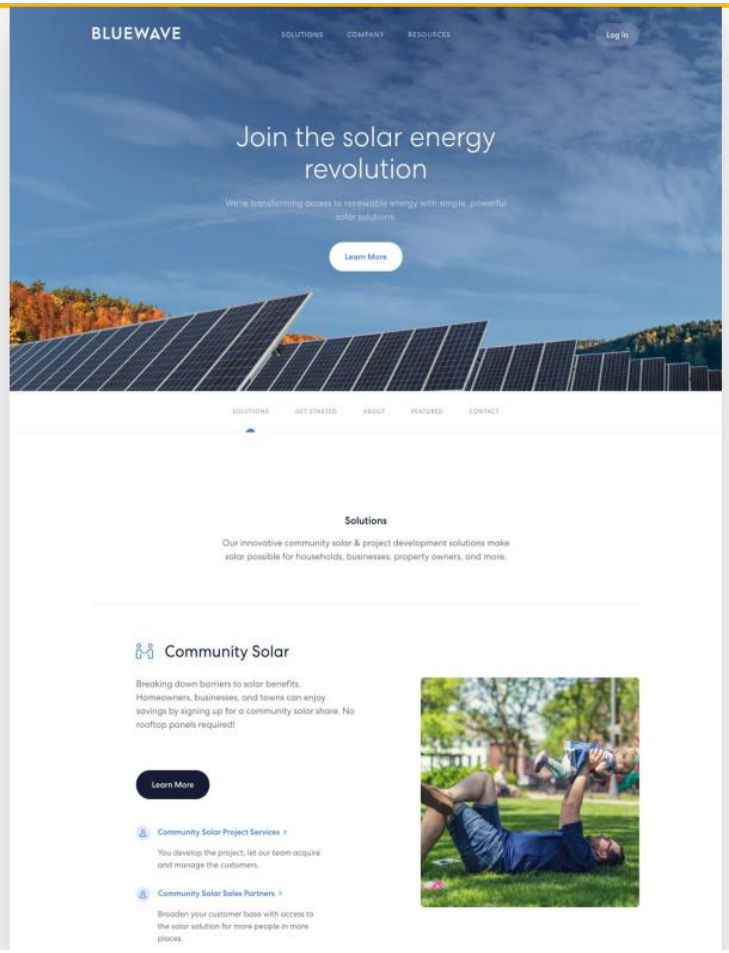
4 Icons

5 Shadows



6 Border-radius

7 Whitespace

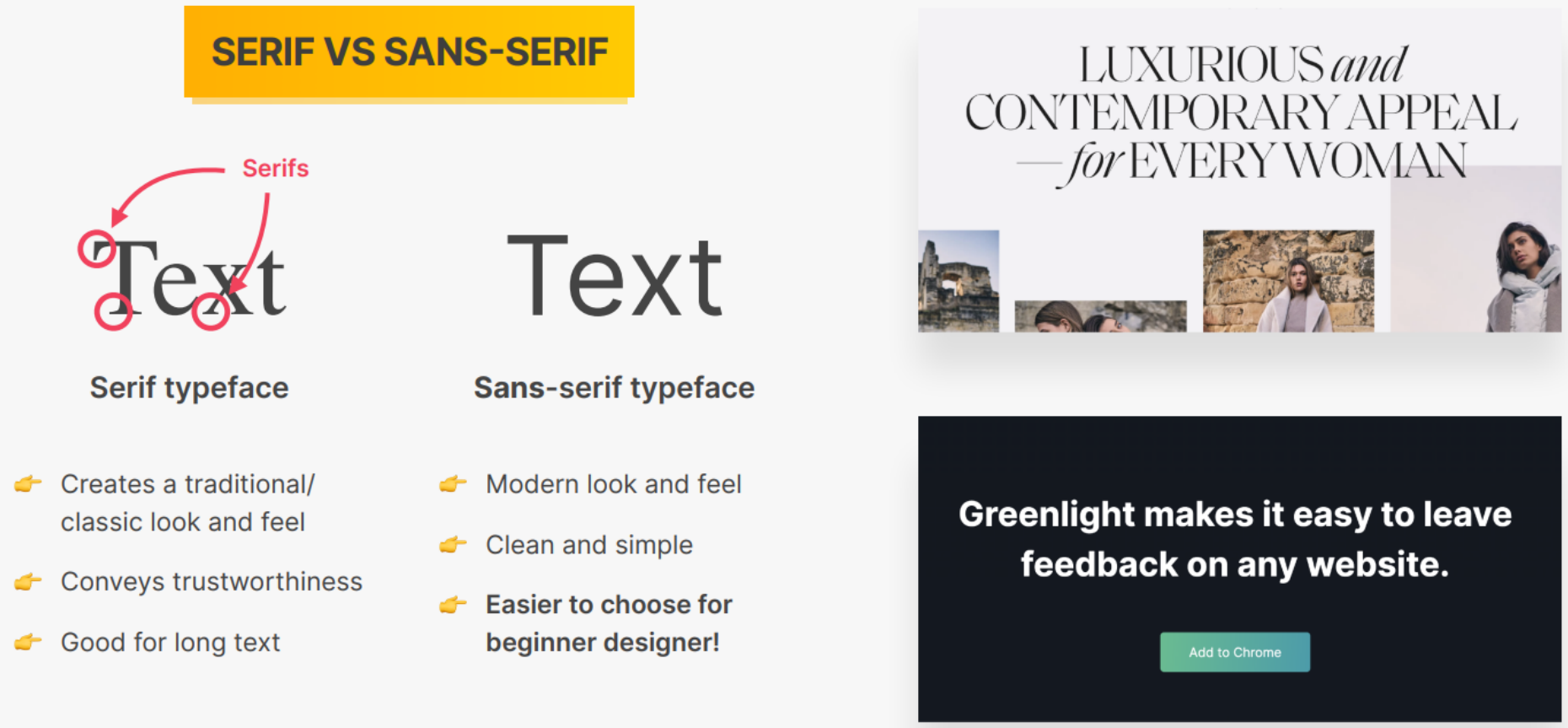
8 Visual Hierarchy

9 User Experience

10 Components/Layout

☝ Design decisions for each ingredient are based on **website personality**

Typography


SERIF VS SANS-SERIF
Serifs
Text
Text
Serif typeface
Sans-serif typeface
Creates a traditional/ classic look and feel
Conveys trustworthiness
Good for long text
Modern look and feel
Clean and simple
Easier to choose for beginner designer!
LUXURIOUS and CONTEMPORARY APPEAL —for EVERY WOMAN
Greenlight makes it easy to leave feedback on any website.
Add to Chrome

SANS-SERIF

Inter	Almost before we knew it, we had left the ground.
Open Sans	Almost before we knew it, we had left the ground.
Roboto	Almost before we knew it, we had left the ground.
Montserrat	Almost before we knew it, we had left the ground.
Work Sans	Almost before we knew it, we had left the ground.
Lato	Almost before we knew it, we had left the ground.

SERIF

Merriweather	Almost before we knew it, we had left the ground.
Aleo	Almost before we knew it, we had left the ground.
Playfair Display	Almost before we knew it, we had left the ground.
Cormorant	Almost before we knew it, we had left the ground.
Cardo	Almost before we knew it, we had left the ground.
Lora	Almost before we knew it, we had left the ground.

TOOLBOX

Google Fonts

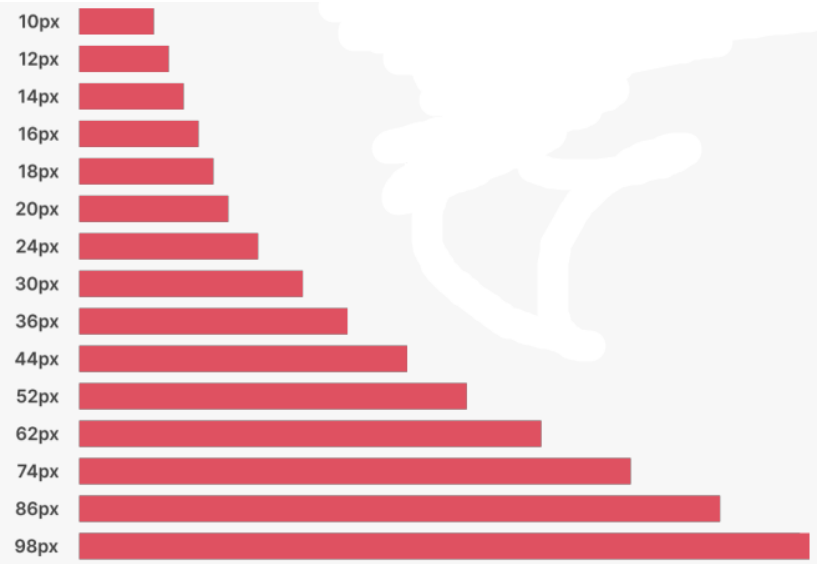
FONT SQUIRREL

It's okay to use just one typeface per page! If you want more, limit to 2 typefaces.

Choose the **right typeface** according to your website personality:

- 👉 Choose the right personality for your website (*more on this later*)
- 👉 Decide between a serif and sans-serif typeface
- 👉 Experiment with all the "good" typefaces (and other typefaces from Google Fonts!) to see which ones best fits your website's message (this will come with experience)
- 👉 You can keep trying different typefaces as you design and build the page

When choosing font-sizes, **limit choices**! Use a **"type scale" tool** or other **pre-defined range**



USE GOOD FONT **SIZES AND WEIGHTS**

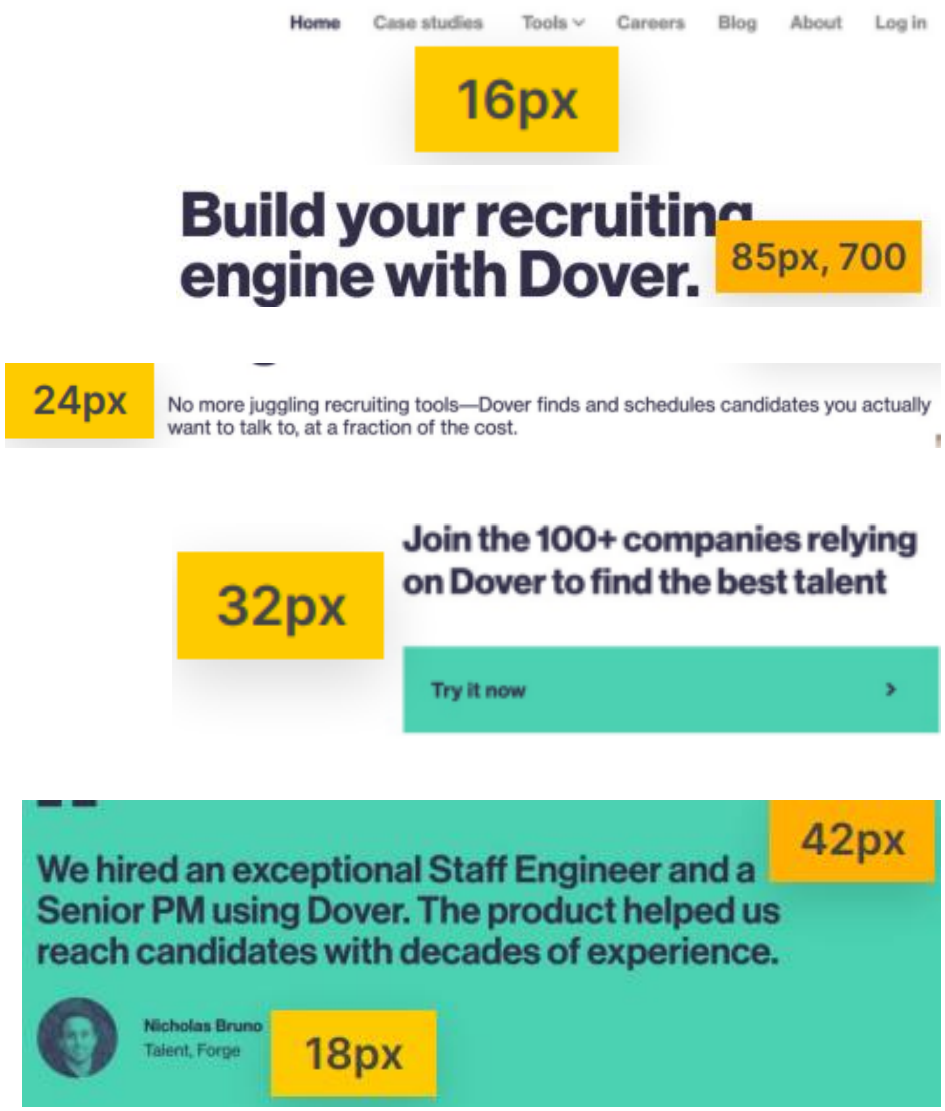
When choosing font-sizes, **limit choices**! Use a **“type scale” tool** or other **pre-defined range**

Use a font size between 16px and 32px for **“normal” text**

For **long text** (like a blog post), try a size of 20px or even bigger

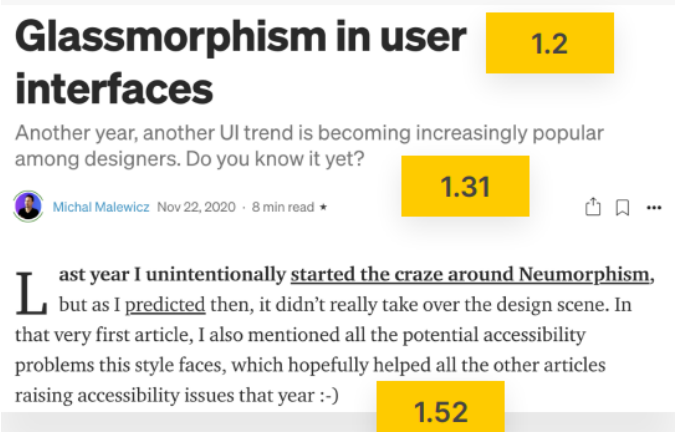
For **headlines**, you can go really big (50px+) and bold (600+), **depending on personality**

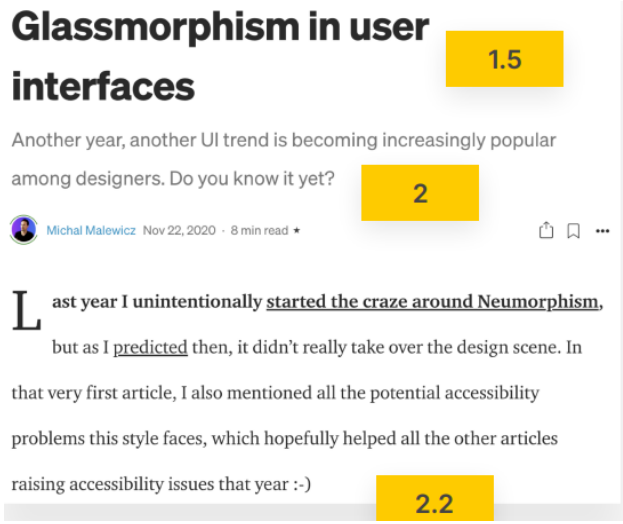
For any text, don’t use a font weight under 400 (regular)



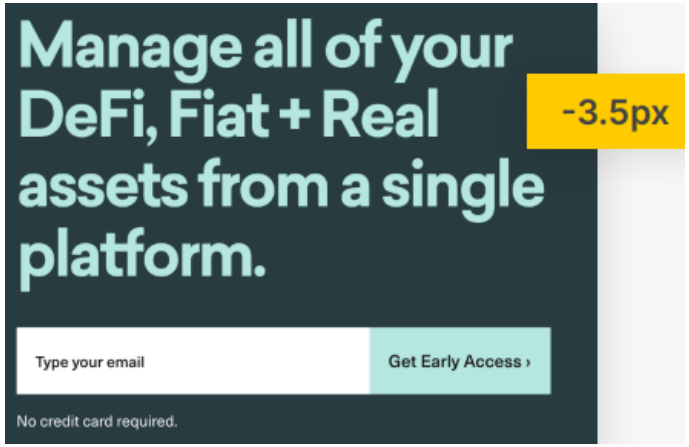
Use less than 75 characters per line

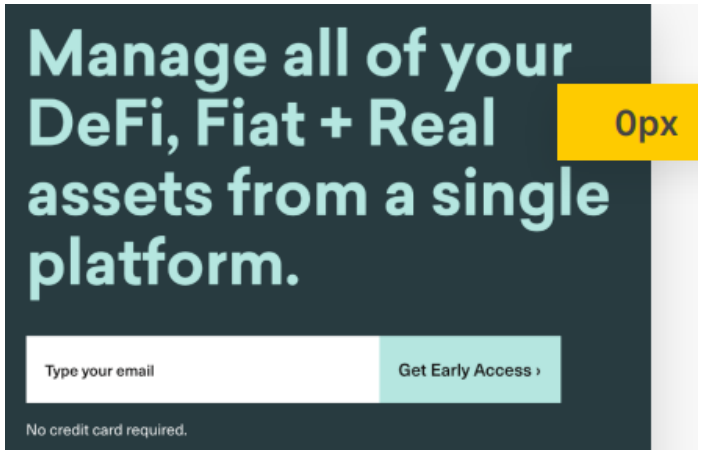
For normal-sized text, use a line height between 1.5 and 2. For big text, go below 1.5



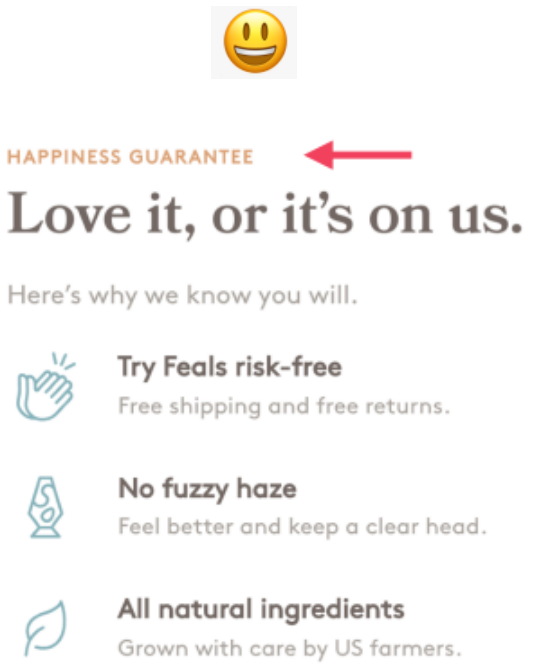


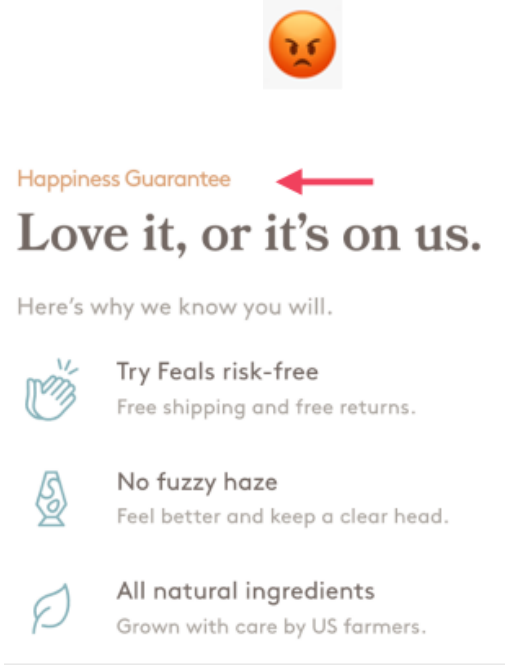
Decrease letter spacing in headlines, if it looks unnatural (this will come from experience)



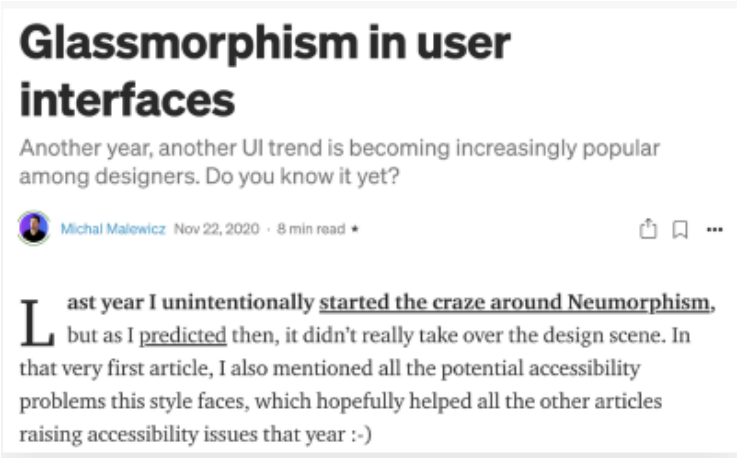


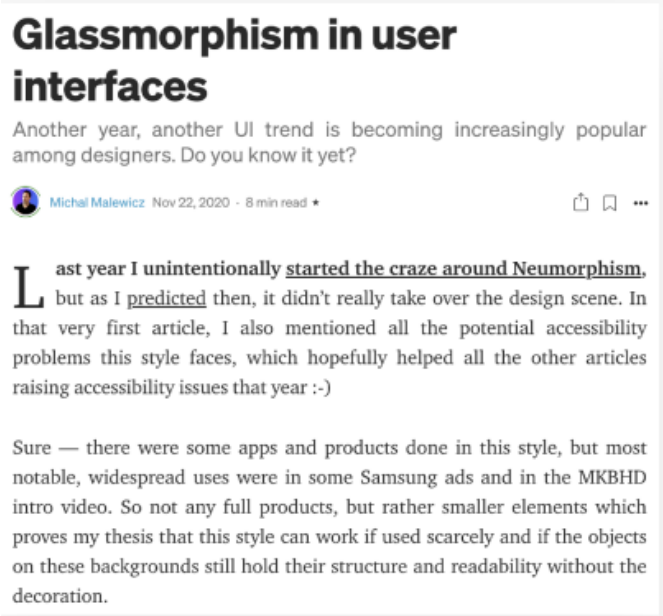
Experiment with all caps for short titles. Make them small and bold and decrease letter-spacing





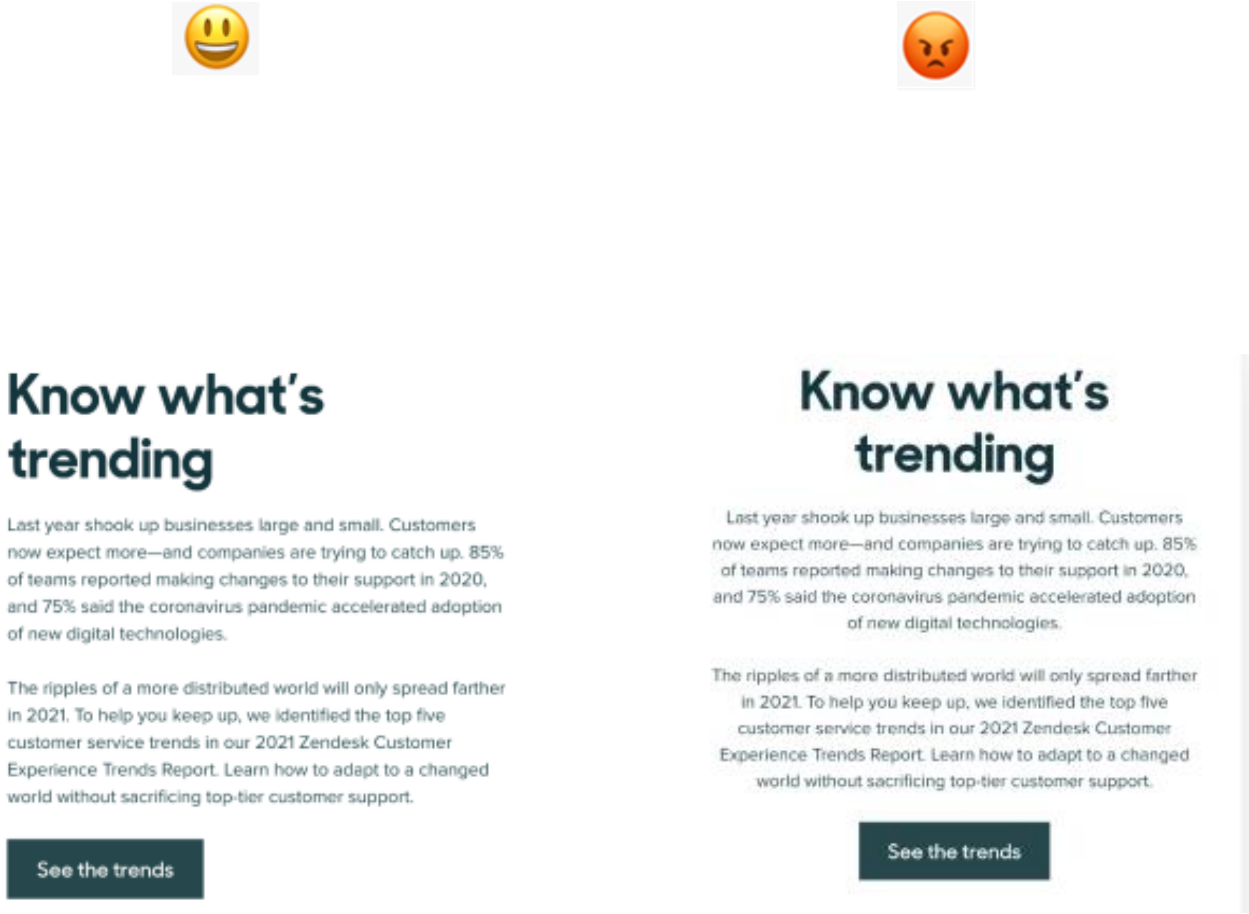
Usually, don't justify text





Don’t center long text blocks.

Small blocks are fine



Colors

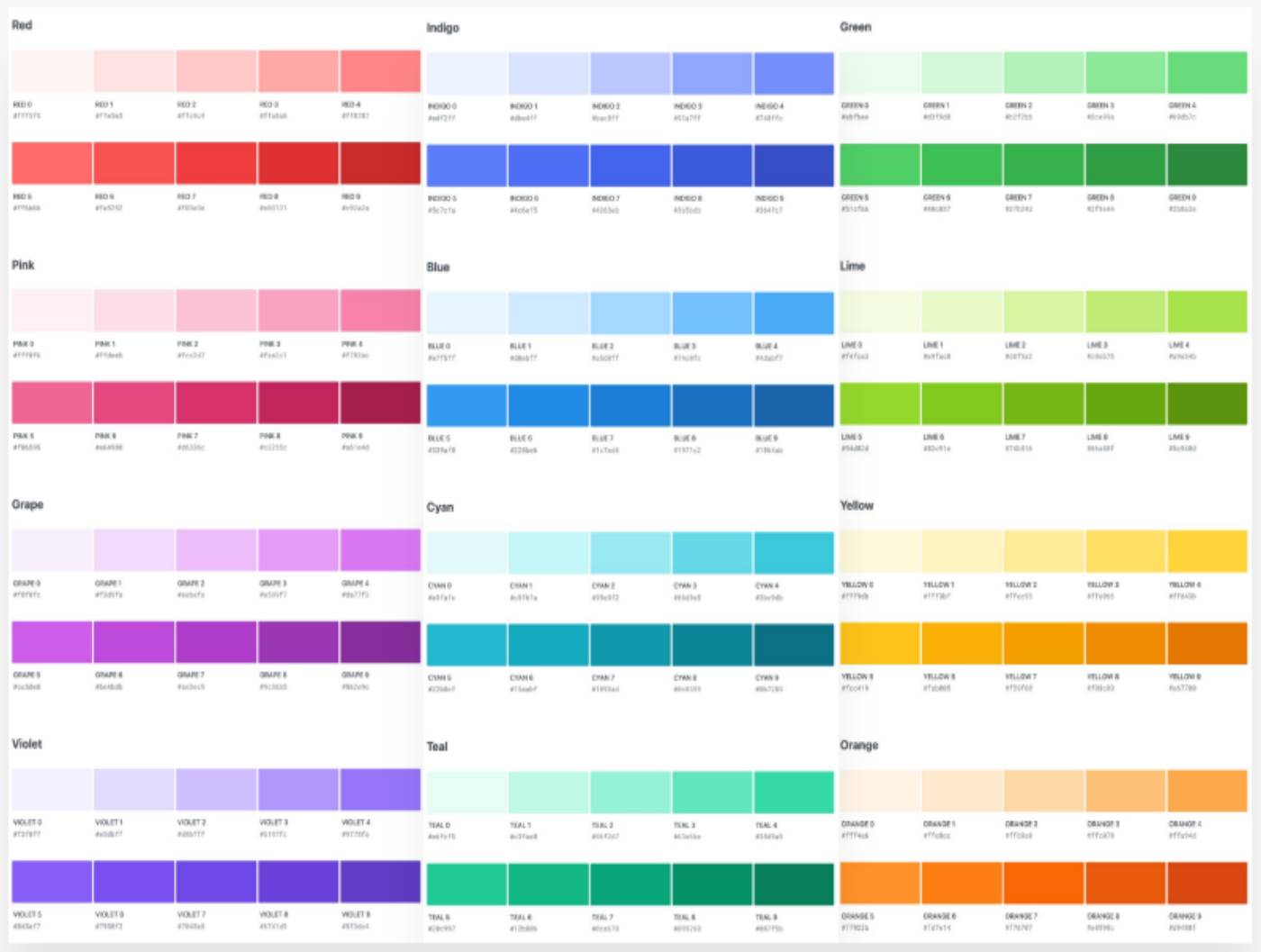
CHOOSE THE **RIGHT COLOR**

Make the main color **match your website's personality**: colors convey meaning!

- **Red** draws a lot of attention, and symbolizes power, passion, and excitement
- **Orange** is less aggressive, and conveys happiness, cheerfulness, and creativity
- **Yellow** means joy, brightness, and intelligence
- **Greens** represents harmony, nature, growth, and health
- **Blue** is associated with peace, trustworthiness, and professionalism
- **Purple** conveys wealth, wisdom, and magic
- **Pink** represents romance, care, and affection
- **Brown** is associated with nature, durability and comfort
- **Black** symbolizes power, elegance and minimalism, but also grief and sorrow

Make the main color **match your website's personality**: colors convey meaning!

Use a **good color tone**! Don't choose a random tone or CSS named colors.



TOOLBOX

oc- Open color

tailwindcss

FLAT UI COLORS 2

ESTABLISH A COLOR **SYSTEM**

You need at least two types of colors in your **color palette**:

main color and a **grey color**

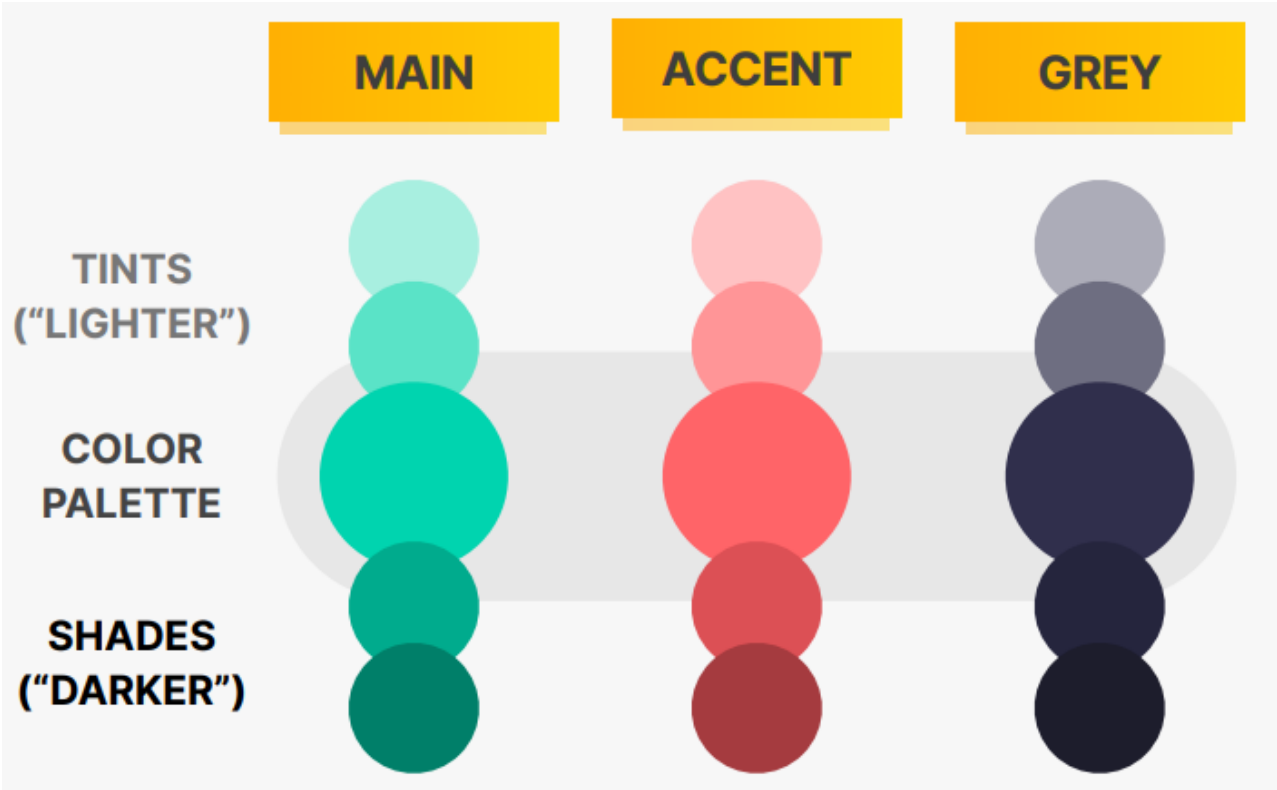
With more experience, you can add more colors:

accent (secondary) colors (use a tool)

MAIN | ACCENT | GREY

COLOR PALETTE

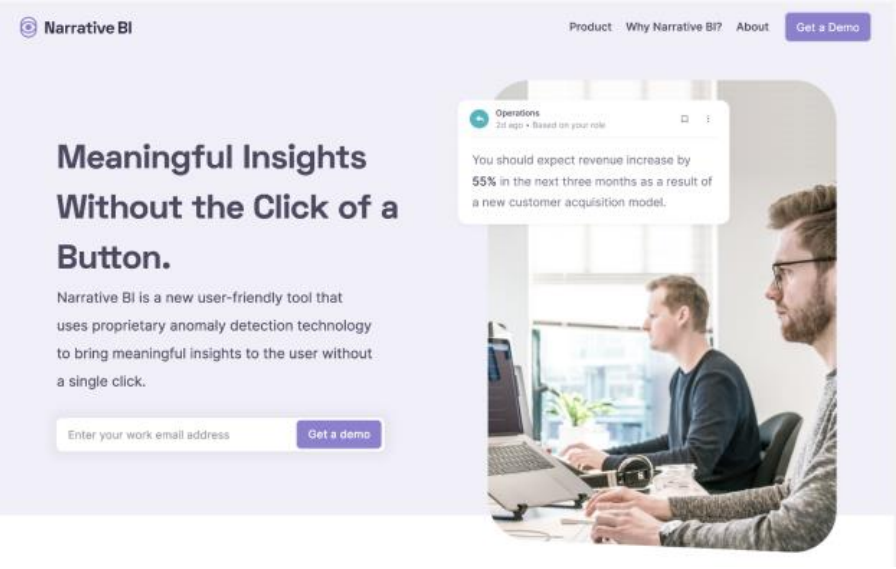
For diversity, create lighter and darker “versions” (**tints and shades**)

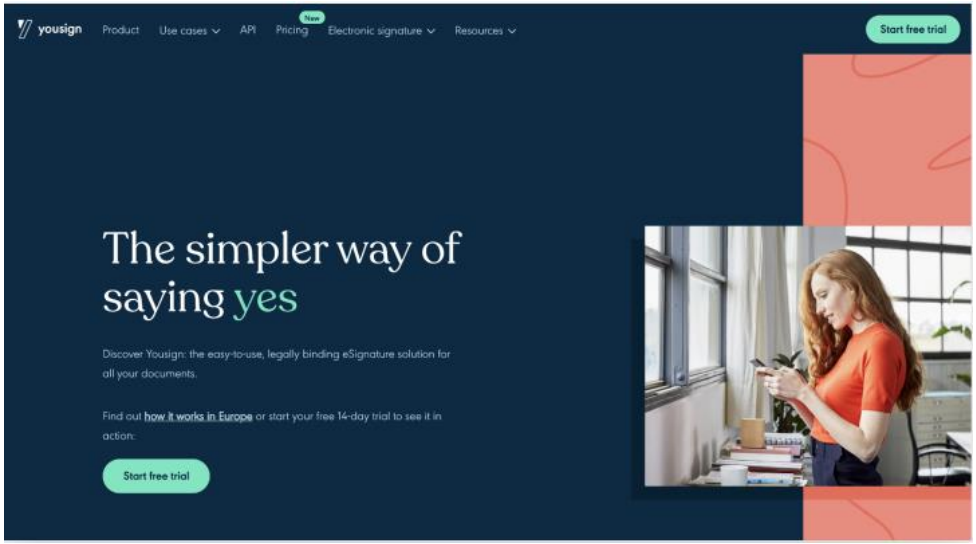


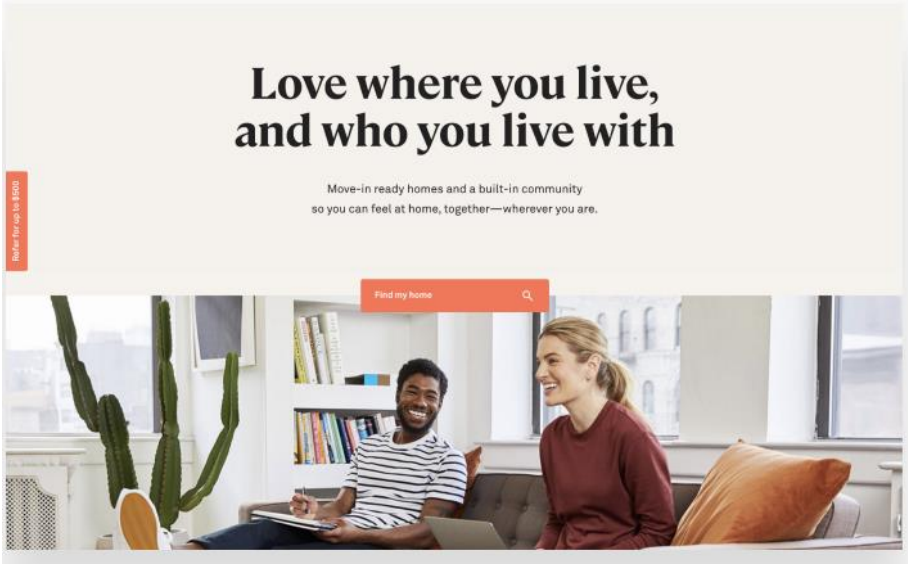
TOOLBOX

- oc- Open color
- tailwindcss
- FLAT UI COLORS 2
- palleton.com
- coolors
- Tint & Shade Generator

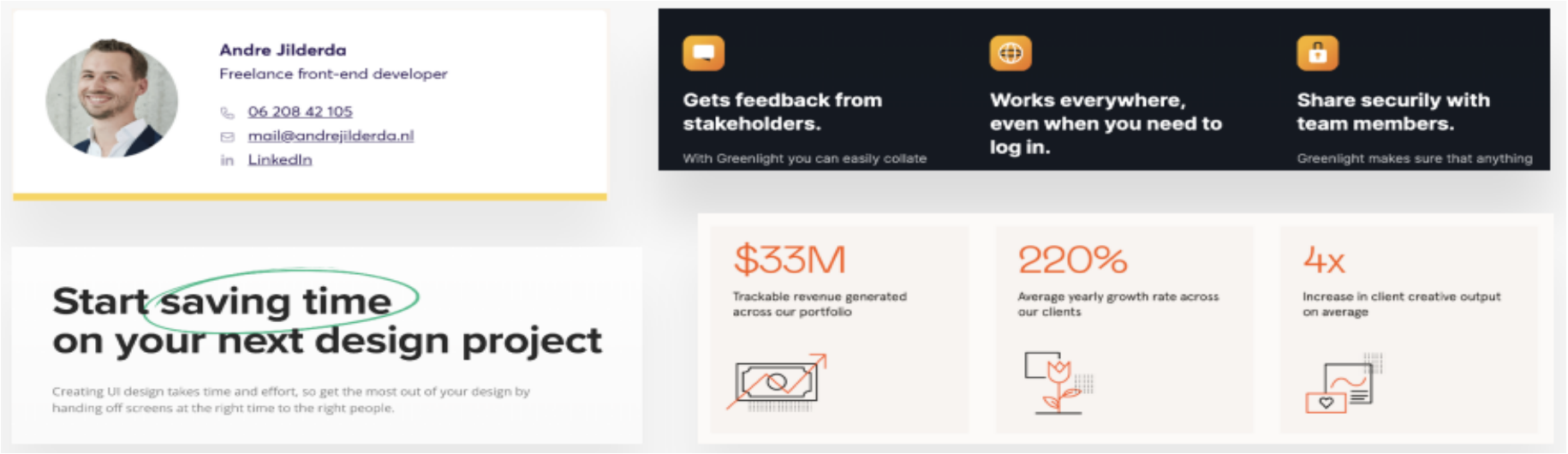
Use your main color to **draw attention** to the most important elements on the page

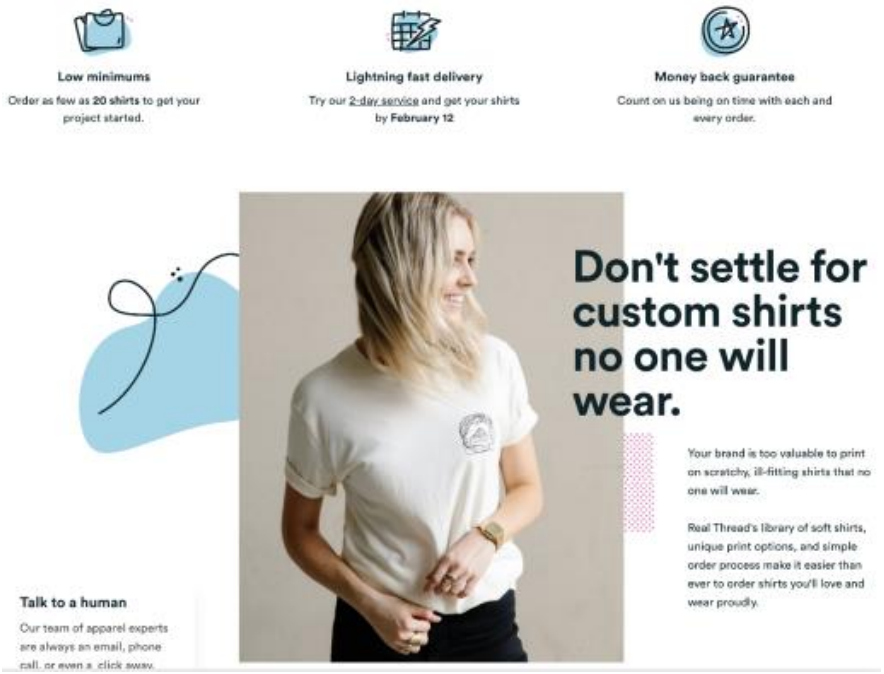


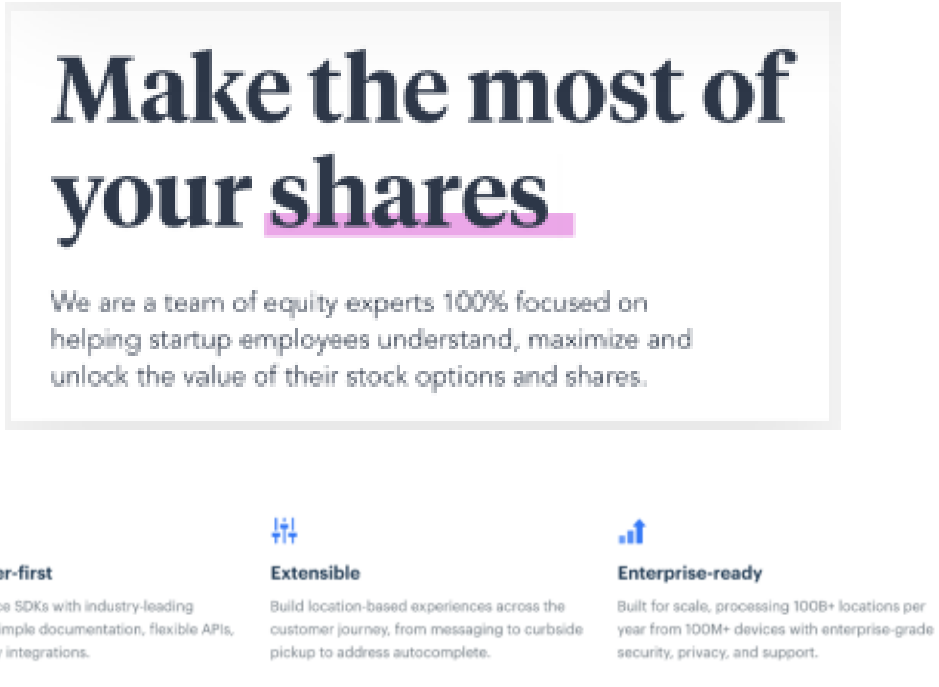




Use colors to add **interesting accents** or make **entire components or sections** stand out







Native mobile apps

Beautiful native iOS & Android apps that deliver a polished user experience.

SaaS applications

Feature-driven applications in the cloud that are optimised for self-service.

Enterprise software

Complex and robust software solutions that feel bespoke and intuitive.

Digital platforms

Snappy digital platforms that balance content, commerce, and functionality.

Design systems

Future-proof your product with a design system that scales with your product.

Design audits

A quick review or in-depth analysis of your product. Let's optimise!

Let's team up and design something remarkable

Our agile process supercharges your product design. We've optimised it for collaboration over the course of 130+ projects. Think of us as part of the team. Our projects move fast and involve rapid-prototyping and user testing. Expect new designs every few days. Join us for workshops and sessions at our space in Amsterdam or from anywhere by video.

- Speed-up your product roadmap
- Flexible workflow & fast communication
- Remote or in-person sessions

Your email address | Get in touch →

Experience your product as you create it.

POPULAR CHOICE

Essential

All the basics to get started

29€ /mo

Billed Monthly

- 5 Users
- Collaboration features

AUTO-GENERATION

- Unlimited generations
- 1 000 banner exports/month
- 5 brand presets

CREATIVE AUTOMATION

- Unlimited templates
- 2 000 API calls/month
- Zapier integration

Try for free

Advanced

Perfect for agile teams

79€ /mo

Billed Monthly

- 15 Users
- Collaboration features

AUTO-GENERATION

- Unlimited generations
- 5 000 banner exports/month
- 50 brand presets

CREATIVE AUTOMATION

- Unlimited templates
- 10 000 API calls/month
- Zapier integration

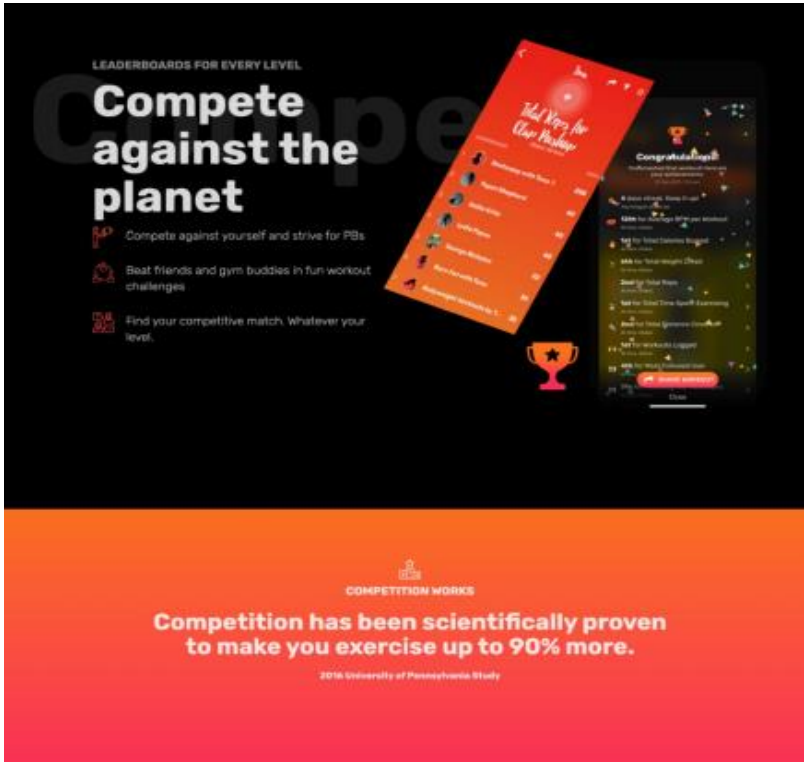
Try for free

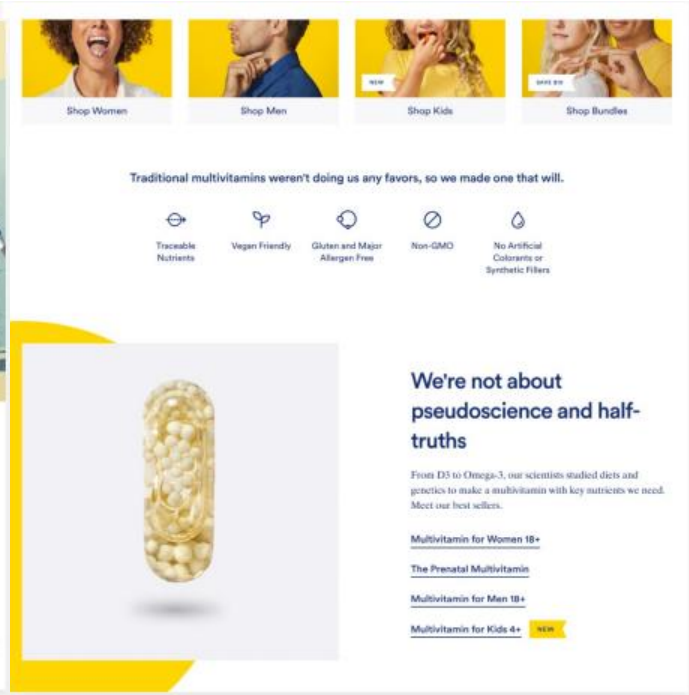
Would you like to see Narrative BI in action?

Leave your email address to discuss how your company can get first actionable insights today

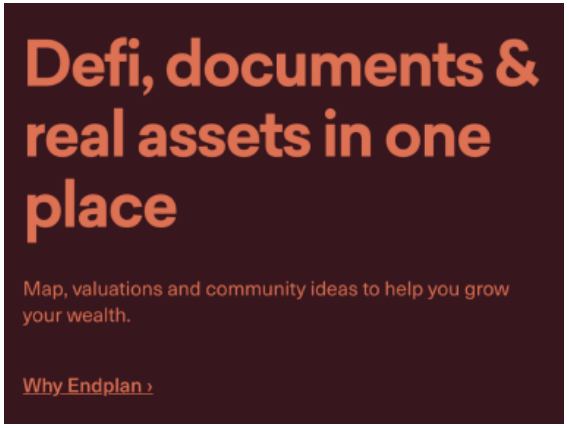
Enter your work email address | Get a demo

use your color strategically in **images and illustrations**

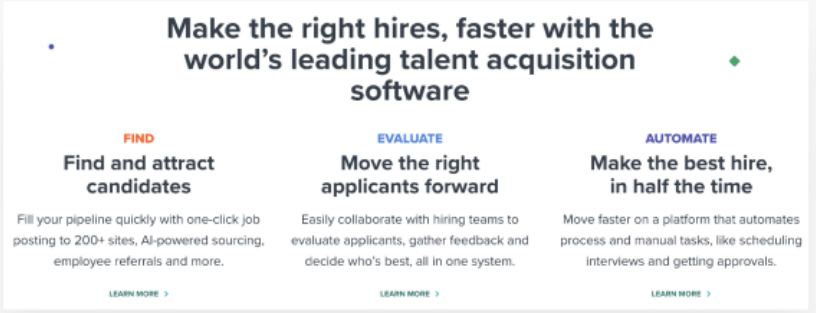




On dark colored backgrounds,
try to **use a tint of the background**
("lighter version") for text



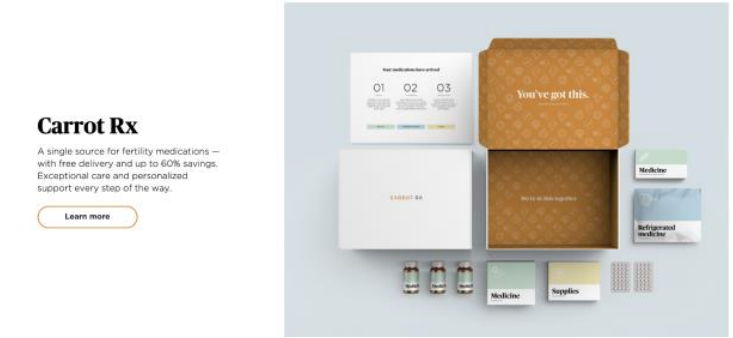
Text should usually not be completely black.
Lighten if up it looks heavy and uninviting

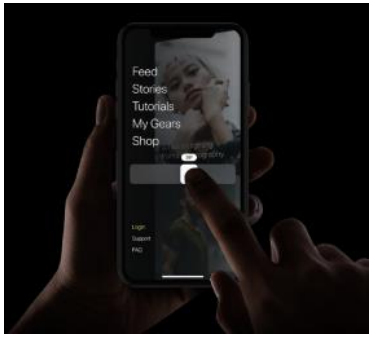


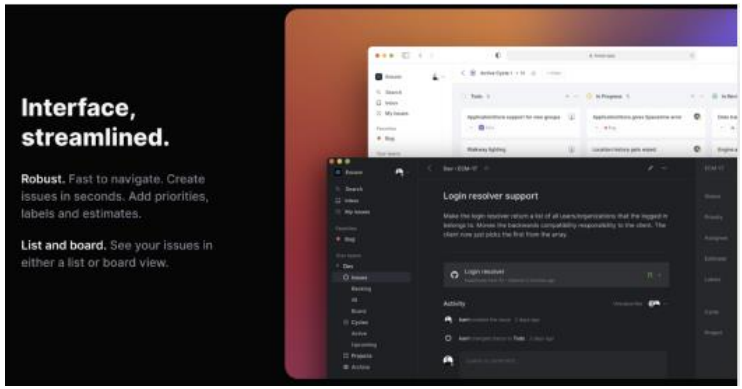
Images

Different types of images:

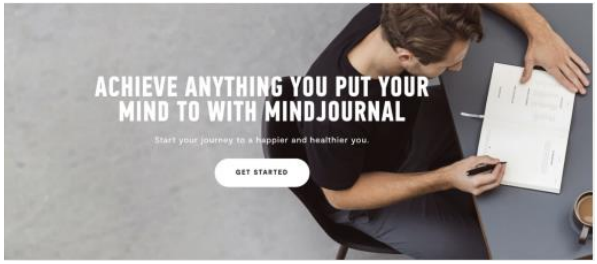
product photos

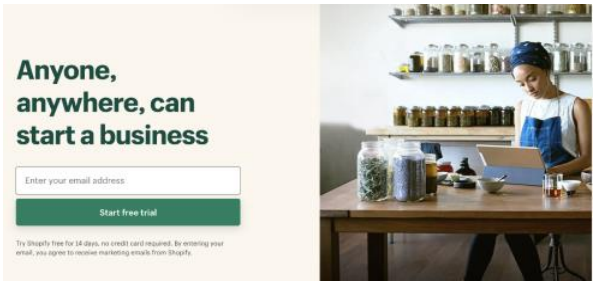






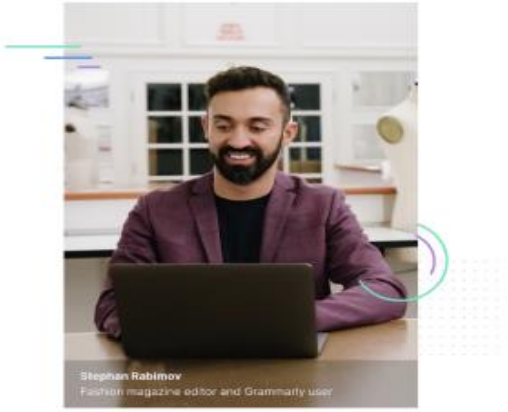
storytelling photos

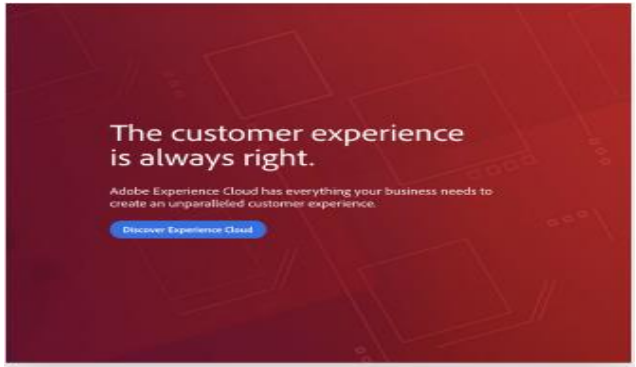




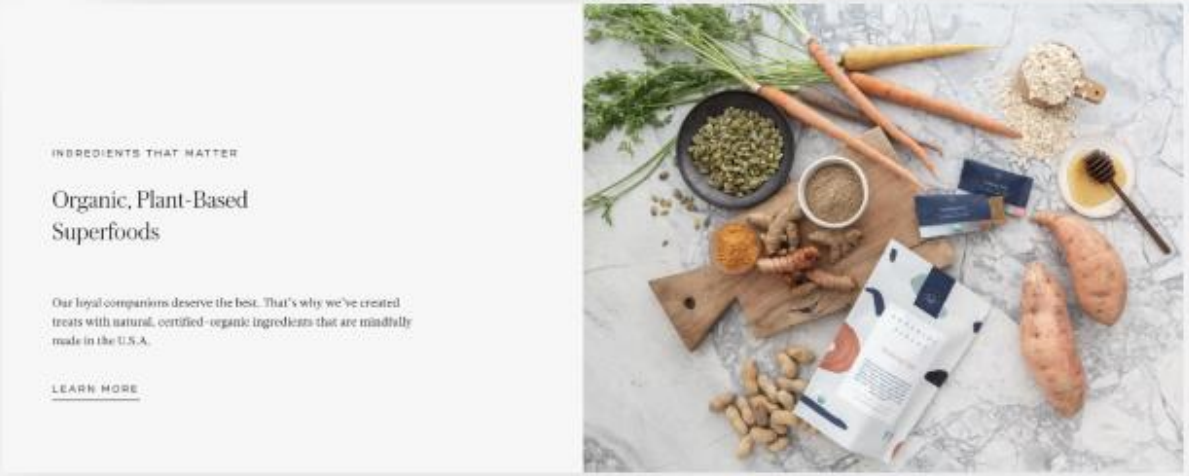
illustrations

patterns

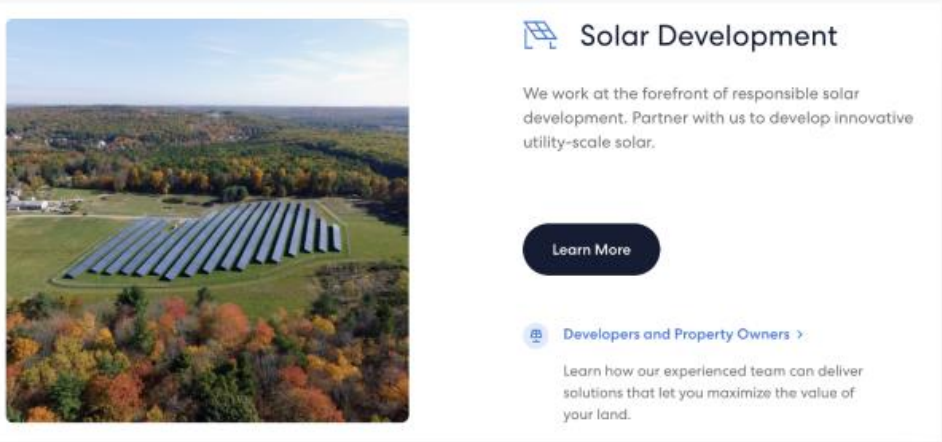




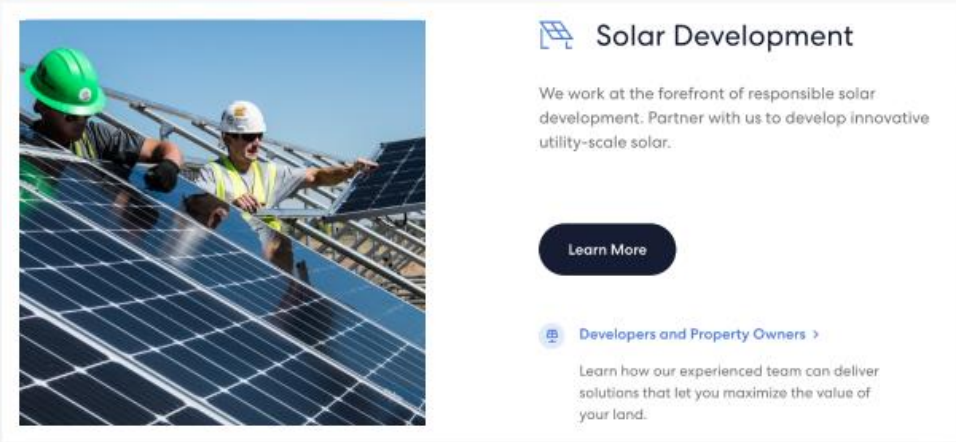
Use images to support your website's **message and story**. So only use **relevant images**!



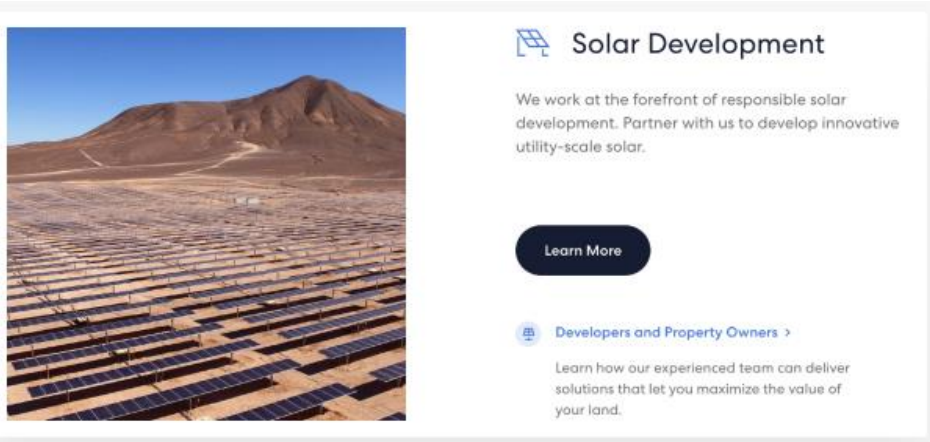
Prefer **original images**. If not possible, use **original-looking** stock images (not generic ones!)



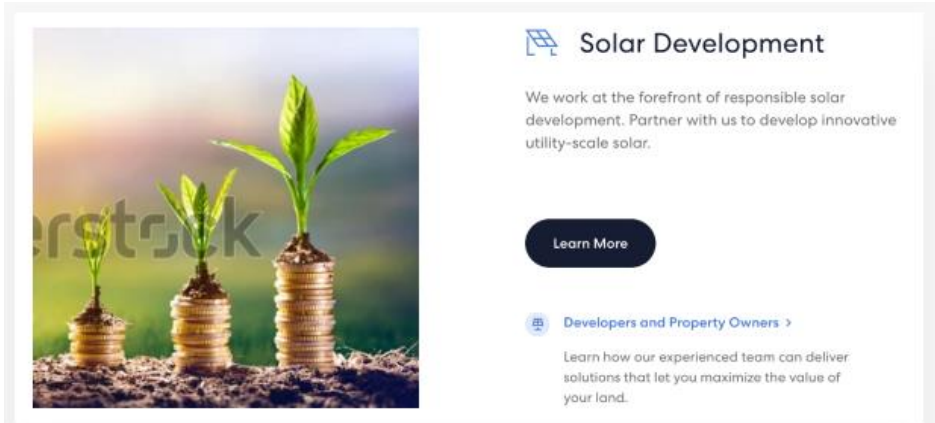
😃 **PROFESSIONAL PHOTOGRAPHER**



🙂 **HIGH-QUALITY STOCK PHOTO**

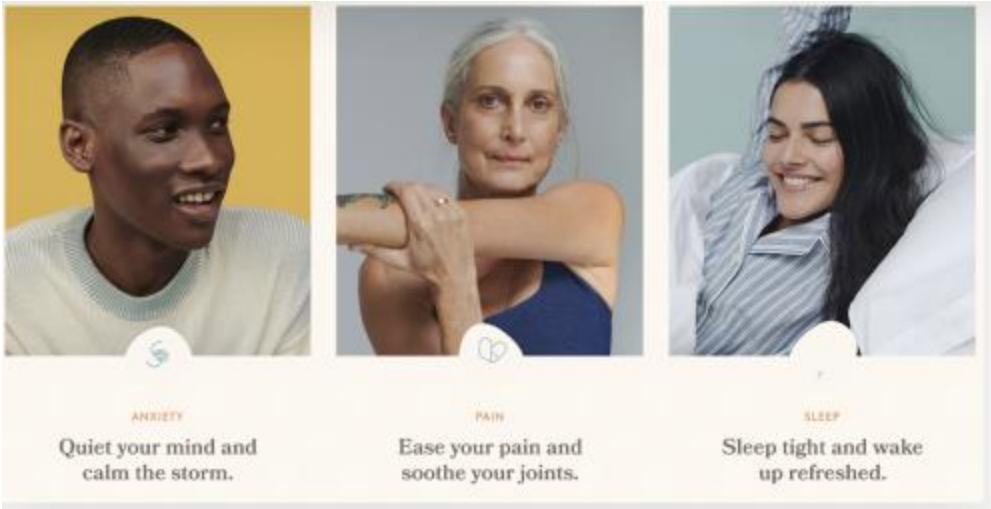


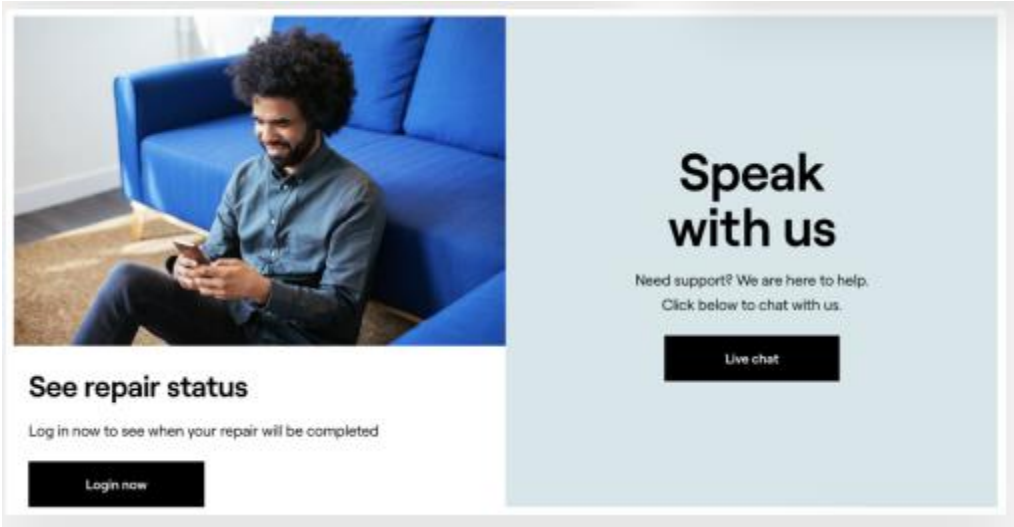
🙂 **HIGH-QUALITY STOCK PHOTO**



😡 **GENERIC-LOOKING STOCK PHOTO**

Try to show **real people** to trigger user's emotions





🛠️ TOOLBOX

Unsplash

Pexels

DrawKit

unDraw

If necessary, **crop images** to fit your message

Solar Development

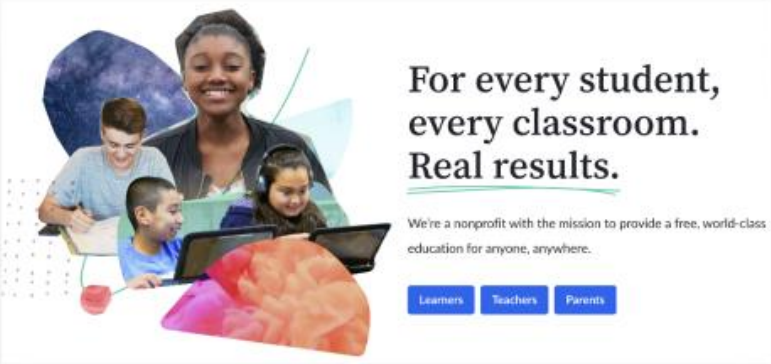
We work at the forefront of responsible solar development. Partner with us to develop innovative utility-scale solar.

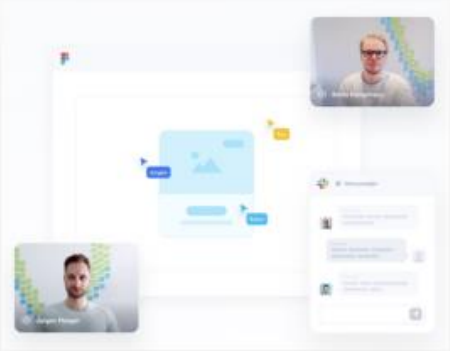
Learn More

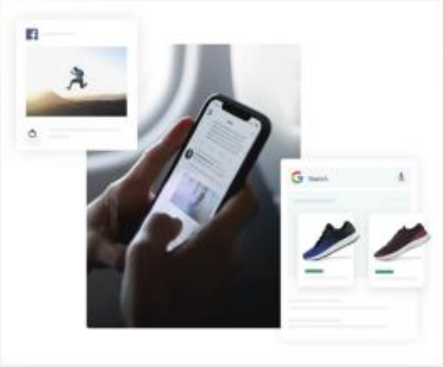
Developers and Property Owners ›

Learn how our experienced team can deliver solutions that let you maximize the value of your land.

Experiment **combining** photos, illustrations and patterns

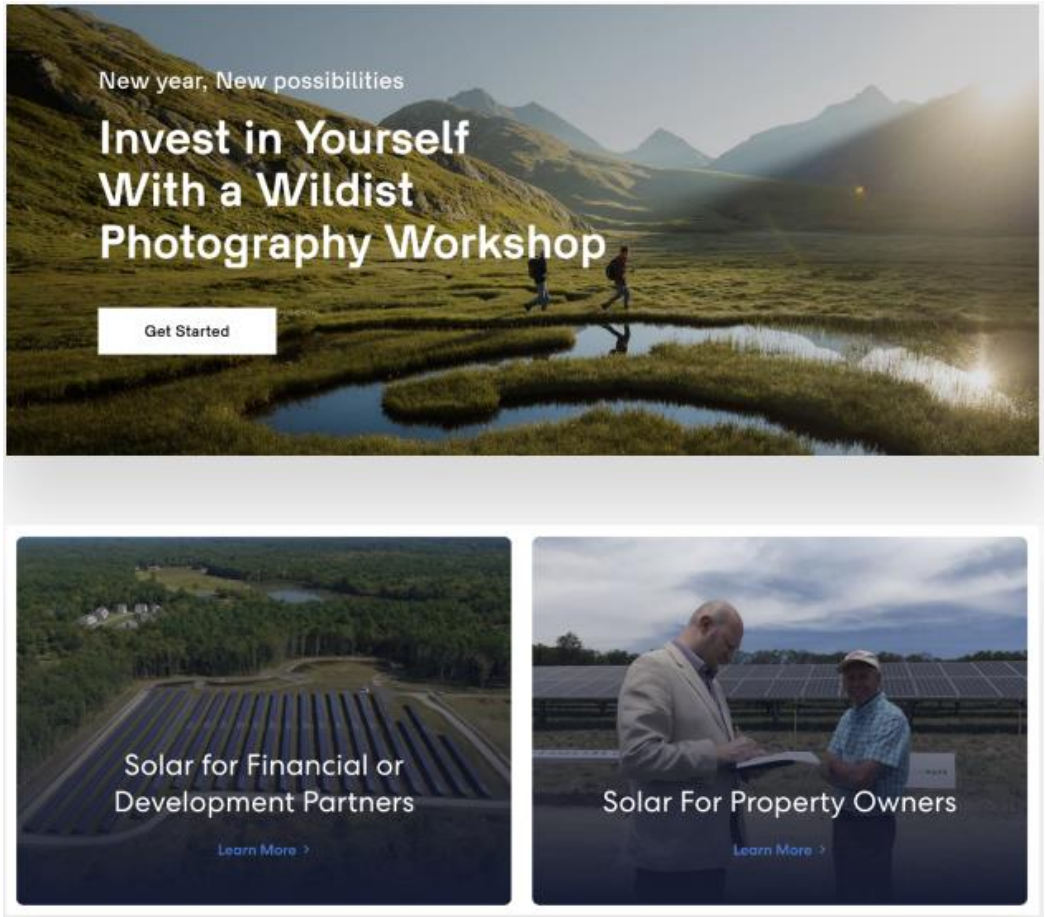




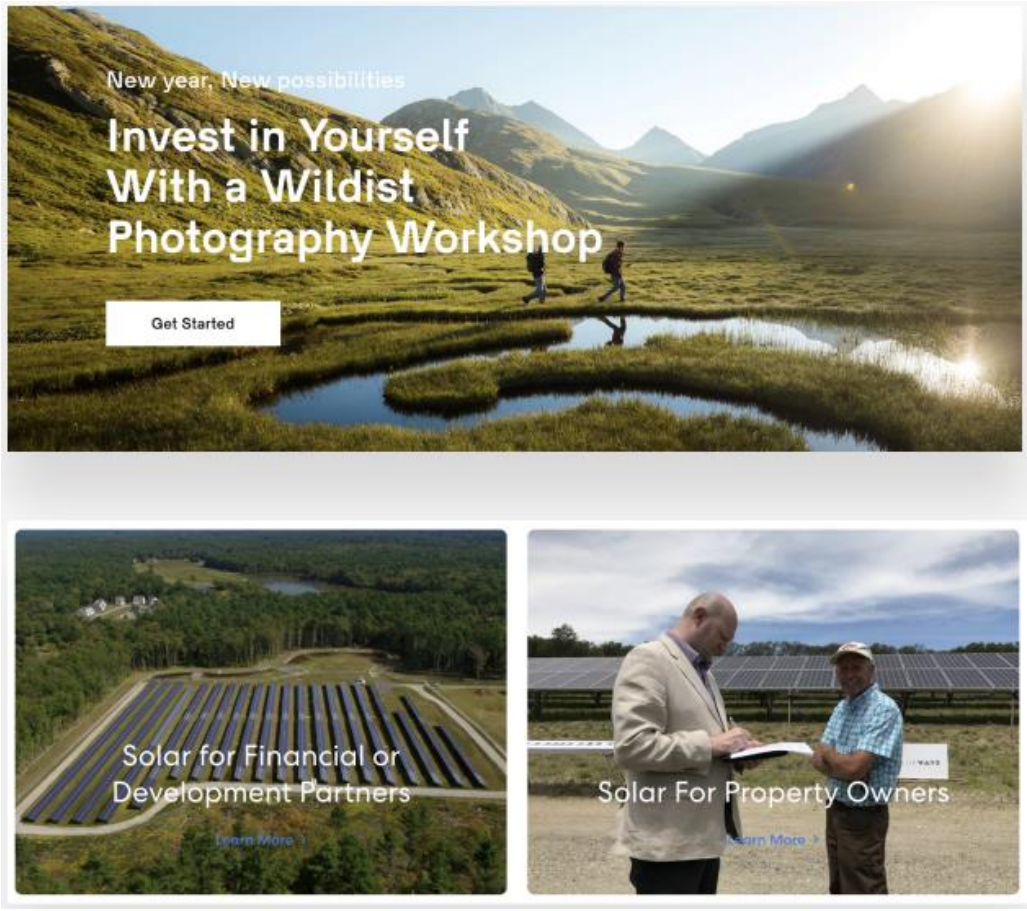


Method #1: Darker or brighten image (completely or partially, using a gradient)

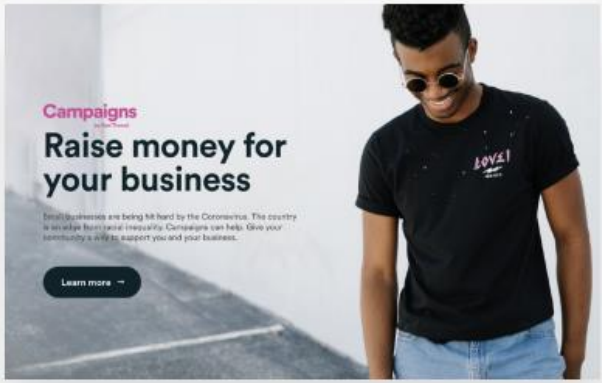
😃



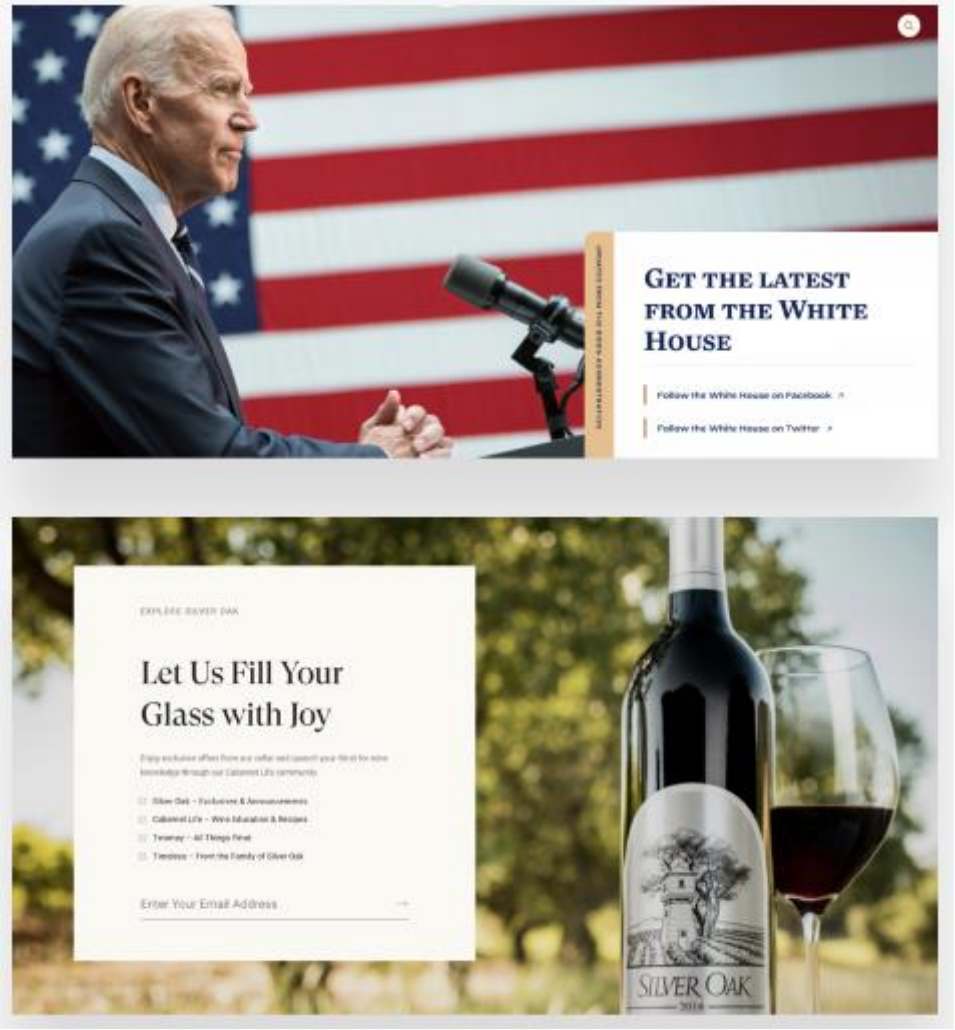
😡



Method #2: Position text into neutral image area

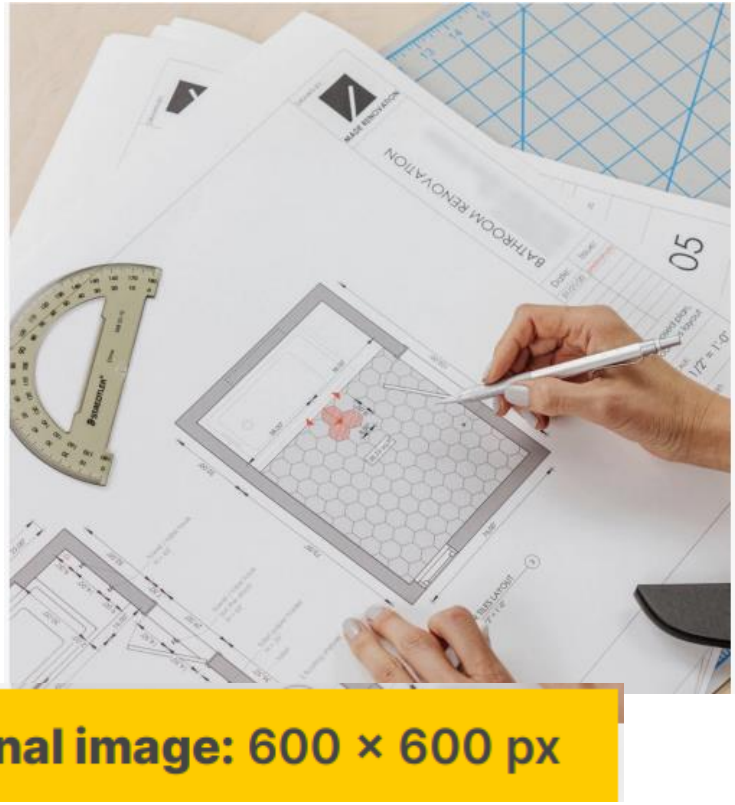


Method #3: Put text in a box

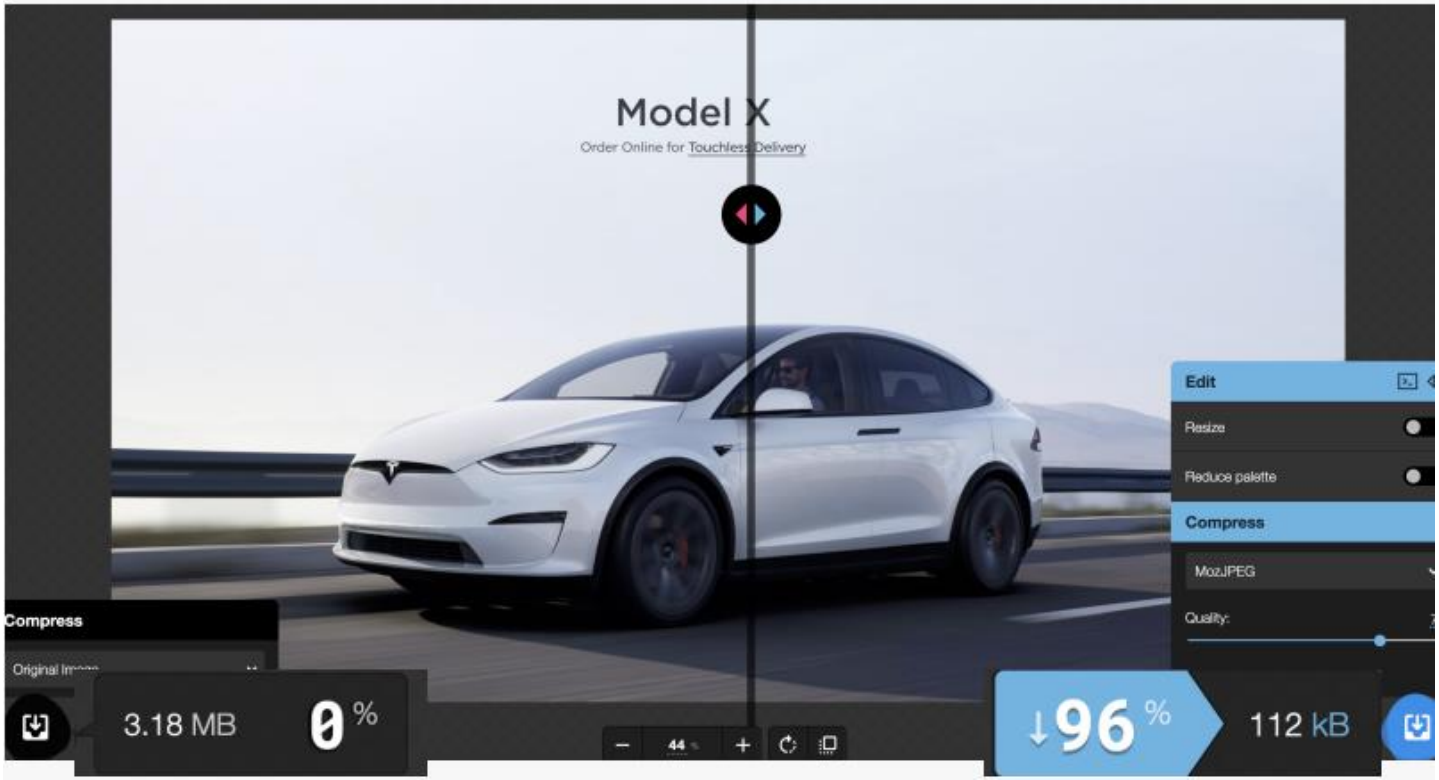


To account for **high-res screens**, make image dimensions **2x as big** as their displayed size

- 👉 **Scale factor:** Actual pixels the screen contains / Pixels represented on screen
- 👉 On high-res screens, scale factor is **2x** or even **3x**, on “normal” screens it’s just **1x** (1 physical pixel = 1 design pixel)



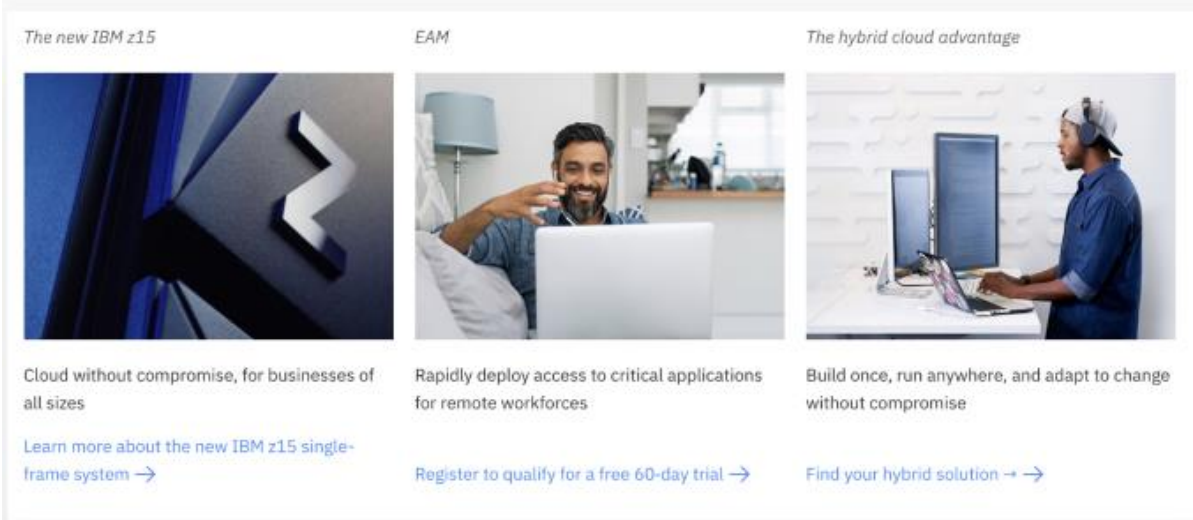
Compress images for a lower file size and better performance

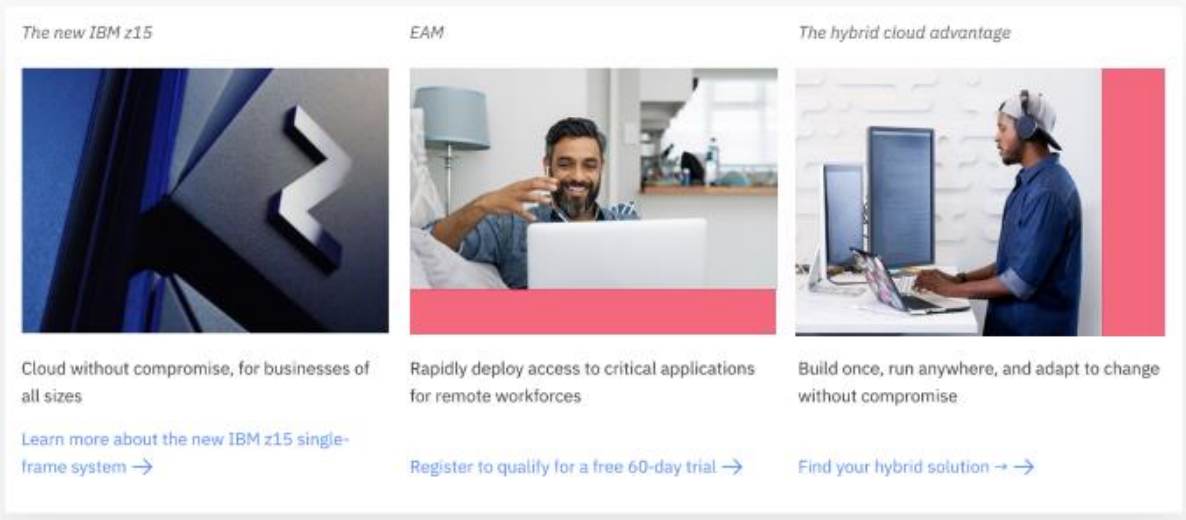


TOOLBOX

- Unsplash
- Pexels
- DrawKit
- unDraw
- Squoosh

When using multiple images side-by-side, make sure they have the **exact same dimensions**





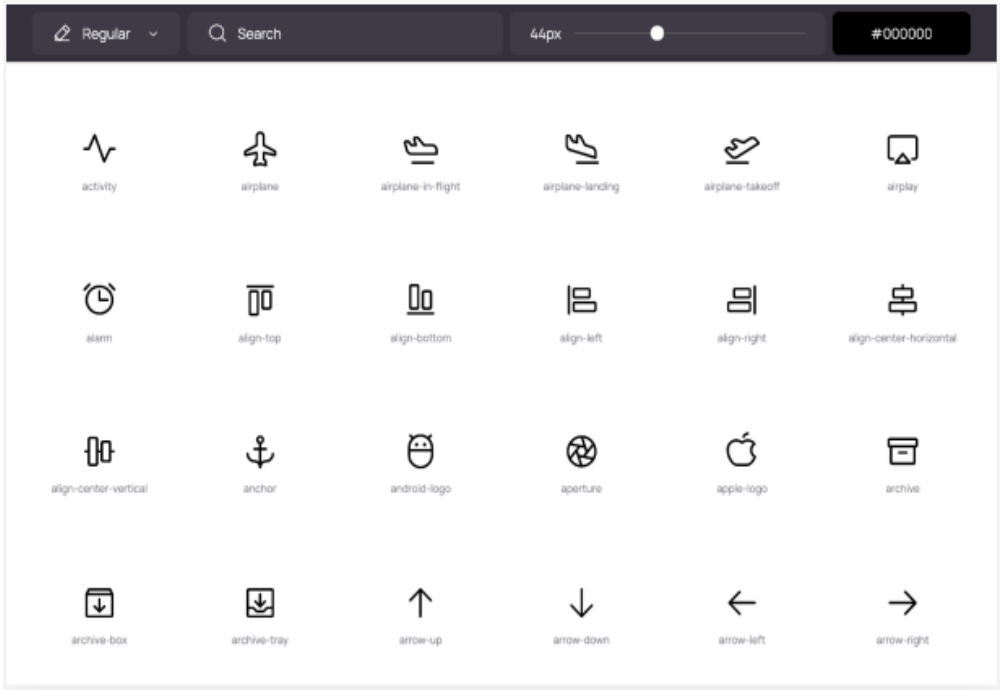
Icons

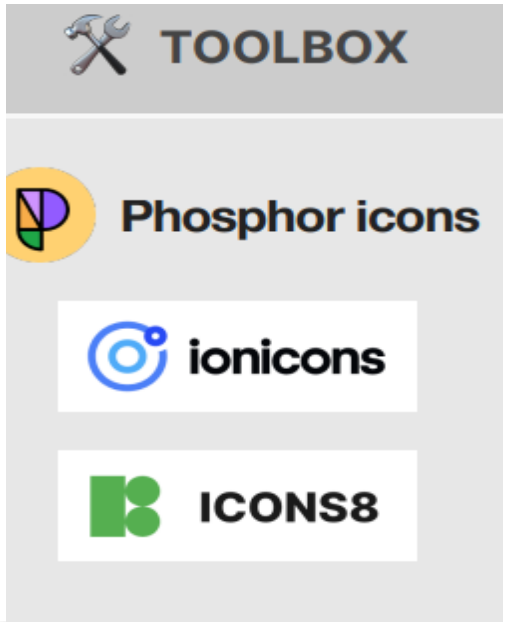
Use a **good icon pack**, there are tons of **free** and paid icons packs

Use only one icon pack. **Don't mix** icons from different icon packs

Use **SVG icons** or **icon fonts**. Don't use bitmap image formats (.jpg and .png)!

Adjust to website personality! **Roundness**, **weight** and **filled/outlined** depend on typography





Use icons to **provide visual assistance** to text

HAPPINESS GUARANTEE

Love it, or it's on us.

Here's why we know you will.

Try Feals risk-free
Free shipping and free returns.

No fuzzy haze
Feel better and keep a clear head.

All natural ingredients
Grown with care by US farmers.

Trust our team of experts to deliver

Design consultants
Our team can help you create your FF&E specification, keeping it on time and in budget.

One point of contact
You have one point of contact — us. We'll handle every supplier and all the admin.

Installation
On-site installation including assembly, positioning, snagging and packaging removal.

Consolidated delivery
We'll consolidate orders from multiple suppliers and deliver when required.

30 LIFE-CHANGING EXERCISES

3 GUIDED STAGES OF SELF-DISCOVERY

SIGNATURE CHECK-IN TOOL

BASED ON SCIENTIFIC RESEARCH

DESIGNED AND BUILT FOR BEGINNERS

OVER 500+ FIVE-STAR REVIEWS

Share information

Make a decision

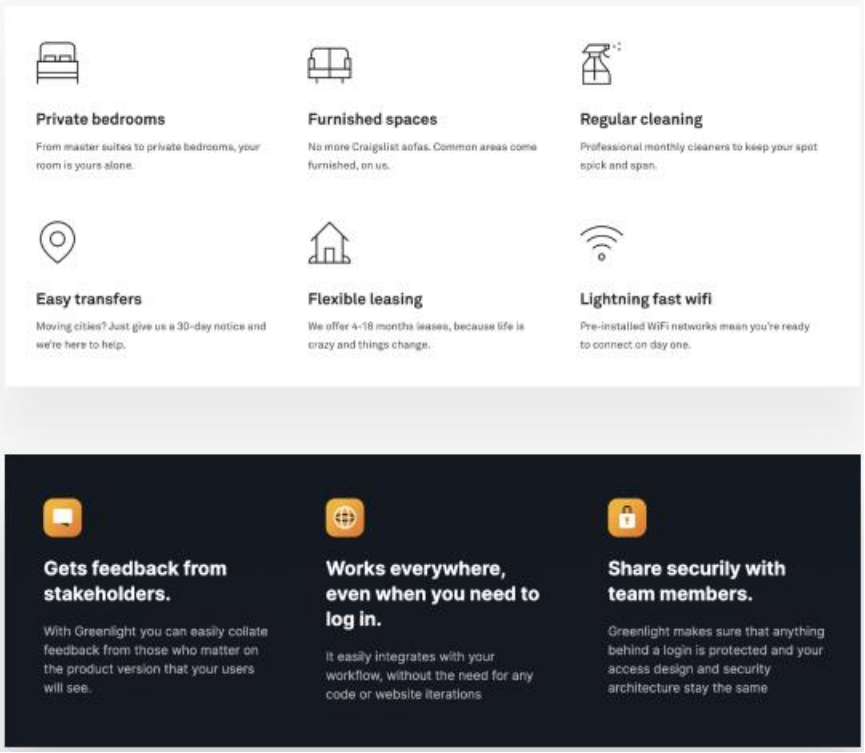
Brainstorm ideas

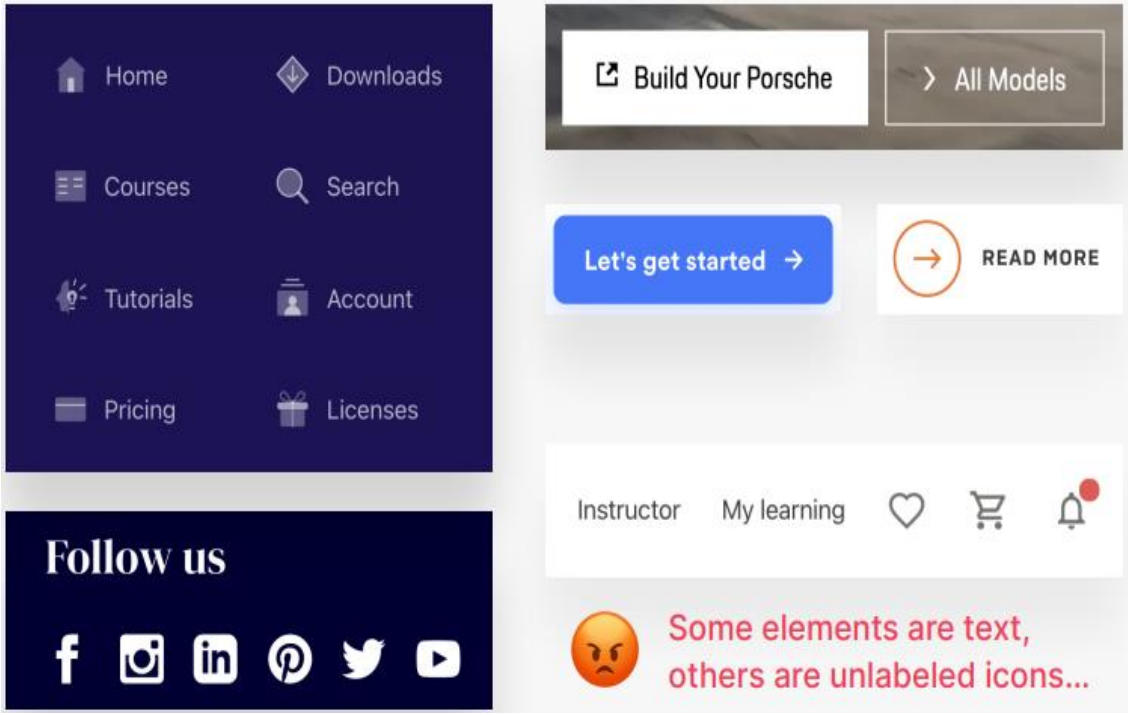
Solve a problem

Use icons for **product feature blocks**

Use icons **associated with actions**, and **label them**

(unless no space or icon is 100% clear)





Use icons **as bullet points**

POPULAR CHOICE

Essential
All the basics to get started

29€ /mo
Billed Monthly

- 5 Users
- Collaboration features

AUTO-GENERATION

- Unlimited generations
- 1 000 banner exports/month
- 5 brand presets

CREATIVE AUTOMATION

- Unlimited templates
- 2 000 API calls/month
- Zapier integration

Try for free

- ✔ Caffeine keeps you alert. [1]
- ✔ Coffee contains helpful antioxidants. [2]
- ✘ Anxiety: Caffeine increases the body's stress hormone (cortisol). [3]
- ✘ Sleeplessness: Excess caffeine decreases sleep quality, requiring even more caffeine the next day for the same alertness. [4]
- ✘ Harmful: Many energy drinks include harmful compounds like L-tyrosine and excessive amounts of sugar. [5]

× Program Administration

Blair handles all operational duties to facilitate the ISA program including the process of all applications, repayments and customer support. Lean back and focus on the education of your students.

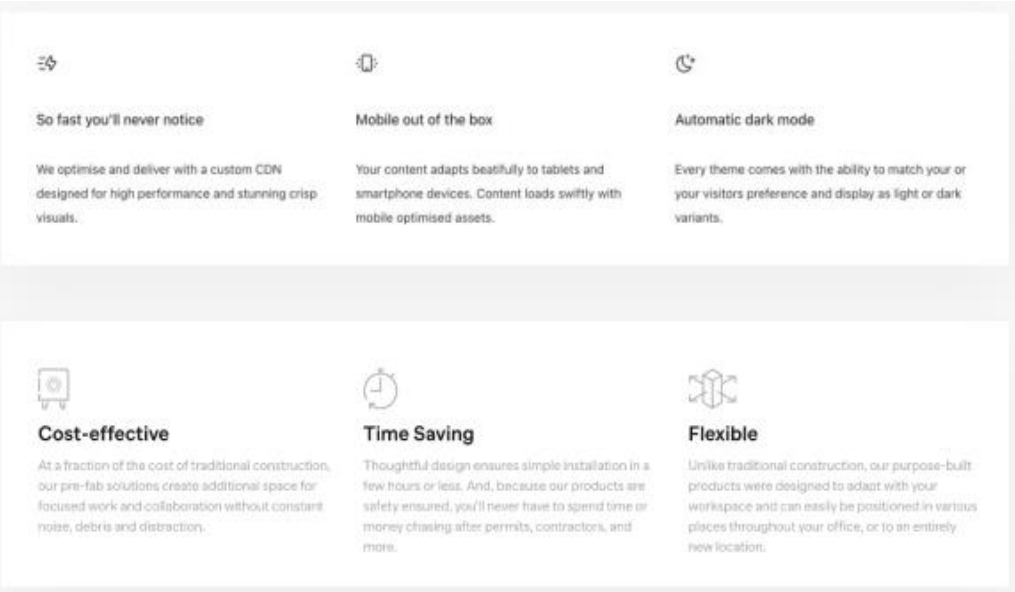
+ Regulatory Framework

+ Technical Infrastructure

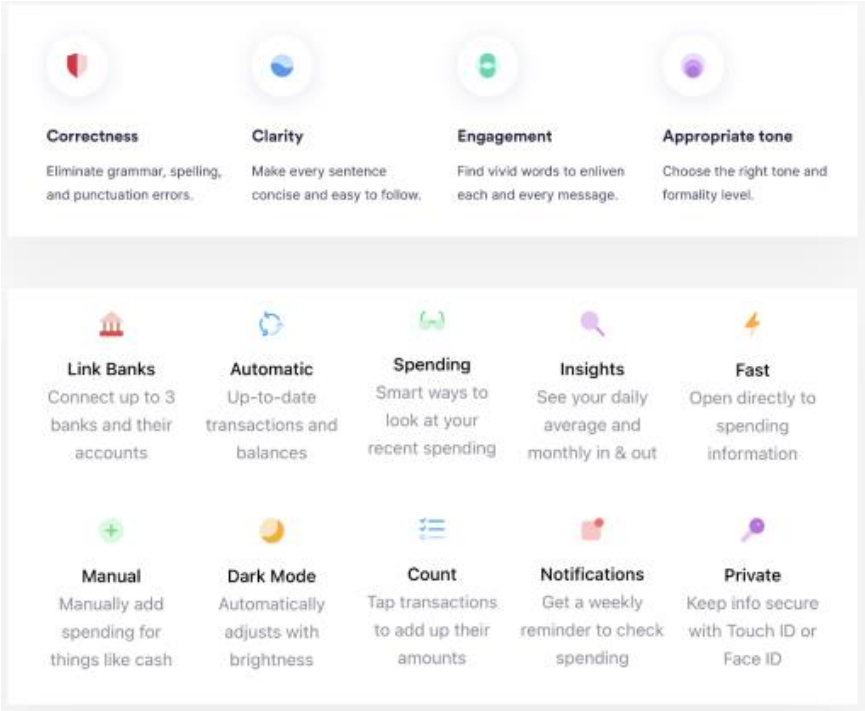
+ Financing Solutions

- ☑ Sustainable aluminum bottle
- ☑ Only clean and natural ingredients
- ☑ No petrochemicals
- ☑ Saves clean water
- ☑ Renewable active ingredients
- ☑ Made locally with minimal outsourcing
- ☑ Reduces greenhouse gas emissions
- ☑ Proven to perform

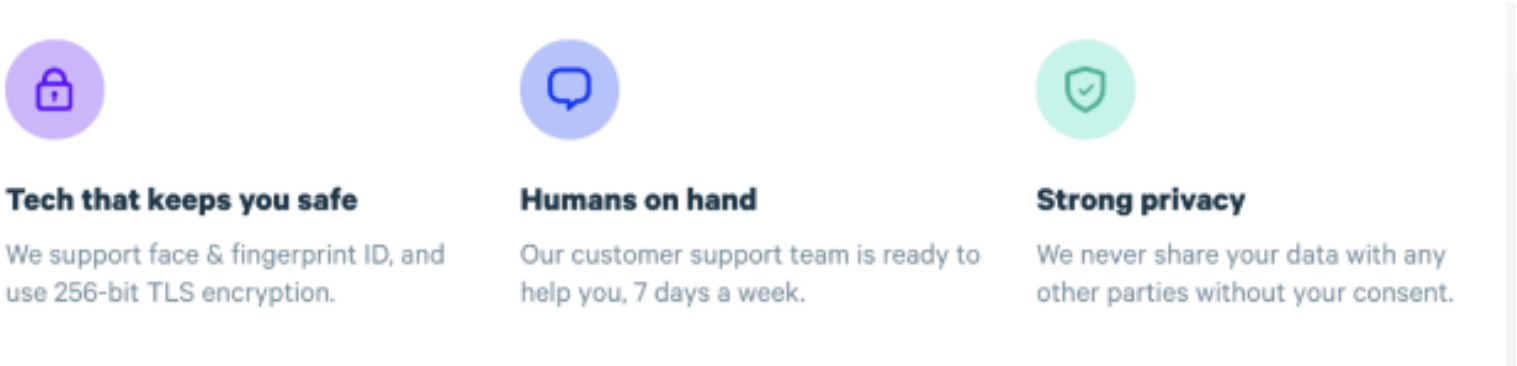
To keep icons neutral, **use same color as text.**



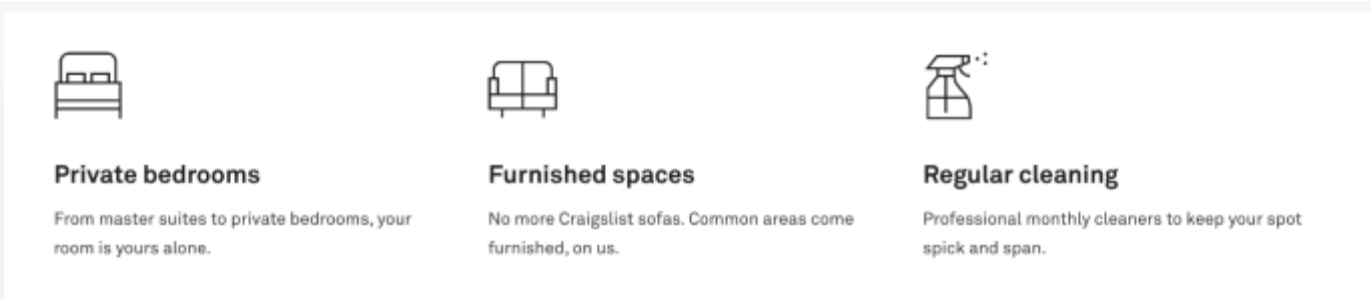
To draw more attention, **use different color**



Don't make icons larger than what they **were designed for**. If needed, **enclose them in a shape**



😃 Icons were designed for big use: **lots of details, thin lines**

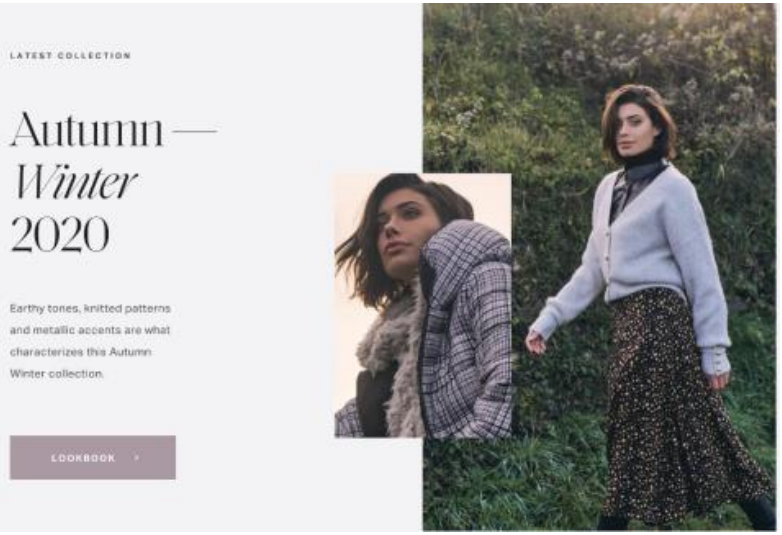


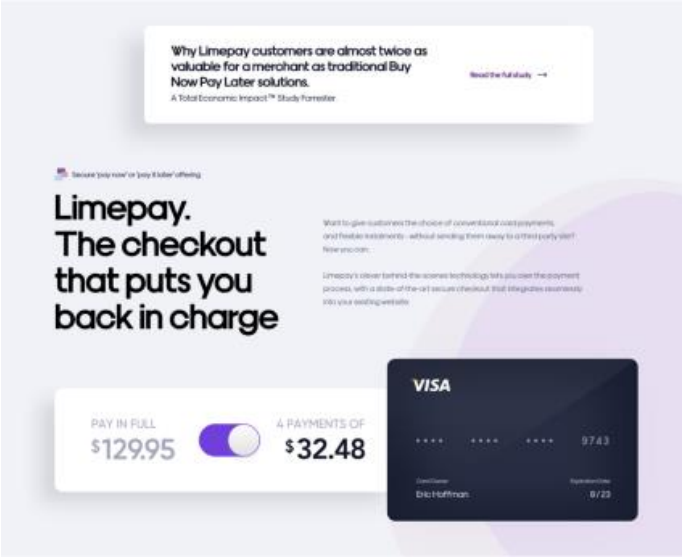
Shadows

USE SHADOWS **WELL**

Less shadows → **More** shadows

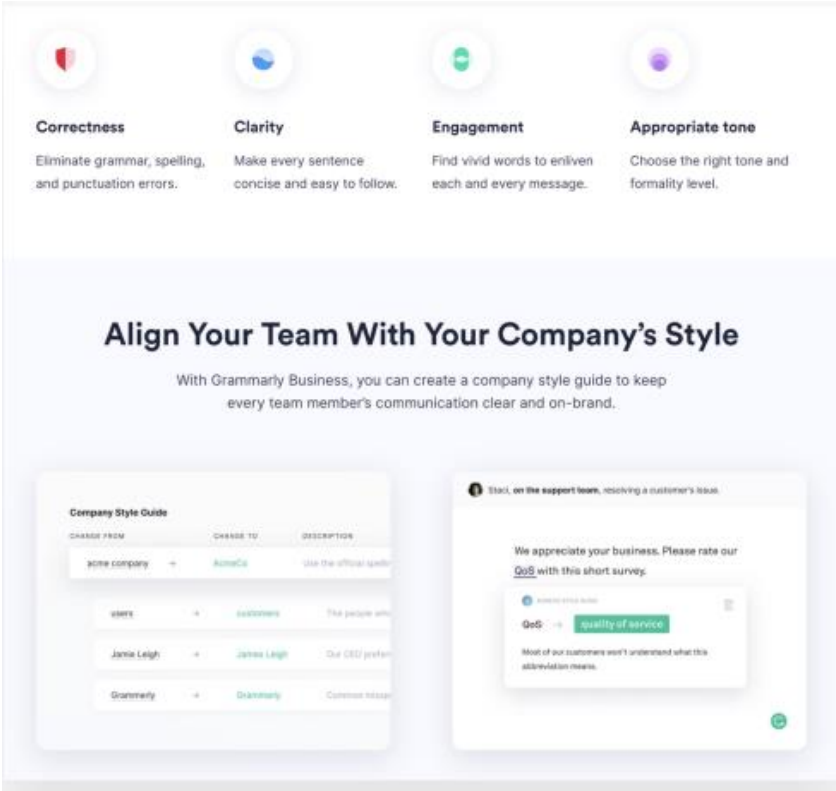
SERIOUS / ELEGANT → PLAYFUL / FUN

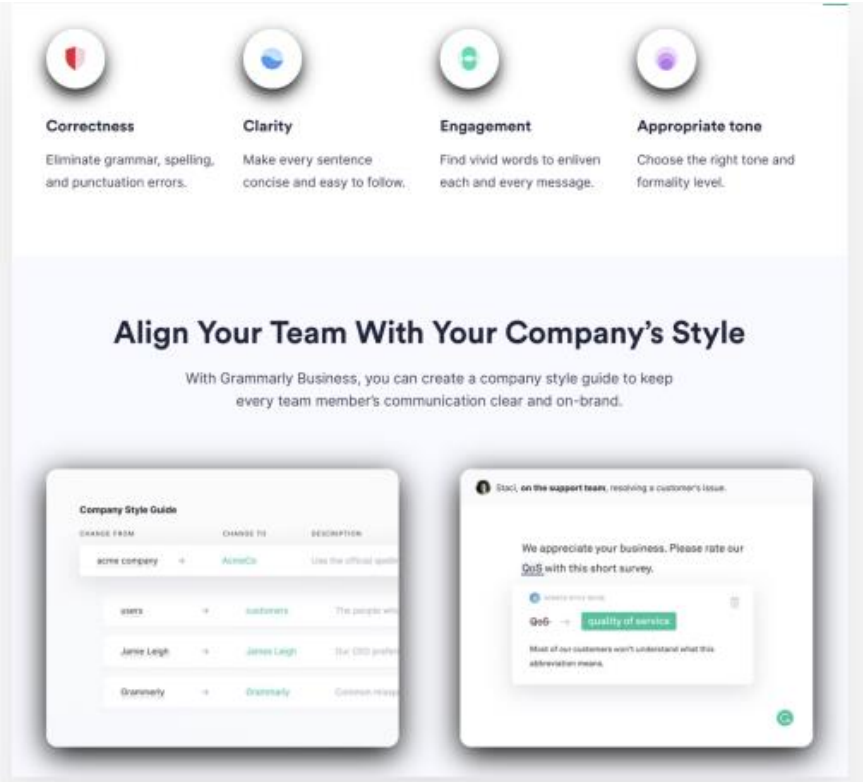




Use shadows **in small doses**: don't add shadows to every element!

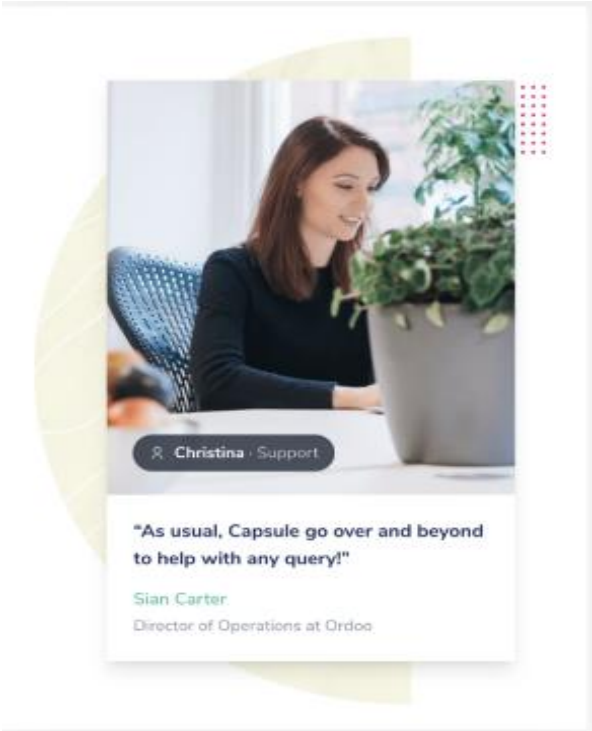
Go light on shadows, don't make them **too dark**!

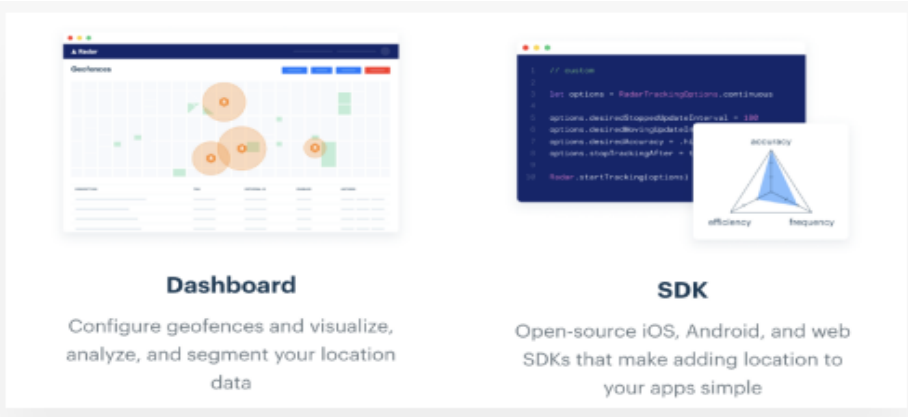


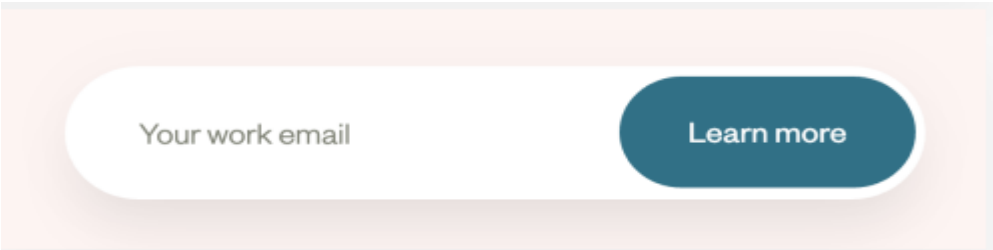


USE SHADOWS IN THE **RIGHT SITUATION**

Use **small shadows** for smaller elements that should stand out (to draw attention)







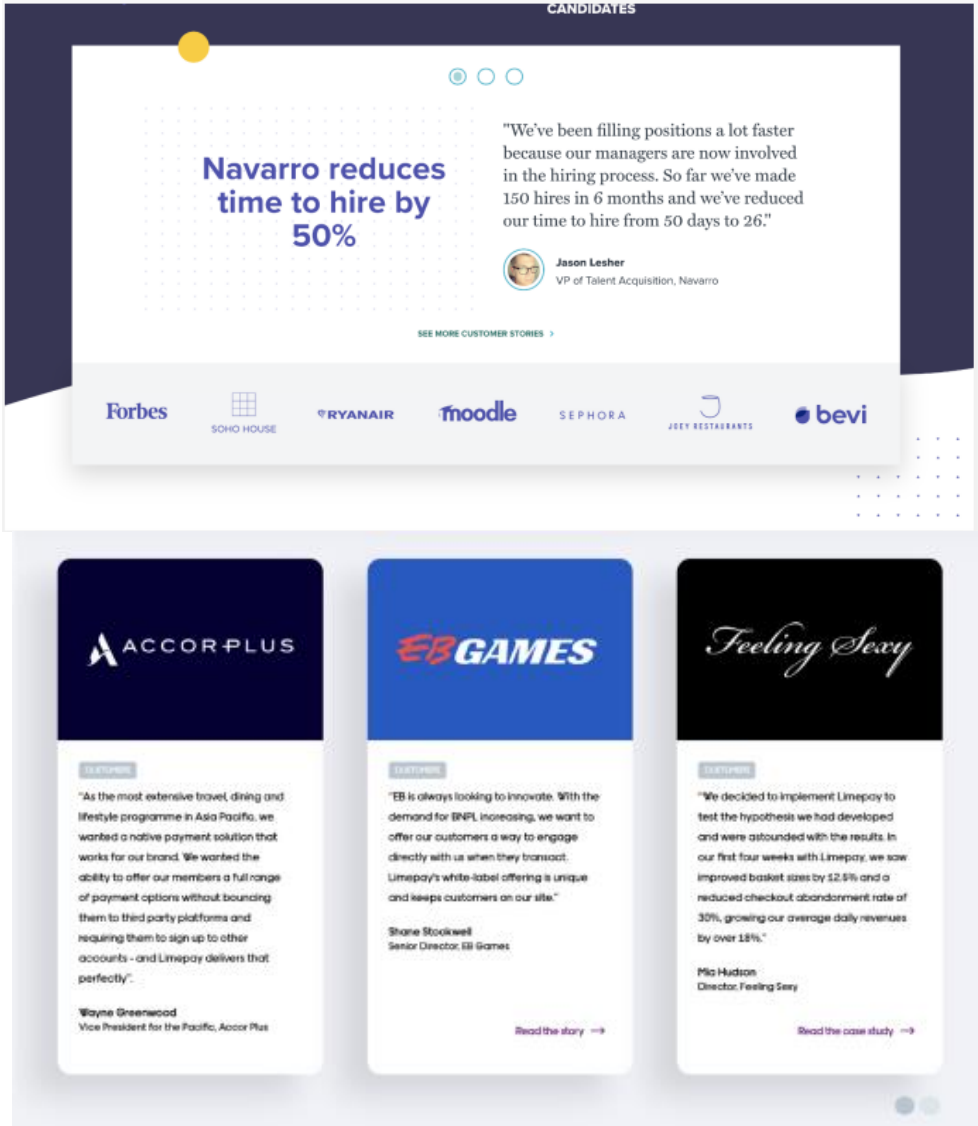
Predictive Insights

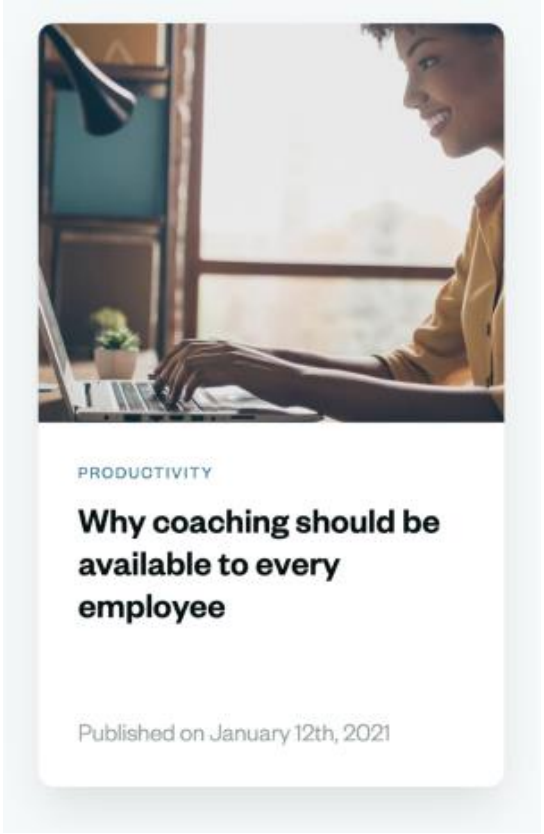
Using anomaly detection, Narrative BI's proprietary algorithms generate meaningful insights for the user without the click of a button. Narrative BI uses time-series

Natural Language Processing

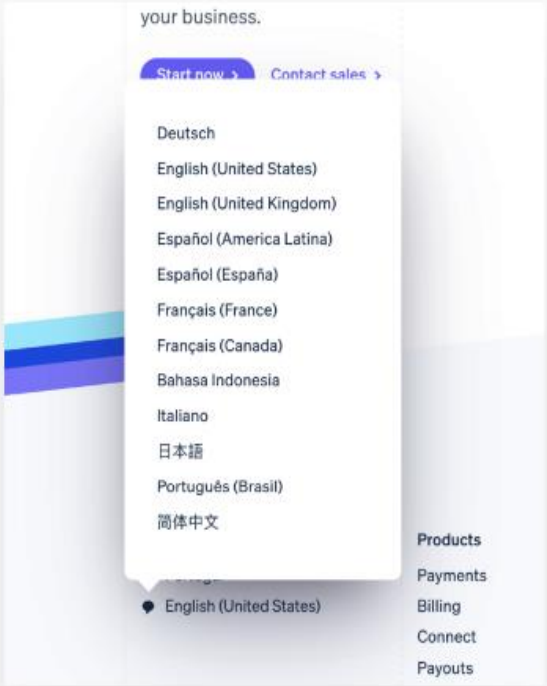
Narrative BI speaks your language. Through our patent-pending Natural Language Generation Engine, users can receive insights described in plain English.

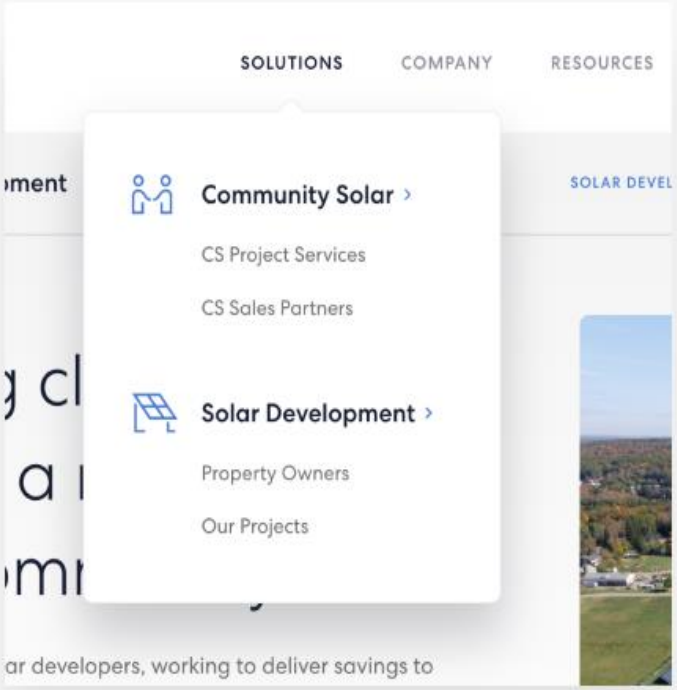
Use **medium-sized shadows** for larger areas that should stand out a bit more

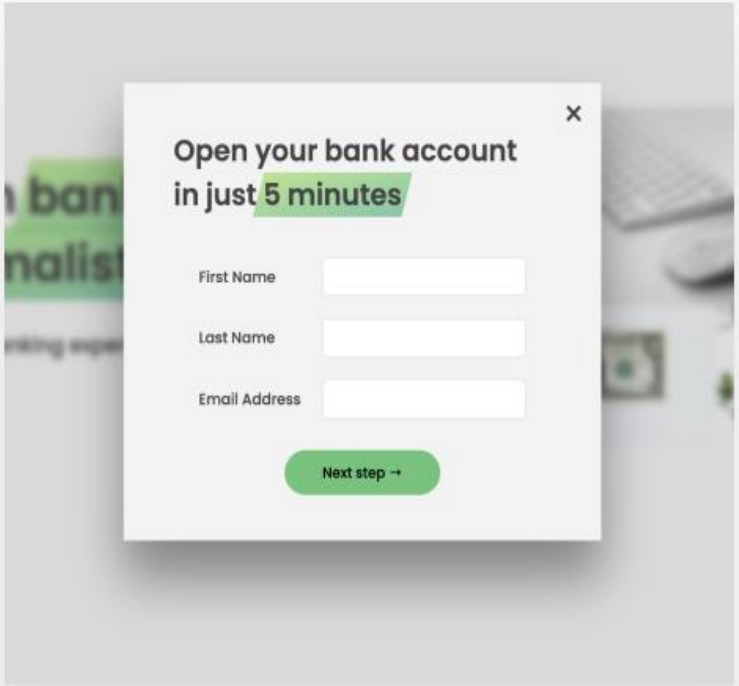




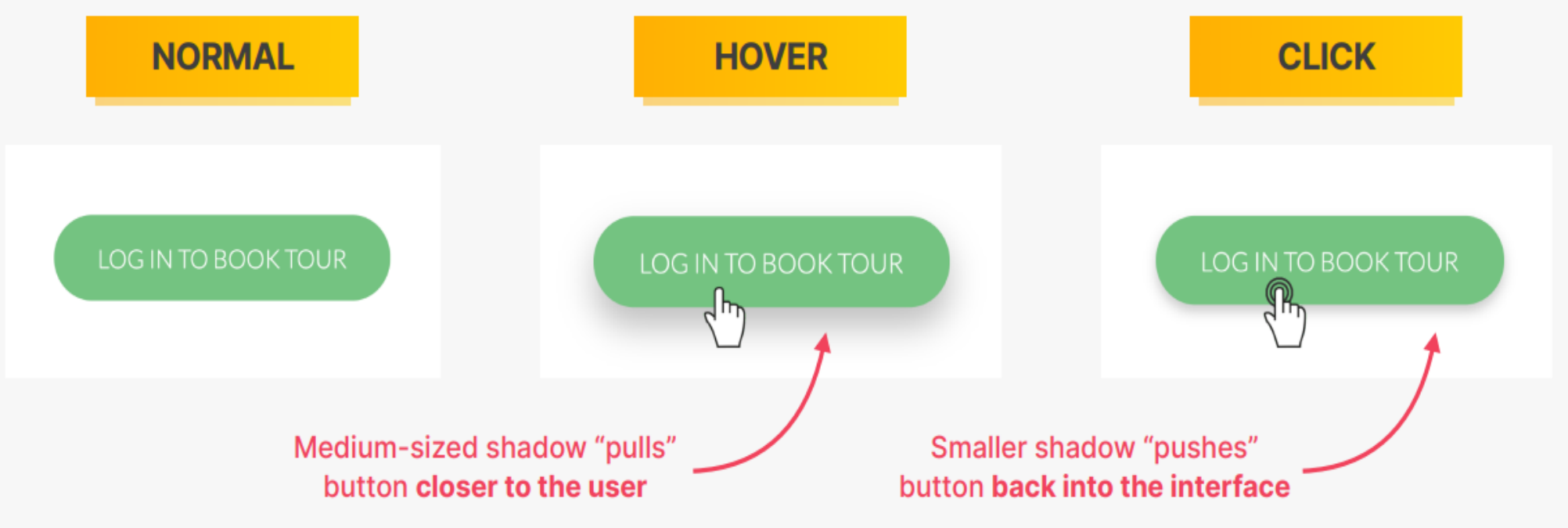
Use **large shadows** for elements that should really **float above** the interface



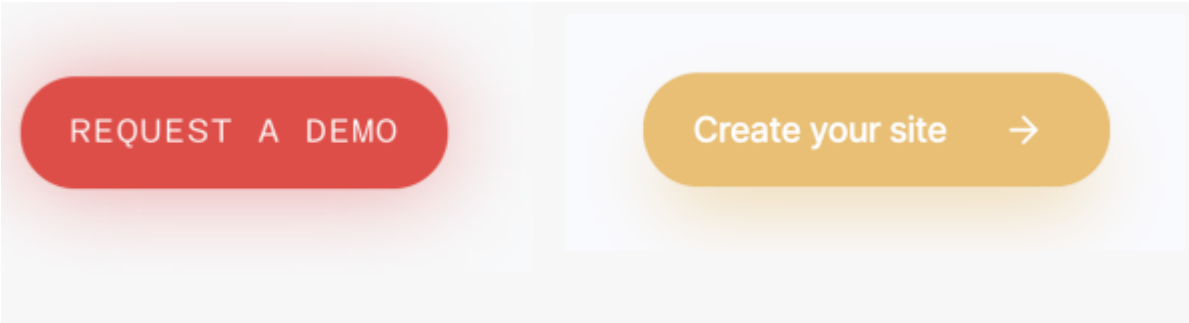


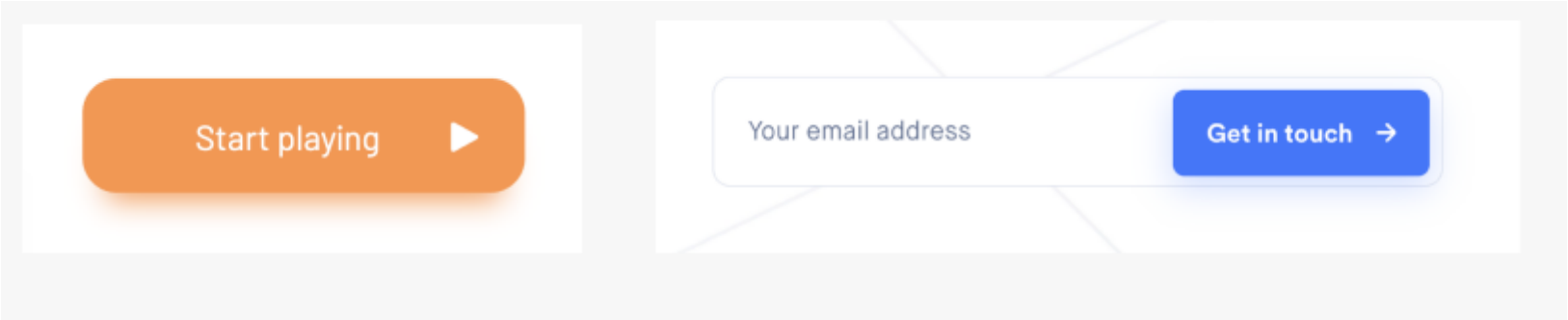


Experiment with **changing shadows** on mouse interaction (click and hover)



Experiment with **glows** (colored shadows)



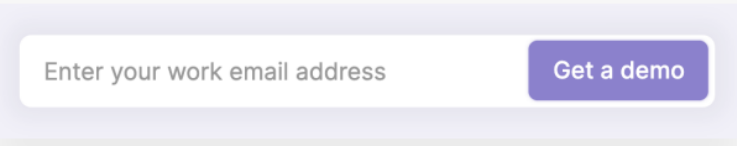


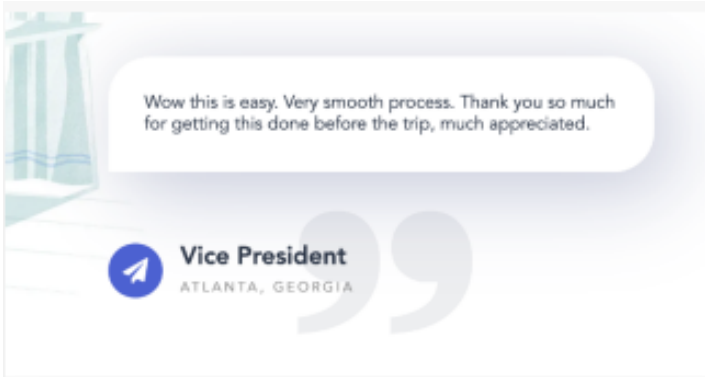
Border radius

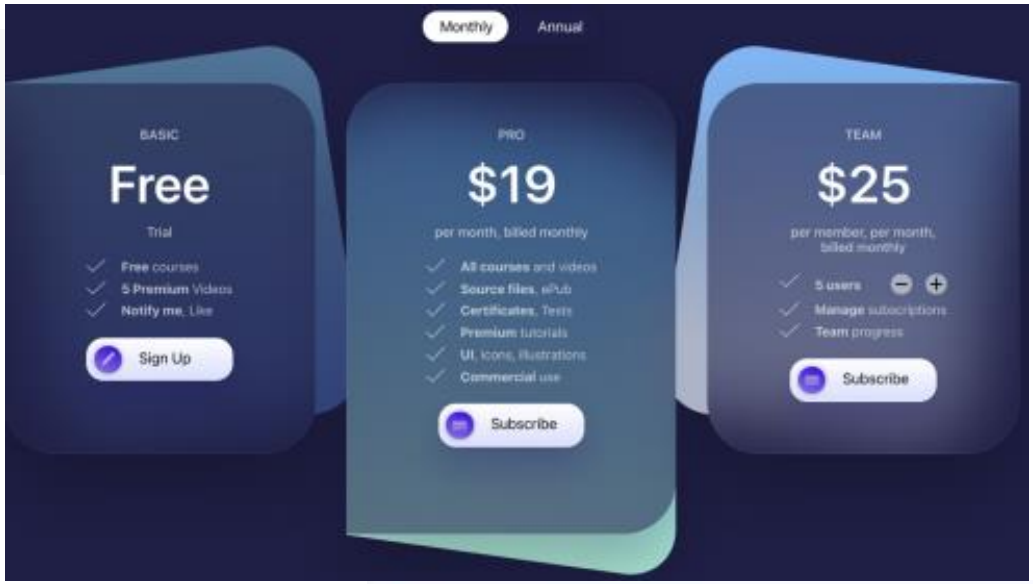
Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**

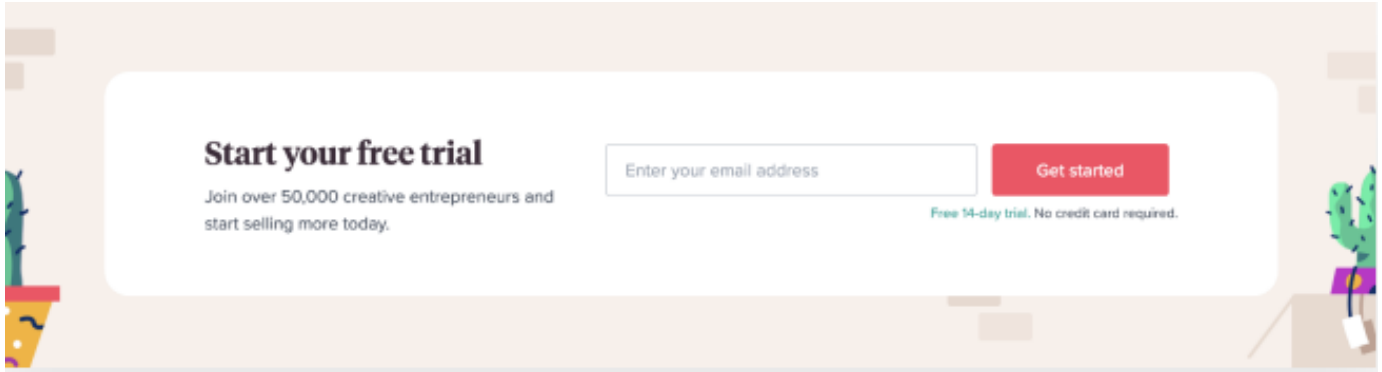
Typefaces have a certain roundness: make sure that border-radius **matches that roundness!**

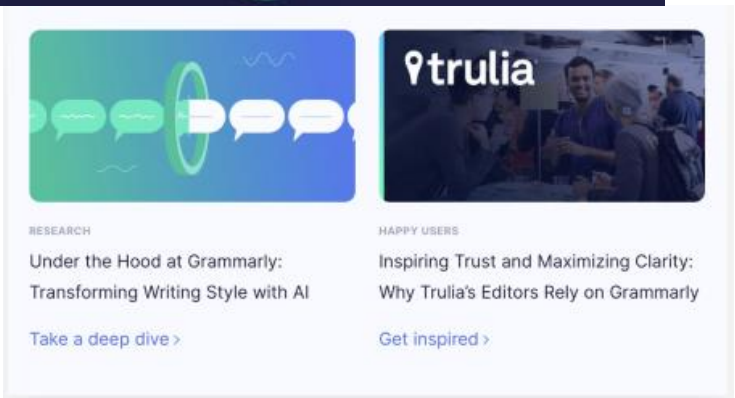
Use border-radius on **buttons**, **images**, **around icons**, **standout sections** and **other elements**





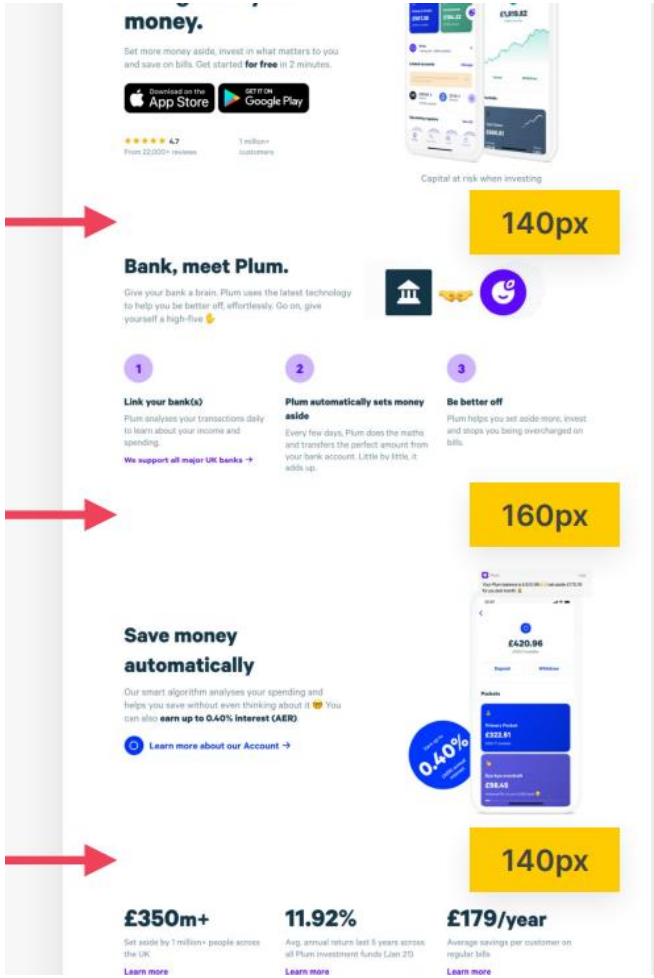




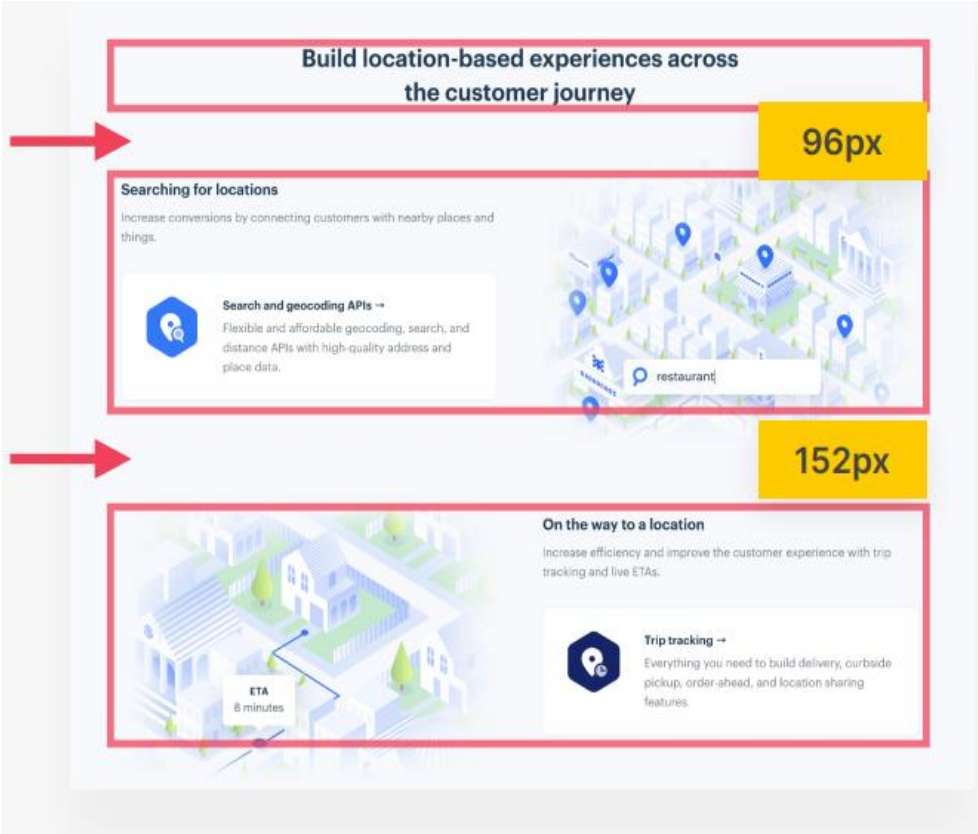


WHERE TO USE WHITESPACE

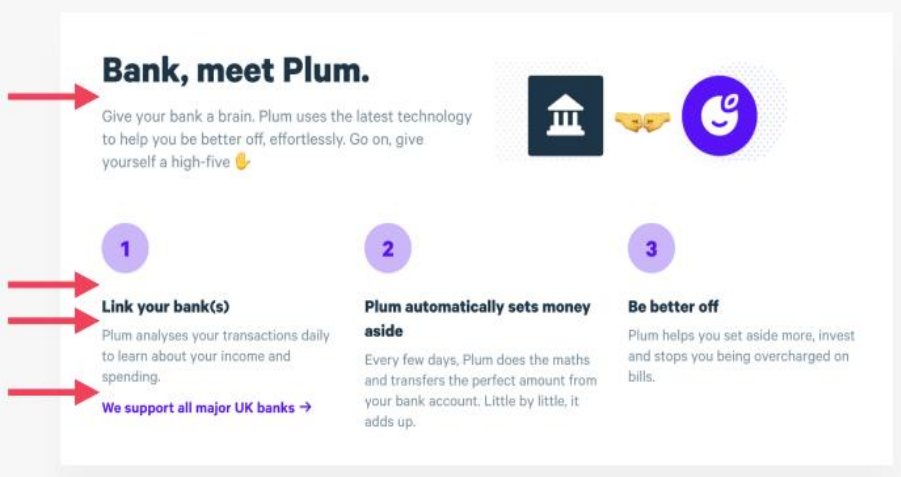
Use tons of whitespace **between sections**

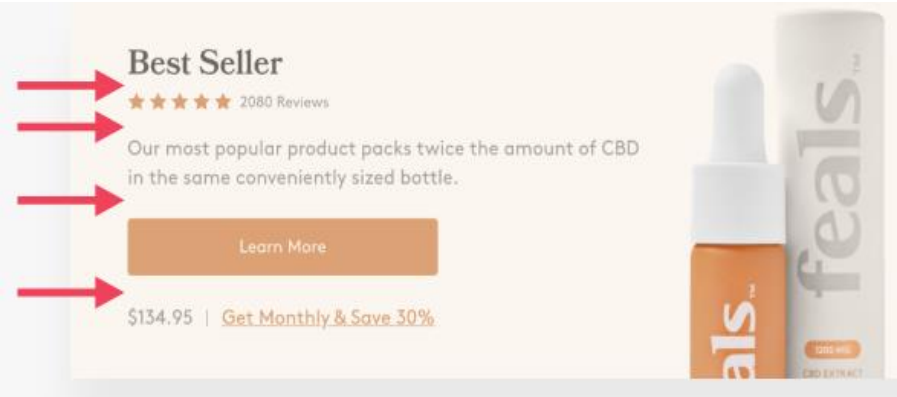


Use a lot of whitespace **between groups of elements**

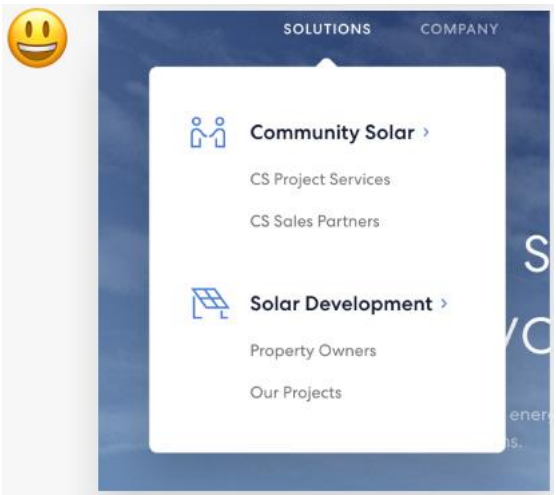


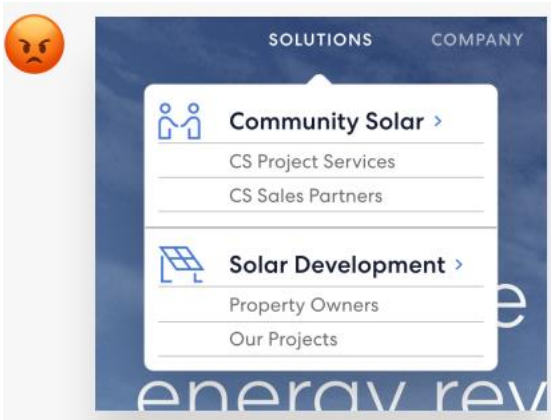
Use whitespace **between elements**





Inside **groups of elements**, try to use whitespace **instead of lines**





The more some elements (or groups of elements) **belong together, the closer they should be!**

Title and text **belong together**, therefore there is **less space between them**

Developer-first

Open-source SDKs with industry-leading accuracy, simple documentation, flexible APIs, and turnkey integrations.

Extensible

Build location-based experiences across the customer journey, from messaging to curbside pickup to address autocomplete.

The "Law of Proximity"

No separation between elements, **confusing spacing**

Developer-first

Open-source SDKs with industry-leading accuracy, simple documentation, flexible APIs, and turnkey integrations.

Extensible

Build location-based experiences across the customer journey, from messaging to curbside pickup to address autocomplete.

Ambiguous spacing. What field do labels belong to?!

Contact support

Question

Select your question...

Tell us more—how can we help?

Your email address

Send email

Contact support

Question

Select your question...

Tell us more—how can we help?

Your email address

Send email

Each label clearly **belongs** to a certain input field

Why is the button closer to the lower section?

Community Solar

Breaking down barriers to solar benefits. Homeowners, businesses, and towns can enjoy savings by signing up for a community solar share. No rooftop panels required!

Learn More

Community Solar Project Services ›

You develop the project, let our team acquire and manage the customers.

Community Solar Sales Partners ›

Broaden your customer base with access to the solar solution for more people in more places.

Community Solar

Breaking down barriers to solar benefits. Homeowners, businesses, and towns can enjoy savings by signing up for a community solar share. No rooftop panels required!

Learn More

Community Solar Project Services ›

You develop the project, let our team acquire and manage the customers.

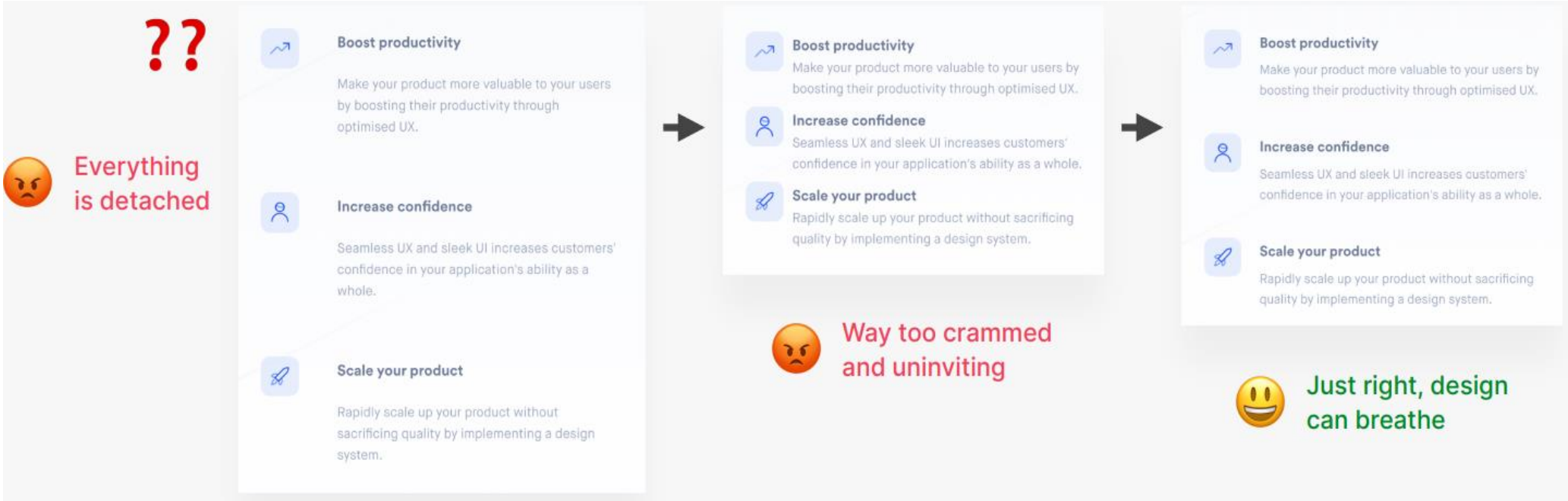
Community Solar Sales Partners ›

Broaden your customer base with access to the solar solution for more people in more places.

Button seems to belong to text block, so it's closer

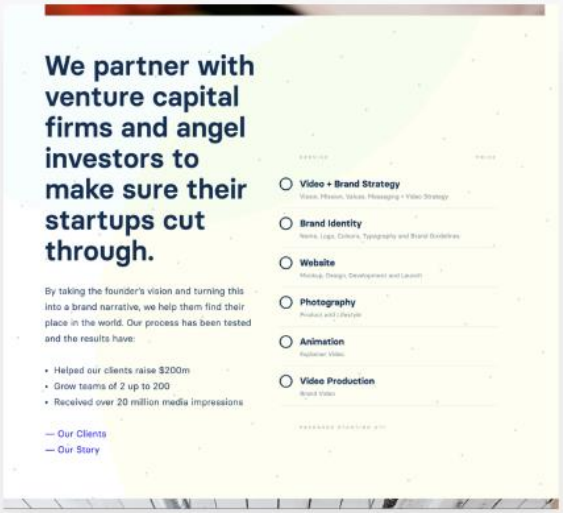
Start with **a lot of whitespace**, maybe even too much! Then **remove whitespace** from there

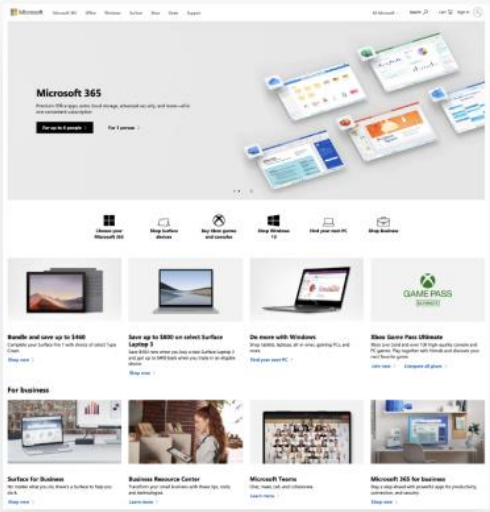
☝️ Too much whitespace looks **detached**, too little looks too **crammed**



Match **other design choices**. If you have big text or big icons, you need more whitespace

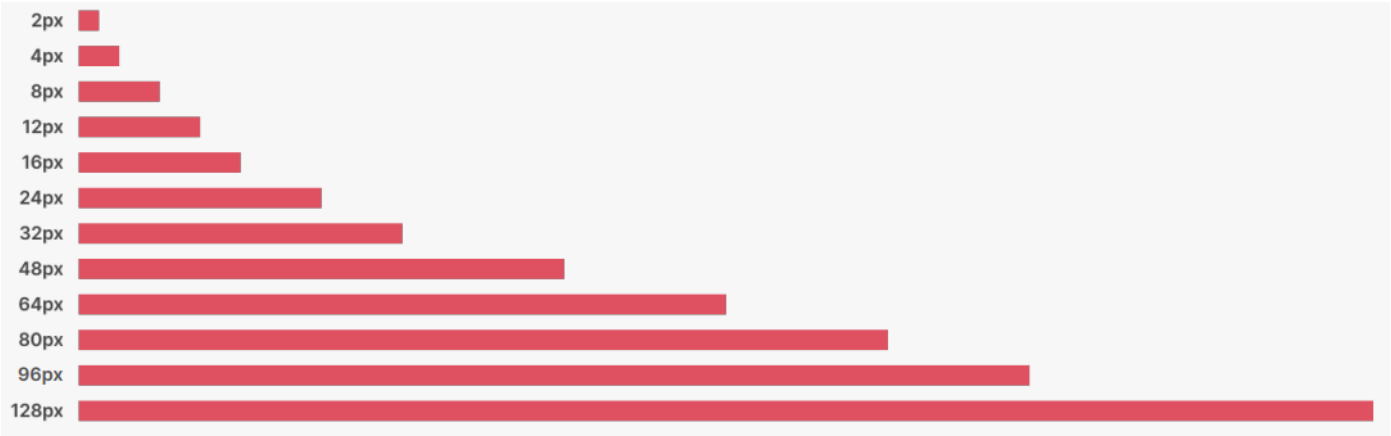
😃 Huge text, lots of whitespace





😃 Small text and images, less space

Try a hard rule, such as using **multiples of 16px** for all spacing



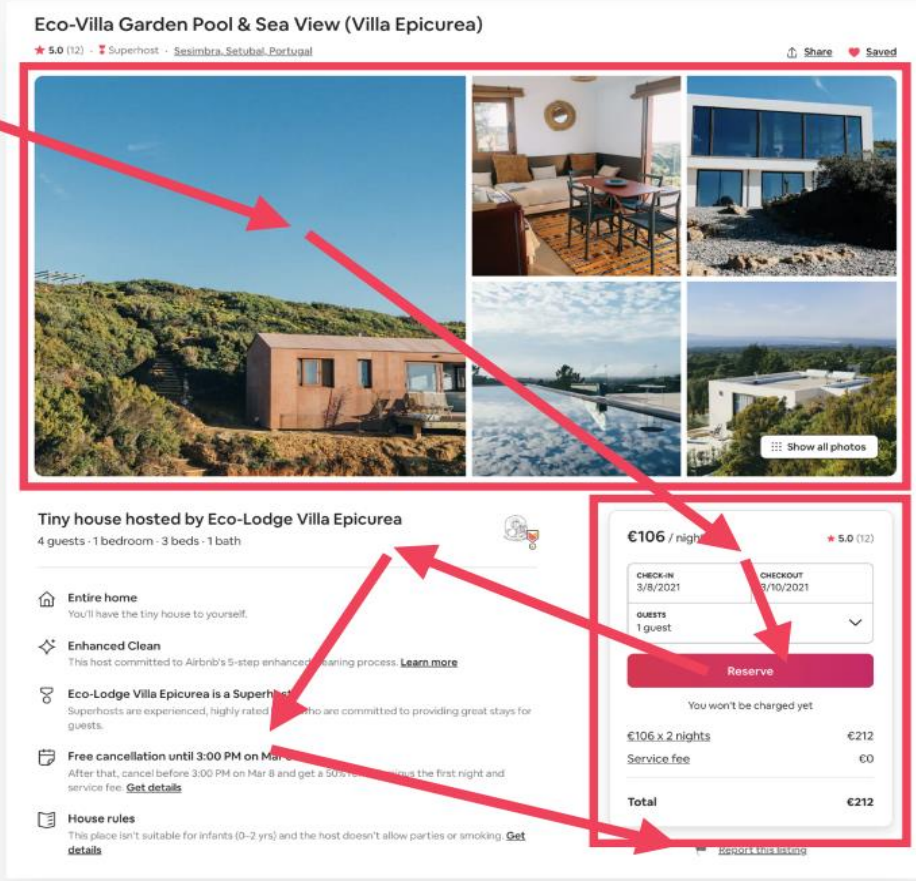
Visual hierarchy

Visual hierarchy is about **establishing which elements** of a design **are the most important ones**

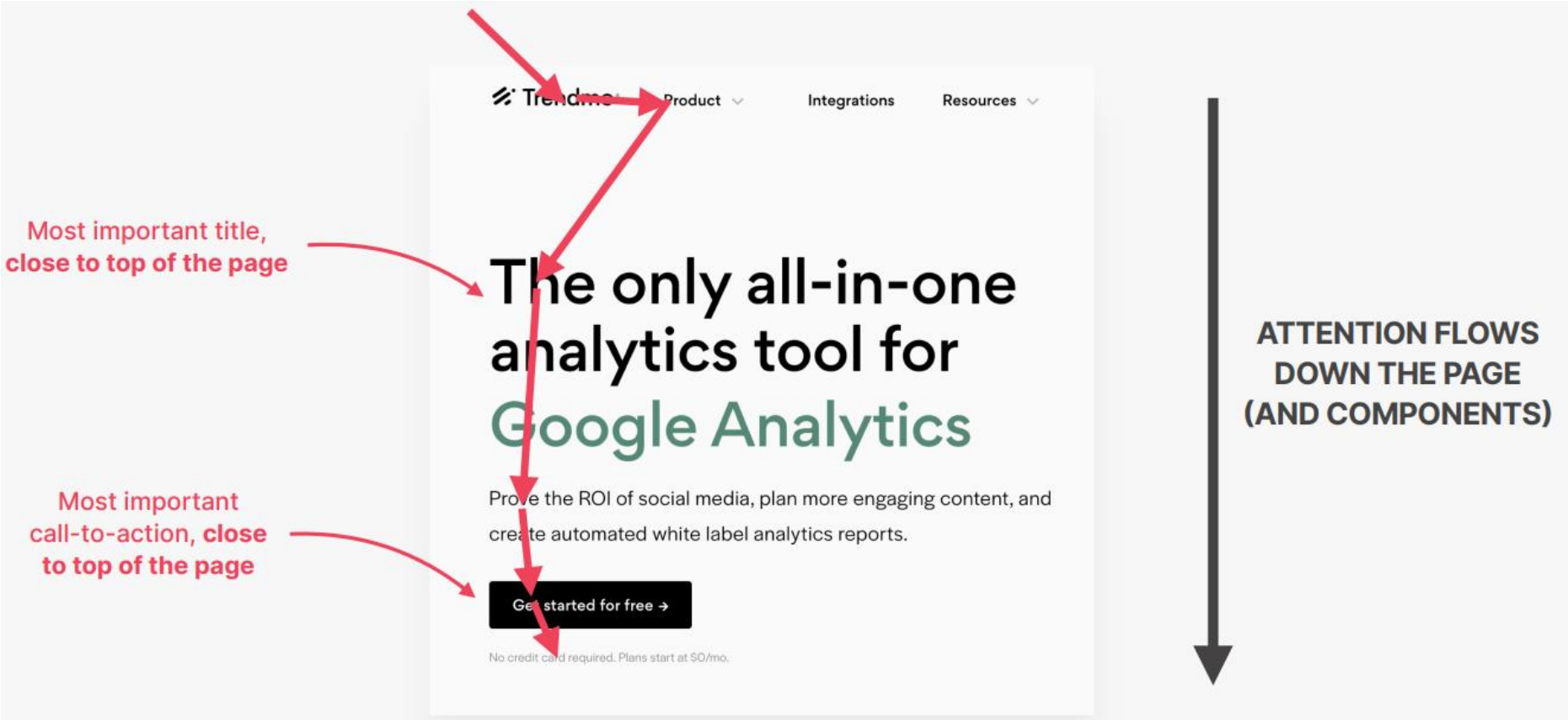
Visual hierarchy is about **drawing attention** to these most important elements

Visual hierarchy is about **defining a "path" for users**, to **guide** them through the page

We use a combination of **position**, **size**, **colors**, **spacing**, **borders**, and **shadows** to establish a meaningful visual hierarchy between elements/components

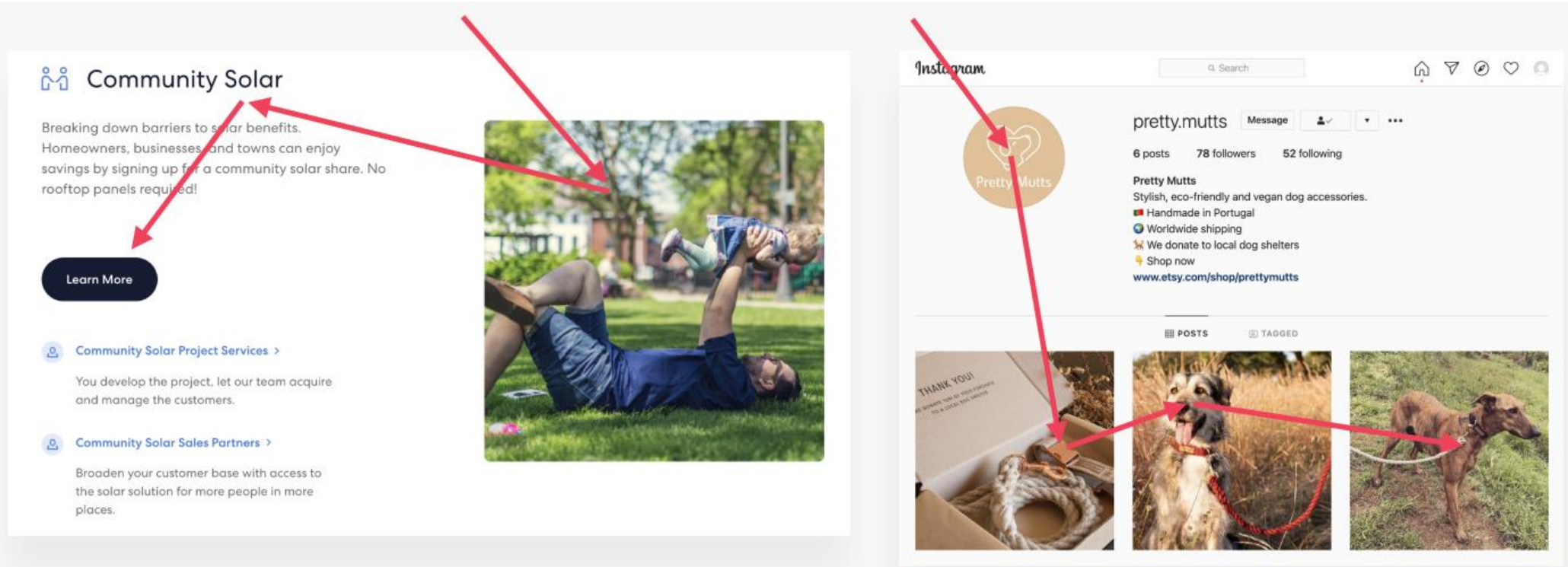


Position important elements **closer to the top the page**, where they get more attention

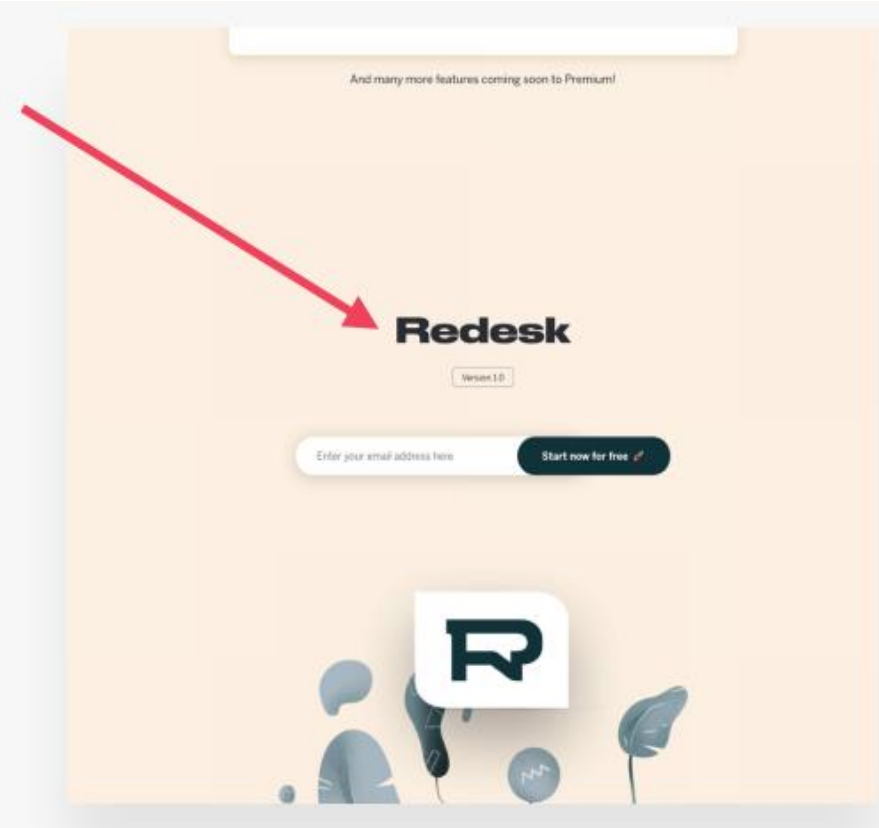


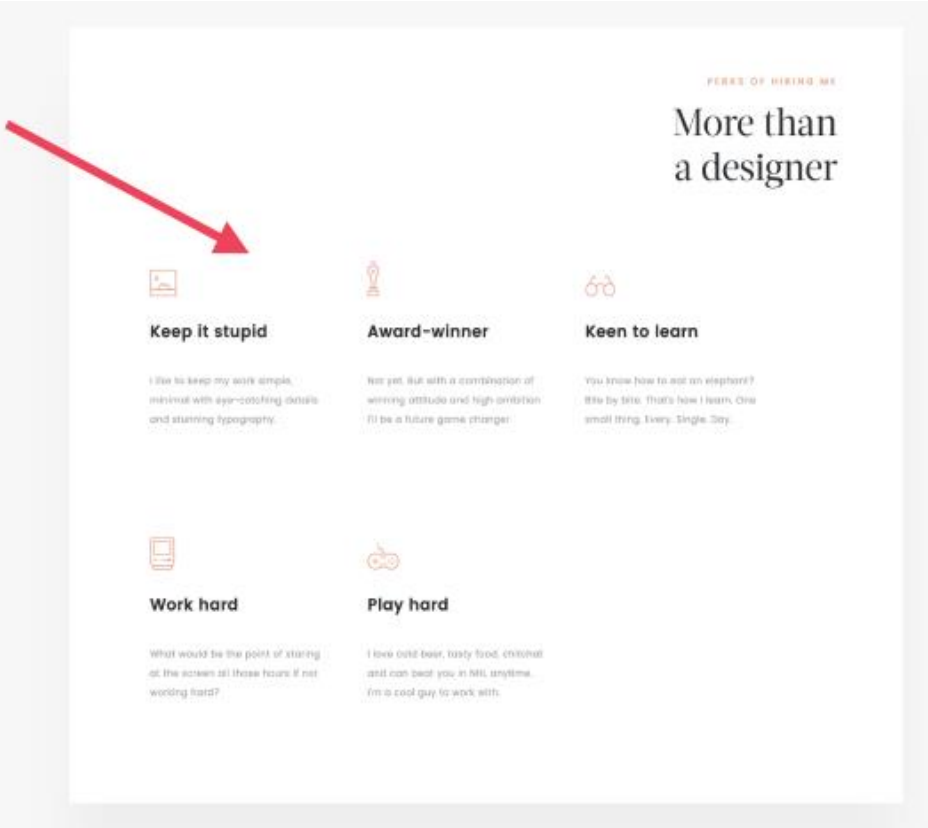
Position important elements **closer to the top the page**, where they get more attention

Use images mindfully, as they draw **a lot of attention** (larger images get more attention)

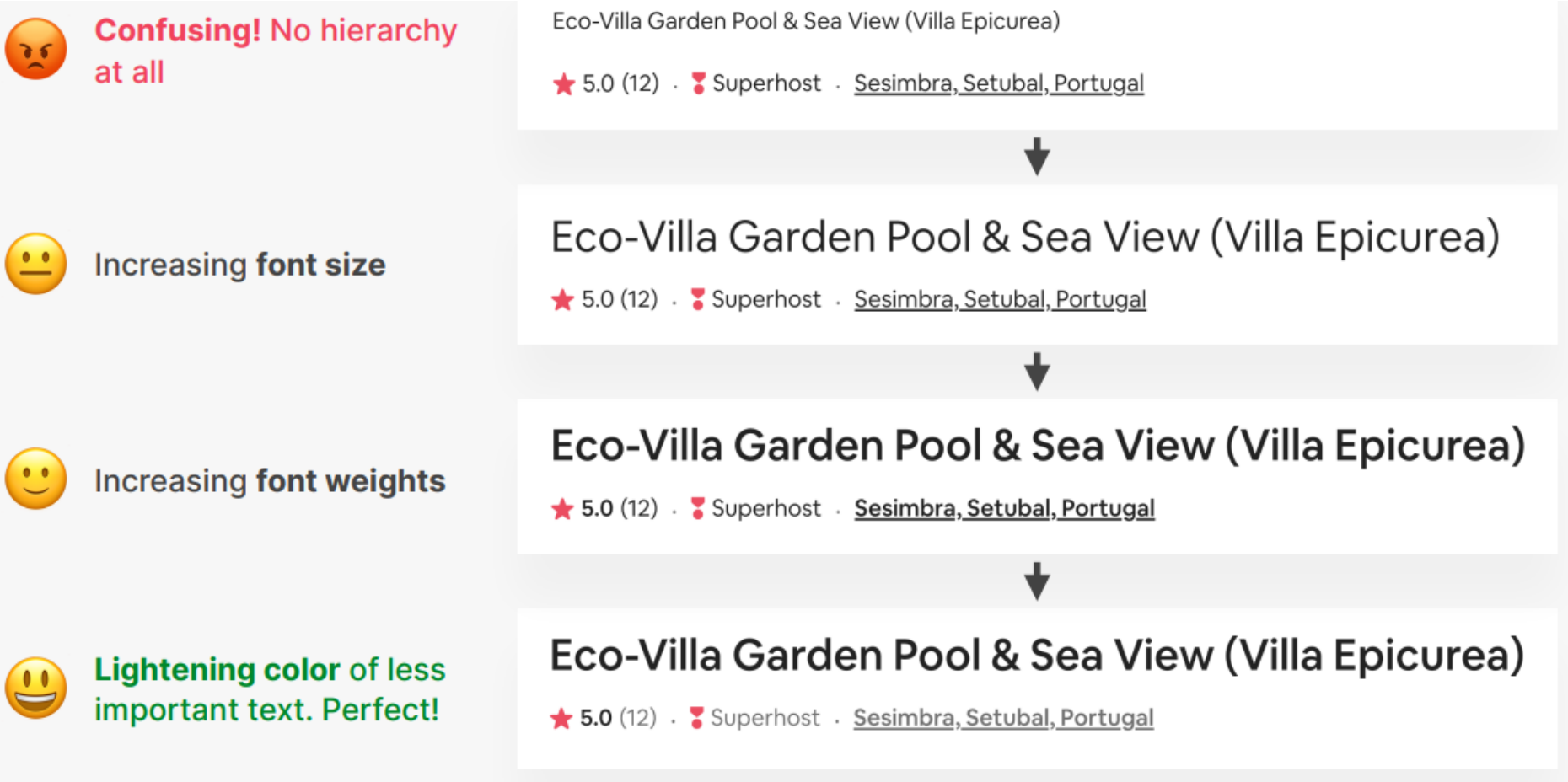


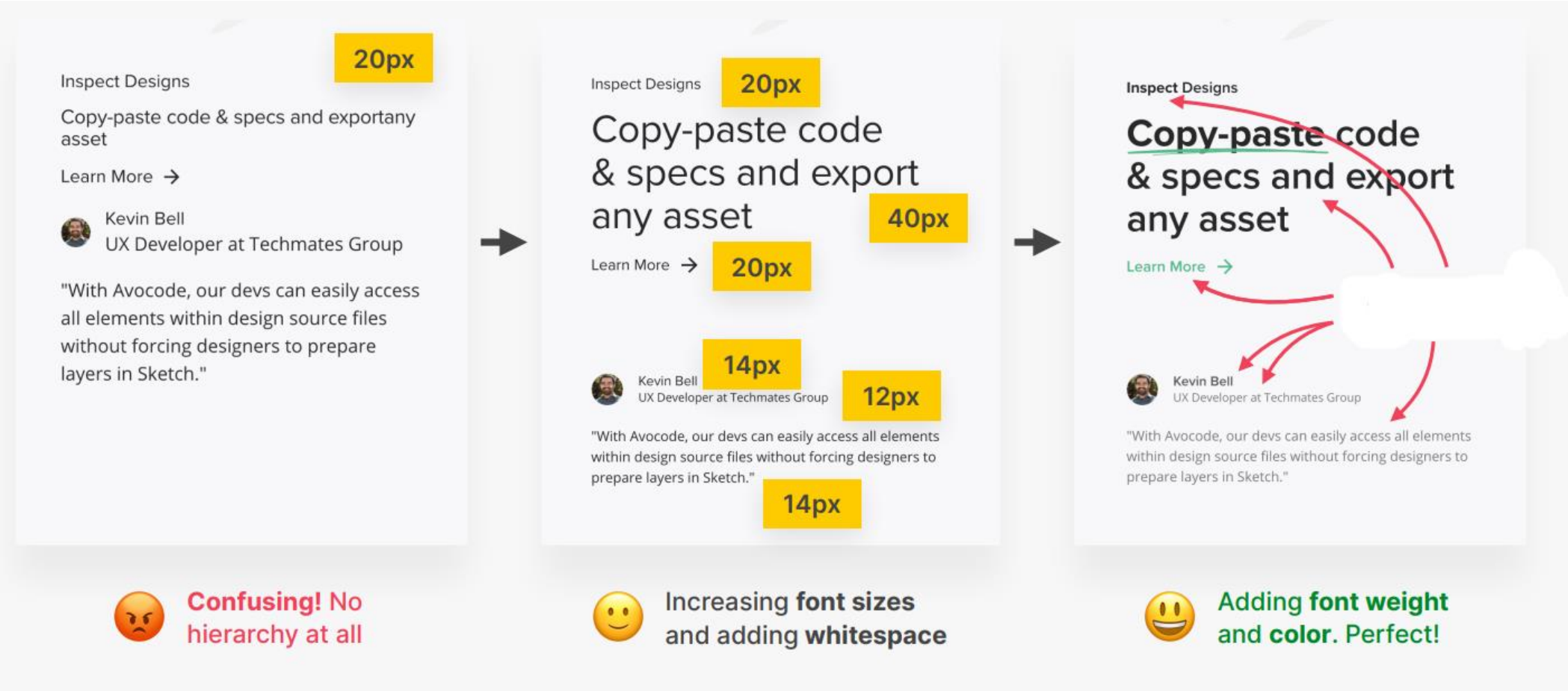
Whitespace creates separation, so **use whitespace strategically** to emphasize elements





For text elements, use **font size**, **font weight**, **color**, and **whitespace** to convey importance

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UX Developer at Techmates Group
"With Avocode, our devs can easily access all elements within design source files without forcing designers to prepare layers in Sketch."
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"With Avocode, our devs can easily access all elements within design source files without forcing designers to prepare layers in Sketch."
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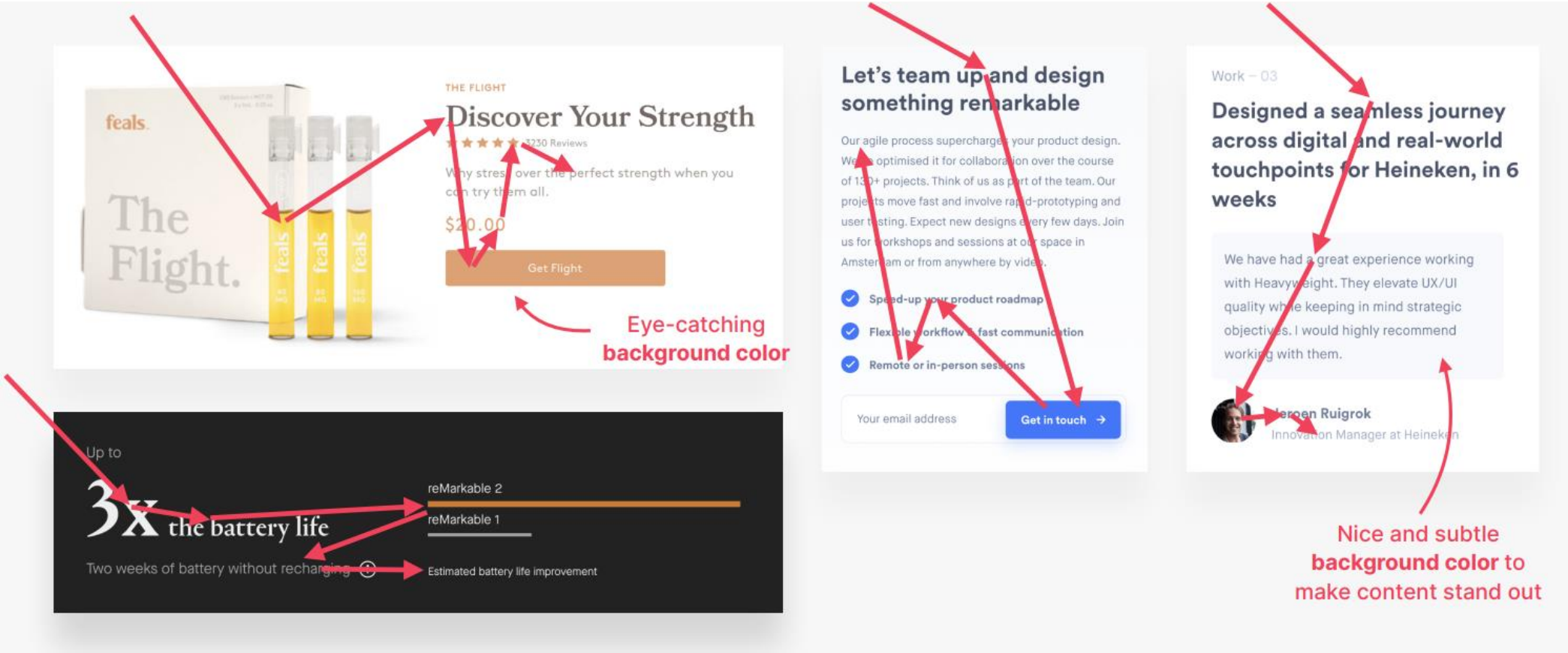
Learn More →
Kevin Bell
UX Developer at Techmates Group
"With Avocode, our devs can easily access all elements within design source files without forcing designers to prepare layers in Sketch."
Confusing! No hierarchy at all
Increasing font sizes and adding whitespace
Adding font weight and color. Perfect!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THE FLIGHT
Discover Your Strength
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Get Flight
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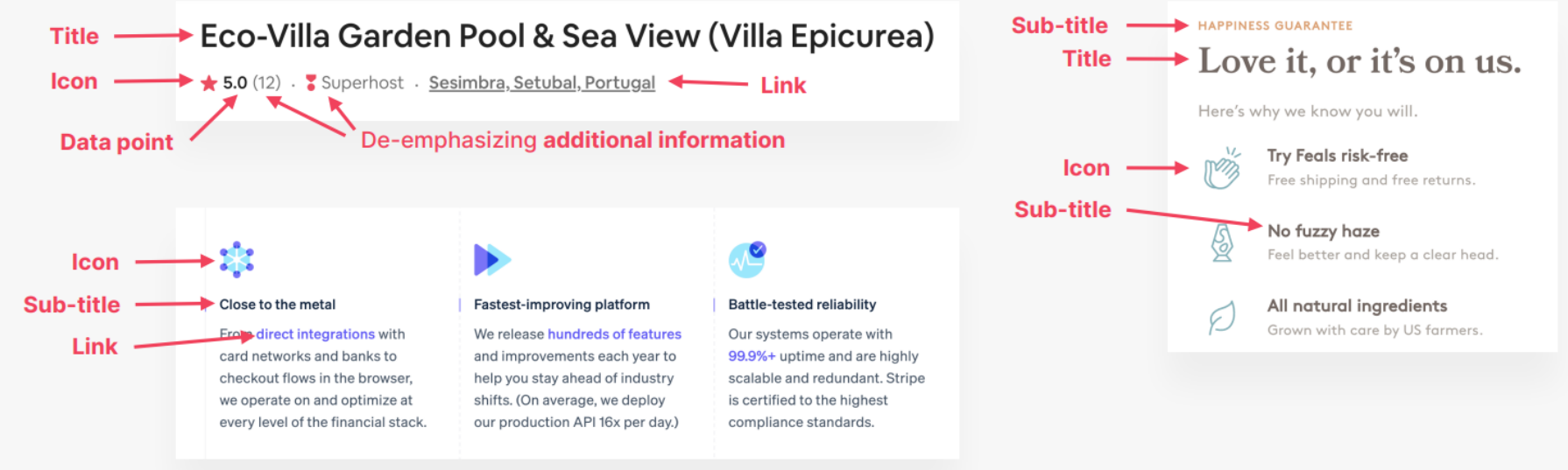
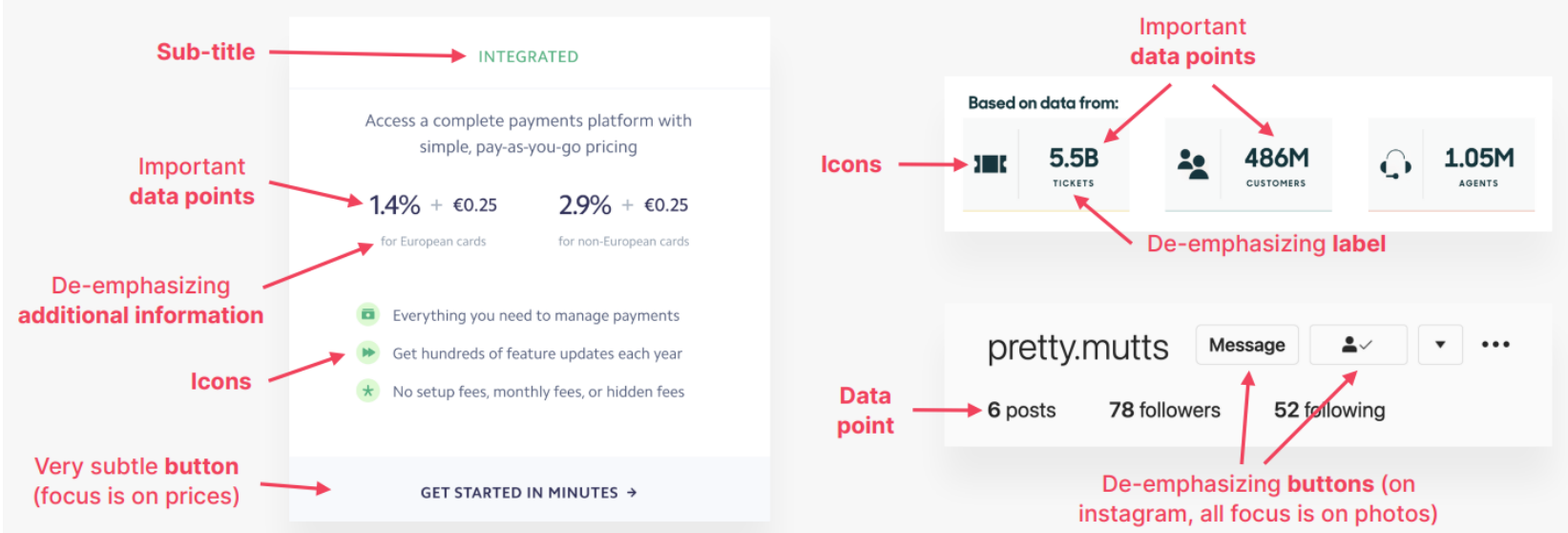
Up to
3x the battery life
Two weeks of battery without recharging
reMarkable 2
reMarkable 1
Estimated battery life improvement
Let's team up and design something remarkable
Our agile process supercharges your product design. We've optimised it for collaboration over the course of 130+ projects. Think of us as part of the team. Our projects move fast and involve rapid-prototyping and user testing. Expect new designs every few days. Join us for workshops and sessions at our space in Amsterdam or from anywhere by video.
Speed-up your product roadmap
Flexible workflow & fast communication
Remote or in-person sessions
Your email address
Get in touch
Work – 03
Designed a seamless journey across digital and real-world touchpoints for Heineken, in 6 weeks
We have had a great experience working with Heavyweight. They elevate UX/UI quality while keeping in mind strategic objectives. I would highly recommend working with them.
Jeroen Ruigrok
Innovation Manager at Heineken
Nice and subtle background color to make content stand out

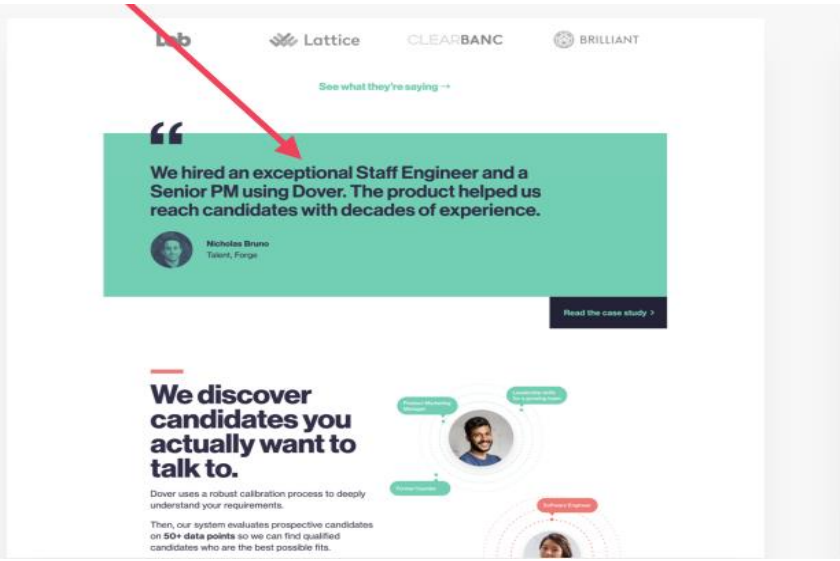
What text elements to emphasize? **Titles, sub-titles, links, buttons, data points, icons**

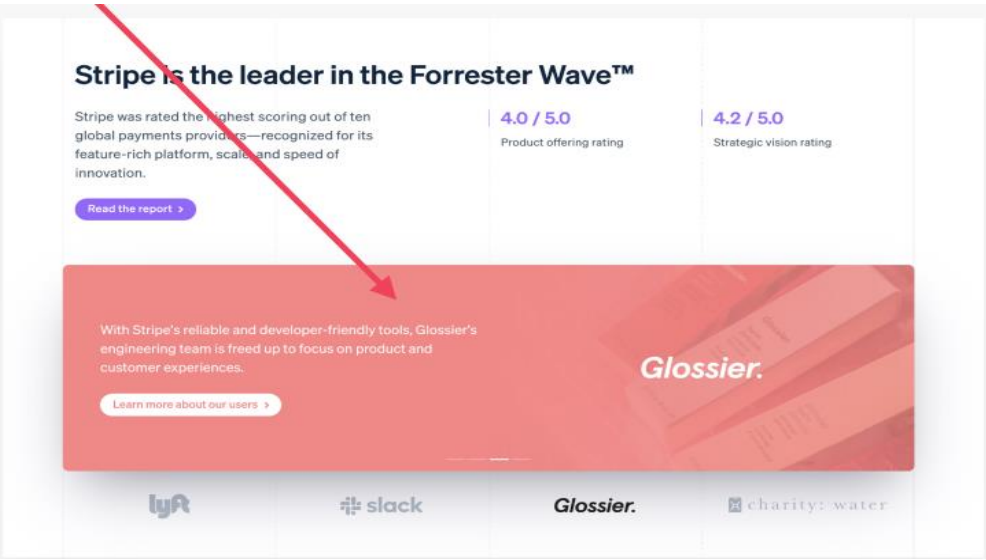


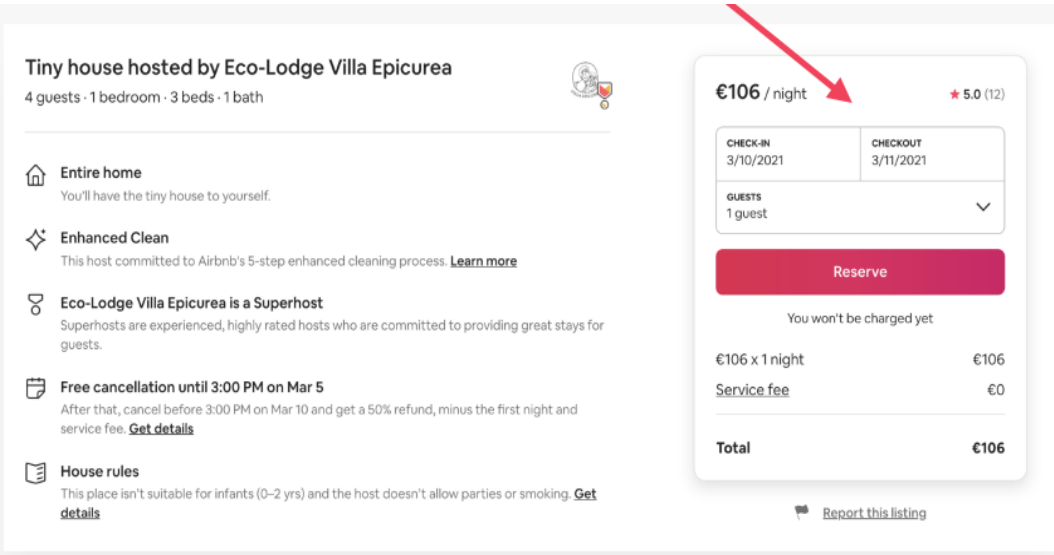
☝ You can also **de-emphasize** less important text, like **labels** or **secondary/additional information**

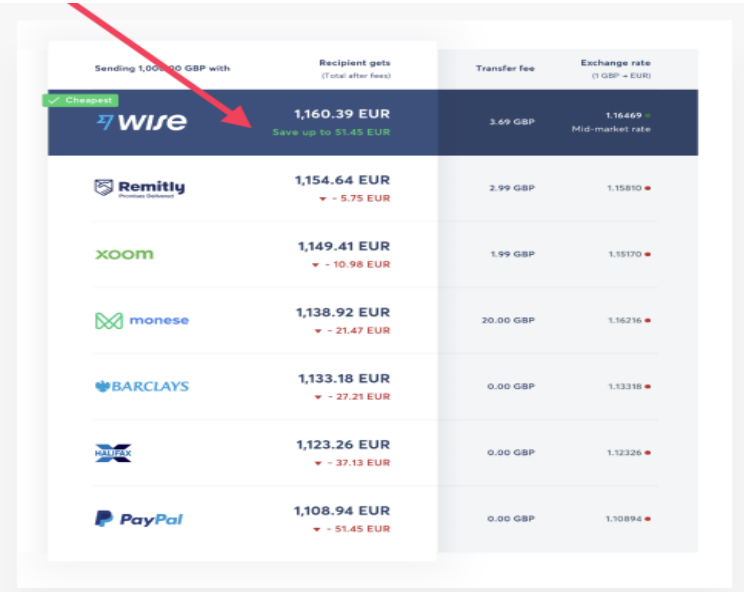


Emphasize an important component using **background color**, **shadow**, or **border** (or multiple)

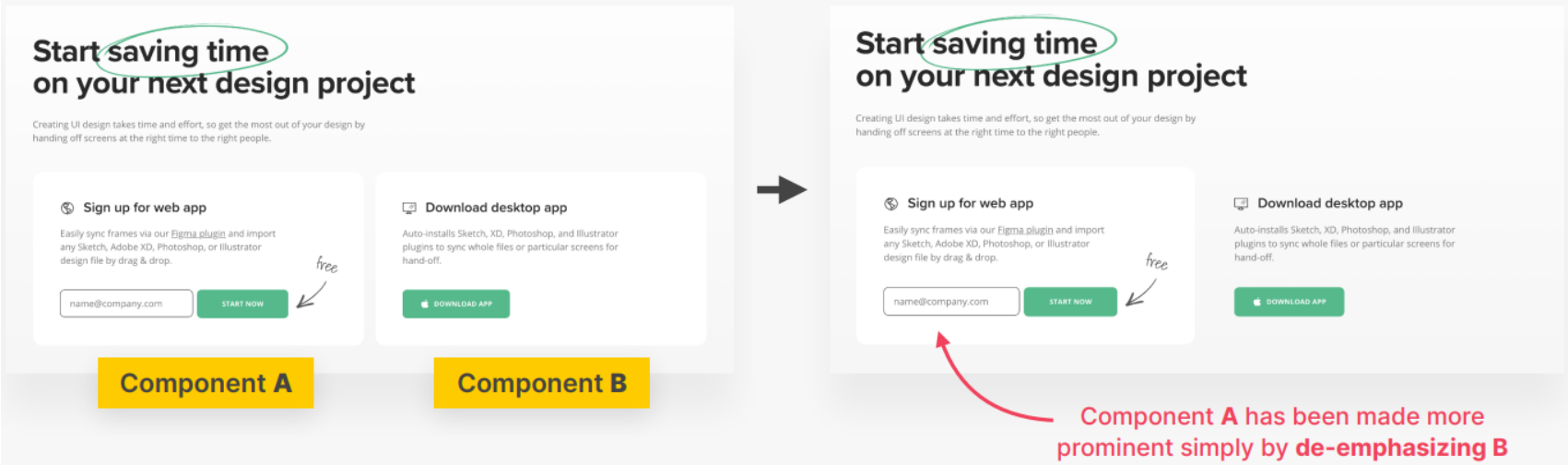


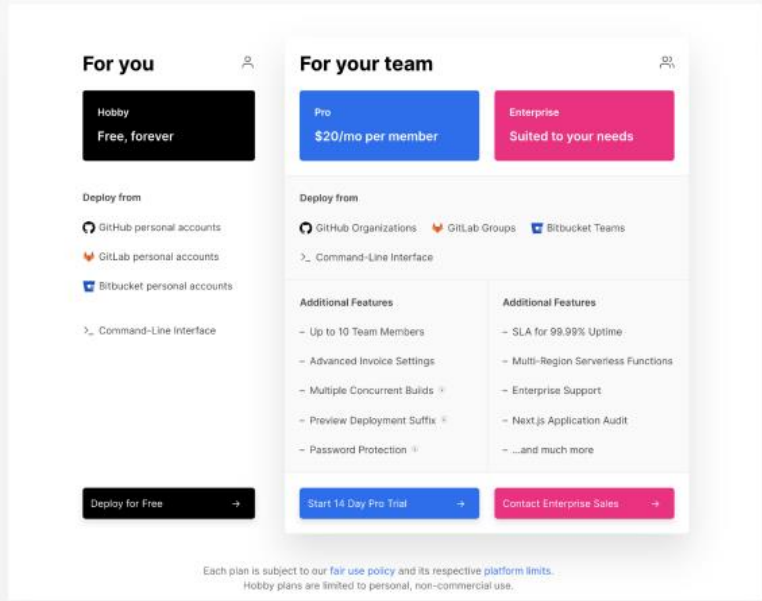


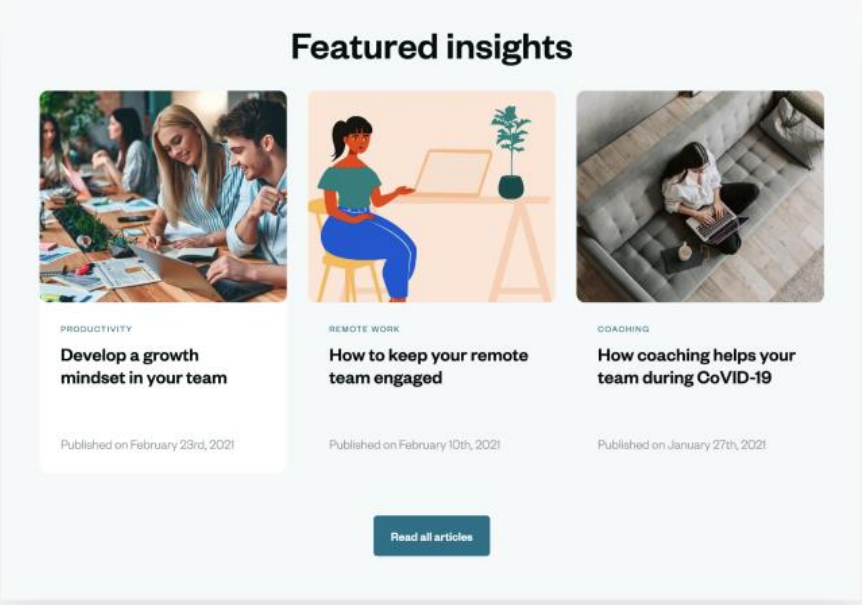




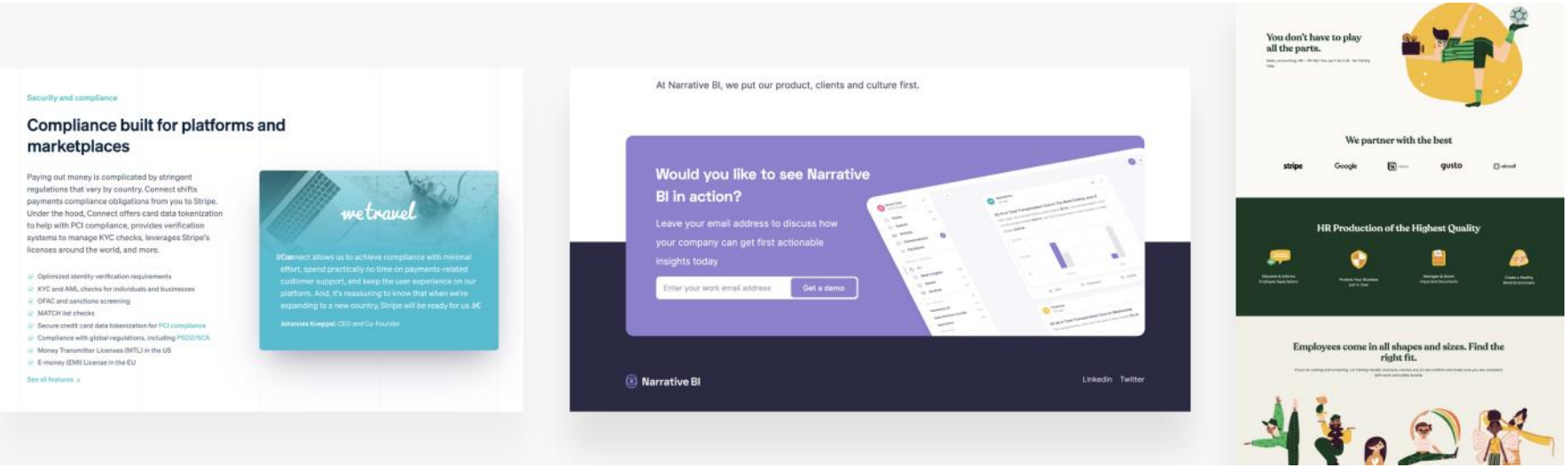
Try emphasizing some component A over component B by **de-emphasizing component B**

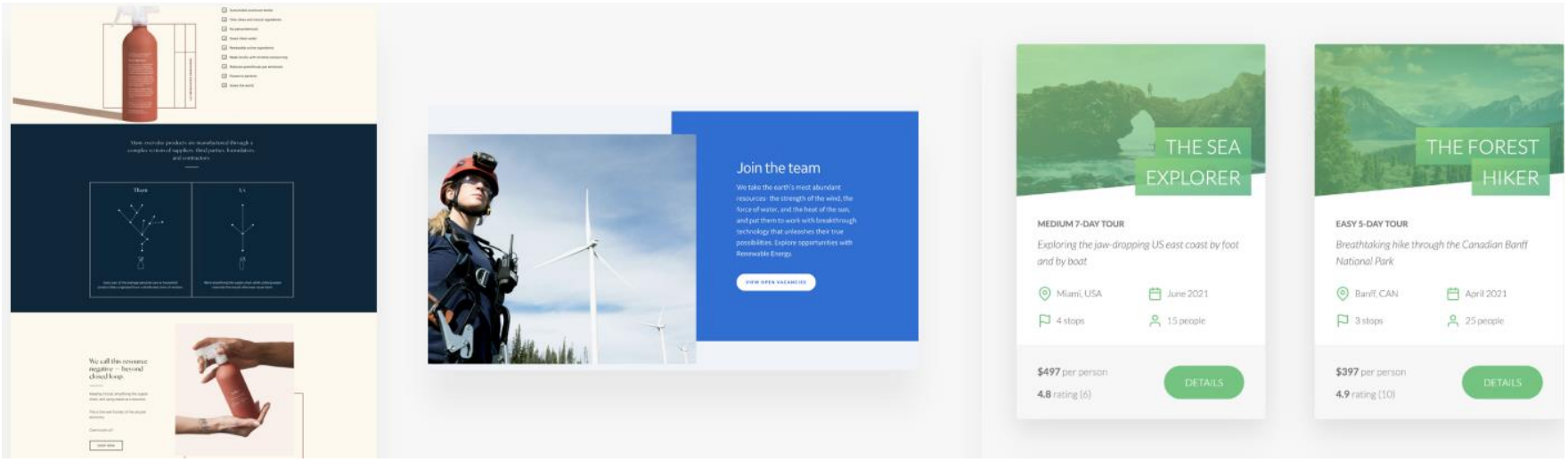




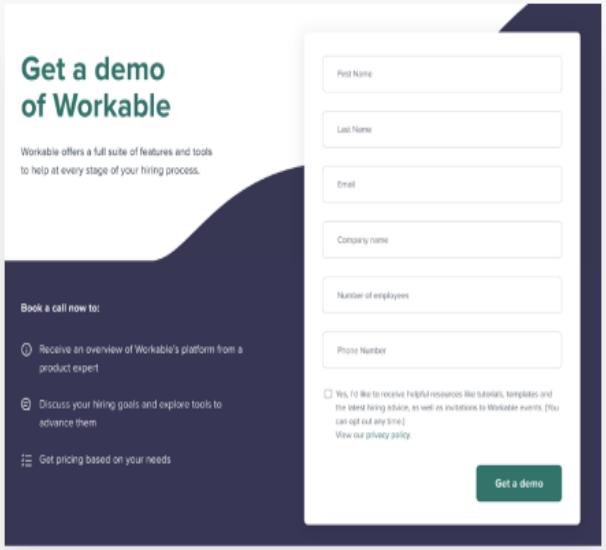


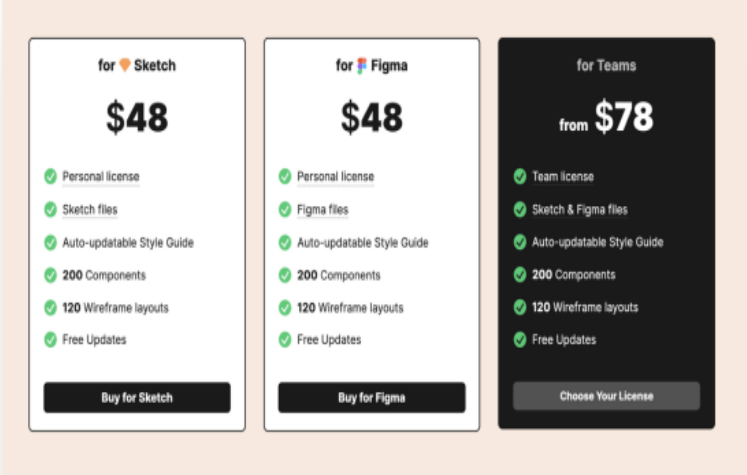
What components to emphasize? **Testimonials**, **call-to-action sections**, **highlight sections** **preview cards**, **forms**, **pricing tables**, **important rows/columns in tables**, etc.





What components to emphasize? **Testimonials, call-to-action sections, highlight sections, preview cards, forms, pricing tables, important rows/columns in tables,** etc.





	level	Wells Fargo Preferred Checking	Chase Premier Plus Checking	Bank of America Advantage Relationship
Unlimited Cash Back[1]	1.5%	0.0%	0.0%	0.0%
APY on Deposits	0.50%	0.01%	0.01%	0.01%
Free ATMs	2,300,000*	13,000	16,000	16,000
Free Cash Advance[2]	✓	×	×	×
Merchant Perks[3]	✓	×	×	×
Get Paid Early[2]	✓	×	×	×
No Overdraft Fees	✓	×	×	×

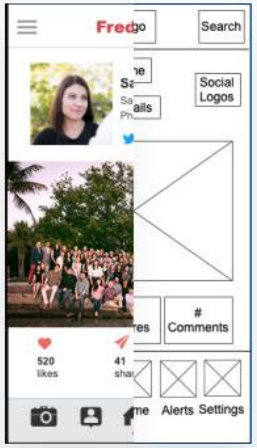
UX

> *Design is not just what it **looks like and feels like.** Design is **how it works***

– Steve Jobs

User Interface (UI) is the visual presentation of a product. It's how the graphical interface looks and feels like

- 👉 Layout
- 👉 "Personality"
- 👉 Typography, colors, icons, etc.



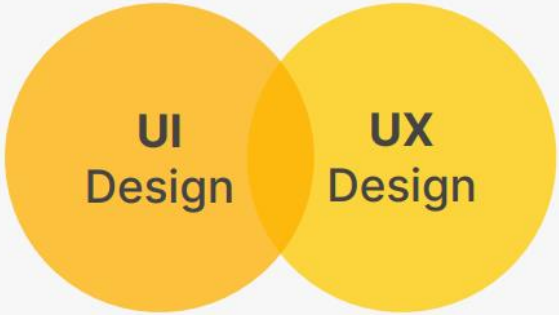
User Experience (UX) is the overall experience the user has while interacting with the product

- 👉 Does the app feel **logical** and well thought out?
- 👉 Does the navigation work **intuitively**?
- 👉 Are users **reaching their goals**?

UI is graphical interface 👉 **UI Design** is what makes an interface **beautiful**

UX is experience with interface 👉 **UX Design** is what makes an interface **useful and functional**

☝️ UX Design can **not** exist without UI Design!



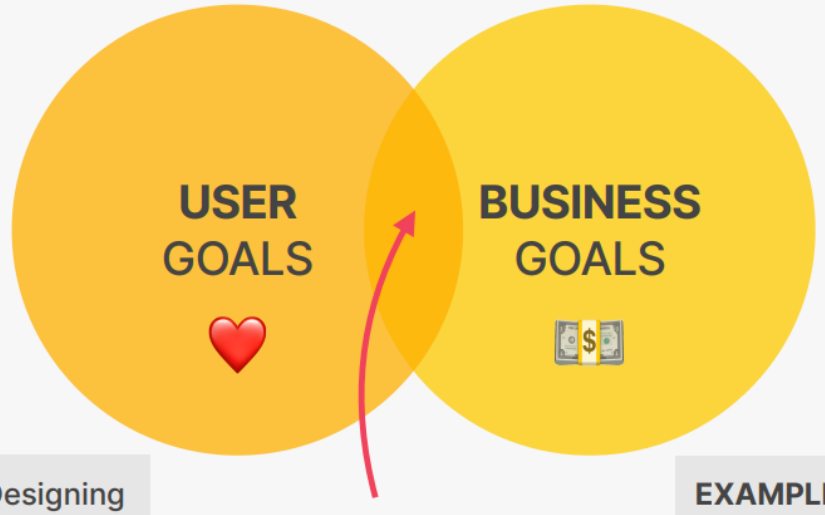
UI →

Both are **interfaces** to get ketchup

UX →

Each creates a different **experience**

👉 A website or application **exists for a reason**: a **user** has a goal for **visiting** it, and a **business** has a goal for **creating** it

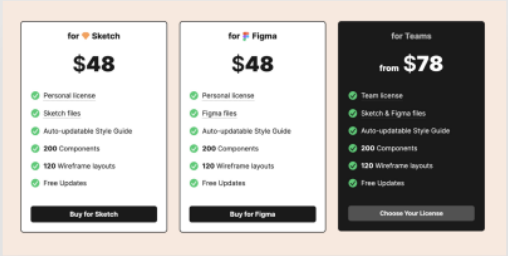


EXAMPLE: Designing websites faster

Good UX design **aligns** the **user's goals** with the **business' goals**

EXAMPLE: Selling design kits for design tools

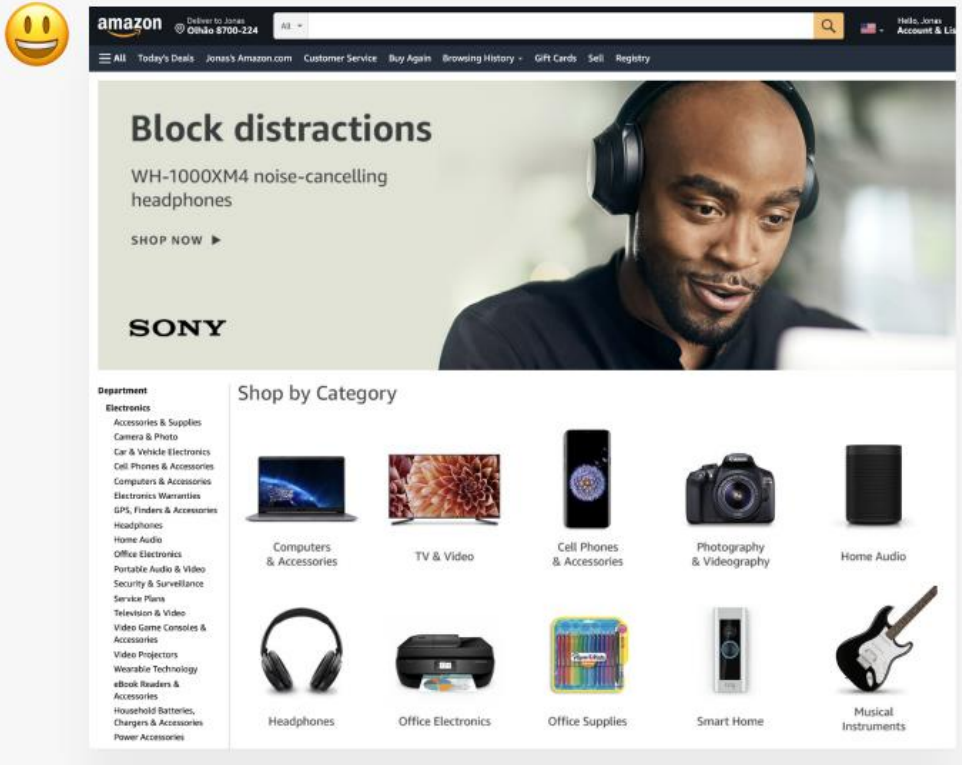
👉 **UX Example:**



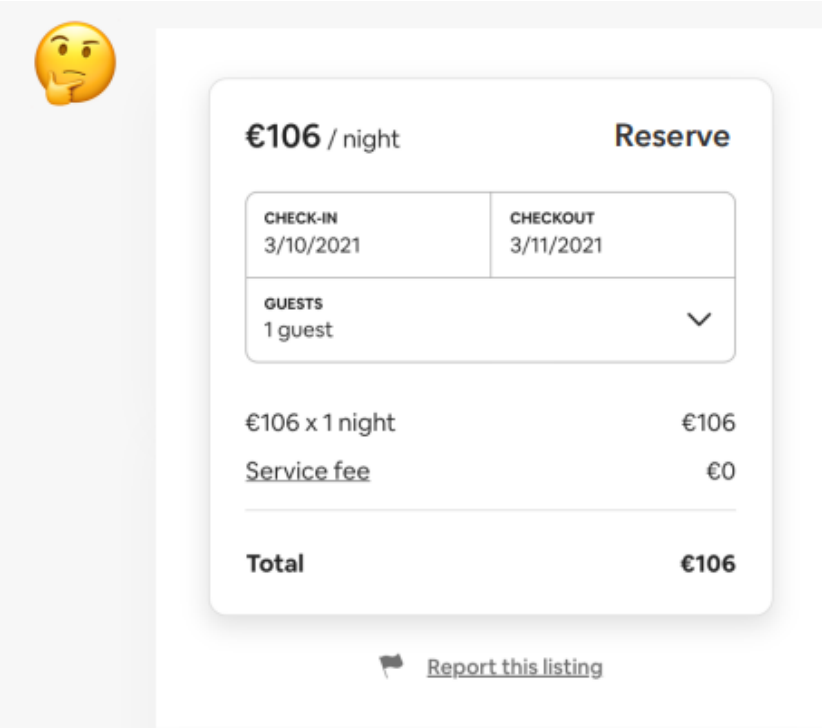
Highlighting an option in the product pricing table:

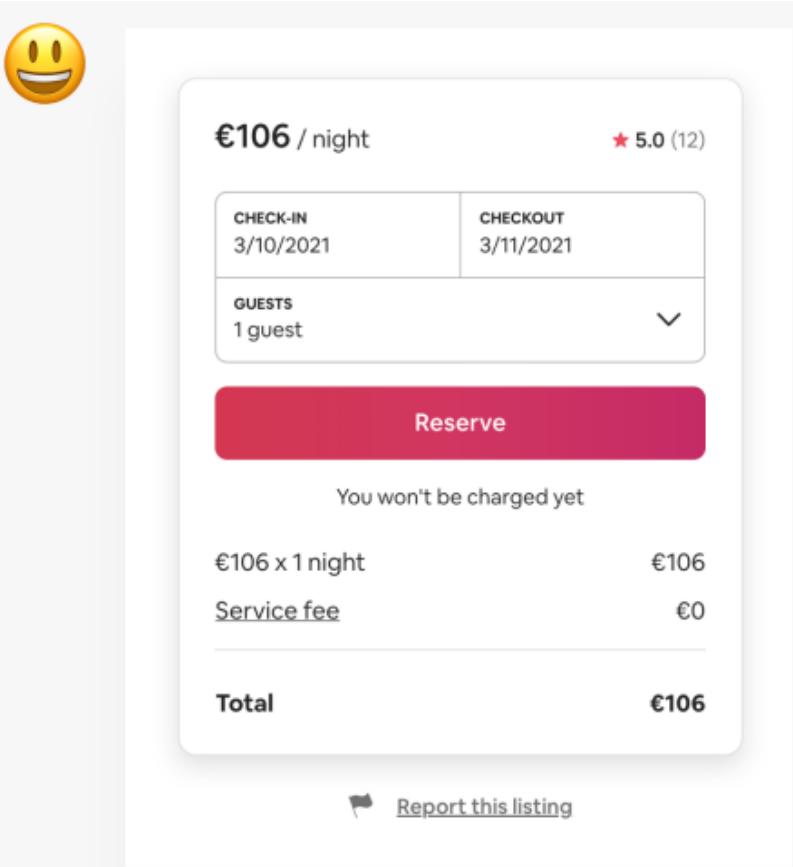
- 👉 Helps the **user** decide faster what is the best option ❤️
- 👉 Helps the **business** maximize revenue 💵

Don’t design complicated layouts. Don’t reinvent the wheel. **Use patterns that users know**

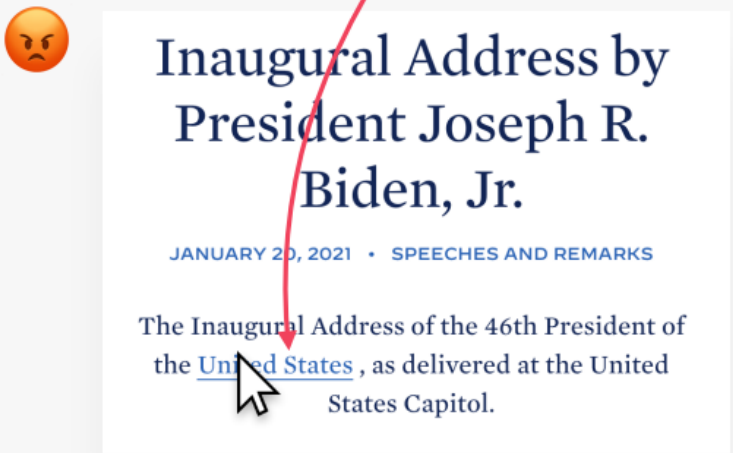


Make your call-to-action the **most prominent element**, and make the **text descriptive**

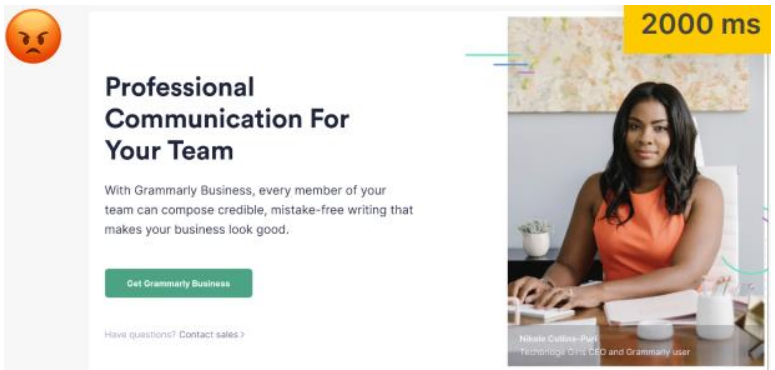


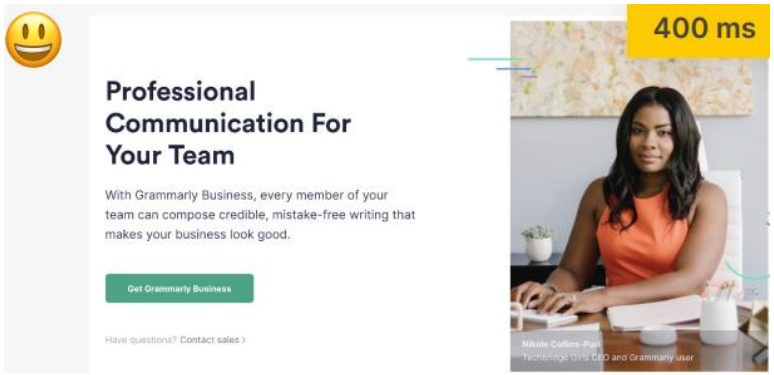


Use **blue text** and **underlined text** only for **links**!

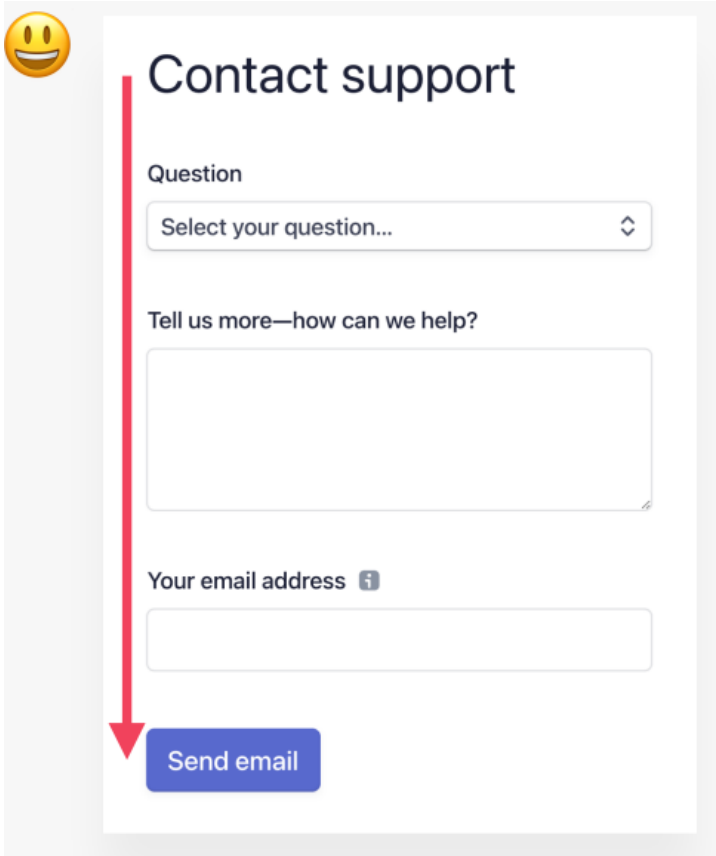


Animations should have a **purpose** and be **fast**: between 200 and 500 ms

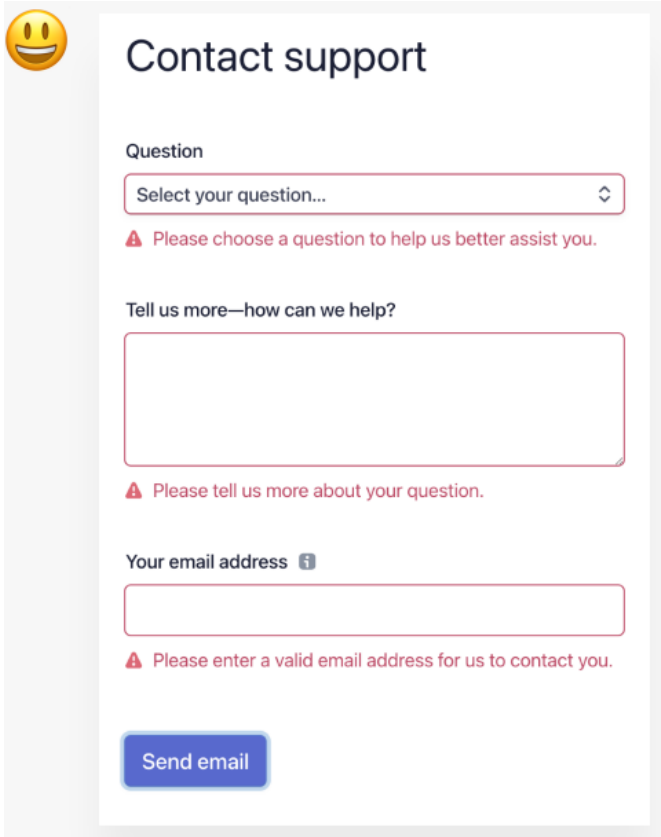




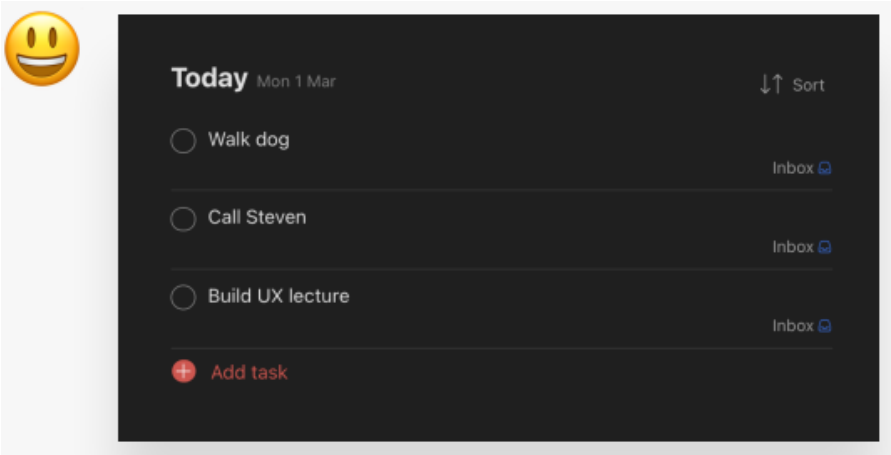
In forms, align labels and fields in a **single vertical line**, to make the form **easier to scan**

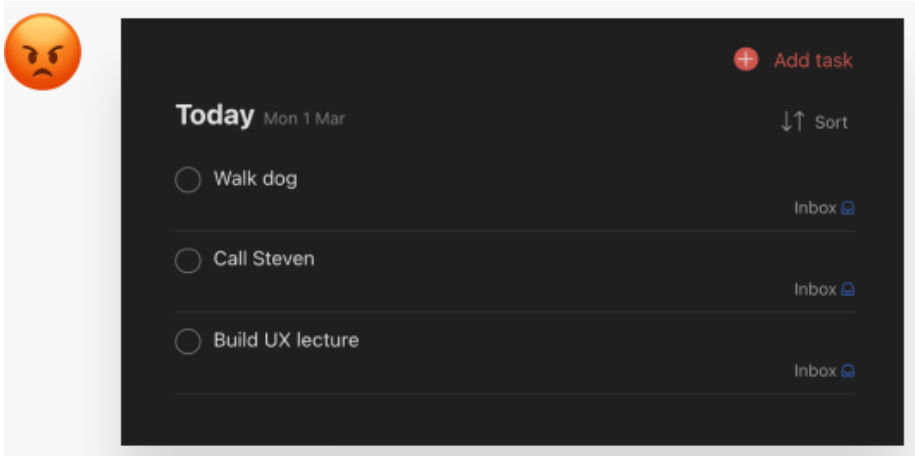


Offer users **good feedback** for all actions: form errors, form success, etc. *[web apps]*

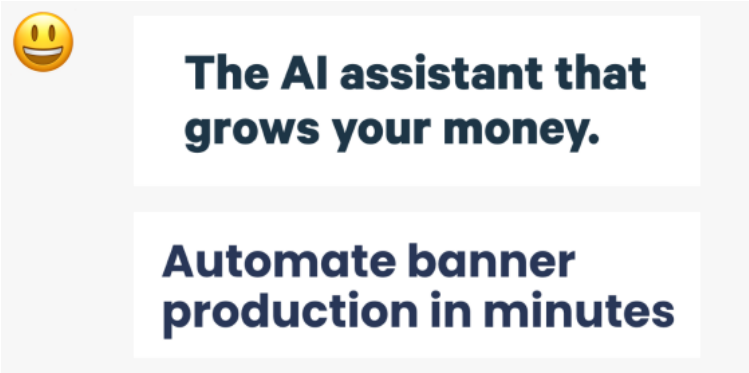


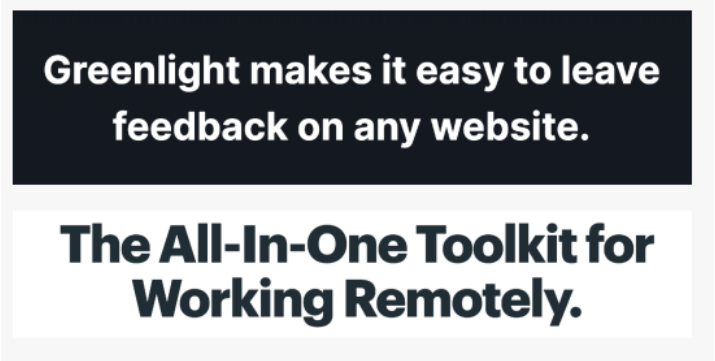
Place action buttons where they will **create an effect** (law of locality) *[web apps]*

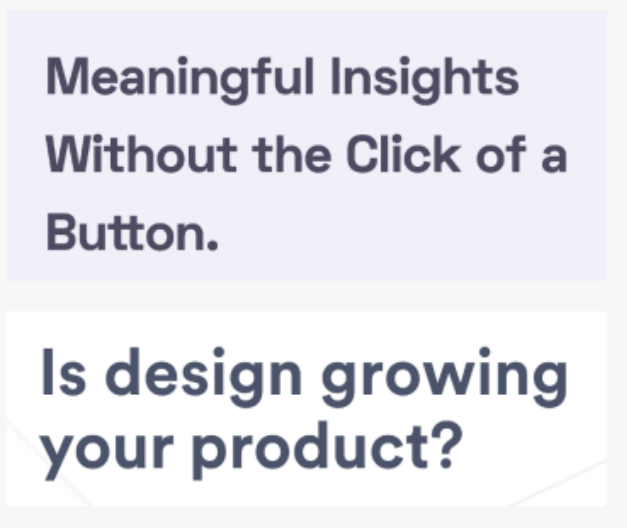




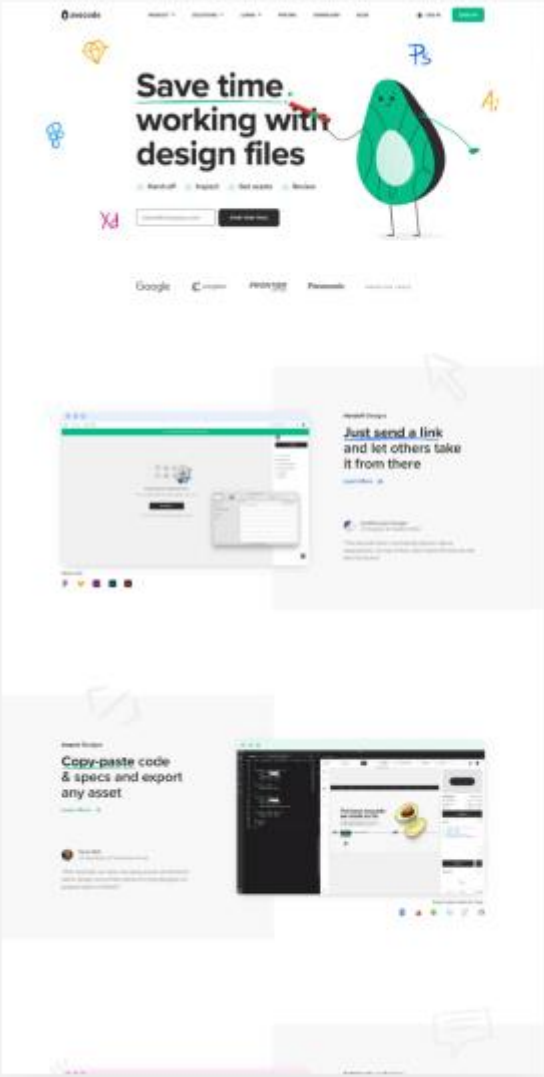
Use a **descriptive**, **keyword-focused headline** on your main page. Don't be vague or fancy!



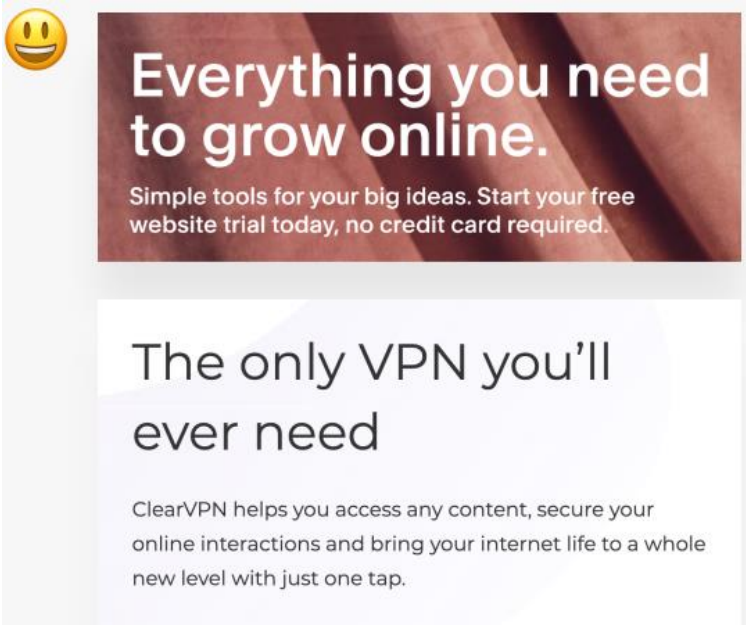




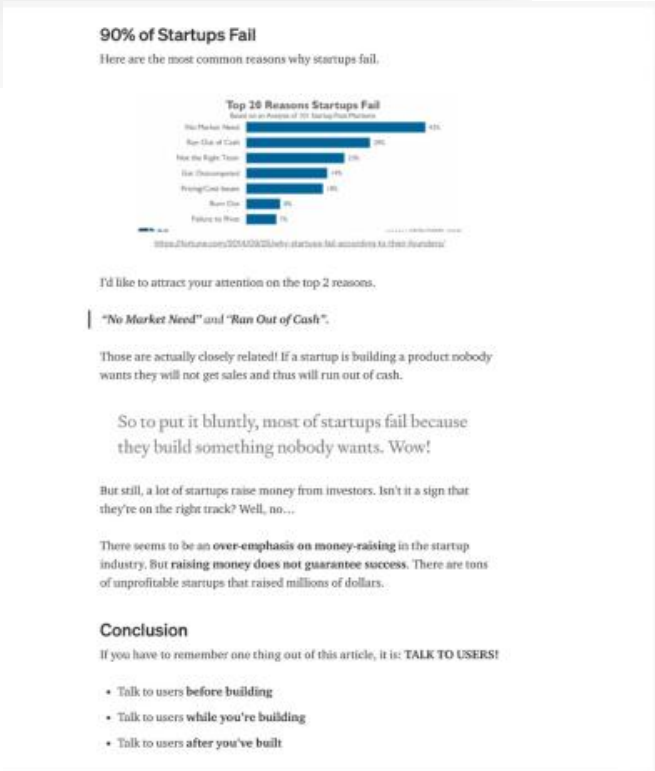
Only include **relevant information**, efficiently! **Cut out fluff** and make the content 100% clear



Use **simple words**! Avoid technical jargon and “smart-sounding” words



Break up long text with **sub-headings**, **images**, **block quotes**, **bullet points**, etc.



90% of Startups Fail

Here are the most common reasons why startups fail.

I'd like to attract your attention on the top 2 reasons.

> ***"No Market Need"*** *and* ***"Run Out of Cash"****.*

Those are actually closely related! If a startup is building a product nobody wants they will not get sales and thus will run out of cash.

> So to put it bluntly, most of startups fail because they build something nobody wants. Wow!

But still, a lot of startups raise money from investors. Isn't it a sign that they're on the right track? Well, no…

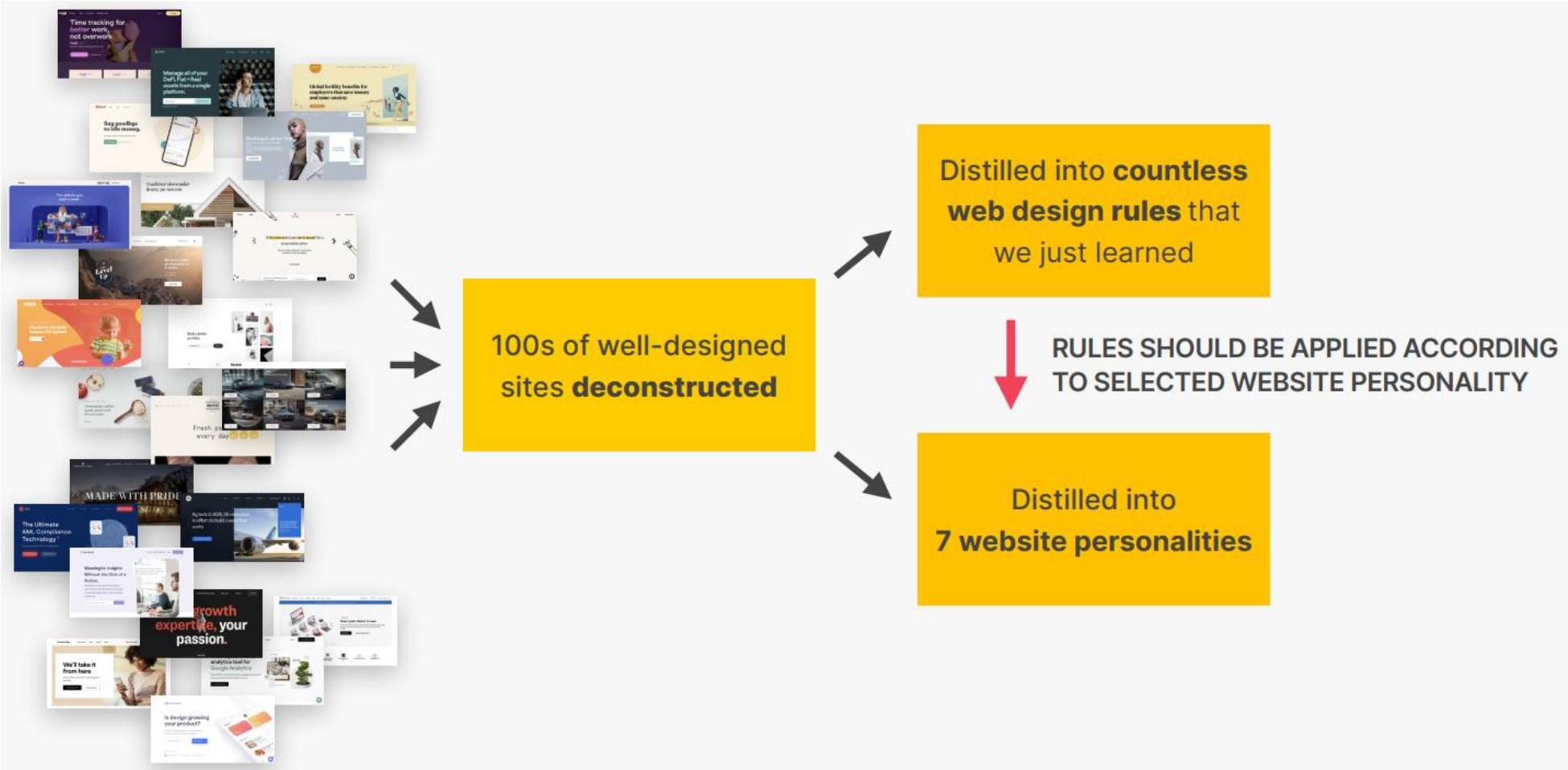
There seems to be an **over-emphasis on money-raising** in the startup industry. But **raising money does not guarantee success**. There are tons of unprofitable startups that raised millions of dollars.

Conclusion

If you have to remember one thing out of this article, it is: **TALK TO USERS!**

- Talk to users **before building**
- Talk to users **while you're building**
- Talk to users **after you've built**

Personalities



THE WEBSITE-PERSONALITIES-FRAMEWORK

THE 7 PERSONALITIES

1. Serious/Elegant
2. Minimalist/Simple
3. Plain/Neutral
4. Bold/Confident
5. Calm/Peaceful
6. Startup/Upbeat
7. Playful/Fun

How do you want website to **appear to users**? What "**vibe**" do you want to transmit?

↓

Choose one of the **website personalities** accordingly

↓

Apply **personality traits** to each **design ingredient**

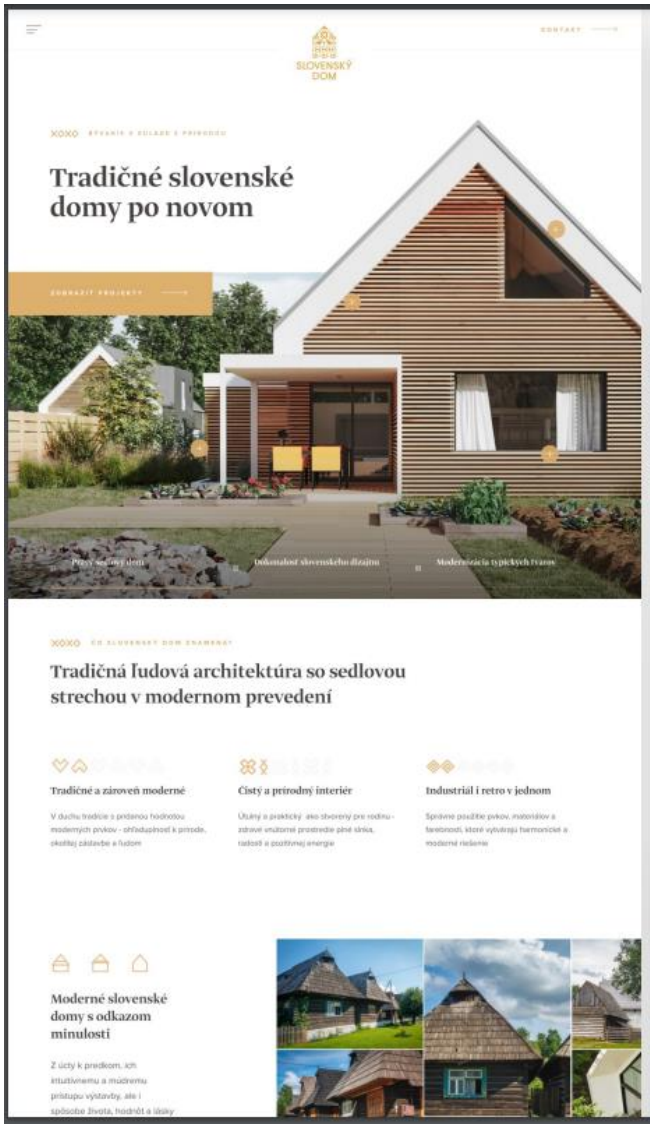
↓

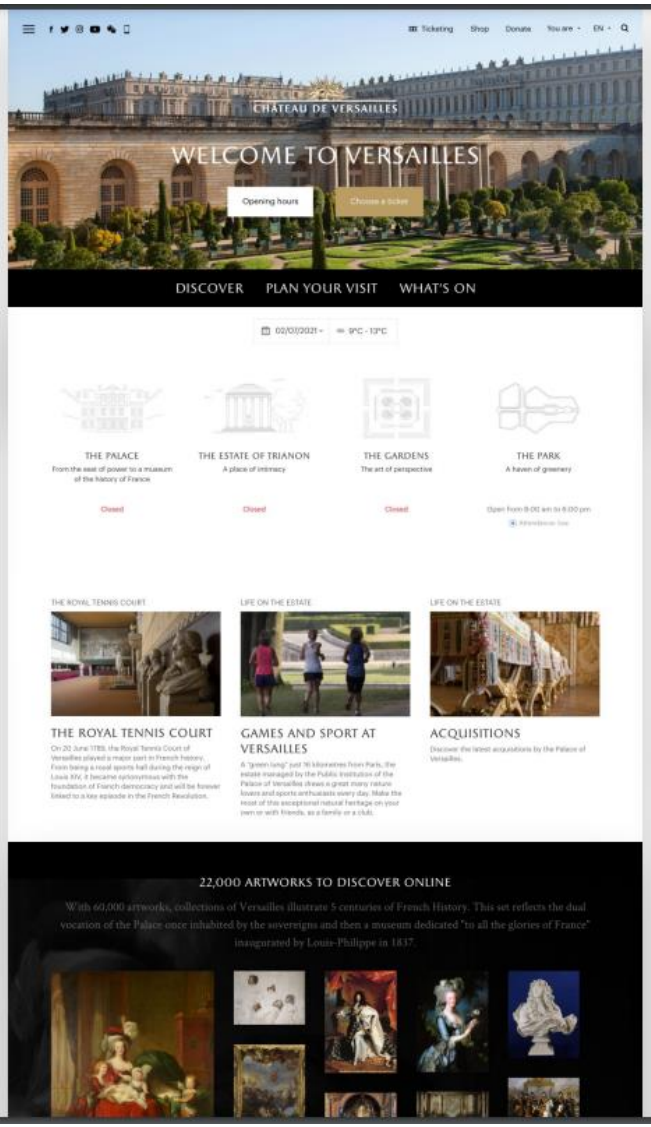
- Typography
- Colors
- Images
- Icons
- Shadows
- Border-radius
- Layout

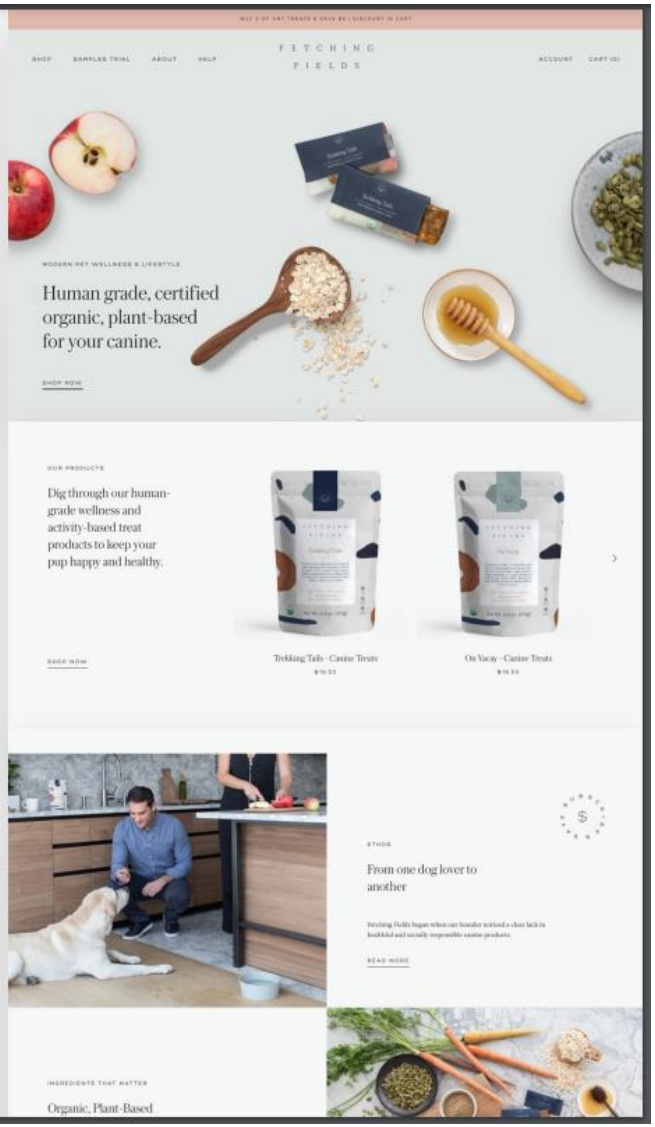
PERSONALITY 01 – SERIOUS/ELEGANT

📋 **OVERVIEW**	Design for luxury and elegance, based on **thin serif typefaces**, **golden or pastel colors**, and big high-quality images
🏠 **INDUSTRIES**	Real estate, high fashion, jewelry, luxury products or services
✍️ **TYPOGRAPHY**	Serif typefaces (especially in headings), light font weight, small body font size
🎨 **COLORS**	Gold, pastel colors, black, dark blue or grey
🌅 **IMAGES**	Big, high-quality images are used to feature elegant and expensive products
⚛️ **ICONS**	🤷 Usually no icons, but thin icons and lines may be used
👻 **SHADOWS**	🚫 Usually no shadows
🟠 **BORDER-RADIUS**	🚫 Usually no border-radius
🧩 **LAYOUT**	A creative and experimental layout is quite common

Web design **ingredients** we learned about


SLOVENSKÝ DOM
Tradičné slovenské domy po novom
Tradičná ľudová architektúra so sedlovou strechou v modernom prevedení
Tradičné a zároveň moderné
Čisty a prírodný interiér
Industriál i retro v jednom
Moderné slovenské domy s odkazom minulosti


Ticketing
Shop
Donate
CHÂTEAU DE VERSAILLES
WELCOME TO VERSAILLES
Opening hours
Choose a ticket
DISCOVER
PLAN YOUR VISIT
WHAT'S ON
THE PALACE
THE ESTATE OF TRIANON
THE GARDENS
THE PARK
THE ROYAL TENNIS COURT
GAMES AND SPORT AT VERSAILLES
ACQUISITIONS
22,000 ARTWORKS TO DISCOVER ONLINE


FETCHING FIELDS
Human grade, certified organic, plant-based for your canine.
Dig through our human-grade wellness and activity-based treat products to keep your pup happy and healthy.
Trekking Tails - Canine Treats
On Vacay - Canine Treats
From one dog lover to another
Organic, Plant-Based

PERSONALITY 02 – MINIMALIST/SIMPLE

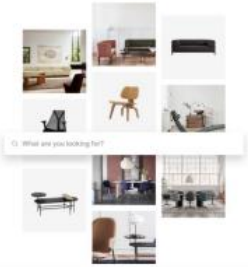
📋 **OVERVIEW**	Focusses on the essential text content, using small or medium-sized sans-serif black text, lines, and few images and icons
🏭 **INDUSTRIES**	Fashion, portfolios, minimalism companies, software startups
✍️ **TYPOGRAPHY**	Boxy/squared sans-serif typefaces, small body font sizes
🎨 **COLORS**	Usually black or dark grey, on pure white background. Usually just one color throughout the design
🌅 **IMAGES**	Few images, which can be used to add some color to the design. Usually no illustrations, but if, than just black
⚛️ **ICONS**	🤷 Usually no icons, but small simple black icons may be used
👻 **SHADOWS**	🚫 Usually no shadows
🟠 **BORDER-RADIUS**	🚫 Usually no border-radius
🧩 **LAYOUT**	Simple layout, a narrow one-column layout is quite common

Clippings

Platform · For · Projects · Book a demo · Sign up · Log in

The new way for interior professionals to buy furniture

Sign up · Book a demo →



Find furniture for every type of project

- **650+ brands** — Browse millions of products from the world's leading brands
- **Trade pricing** — See trade pricing and lead times right away. No need to request a quote.
- **Source from anywhere** — Can't find it on Clippings? Add items from any website with the Clip Tool.
- **Free samples** — Get free fabric, wood, marble and rug samples.

We work with... Interior designers

Hospitality
The Silo Restaurant, London by Nina+Co

Book a demo

How will you and your project benefit from Clippings? Get your personal introduction to the platform in a 15 minute demo.

Book a demo · Try it now →

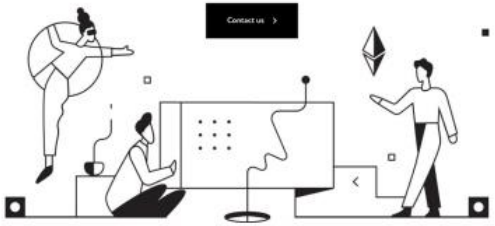
exyte

Services · Portfolio · Team · Blog · Contact

Pretty code by handsome people

Mobile, AR, VR, AI, Blockchain – we have it

Contact us ›



Here's why our clients trust us

- Rated 5.0 on Clutch +
- 94% employee retention rate –
  Happy employees build happy software. Hire a team that cares about giving you stellar results.
- 50+ successful projects +

- 9000+ stars on GitHub +
- 1.5 years of cooperation on average +
- 100% office-based team +

Services

Hire a team of programming experts and design professionals to design, develop, and deploy your project.

It doesn't matter whether your task regards smart contracts, IOS/Android development, or VR kits (like Oculus Rift and HTC Vive – our team will help push your project from idea to deployment.

- Laser Beam Dedicated Team
- Worthwhile Mobile
- Humane Blockchain

Your own dedicated development team, built according to your needs

- Fill in missing technical expertise
- Quickly extend your team with talented engineers
- Reduce costs on HR and administrative routines

HI! I AM TOMÁŠ SEBASTIÁN.

Designer with badass skills based in Prague.

LEARN MORE ›

Enter email →

JUST IN CASE I WILL BE FAMOUS

FOLLOW ME

Somewhere between staring at the screen and tilting my head the magic is done.

I'm Tomáš Sebastián Steinhübel, a digital designer bombarded in Bratislava, Slovakia. Currently, I'm looking for a skilful team to join and learn some new badass skills while creating functional design. Pleased to meet you already.

However through my design journey I've been taught to ignore the nagging self-doubt, shut it down and stop it when needed. Fortunately instead of grumbling I let the free flow happen.

PERKS OF HIRING ME

More than a designer

Keep it stupid

I like to keep my work simple, minimal with eye-catching details and stunning typography.

Award-winner

Not yet. But with a combination of winning attitude and high ambition I'll be a future game changer.

Keen to learn

You know how to eat an elephant? Bite by bite. That's how I learn. One small thing. Every. Single. Day.

Work hard

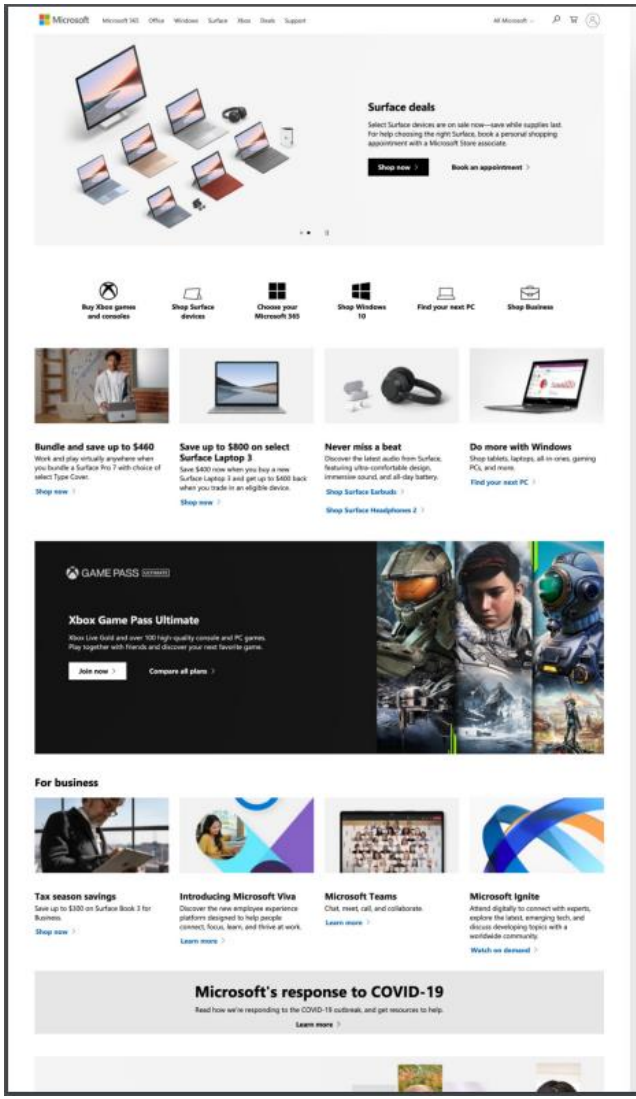
What would be the point of

Play hard

I love cold beer, tasty food,

PERSONALITY 03 – PLAIN/NEUTRAL

📋 **OVERVIEW**	Design that gets out of the way by using **very neutral and small typefaces**, and a boxy, structured, and condensed layout
🏭 **INDUSTRIES**	Well-established corporations, companies that don't want to make an impact through design
✍️ **TYPOGRAPHY**	Neutral-looking sans-serif typefaces are used, and text is usually small and doesn't have visual impact
🎨 **COLORS**	Safe colors are employed, nothing too bright or to washed-out. Blues and blacks are common
🌅 **IMAGES**	Images are frequently used, but usually in a small format
⚛️ **ICONS**	🤷 Usually no icons, but simple icons may be used
👻 **SHADOWS**	🚫 Usually no shadows
🟠 **BORDER-RADIUS**	🚫 Usually no border-radius
🧩 **LAYOUT**	Structured and condensed layout, with lots of boxes and rows


Microsoft
Surface deals
Select Surface devices are on sale now—save while supplies last. For help choosing the right Surface, book a personal shopping appointment with a Microsoft Store associate.
Shop now
Book an appointment
Buy Xbox games and consoles
Shop Surface devices
Choose your Microsoft 365
Shop Windows 10
Find your next PC
Shop Business
Bundle and save up to $460
Work and play virtually anywhere when you bundle a Surface Pro 7 with choice of select Type Cover.
Shop now
Save up to $800 on select Surface Laptop 3
Save $400 now when you buy a new Surface Laptop 3 and get up to $400 back when you trade in an eligible device.
Shop now
Never miss a beat
Discover the latest audio from Surface, featuring ultra-comfortable design, immersive sound, and all-day battery.
Shop Surface Earbuds
Shop Surface Headphones 2
Do more with Windows
Shop tablets, laptops, all-in-ones, gaming PCs, and more.
Find your next PC
GAME PASS
Xbox Game Pass Ultimate
Xbox Live Gold and over 100 high-quality console and PC games. Play together with friends and discover your next favorite game.
Join now
Compare all plans
For business
Tax season savings
Save up to $300 on Surface Book 3 for Business.
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Introducing Microsoft Viva
Discover the new employee experience platform designed to help people connect, focus, learn, and thrive at work.
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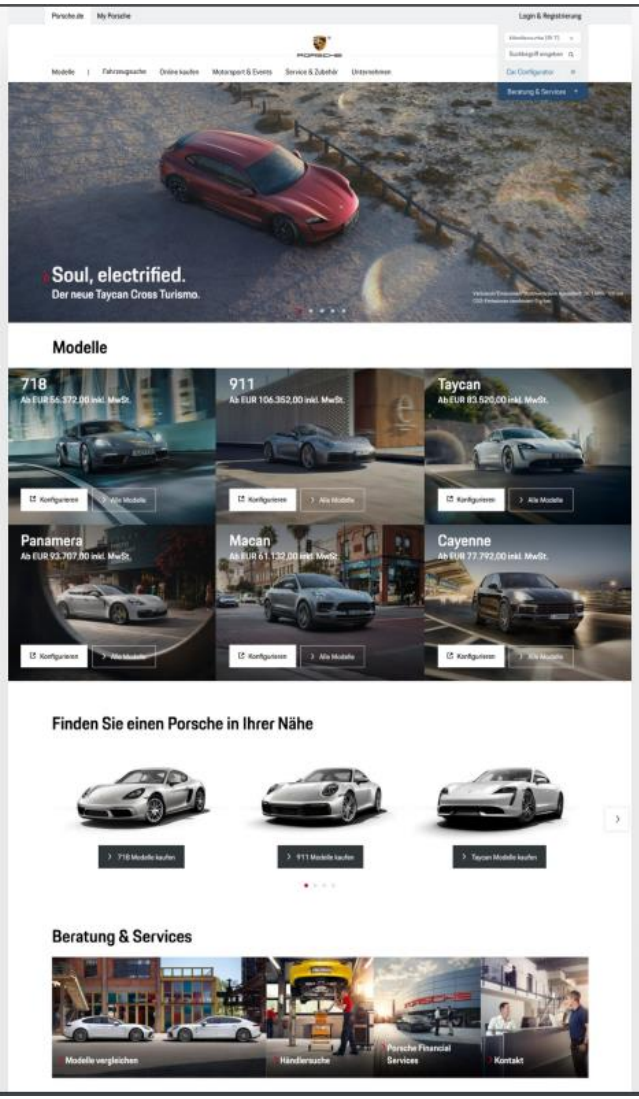
Attend digitally to connect with experts, explore the latest, emerging tech, and discuss developing topics with a worldwide community.
Watch on demand
Microsoft's response to COVID-19
Read how we're responding to the COVID-19 outbreak, and get resources to help.
Learn more


Porsche.de
My Porsche
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Fahrzeugsuche
Online kaufen
Motorsport & Events
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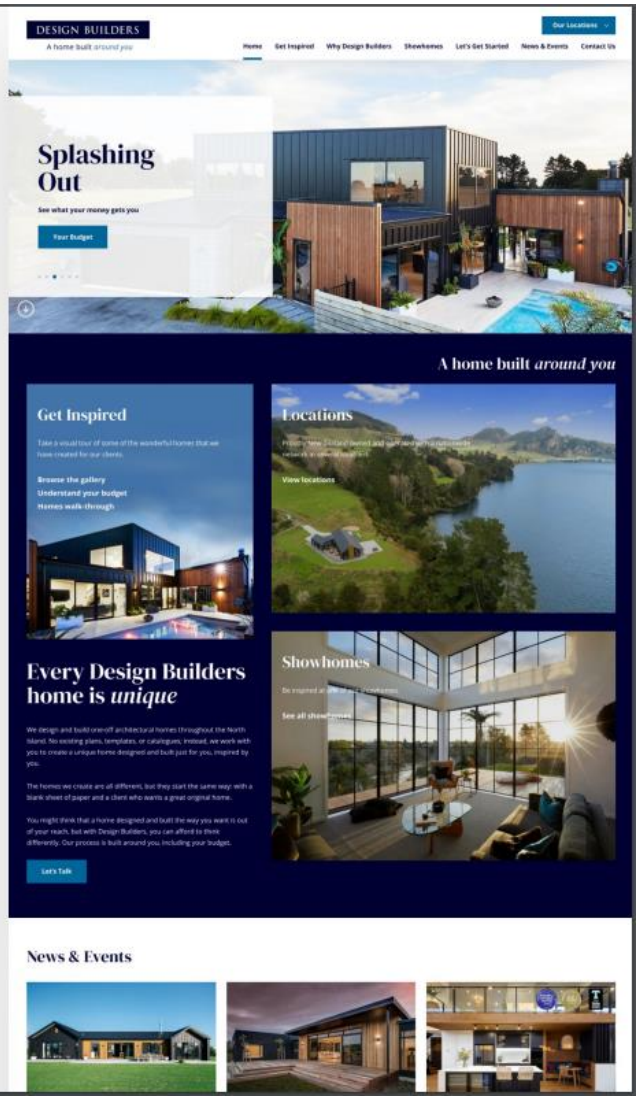
Unternehmen
Beratung & Services
Soul, electrified.
Der neue Taycan Cross Turismo.
Modelle
718
911
Taycan
Panamera
Macan
Cayenne
Konfigurieren
Alle Modelle
Finden Sie einen Porsche in Ihrer Nähe
718 Modelle kaufen
911 Modelle kaufen
Taycan Modelle kaufen
Beratung & Services
Modelle vergleichen
Händlersuche
Porsche Financial Services
Kontakt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A home built around you
Our Locations
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Get Inspired
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Showhomes
Let's Get Started
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Splashing Out
See what your money gets you
Your budget
A home built around you
Get Inspired
Browse the gallery
Understand your budget
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Every Design Builders home is unique
We design and build one-off architectural homes throughout the North Island. No existing plans, templates, or catalogues; instead, we work with you to create a unique home designed and built just for you, inspired by you.
The homes we create are all different, but they start the same way: with a blank sheet of paper and a client who wants a great original home.
You might think that a home designed and built the way you want is out of your reach, but with Design Builders, you can afford to think differently. Our process is built around you, including your budget.
Let's Talk
Showhomes
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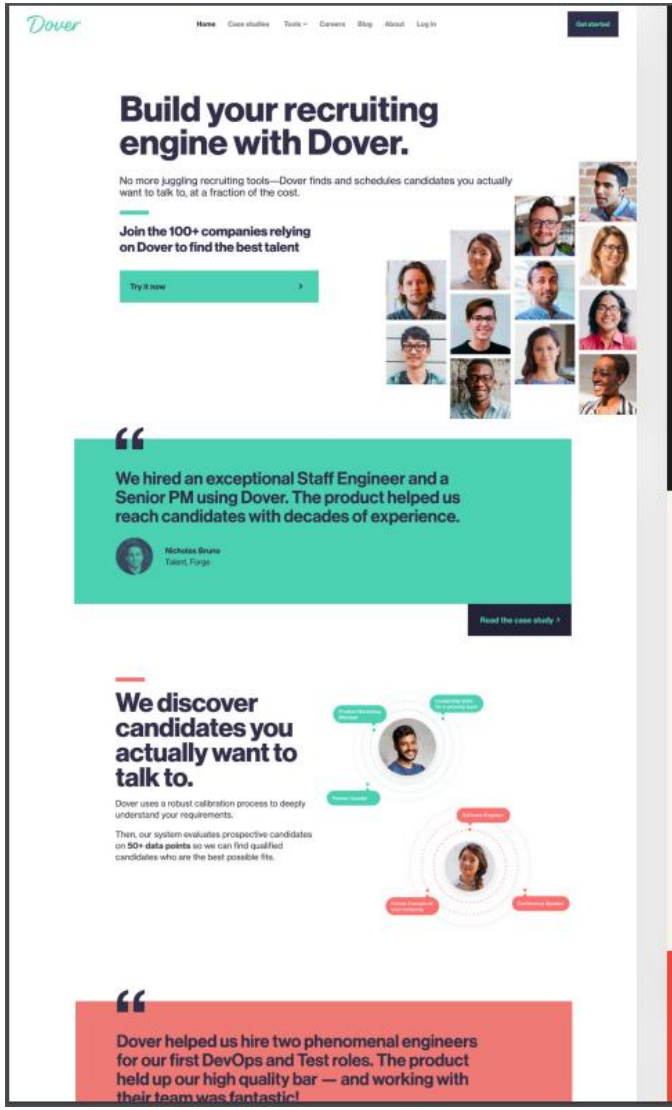
PERSONALITY 04 – **BOLD/CONFIDENT**

📋 **OVERVIEW**	Design that makes an impact, by featuring **big and bold typography**, paired with confident use of **big colored blocks**
🏢 **INDUSTRIES**	Digital agencies, software startups, travel, “strong" companies
✍️ **TYPOGRAPHY**	Boxy/squared sans-serif typefaces, big and bold typography, especially headings. Uppercase headings are common
🎨 **COLORS**	Usually multiple bright colors. Big color blocks/sections are used to draw attention
🌅 **IMAGES**	Lots of big images are usually displayed
⚛️ **ICONS**	🚫 Usually no icons
👻 **SHADOWS**	🚫 Usually no shadows
🟠 **BORDER-RADIUS**	🚫 Usually no border-radius
🧩 **LAYOUT**	🤹 All kinds of layouts, no particular tendencies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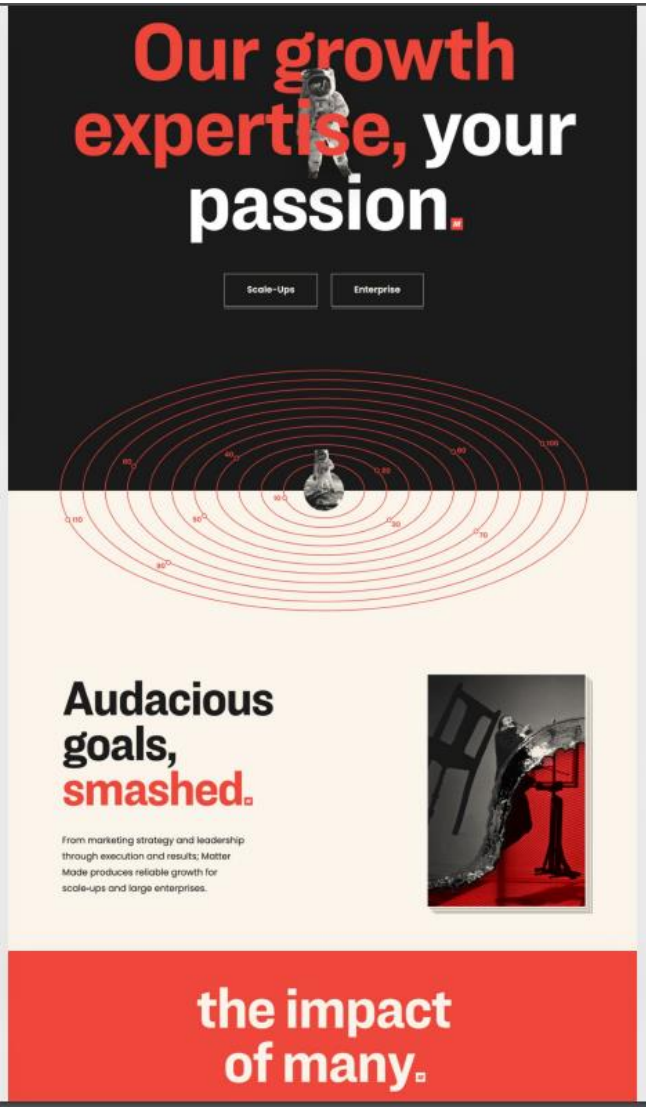
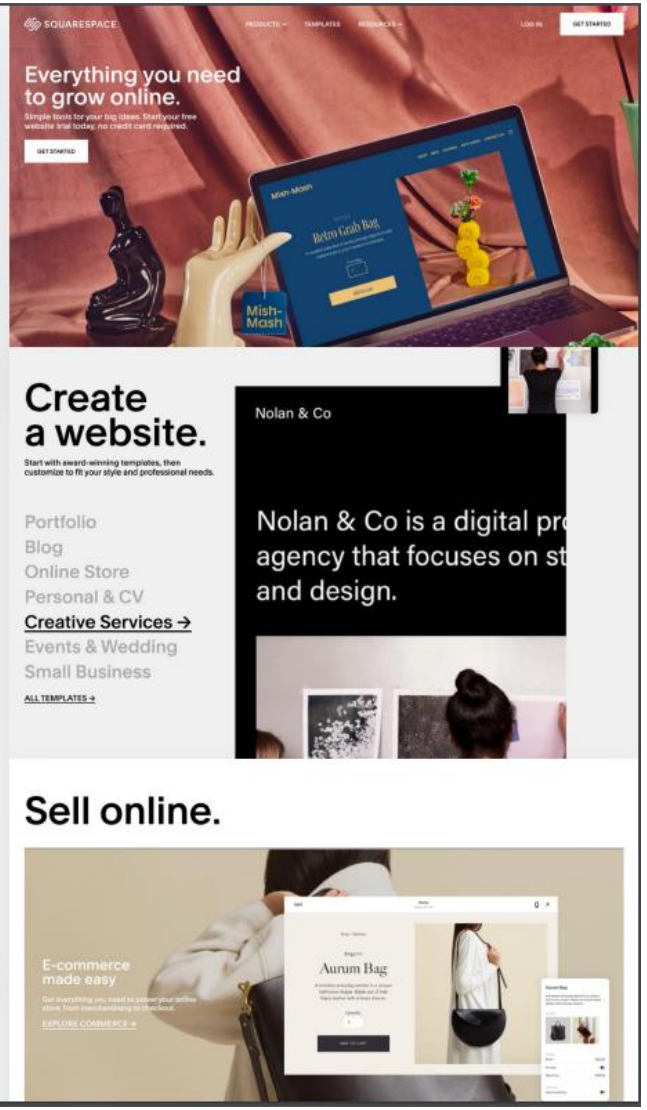
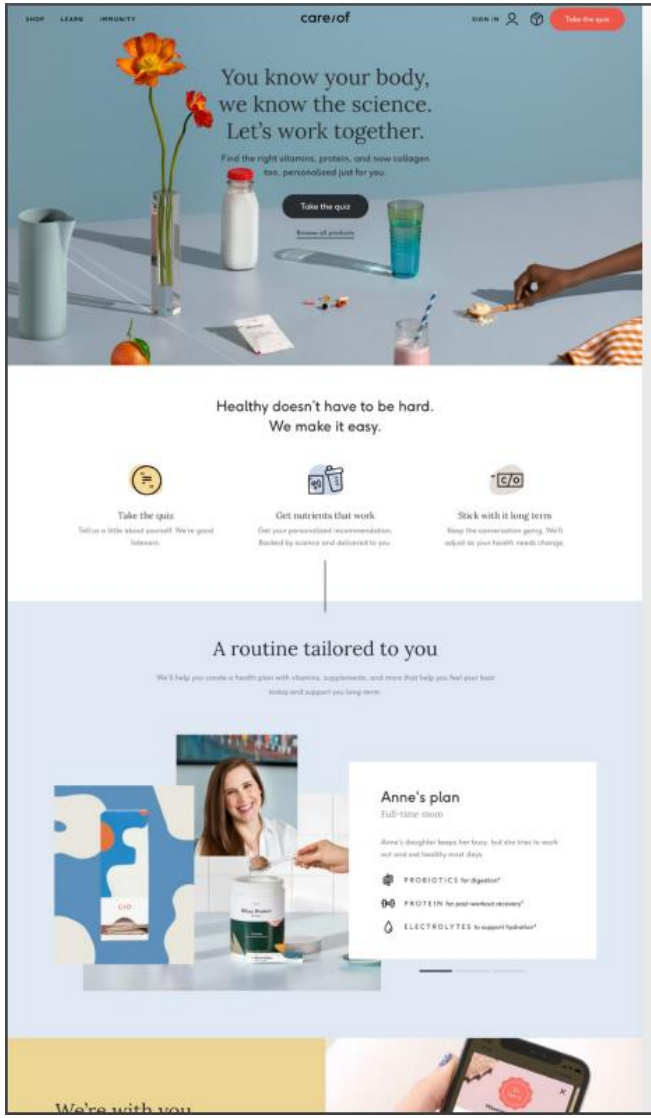
Join the 100+ companies relying on Dover to find the best talent
Try it now
We hired an exceptional Staff Engineer and a Senior PM using Dover. The product helped us reach candidates with decades of experience.
Nicholas Bruno
Talent, Forge
Read the case study
We discover candidates you actually want to talk to.
Dover uses a robust calibration process to deeply understand your requirements.
Then, our system evaluates prospective candidates on 50+ data points so we can find qualified candidates who are the best possible fits.
Dover helped us hire two phenomenal engineers for our first DevOps and Test roles. The product held up our high quality bar — and working with their team was fantastic!


Our growth expertise, your passion.
Scale-Ups
Enterprise
Audacious goals, smashed.
From marketing strategy and leadership through execution and results; Matter Made produces reliable growth for scale-ups and large enterprises.
the impact of many.


SQUARESPACE
GET STARTED
Everything you need to grow online.
Mish-Mash
Create a website.
Start with award-winning templates, then customize to fit your style and professional needs.
Portfolio
Blog
Online Store
Personal & CV
Creative Services →
Events & Wedding
Small Business
ALL TEMPLATES →
Nolan & Co
Nolan & Co is a digital pr
agency that focuses on st
and design.
Sell online.
E-commerce made easy
Aurum Bag

PERSONALITY 05 – CALM/PEACEFUL

📋 **OVERVIEW**	For products and services that care about the consumer, which is transmitted by **calming pastel colors** and **soft serif headings**
👩‍⚕️ **INDUSTRIES**	Healthcare, all products with focus on consumer well-being
✍️ **TYPOGRAPHY**	Soft serif typefaces frequently used for headings, but sans-serif headings might be used too (e.g for software products)
🎨 **COLORS**	Pastel/washed-out colors: light oranges, yellows, browns, greens, blues
🌇 **IMAGES**	Images and illustrations are usual, matching calm color palette
⚛️ **ICONS**	✅ Icons are quite frequent
👻 **SHADOWS**	🤷‍♀️ Usually no shadows, but might be used sparingly
🟠 **BORDER-RADIUS**	✅ Some border-radius is usual
🧩 **LAYOUT**	🤷‍♀️ All kinds of layouts, no particular tendencies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LEARN
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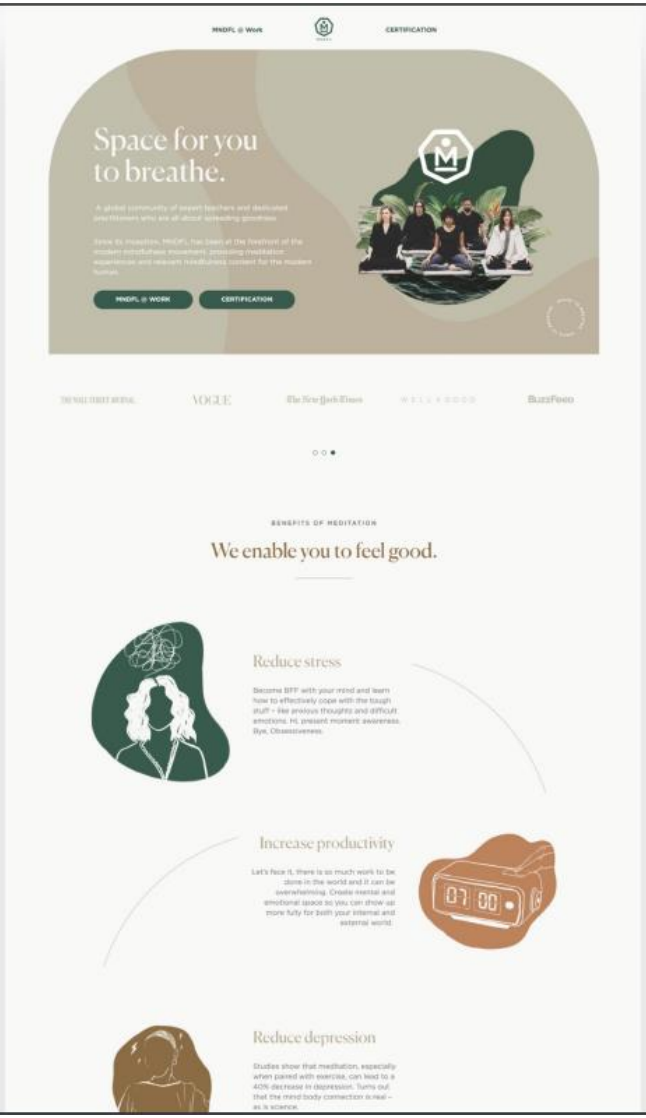
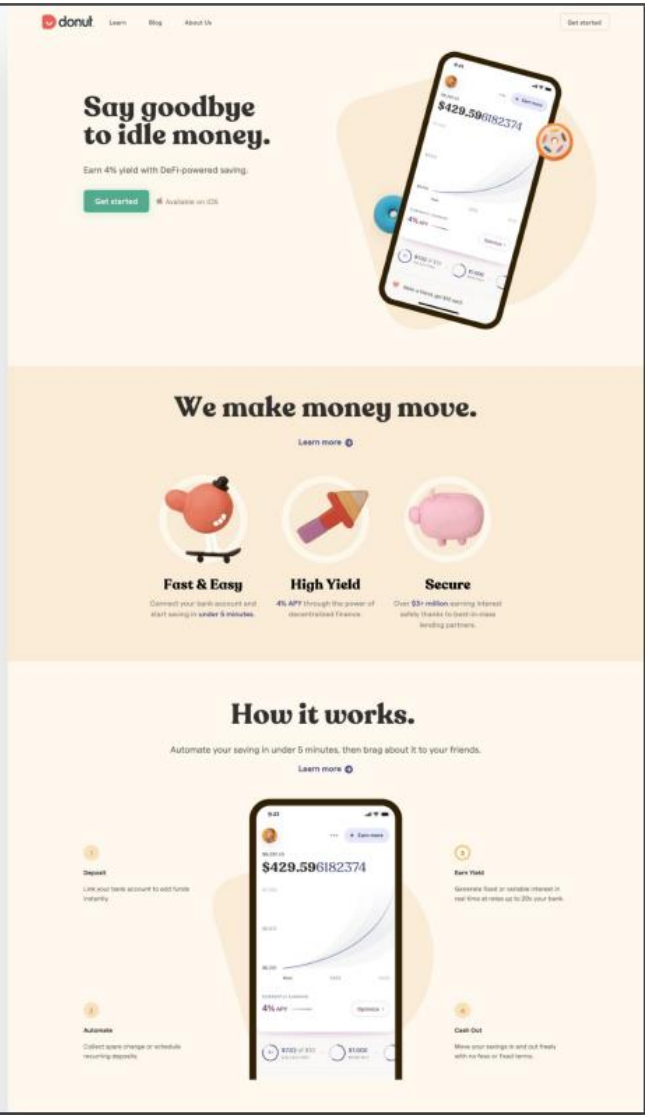
care/of
SIGN IN
Take the quiz
You know your body, we know the science. Let's work together.
Find the right vitamins, protein, and now collagen too, personalized just for you.
Take the quiz
Browse all products
Healthy doesn't have to be hard. We make it easy.
Take the quiz
Tell us a little about yourself. We're good listeners.
Get nutrients that work
Get your personalized recommendation. Backed by science and delivered to you.
Stick with it long term
Keep the conversation going. We'll adjust as your health needs change.
A routine tailored to you
We'll help you create a health plan with vitamins, supplements, and more that help you feel your best today and support you long-term.
Anne's plan
Full-time mom
Anne's daughter keeps her busy, but she tries to work out and eat healthy most days.
PROBIOTICS for digestion*
PROTEIN for post-workout recovery*
ELECTROLYTES to support hydration*
We're with you


MINDFUL @ Work
CERTIFICATION
Space for you to breathe.
A global community of expert teachers and dedicated practitioners who are all about spreading goodness.
Since its inception, MINDFUL has been at the forefront of the modern mindfulness movement, producing meditation experiences and relevant mindfulness content for the modern human.
MINDFUL @ WORK
CERTIFICATION
VOGUE
The New York Times
BuzzFeed
BENEFITS OF MEDITATION
We enable you to feel good.
Reduce stress
Become BFF with your mind and learn how to effectively cope with the tough stuff – like anxious thoughts and difficult emotions. Hi, present moment awareness. Bye, Obsessiveness.
Increase productivity
Let's face it, there is so much work to be done in the world and it can be overwhelming. Create mental and emotional space so you can show up more fully for both your internal and external world.
Reduce depression
Studies show that meditation, especially when paired with exercise, can lead to a 40% decrease in depression. Turns out, that the mind body connection is real – as is science.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Get started
Say goodbye to idle money.
Earn 4% yield with DeFi-powered saving.
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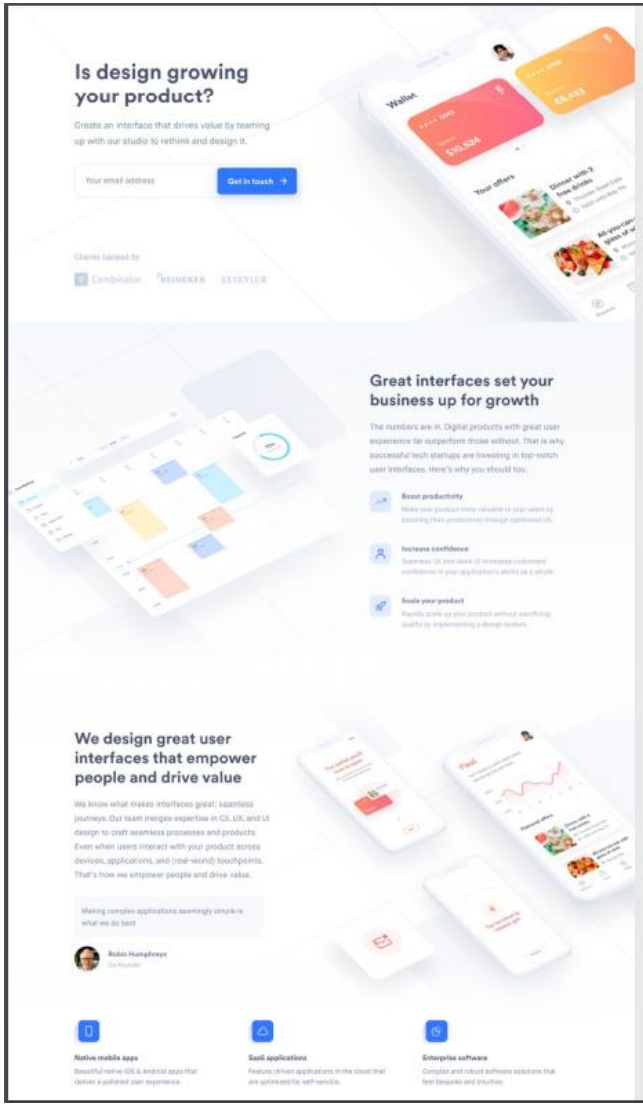
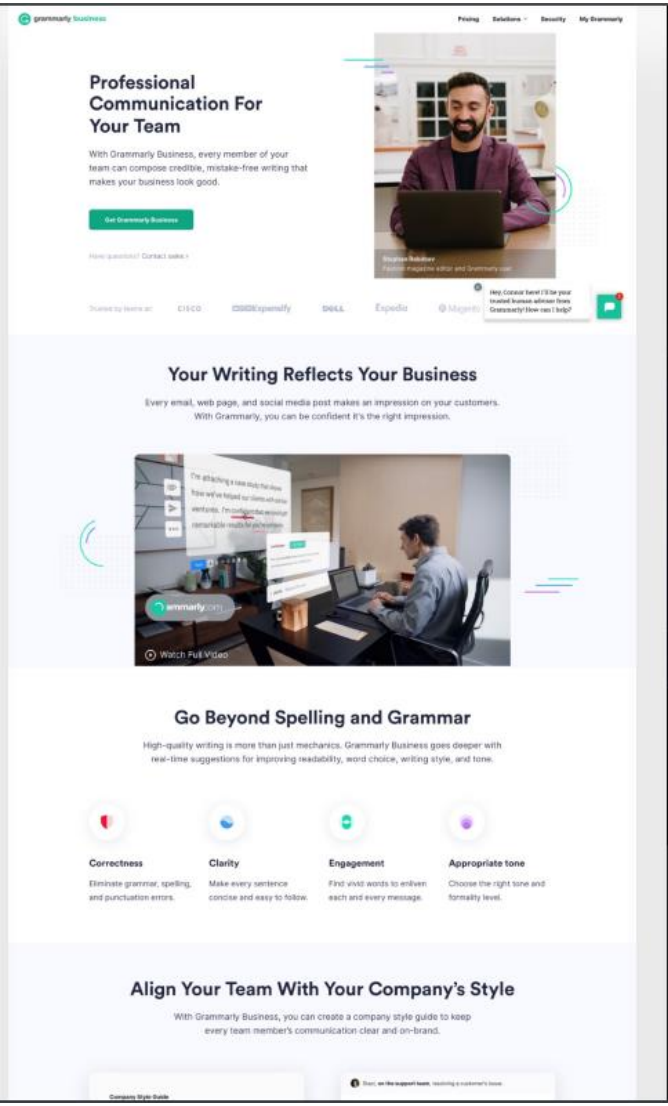
Learn more
Fast & Easy
Connect your bank account and start saving in under 5 minutes.
High Yield
4% APY through the power of decentralized finance.
Secure
Over $3+ million earning interest safely thanks to best-in-class lending partners.
How it works.
Automate your saving in under 5 minutes, then brag about it to your friends.
Learn more
Deposit
Link your bank account to add funds instantly.
Automate
Collect spare change or schedule recurring deposits.
Earn Yield
Generate fixed or variable interest in real time at rates up to 20x your bank.
Cash Out
Move your savings in and out freely with no fees or fixed terms.

PERSONALITY 06 – STARTUP/UPBEAT

📋 **OVERVIEW**	Widely used in startups, featuring **medium-sized** sans-serif typefaces, **light-grey backgrounds**, and rounded elements
🏢 **INDUSTRIES**	Software startups, and other modern-looking companies
✍️ **TYPOGRAPHY**	Medium-sized headings (not too large), usually one sans-serif typeface in whole design. Tendency for lighter text colors
🎨 **COLORS**	Blues, greens and purples are widely used. Lots of light backgrounds (mainly gray), gradients are also common
🌅 **IMAGES**	Images or illustrations are always used. 3D illustrations are modern. Sometimes patterns and shapes add visual details
⚛️ **ICONS**	✅ Icons are very frequent
👻 **SHADOWS**	✅ Subtle shadows are frequent. Glows are becoming modern
🟠 **BORDER-RADIUS**	✅ Border-radius is very common
🧩 **LAYOUT**	Rows of cards and Z-patterns are usual, as well as animations


Is design growing your product?
Create an interface that drives value by teaming up with our studio to rethink and design it.
Your email address
Get in touch →
Great interfaces set your business up for growth
Boost productivity
Increase confidence
Scale your product
We design great user interfaces that empower people and drive value
Native mobile apps
SaaS applications
Enterprise software


Professional Communication For Your Team
With Grammarly Business, every member of your team can compose credible, mistake-free writing that makes your business look good.
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Every email, web page, and social media post makes an impression on your customers. With Grammarly, you can be confident it's the right impression.
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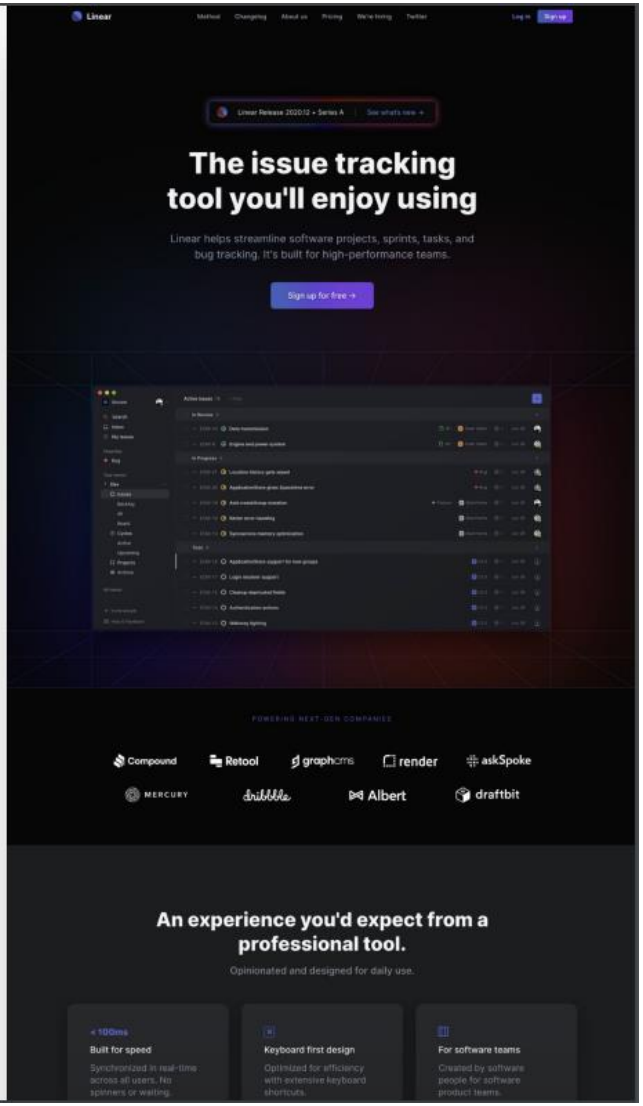
Engagement
Appropriate tone
Align Your Team With Your Company's Style
With Grammarly Business, you can create a company style guide to keep every team member's communication clear and on-brand.


Linear
The issue tracking tool you'll enjoy using
Linear helps streamline software projects, sprints, tasks, and bug tracking. It's built for high-performance teams.
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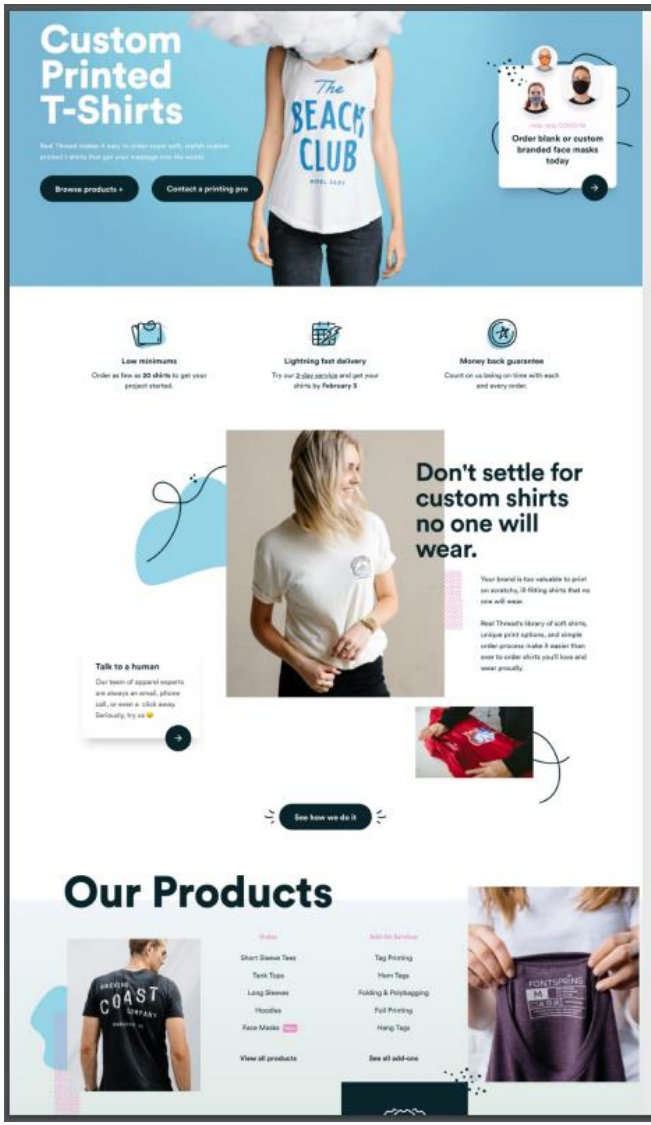
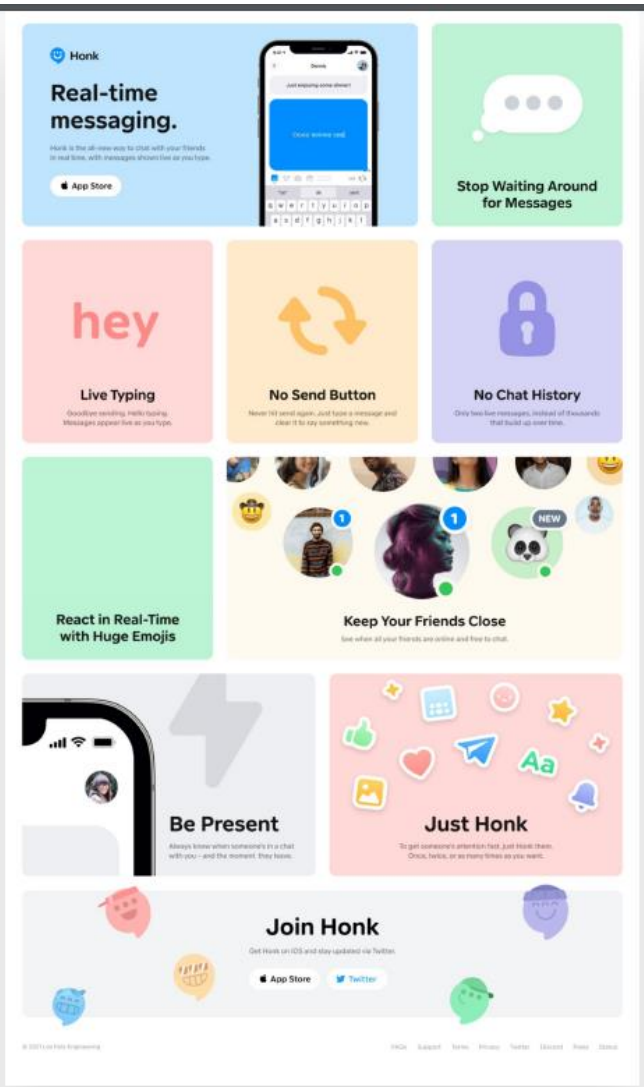
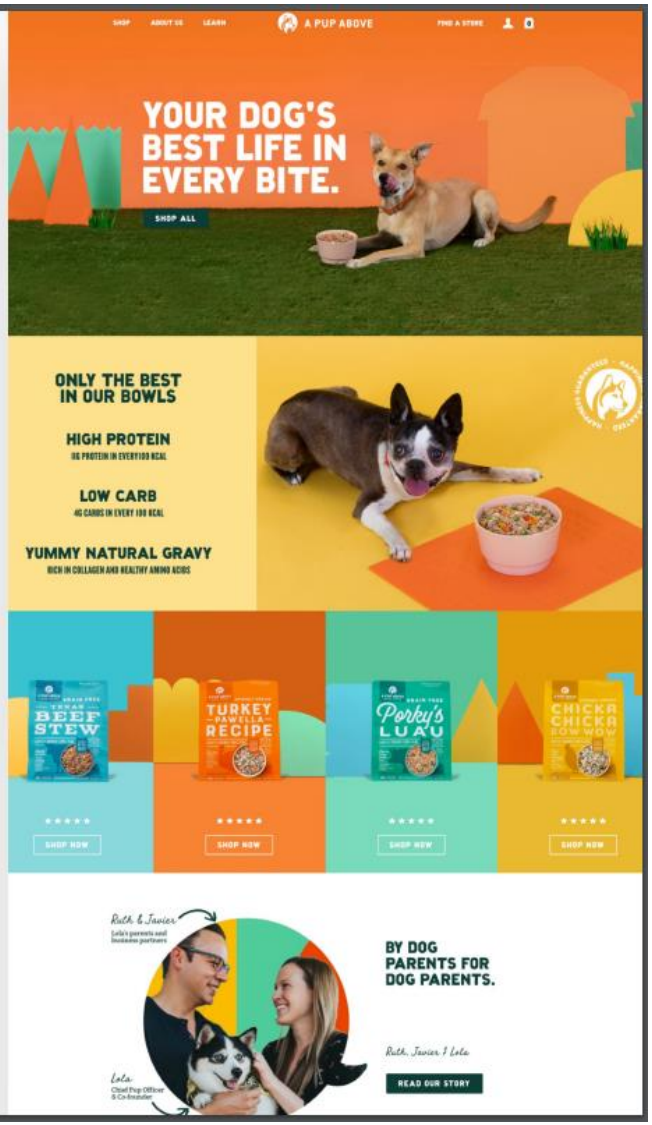
Retool
graphcms
render
askSpoke
MERCURY
dribbble
Albert
draftbit
An experience you'd expect from a professional tool.
Opinionated and designed for daily use.
Built for speed
Keyboard first design
For software teams

PERSONALITY 07 – **PLAYFUL/FUN**

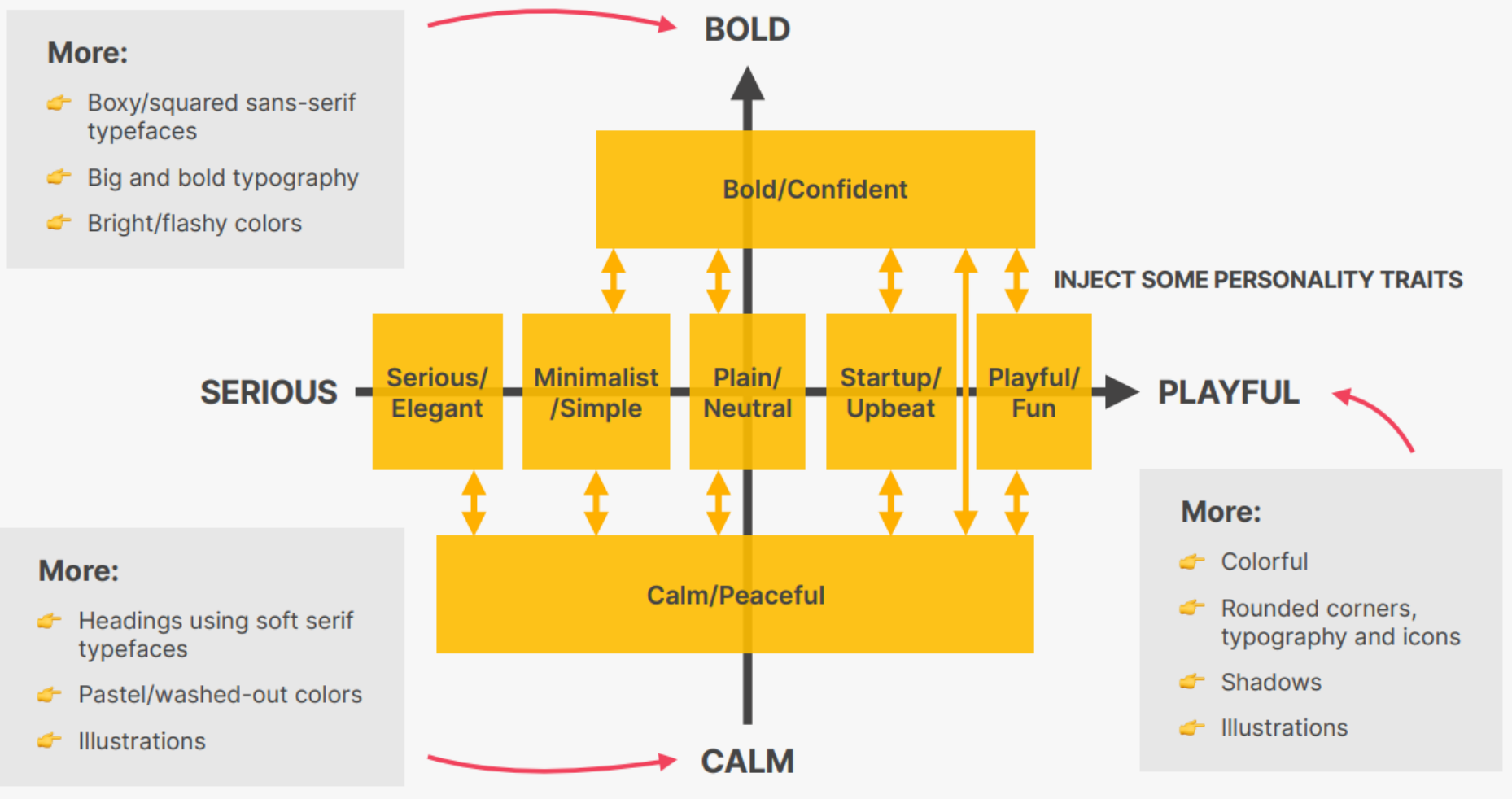
📋 **OVERVIEW**	**Colorful and round** designs, fueled by **creative elements** like hand-drawn icons or illustrations, animations, and fun language
👩‍🏭 **INDUSTRIES**	Child products, animal products, food
✍️ **TYPOGRAPHY**	Round and creative (e.g. handwritten) sans-serif typefaces are frequent. Centered text is more common
🎨 **COLORS**	Multiple colors are frequently used to design a colorful layout, all over backgrounds and text
🌅 **IMAGES**	Images, hand-drawn (or 3D) illustrations, and geometric shapes and patterns are all very frequently used
⚛️ **ICONS**	✅ Icons are very frequent, many times in a hand-drawn style
👻 **SHADOWS**	✅ Subtle shadows are quite common, but not always used
🟠 **BORDER-RADIUS**	✅ Border-radius is very common
🧩 **LAYOUT**	🤷‍♀️ All kinds of layouts, no particular tendencies

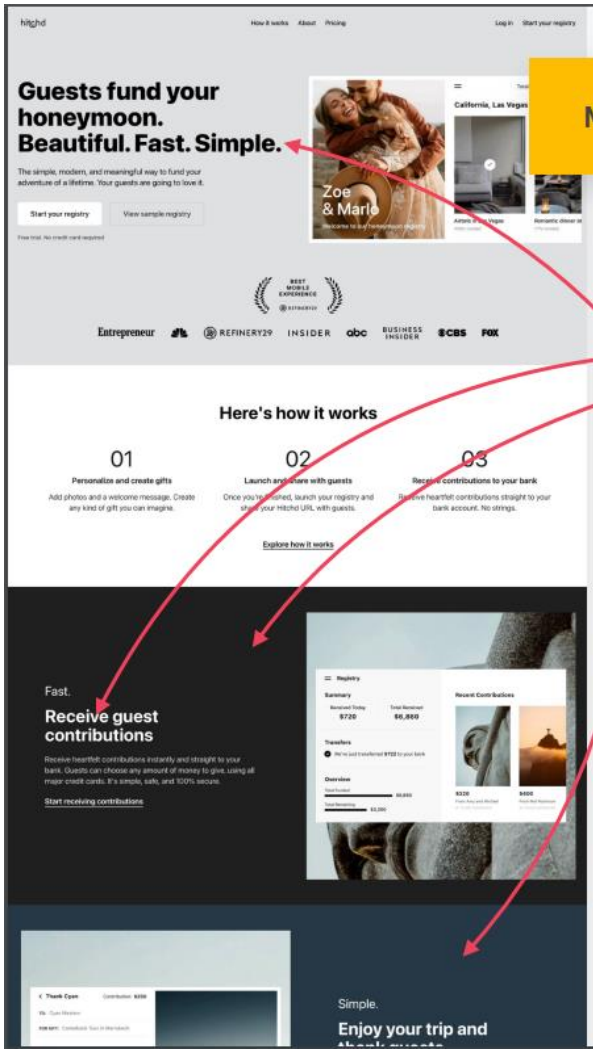

Custom Printed T-Shirts
Browse products
Contact a printing pro
Order blank or custom branded face masks today
Low minimums
Lightning fast delivery
Money back guarantee
Don't settle for custom shirts no one will wear.
Talk to a human
See how we do it
Our Products


Honk
Real-time messaging.
App Store
Stop Waiting Around for Messages
hey
Live Typing
No Send Button
No Chat History
React in Real-Time with Huge Emojis
Keep Your Friends Close
Be Present
Just Honk
Join Honk
App Store
Twitter


A PUP ABOVE
YOUR DOG'S BEST LIFE IN EVERY BITE.
SHOP ALL
ONLY THE BEST IN OUR BOWLS
HIGH PROTEIN
LOW CARB
YUMMY NATURAL GRAVY
BEEF STEW
TURKEY RECIPE
Perky's LUAU
SHOP NOW
BY DOG PARENTS FOR DOG PARENTS.
READ OUR STORY

COMBINING **PLAYFULNESS** AND **BOLDNESS**





MINIMALIST/SIMPLE

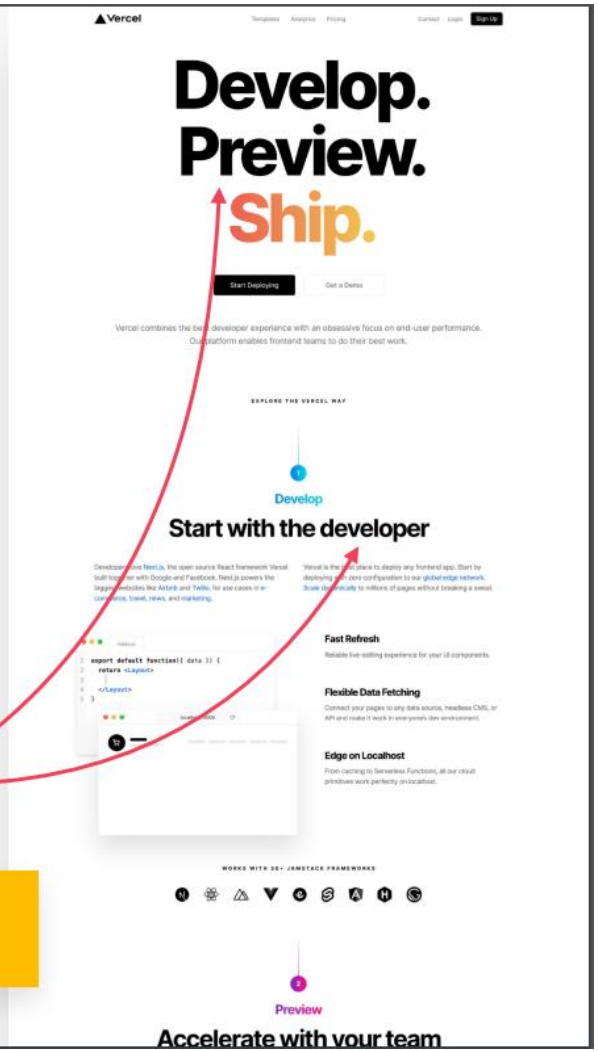
BOLD/CONFIDENT

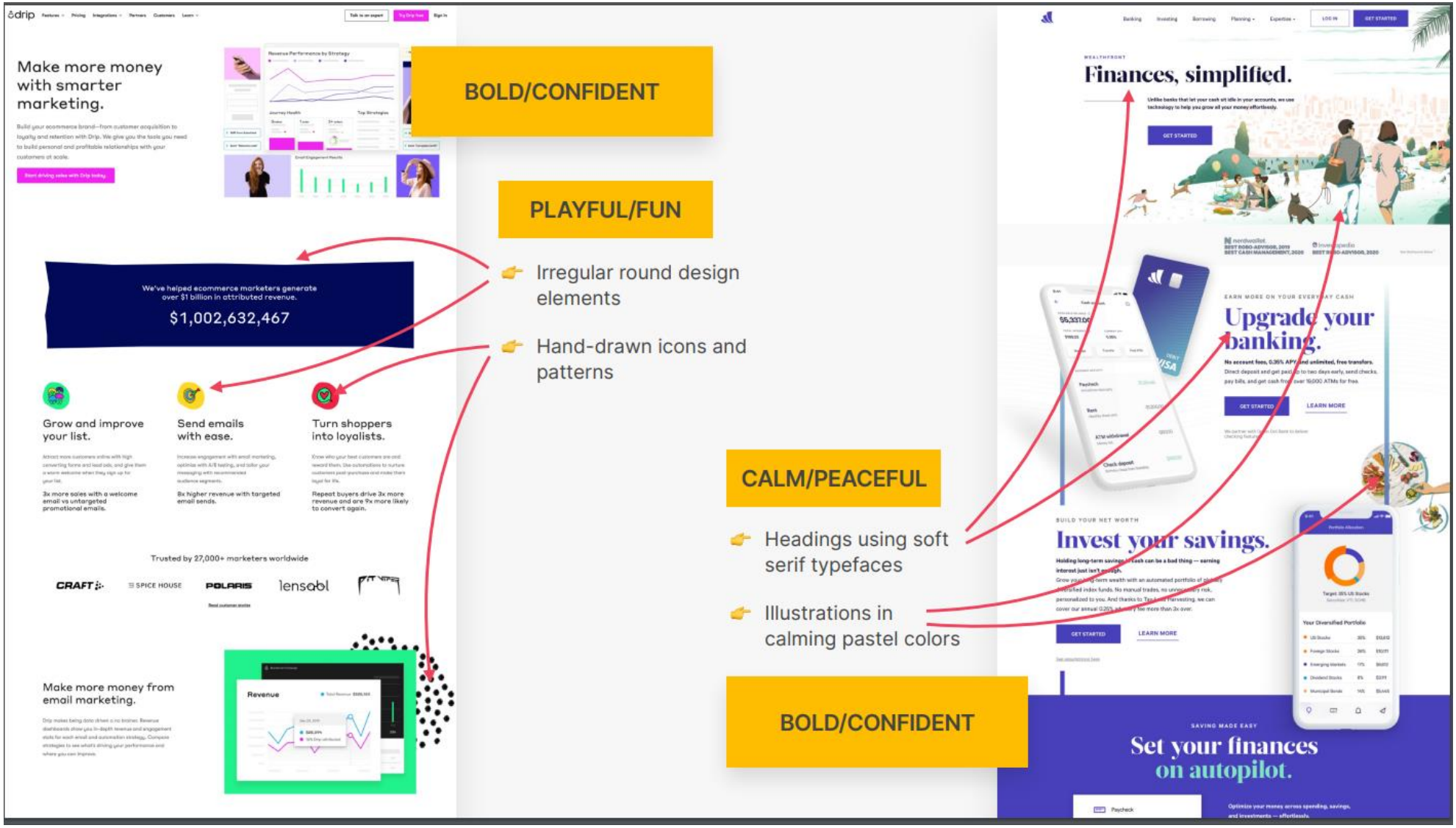
- Big and bold typography
- Big color blocks

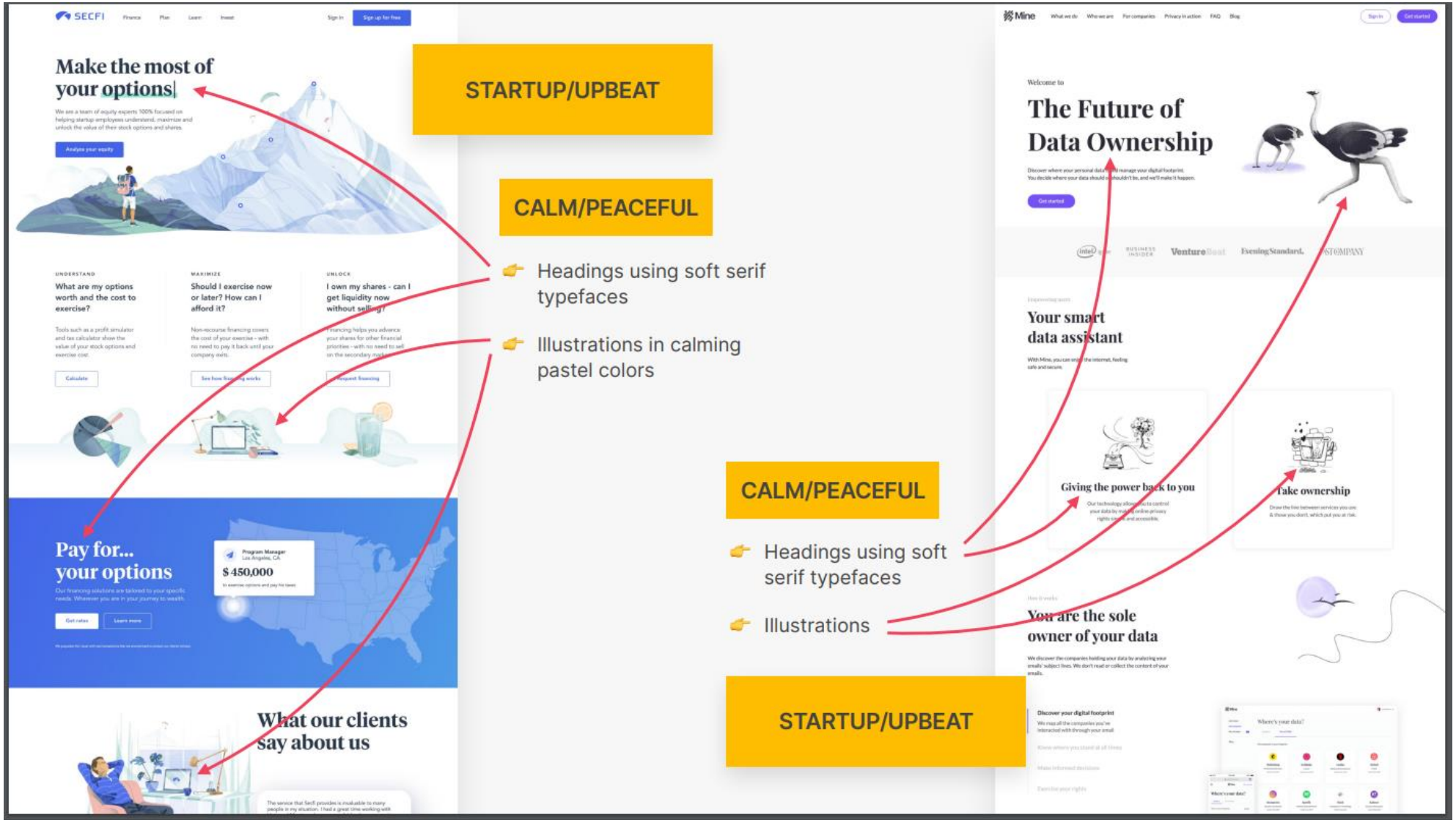
BOLD/CONFIDENT

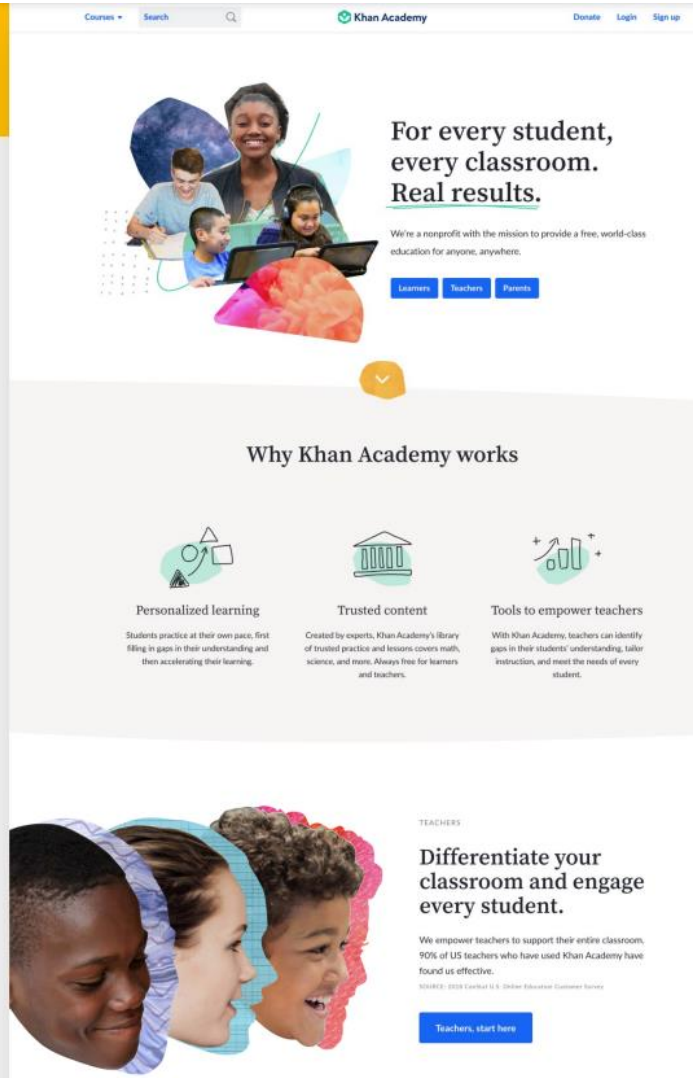
- Very boxy typeface
- Big and bold typography

STARTUP/UPBEAT




drip
Make more money with smarter marketing.
We've helped ecommerce marketers generate over $1 billion in attributed revenue.
$1,002,632,467
Grow and improve your list.
Send emails with ease.
Turn shoppers into loyalists.
Trusted by 27,000+ marketers worldwide
CRAFT
SPICE HOUSE
POLARIS
lensabl
Make more money from email marketing.
Revenue
BOLD/CONFIDENT
PLAYFUL/FUN
Irregular round design elements
Hand-drawn icons and patterns
CALM/PEACEFUL
Headings using soft serif typefaces
Illustrations in calming pastel colors
BOLD/CONFIDENT
Finances, simplified.
GET STARTED
Upgrade your banking.
LEARN MORE
Invest your savings.
Set your finances on autopilot.


SECFI
Make the most of your options
Pay for... your options
$ 450,000
What our clients say about us
STARTUP/UPBEAT
CALM/PEACEFUL
Headings using soft serif typefaces
Illustrations in calming pastel colors
CALM/PEACEFUL
Headings using soft serif typefaces
Illustrations
STARTUP/UPBEAT
Mine
Welcome to
The Future of Data Ownership
Your smart data assistant
Giving the power back to you
Take ownership
You are the sole owner of your data

OVERVIEW OF **WEBSITE PERSONALITIES**

1. **Serious/Elegant:** For luxury and elegance, based on thin serif typefaces, golden or pastel colors, and big high-quality images
2. **Minimalist/Simple:** Focusses on the essential text content, using small or medium-sized sans-serif black text, lines, and few images and icons
3. **Plain/Neutral:** Design that gets out of the way by using neutral and small typefaces, and a very structured layout. Common in big corporations
4. **Bold/Confident:** Makes an impact, by featuring big and bold typography, paired with confident use of big and bright colored blocks
5. **Calm/Peaceful:** For products and services that care, transmitted by calming pastel colors, soft serif headings, and matching images/illustrations
6. **Startup/Upbeat:** Widely used in startups, featuring medium-sized sans-serif typefaces, light-grey text and backgrounds, and rounded elements
7. **Playful/Fun:** Colorful and round designs, fueled by creative elements like hand-drawn icons or illustrations, animations, and fun language