While designing and styling our website, our group focused on the following aspects:

- Color scheme: We chose a mountain-style color palette in order to complement Ski-It's theme and logo. We utilized the same green, brown and white color scheme across the header, menu and many other elements of the website.
- Font style: While our current font choice for most of the website's elements is not final, it represents the idea that Ski-It embodies, meaning relaxed and easy to read. We also added sans-serif fonts to enhance readability on various devices and browsers who would not support the font we chose.
- Header Navigation: The website's current header navigation menu includes a search bar, a home link and login link. We tried to make these buttons consistent in color and font and did not include a registration link for new users as we have decided to put it inside the login page.
- Side navigation: The side menu on the homepage will serve as the main navigation for our website as our users can navigate to several of the website's main pages. Our current expected pages include Popular, Locations, Resorts and Back Country. While we do not have extravagant styling for the side menu, we tried to keep it sober and consistent for our users.
- Home Page Content: Our main page curretnly includes spaceholders for "Today's Dumpings" and "Popular Posts" which will later on be populated by manually added "dumpings" and our popular user posts. We have also added the option to filter popular posts directly from the main page using filters such as country, state as well as sorting posts by recency or votes. We do not want to add too much filter customization as we want the website to be simple and easy for the user. The Home page contains placeholders for a post, simply stating "this is a post". The post elements will be desgined in a way that highlights the content and encourages user engagements by including a comment section, "upvotes" or "likes".
- Unregistered user experience: We have not set clear boundaries yet for what unregistered users will have access to on the website, but as per the project's requirements they will not be able to post, edit or comment on posts.
- Accessibility: In order for our website to be accessible on any device and browser, we are making the sizing of every element relative, in order for it to scale depending on the size of the window or the screen.