DESIGN CONSIDERATIONS

Strava's branding is predominantly white (clean) and their logo is orange. My design will piggy back on the success of their branding which is widely recognised.

Using orange, which is a favourite colour of mine is a win-win in my opinion.

Design will be clean bootstrap with minimum decoration or straying from this minimalistic layout.

The only bespoke design will be a reloadPage button which will hover and animate at top right of browser window on all devices. Animation will be enough for users to know it's there, but not so much that it is an annoyance.

Minimal use of colour will also be added to D3 element's out-of-the-box styling. Enough to make the design my own, but not taking from the tried and tested defaults.

Use of my own language/story and neatly placed "real" images at the foot of the App will convey to the user that this is indeed a real diary of a real person's real activities, ... and that they can have the very same and more if they choose to use the App.

BARRY CUNNINGHAM