**Visiple Mockup Task Documentation**

Dawid Musial

For a live project, I would typically create a comprehensive design manual, project plan, and project description. However, as this project pertains to a mockup, I will instead prepare detailed documentation to elucidate the rationale behind my mockup choices. The images employed for the mockup will be sourced exclusively from pexels.com and freepik.com, both of which offer copyright-free assets. A selection of images will be borrowed from your original website purely for illustrative purposes, treating them as placeholders to maintain the integrity of your original content.

**Navbar**

In the context of the navigation bar, my intention is to create a contemporary aesthetic by implementing a transparent background. Given that this design is intended for the Tesla website, I opted to position the navigation links on the right side, departing from Tesla's traditional centered layout to avoid a direct replication of their navbar style. Rather than incorporating a dedicated 'Log In' button within the navbar, I have chosen a more streamlined approach by including a user profile icon, in alignment with Tesla's minimalist design philosophy.

**Home page**

My concept for the homepage aims to provide an intuitive user experience by prioritizing simplicity and ease of understanding. Instead of implementing a lengthy scrollable design, the index features a concise introduction crafted to captivate the user's attention, accompanied by clear calls to action for signing up or learning more about the company. To evoke a serene and inviting atmosphere, the background showcases a cheerful individual engaged in a phone call within a nature-friendly setting, fostering a sense of tranquility and positivity during the user's website visit.

**About us page**

To enhance the quality and professionalism of your 'About Us' page, the current background image displaying your locations is suboptimal, being pixelated due to its 569x319 resolution, which doesn't align well with higher screen resolutions. To address this issue, I propose an improved design that maintains a minimalistic and informative approach. The 'About Us' page is designed to provide users with an in-depth understanding of Visiple. To achieve a clean and streamlined look, I've reduced the size of the mission sections, drawing inspiration from the minimalist style seen on Tesla's website.

At the bottom of the banner, I've strategically placed your social media links to create a more inviting and accessible user experience. The rest of the page encompasses vital information about your company and team, along with a high-quality location image. To infuse vitality into the website, I've incorporated scroll animations to engage users and make the browsing experience more dynamic.

**Why Visiple**

For the 'Why Visiple' page, I drew inspiration from Tesla's design philosophy, where as you scroll down, certain content can occupy the entire screen. This approach keeps the user's focus on the most important information, facilitating a clear understanding of the content. To declutter the main page and maintain a welcoming and clean aesthetic, I relocated the content from the main page to the 'Why Choose Visiple' section, where it logically aligns with the page's purpose.

In the task briefing email, there were specific catchphrases you wanted to incorporate into the mockup. I've transformed these phrases into eye-catching quotes with complementary backgrounds on the 'Why Us' page. Given the constraints of the original phrases, this format seemed more fitting. However, this is my suggestion, and I'm open to changes if you prefer a different approach.

Regarding the 'Visiple Services' section immediately below the quote division, the default pink color for the service images may seem to disrupt the overall design, but I retained it to honor the originality of the concept. I've endeavored to harmonize these elements with the page's overall visual theme. The remainder of the content on this page has been redesigned, but much of the information is sourced from your existing website.

**Pricing page**

The Pricing page has been streamlined to include your pricing plans, a free trial section, and the footer. I've introduced a redesigned pricing box format, preserving your brand's color scheme. All pricing boxes currently share the same background color, which can be adjusted if you desire.

**Blog page**

For the blog page, I have opted for a minimalist design. Given the relatively subordinate role of the blog page within the Visiple website, I've employed a distinct style to emulate the appearance of a typical blog page while maintaining the primary design aesthetic of the website. The background has been rendered in a clean, unobtrusive white to ensure it does not compete with the blog posts. Although the option of incorporating a background blur for the blog sections exists, such a choice would necessitate an extensive overhaul of the page's overall design.

**Contact**

The design of the Contact Page is characterized by its minimalistic and user-friendly approach. It features a brief introductory text, and your contact information, including email, address, and phone number, are presented alongside intuitive icons for easy comprehension. Below, the page incorporates form boxes with a resizable text area, providing users with the convenience of composing their message. Additionally, a prominent 'Send' button is readily available for ease of communication.

**Login & Signup**

The login and sign-up page has been thoughtfully designed for ease of use and simplicity. Instead of separating the login and sign-up processes into distinct pages, I have implemented JavaScript to enable both functions on a single, user-friendly page.

**User page**

The User Page, as part of the front-end mockup, has been designed with a straightforward approach. It clearly indicates whether the user is currently logged in or signed up, and provides a prominent button for users to either create a new account or log in.

**Footer**

The footer design is intentionally kept simple and user-friendly, ensuring easy readability and comprehension. Departing from a traditional 300px tall footer, I've transformed it into a compact div that includes essential links, following the design principles seen on the Tesla website. This minimalist footer style seamlessly integrates with the overall website design, preserving its aesthetic appeal.