

UI Design Landing Page Documentation

1. Overview

This page serves as the first page the user sees when entering the banking site. It describes a clear representation of what our bank is and what we represent. It contains a navigation bar for quick navigating to each section of the page. Additional features that are on the bar are a sign-up button that takes the user to the sign-up page and a login button for logging into their account that leads to the home page (dashboard). Finally, the last section involves user stories of why our bank puts us above the rest.

2. Typography

Document the typography choices used across the interface.

Font Family: Poppins, sans-serif

Font Sizes:

- Hero Header (h1): 5.5rem
- Hero Subheader (h4): 2.4rem
- Section Headers (h3): 4rem
- Section Descriptions (h2): 1.8rem
- Testimonial Headers (h5): 2.25rem
- Testimonial Text: 1.7rem
- Testimonial Names: 1.7rem
- Testimonial Locations: 1.5rem
- Operations Headers: 2.25rem
- Operations Content: 1.7rem
- Features Headers: 2rem
- Features Text: 1.5rem
- Navigation Links: 1.7rem
- Button Text: 1.6rem - 1.9rem
- Learn More Button: 1.7rem
- Modal Header: 3.25rem
- Modal Form Text: 1.7rem
- Footer Links: 1.6rem
- Footer Copyright: 1.4rem
- Success Banner: 18px

3. Color Palette

List all primary, secondary, and accent colors used in the design with their hexadecimal values.

Primary Colors:

- Color Name: Green Primary | HEX: #5ec576| Usage: Buttons, Highlights, Accents
- Color Name: Light Gray | HEX: #f3f3f3| Usage: Main Background, Modal Background
- Color Name: White | HEX: #ffffff| Usage: Operations Section, Section Backgrounds

Secondary Colors:

- Color Name: Yellow/Gold | HEX: #ffcb03| Usage: Secondary Operations Tab
- Color Name: Red/Coral | HEX: #ff585f| Usage: Tertiary Operations Tab
- Color Name: Dark Gray | HEX: #444444| Usage: Main Text Color
- Color Name: Medium Gray | HEX: #666666| Usage: Paragraph Text, Testimonial Text

Accent Colors:

- Color Name: Dark Charcoal | HEX: #37383d| Usage: Footer, Sign-up Section Background
- Color Name: Success Green | HEX: #4caf50| Usage: Success Banner
- Color Name: Light Border | HEX: #dddddd| Usage: Section Borders, Modal Input Borders
- Color Name: Link Gray | HEX: #eeeeee| Usage: Footer Links
- Color Name: Copyright Gray | HEX: #aaaaaa| Usage: Footer Copyright Text
- Color Name: Slider Button Background | HEX: rgba(255, 255, 255, 0.7) | Usage: Testimonial Slider Buttons
- Color Name: Dots Default | HEX: #b9b9b9| Usage: Slider Dots Inactive
- Color Name: Error Red | HEX: #ff0000| Usage: Login Error Messages

Gradient Colors:

- Primary Gradient: linear-gradient(to top left, #39b385, #9be15d) | Usage: Highlight Effect, Primary Buttons
- Secondary Gradient: linear-gradient(to top left, #ffb003, #ffcb03) | Usage: Secondary Operations
- Primary Opacity: #5ec5763a | Usage: Feature Icons Background
- Secondary Opacity: #ffcd0331 | Usage: Operations Icons
- Tertiary Opacity: #ff58602d | Usage: Operations Icons

Darker Variants:

- Primary Darker: #4bbb7d| Usage: Button Hover States
- Secondary Darker: #ffbb00| Usage: Operations Tab Hover
- Tertiary Darker: #fd424b| Usage: Operations Tab Hover

4. Layout and Spacing

Describe the grid system, margins, padding, and spacing conventions.

Grid System:

- Header: CSS Grid (3fr 2fr columns for text and image)
- Features: CSS Grid (2 columns, alternating image/text)
- Operations: Single column with tabbed content
- Testimonials: Positioned slides with absolute positioning
- Modal Form: CSS Grid (1fr 2fr for labels and inputs)

Margins:

- Section Title: 0 auto 8rem auto (centered with bottom margin)
- Operations Container: 12rem auto 0 auto
- Features Container: 0 12rem (horizontal)
- Testimonial Author: 3rem (left)
- Section Description: 1rem (bottom)
- Features Header: 1rem (bottom)
- Features Icon: 2rem (bottom)
- Modal Header: 4.5rem (bottom)
- Footer Nav: 5rem (bottom)
- Footer Logo: 0 auto 1rem auto
- Slider Dots: 1.75rem (between dots)
- Operations Tab: 2.5rem (right)
- Nav Items: 4rem (left)

Padding:

- Sections: 15rem 3rem
- Header: 0 3rem
- Navigation: 0 6rem
- Operations Content: 2.5rem 7rem 6.5rem 7rem
- Section Sign-up: 10rem 3rem
- Footer: 5rem 3rem
- Modal: 5rem 6rem
- Modal Form: 0 3rem
- Modal Form Inputs: 1rem 1.5rem
- Navigation Button Links: 0.8rem 2.5rem
- General Buttons: 1.25rem 4.5rem
- Sign-up Button: 2rem 5rem
- Success Banner: 10px

Spacing Rules:

- Section border-top: 1px solid #ddd
- Features gap: 4rem
- Operations grid column-gap: 3rem, row-gap: 0.5rem
- Testimonial Author grid column-gap: 2rem
- Modal Form gap: 2.5rem
- Header title row-gap: 3rem

5. Components

Describe reusable UI components and their states (default, hover, active, disabled, etc.).

Component Name: Navigation Bar

Description: Fixed/sticky navigation with logo, feature links, and action buttons

States:

- Default: Transparent with 9rem height
- Sticky: Fixed position with semi-transparent white background (opacity 0.95)
- Link Hover: Inherits color (no special hover defined)
- Button Links: Green background, dark text
- Button Hover: Darker green background (#4bbb7d)
- Sign Up and Login buttons styled as green rounded buttons
- Logo height: 4.5rem

Component Name: Success Banner

Description: Fixed notification banner at top of page

States:

- Hidden: Translated above viewport (-100%)
- Visible: Slides down (translateY 0)
- Green background (#4caf50)
- z-index: 1000 (above all content)

Component Name: Hero Section

Description: Large header with title, subtitle, CTA button, and hero image

States:

- Default: Grid layout with text on left, image on right

- Button Hover: None specified (inherits from .btn--text)
- Full viewport height (100vh)
- Title with green gradient highlight effect
- "Learn more" button with underline
- Hero image transformed up 6rem

Component Name: Section Components

Description: Reusable content sections with reveal animation

States:

- Hidden: opacity 0, translateY(8rem)
- Visible: opacity 1, translateY(0) with 1s transition
- All sections have class .section--hidden initially
- JavaScript removes this class on scroll reveal
- Border-top separates each section

Component Name: Features Grid

Description: Alternating image and text grid showcasing bank features

States:

- Default: 2-column grid
- Mobile: Single column stack
- Feature icons: Circular green background (5.5rem x 5.5rem)
- Gap: 4rem
- Side margins: 12rem

Component Name: Operations Tabs

Description: Tabbed interface for three banking operations

States:

- Default: Tabs transform translateY(-50%)
- Active: Tabs transform translateY(-66%)
- Hover: Darker background color
- Content Hidden: display none
- Content Active: display grid
- Tab 1 (Transfers): Yellow background (#ffcb03)
- Tab 2 (Loans): Green background (uses .btn default)
- Tab 3 (Closing): Red background (#ff585f)
- Only active content visible
- Tabs positioned above white content area

Component Name: Testimonial Slider

Description: Slider for customer testimonials

States:

- Default: Slides positioned absolutely with transform
- Active Dot: White with full opacity
- Inactive Dot: Gray (#b9b9b9) with 0.7 opacity
- Navigation via left/right arrow buttons or dots
- Arrow keys control slider
- Customer photo, name, and location displayed
- Slide height: 50rem

Component Name: Sign-up Section

Description: Dark call-to-action section at bottom

States:

- Default: Dark background (#37383d)
- Button (link styled as button): No underline, inherits text color
- White text on dark background
- Large CTA button (1.9rem, padding 2rem 5rem)
- No border-top

Component Name: Footer

Description: Dark footer with logo and navigation links (commented out)

States:

- Default: Dark background (#37383d)
- Logo displayed
- Logo height: 10rem

Component Name: Login Modal

Description: Overlay modal for user authentication

States:

- Hidden: visibility hidden, opacity 0
- Visible: Full visibility and opacity
- Overlay: Blurred dark background
- z-index: 1000 (modal), 100 (overlay)

- Grid form layout (labels left, inputs right)
- Error message in red
- Close button (×) in top-right corner

6. Icons and Imagery

Define icon styles, image treatments, and guidelines for visual assets.

Icon Set:

- Feature icons: Circular colored backgrounds
- Operations icons: Circular colored backgrounds
- Arrow symbols: Used in buttons and slider navigation
- Quote mark (") in testimonials

Image Style:

- Logo: Height 4.5rem in navigation
- Footer Logo: Height 10rem
- Hero Image: Full width, transformed up by 6rem
- Feature Images: Full width within grid
- Testimonial Photos: 6.5rem circular, border-radius 50%
- All images: Transition filter 0.5s

Usage Guidelines:

- Feature and operations icons use colored circular backgrounds
- Testimonial photos are cropped to circles
- Hero image sits in right column of grid
- Feature images alternate with text descriptions
- All images responsive with width: 100%

7. Interaction Design

Describe interaction behaviors, animations, and transitions used throughout the interface.

Animation Guidelines:

- Section reveal: Fade in + slide up (1s) as user scrolls
- Success banner: Slide down from top (1s)
- Testimonial slider: Smooth slide transition (1s)
- Navigation sticky: Fades in when scrolling past header
- Operations tabs: Lift up when active
- All images: 0.5s filter transition

Transition Timing:

- Standard transitions: 0.3s (buttons, links, inputs)
- Section reveals: 1s (transform and opacity)
- Slider transitions: 1s (slide movement)
- Success banner: 1s ease
- Dot transitions: 0.5s (slider dots)
- Modal/Overlay: 0.5s (fade in/out)
- Image filters: 0.5s

Interactive States:

- Navigation becomes sticky with white background on scroll
- Sections fade in as they enter viewport
- Operations tabs lift higher when clicked
- Tab content switches instantly on click
- Slider advances on button/arrow key press
- Dots highlight to show current slide
- Modal opens on Login button click
- Modal closes on close button, overlay click, or Escape key
- Buttons change color on hover
- Learn more button scrolls smoothly to Features section

8. Appendices

Include references to mockups, prototypes, and design systems if applicable.

Design System: Follows Bankist design system with consistent colors, typography, and spacing conventions across all pages (Landing, Home, Savings, Sign Up page)

Section Structure:

1. Hero Section: Full viewport intro with title, subtitle, CTA, and hero image
2. Features Section (#section--1): Three banking features with alternating image/text grid
3. Operations Section (#section--2): Tabbed content showing three banking operations
4. Testimonials Section (#section--3): Slider with three customer reviews
5. Sign-up Section: Dark section with final call-to-action
6. Footer: Logo display (navigation links commented out for future use)