

Course Assignment

FED1 - Design

Design the online store website of “Rainy Days” - a rain jackets retailer for men and women aged 30 to 50. The submission should include (1) a homepage, (2) a products page, (3) product detail page, (4) a carts page, (5) payments page, and (6) a confirmation page. The design should be for desktop-users, and also include a home page and product page designed specifically for phone screens.



× Pushing the Comfort Zone ×

THIS PAGE IS INTENTIONALLY LEFT BLANK

Table of contents

This document contains more than was required in the assignment, and is therefore structured to first contain what the assignment asked for, and then afterwards the rest. The not-required parts where a part of my design process. This document can be used freely for any educational purposes.

Submission Requirements

Low fidelity wireframes	1
URL to high fidelity Figma prototype	3
List of references	4

My Design Process (not required work)

THE LOGO	8
TYPOGRAPHY	9
THE FONTS	9
LOGO AND HEADER	10
COLOUR PALETTE	11
ICONOGRAPHY	12
TARGET AUDIENCE FOR RAINY DAYS	13
DARK MODE	14
GRIDS	15
PRODUCT IMAGES	16
BACKGROUND IMAGE	16
FIGMA	17

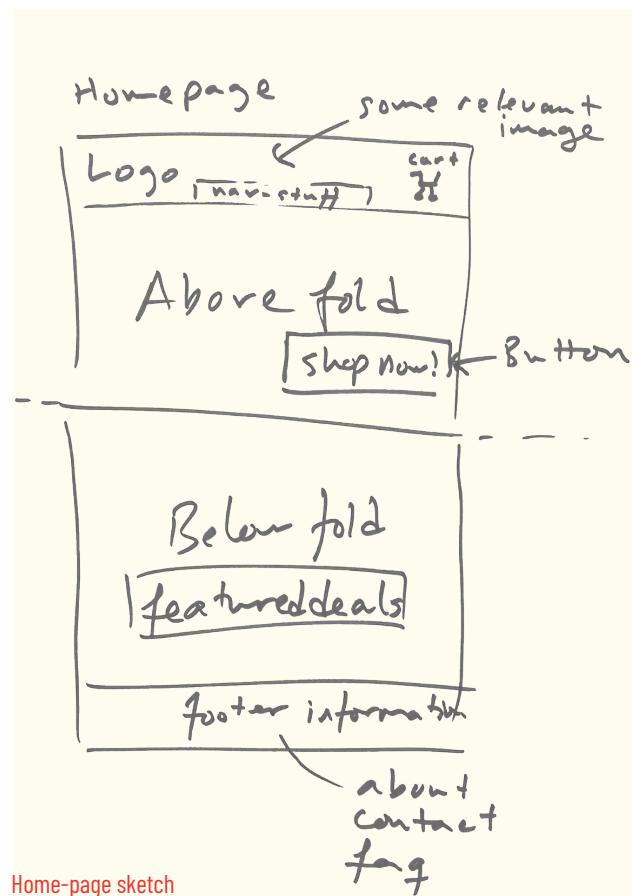
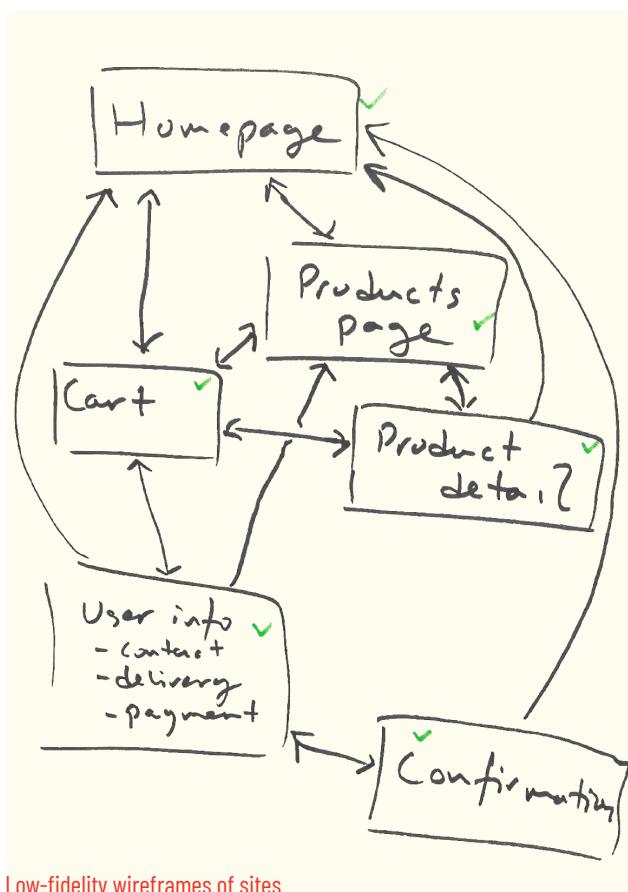
Figma Design Export

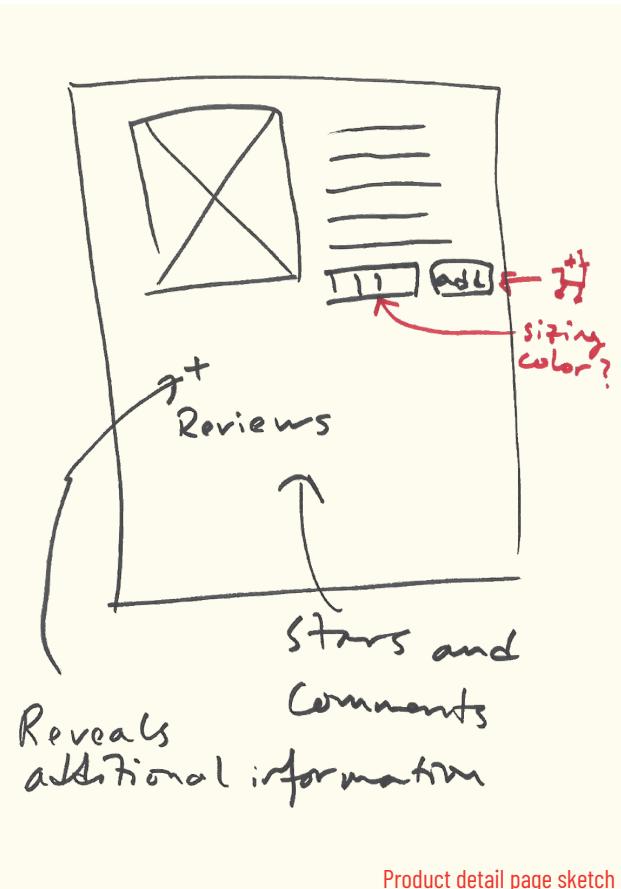
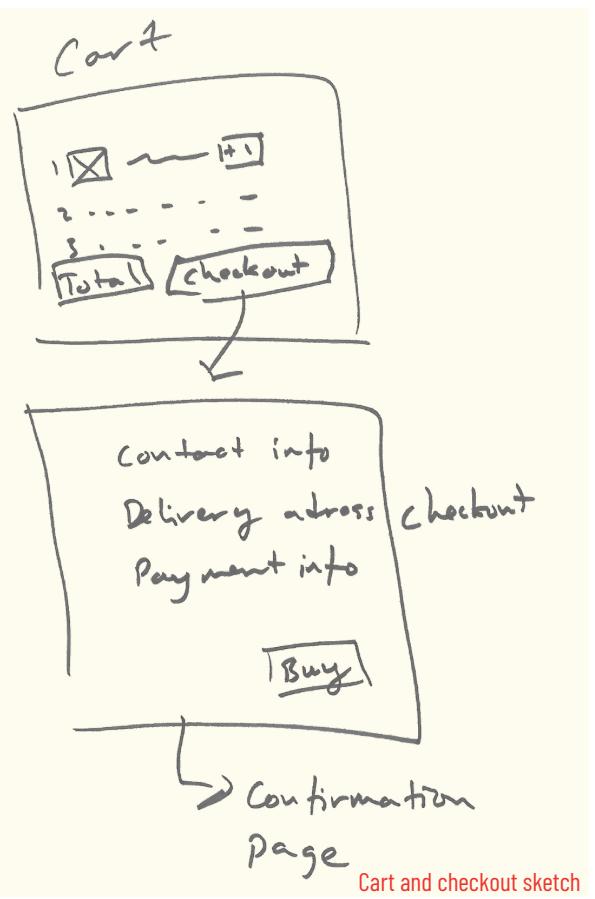
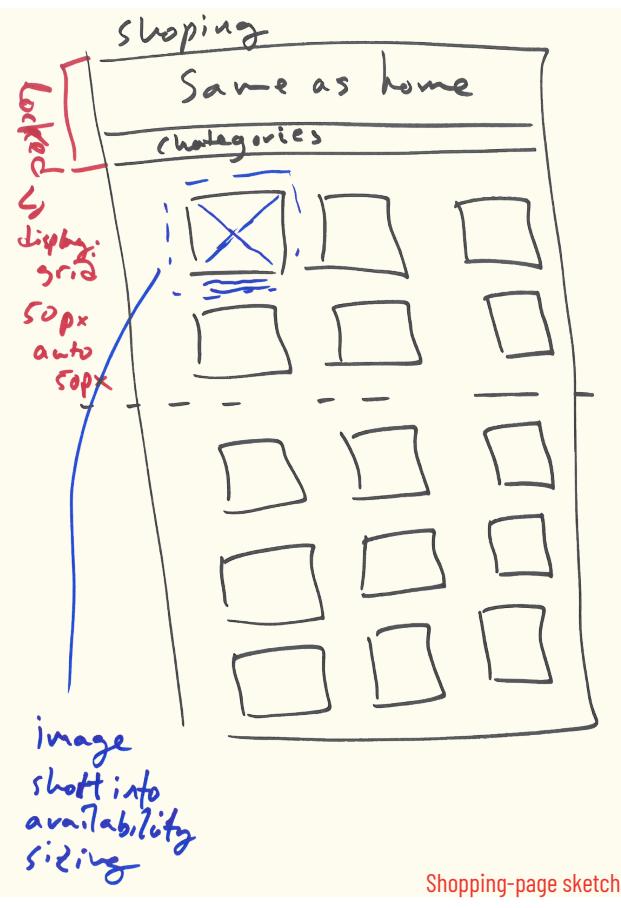
Phone	18
Desktop	19

THIS PAGE IS INTENTIONALLY LEFT BLANK

Submission Requirements

Low fidelity wireframes





URL to high fidelity Figma prototype

Link to file

<https://www.figma.com/design/LeNq2ENZmtea0SEthGu8CQ/RainyDays?node-id=0-1&t=ZExwRDoOcWatV5Ai-1>

Link to desktop prototype

<https://www.figma.com/proto/LeNq2ENZmtea0SEthGu8CQ/RainyDays?node-id=0-1&t=ZExwRDoOcWatV5Ai-1>

Link to phone prototype

<https://www.figma.com/proto/LeNq2ENZmtea0SEthGu8CQ/RainyDays?node-id=239-1152&t=ZExwRDoOcWatV5Ai-1>

List of references

Book:

UI/UX Design for Professionals, Sharanpreet Kaur (ISBN: 978-93-481073-8-1)

Book:

The Complete Manual of Typography, A Guide To Setting Perfect Type, Second Edition, James Felici (ISBN: 978-0-321-77326-5)

Book:

Design School: layout, A Practical Guide for Students and Designers, Richard Poulin (ISBN: 978-1-63159-319-2)

Book:

Layout Essentials, 100 Design Principles for using grids, Beth Tondreau (ISBN: 678-1-63159-631-5)

IBM-icons (part of their design system)

<https://carbondesignsystem.com/elements/icons/library/>

Only Source that I used for Figma (this time, I have used figma with my students before, so I might have gotten stuff from other places earlier)

<https://medium.com/@courtneyjordan/figma-variables-for-light-and-dark-mode-made-easy-319c180c449b>

I tried complying with the WCAG

<https://www.w3.org/TR/WCAG21/>

Using variables in figma

<https://medium.com/@courtneyjordan/figma-variables-for-light-and-dark-mode-made-easy-319c180c449b>

Images

Images of Jackets came from the Noroff Front-end Development programme design course.

The background-image used was my own.

Other

Icons I made myself, using inspiration from IBM's carbon system.

Both fonts used came from Google Fonts with SIL Open Font License, Version 1.1.

ChatGPT was used to assist in the writing of some of the on-site text.

<https://coolors.co/> for colour palette creation

THIS PAGE IS INTENTIONALLY LEFT BLANK

THIS PAGE IS INTENTIONALLY LEFT BLANK

My Design Process (not required work)

On the following pages are my thought process and the information-gathering that went into this submission. As a high school teacher I decided to spend time making the quality of this document as good as I could possibly make it; given the time and the limits of my competency. Now my students and I can use this as an example of how to design a web page. Or as grounds to find flaws in my work – whichever works best. I use the same style and design decisions in this document as is in the figma prototype – with some deliberate changes between these formats. It is not an accident that this document became a part of my design process. I master print media quite well, and love typography.

I have no expectation that anyone reads anything more from this document, but it does serve as a guide to how I worked to answer this submission. I also used a lot of text and images to test my decision on a format I am more accustomed to manipulating (document for print), so any excess of text or abundance of images was part of this process. These words included.

I chose to convert the logo from PNG to SVG using Adobe Illustrator.

Adobe Illustrator's Retype functionality found the fonts in the logo to be «DIN Condensed Regular» for the brand name, and «DIN 2014 Demi» for the slogan «Pushing the Comfort Zone».

While analysing the new SVG logo and comparing this to the original in InkScape I found that the typography did not match 100%. Especially the kerning and the letter t was a bit off. This was adjusted for so that the logo became as accurate as possible within a reasonable time frame.

The Retype suggestion had a license making it hard to use without payment or Adobe font access (I have this through my work), so ChatGPT was used to identify other similar fonts. The Barlow font was chosen to be used for headers, as this almost looks the same. This can work well for small amounts of text. Longer text should use a different font to create contrast between the logo (+ slogan) and the other text on the page. Source Sans 3 was chosen for this. While the contrast is not large, it can give a feeling of continuity and consistency when we use similar types of fonts.

Colour in the logo

RGB(10, 54, 65) | HEX #0a3641

This can be a good choice of colours for headings, maybe also the text itself. The off white you see is the other main color chosen for the palette.

THE LOGO



× Pushing the Comfort Zone ×
PNG-format using as much as 26,9 kB



× Pushing the Comfort Zone ×
SVG-format using only 15,2 kB



× Pushing the Comfort Zone ×

TYPOGRAPHY

Scaling factor: 1.25 (major third) makes the scaling subtle. Since 1 rem (size of p) usually is set at 16 px, I calculated the different sizes of the texts from h6 to h1 in pixels. A conversion to points was made to ensure that this document also holds to the same design-decision as the webpage itself. Another header-size “h0” was created specifically for the typography of this document, scaled 1.25 above the h1 size. Conversion between pixels and points are given exactly as one point equals three quarters of a pixel ($?pt = x * 0.75 \text{ px}$ where x is the pixel size and ? the value we want to find). Letter spacing and line height was decided by experimentation using Affinity Publisher.

Name	Screen size	Print size	CSS size	Line height
h1	48.8 px	36.6 pt	3.05 rem	100%
h2	39.1 px	29.3 pt	2.44 rem	110%
h3	31.3 px	23.3 pt	1.95 rem	120%
h4	25 px	18.8 pt	1.56 rem	130%
h5	20 px	15 pt	1.25 rem	140%
p	16 px	12 pt	1 rem	150%
h6	12.8 px	9.6 pt	0.8 rem	150%

THE FONTS

The font used in the logo could work well for headings, but because of license stuff I will not use this. Therefore the font “Barlow Condensed Semi Bold” was chosen instead. On the next page we see a comparison, and see that, for the most part it looks the same. The biggest difference is between the S-es in the two fonts.

For general paragraphs another sans-serif was chosen, “Source Sans 3”, giving the design a modern feel. This combination gives good contrast between headings and paragraphs on the page, and keeps the feel coherent between the logo and typography in general.

LOGO AND HEADER

Because of the decision to use a logo font look-approximate for headers h1 to h6, it can be useful to compare the two, and to “test” different situations where this font can work with the paragraph-font we chose. To the right we see the header font (in red) and logo-text being compared. We see that they almost match.



RAINY DAYS RAINY DAYS
RAINY DAYS RAINY DAYS

Do we notice a difference?

Yes, we can in fact easily notice a difference between the h5 header and the paragraph p. Using semi-bold condensed for the header creates a difference we notice, resulting in a contrast between the header and paragraph without having to rely on serif/sans-serif font contrasts. This pairing makes the page look and feel modern, fitting for the intended audience.

COLOUR PALETTE

0a3641

<https://colors.co/> was utilised to produce the colour palette. The dark blue of the logo was locked in, and I cycled through different choices before one that felt right was generated.

ffffded

This palette gives two good contrast colours, white and blue, and some other interesting “call to action” colours or colours to draw attention.

ffb17a

It is also important to stress that fffded will not be used together with white, but as a replacement for white on the entire webpage. This removes the impression that ffded is yellowing, as we can see as an example below.

f72c25

fce762

Using figma’s color contrast tool we find that the contrast between fffded and 0a3641 is 12.69:1. This meets the standard AAA, which is higher than we ned (AA) for accessibility compliance. From their website they write:

Contrast ratios measure the difference between two colors, ensuring text and UI elements are readable for all users. WCAG guidelines require:

4.5:1 for normal text (AA compliance)

3:1 for large text (AA compliance)

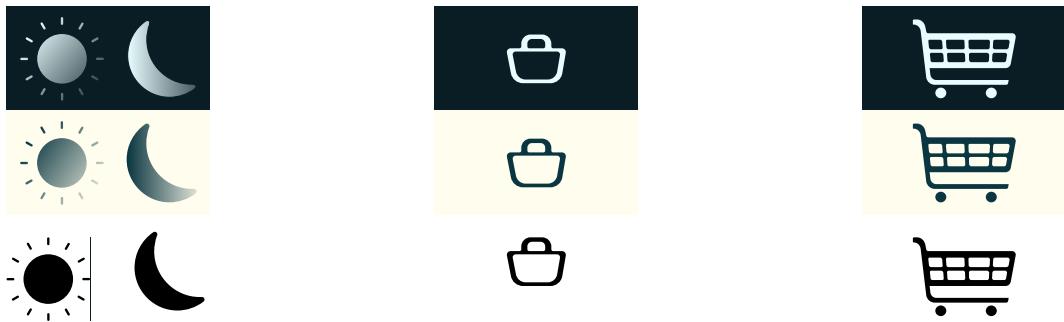
7:1 for normal text (AAA compliance)

Higher ratios provide better readability, especially for users with low vision.

<https://www.figma.com/color-contrast-checker/>

ICONOGRAPHY

I started with the icons using inspiration from <https://carbondesignsystem.com/elements/icons/library/>. On this site I looked at their design, and made my own. At first I thought about using icons for dark-mode and light-mode switch, but this did not work out. The cart and basket icons I did use.



On the next page I wanted to recreate the shoe brand example from module 1, by Santo, 2019. This was done after all the design was finished, and only done for fun and personal education.

I found an icon from flaticon.com that had an open license for the png-file. I used this as framework to create an svg-man more like me (31 year old male).

[https://www.flaticon.com/free-icon/trekking_776537?
term=hiking&page=1&position=15&origin=search&related_id=776537 by monkik](https://www.flaticon.com/free-icon/trekking_776537?term=hiking&page=1&position=15&origin=search&related_id=776537)



From flaticon.com



My version

TARGET AUDIENCE FOR RAINY DAYS



PREFERRED CHANNELS

Discover new products through Facebook, Instagram and X, outdoor blogs, and reviews from trusted experts.

KEY DEMOGRAPHICS

Men and women aged 30 to 50 years old living (or wishing for) an active lifestyle outdoors.

KEY PSYCHOGRAPHICS

Value quality and function over trends, enjoy nature year-round, and see good gear as an investment.

CHALLENGES

Need jackets suited for outdoor activities such as hiking, exploring, skiing, camping, or canoeing.

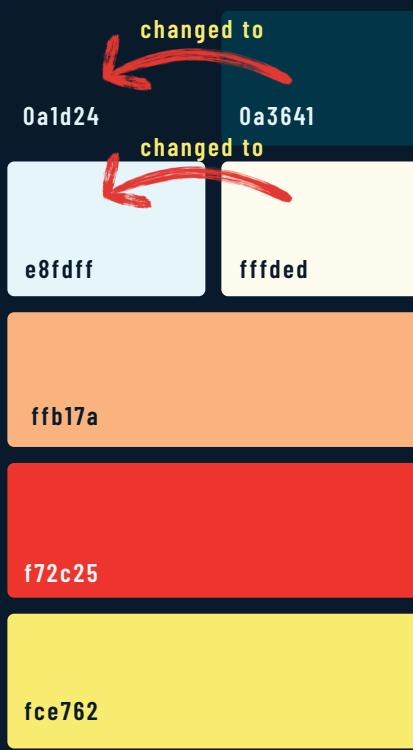
PREFERRED CONTENT TYPES

Appreciate short videos, product comparisons, and real-life testing stories that prove durability in bad weather.



DARK MODE

× Pushing the Comfort Zone ×



To accommodate for dark mode, I decided to only change the two main colours of the palette, so that the background would appear darker and the foreground would appear lighter.

This was not my main priority during this task, and given more time I would most likely spend more time making this palette work better.

The logo-colour was also changed so that it can be seen on a dark screen.

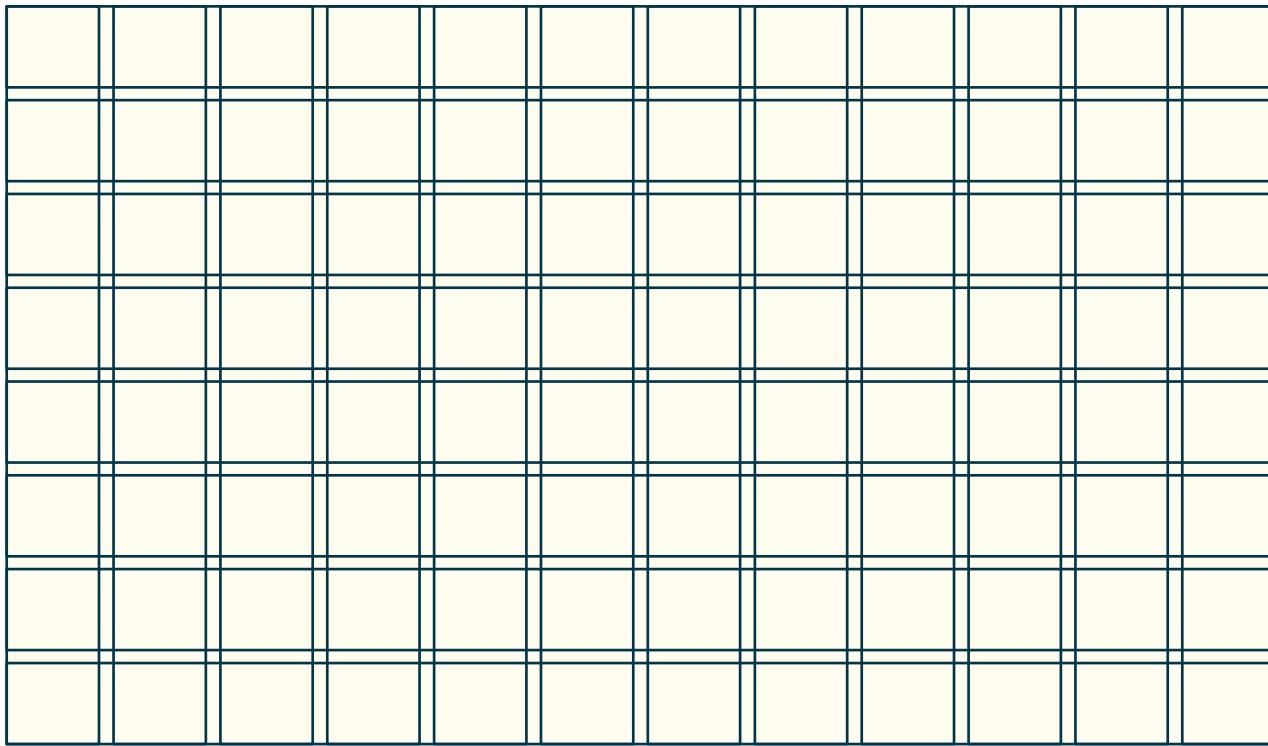
As we can see, the three other colours can actually work quite well with these adjustments. They are after all not meant to be used to anything other than attention and call to action from the user.

Typography and contrast

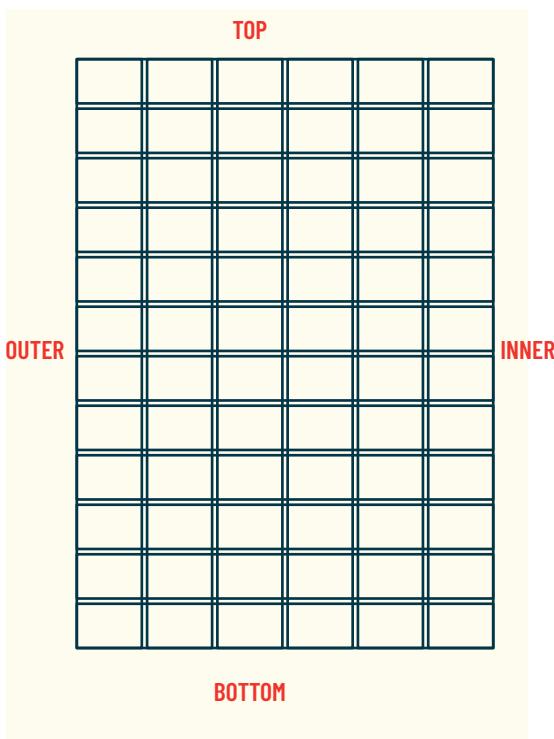
We also see that the typography still works, and according to figma the contrast is 16.41:1, which meets our requirements.

GRIDS

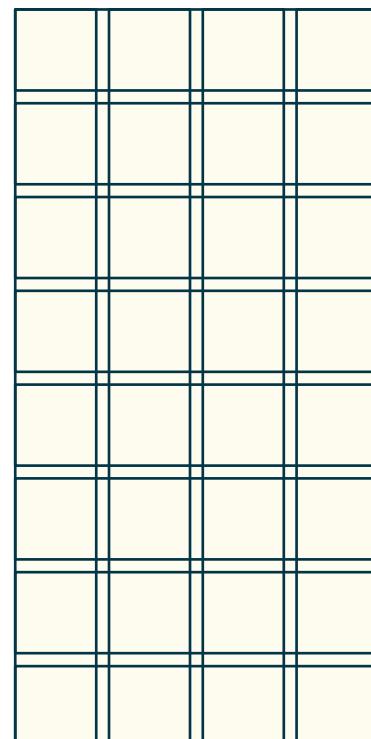
Desktop (12-columns)



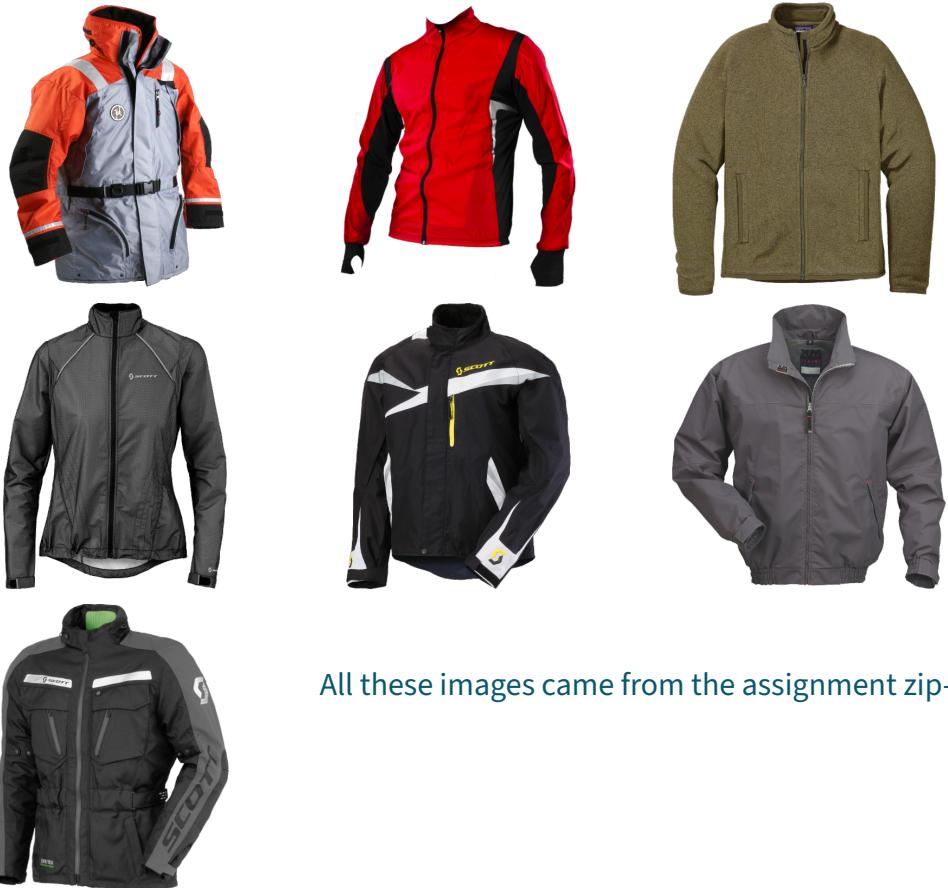
This document (6x12 with 6pt gutter)



Phone interface (4-columns)

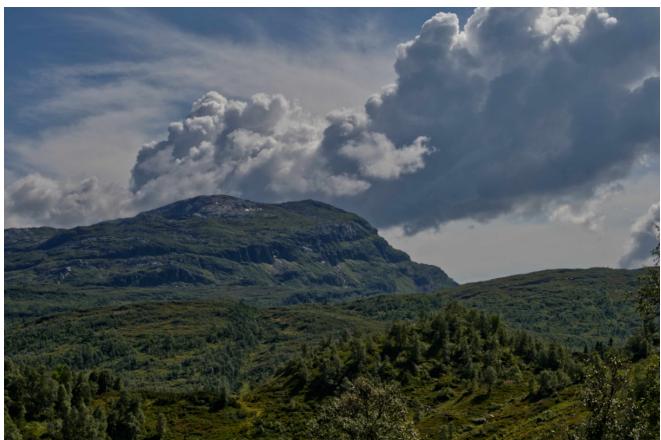


PRODUCT IMAGES



All these images came from the assignment zip-file.

BACKGROUND IMAGE



This image was taken by me:

Egil Johnsen Dahle

Summer 2025, Hamlagrø

FIGMA

Some note has to be made about figma. I teach development (VG 2), and part of the competence aims says they should be able to “... create and justify functional requirements for an IT solution ...” and “... evaluate user interfaces of IT services and design services ...”. Part of this can be solved using figma and drawing wire-frames. I often do this in VG 2, with varying degree of success. Some students hate drawing wireframes or planning designs, regardless. Some absolutely love it.

This year I showed my students an unfinished version of my figma designs for this course assessment, and one of my students almost jumped up out of the chair stating “why aren’t you using variables?”. I had no answer for this, so I google my way to this webpage:

<https://medium.com/@courtneyjordan/figma-variables-for-light-and-dark-mode-made-easy-319c180c449b>

After implementing variables, and with some testing of my light|dark button I finally had a seamless consistent way of changing between dark and light, without having to rely on two separate designs for the two modes.

Figma Design Export

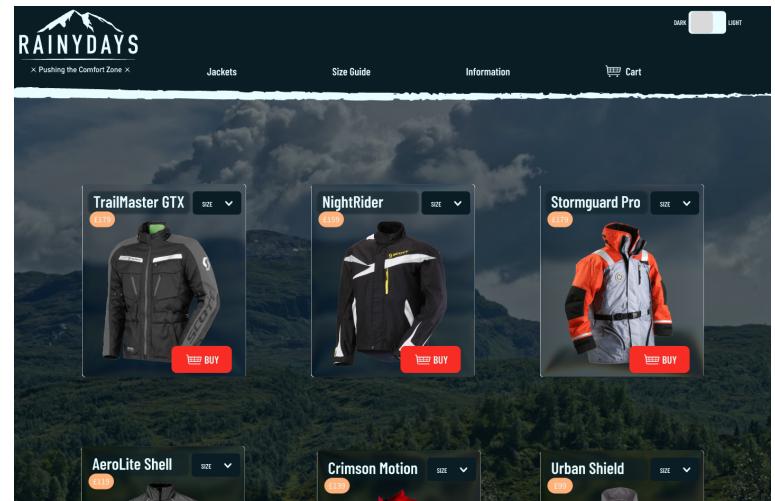
Phone

The image shows two side-by-side screenshots of a mobile website for 'Rainy Days'. Both screenshots feature a header with the brand logo 'RAINYDAYS' and the tagline 'Pushing the Comfort Zone'. The left screenshot displays a section titled 'JACKETS FOR EVERY SEASON' with a detailed product description for the 'Urban Shield' jacket, which costs £99. It includes a 'Buy Jackets' button and a small image of the jacket. The right screenshot shows a similar layout for the 'AeroLite Shell' jacket, which costs £119, also featuring a 'Buy' button and a product image.



Figma's liquid glass effect was used, but did not export, there should be boxes around the jackets in both phone and desktop versions.

Some other elements did escape the export as well, I therefore added some screenshots of the sites too.



Desktop

JACKETS FOR EVERY SEASON

Discover our timeless outerwear designed for those who value comfort, durability, and style. Our mid-range jackets are crafted to keep you protected in rain, wind, or sunshine - versatile enough for city life, outdoor adventures, and everything in between. Reliable, comfortable, and made to last, they're the perfect balance of function and sophistication.

Whether you're braving unpredictable weather or simply enjoying a stroll through the city, Rainy Days have the jacket for you.

[Buy Jackets](#)

Call us on +SOME PHONE NUMBER
Email us on post@rainydays.weather

Rainy Days © Pushing the Comfort Zone
est. MMXXV by Jack Ets Sells.

Similar Items

- NightRider [Buy](#)
- Stormguard Pro [Buy](#)
- TrailMaster GTX [Buy](#)

This jacket is designed to provide lasting comfort and protection, no matter the season. Constructed with durable fabrics and refined detailing, it shields you from the elements while remaining breathable and moisture-wicking. The combination of a sleek silhouette and a flattering silhouette, making it a versatile choice for weekdays, weekends, and everything in between. A jacket that combines strength, style, and everyday ease.

[Buy Now](#)

Mr. Sells, our founder, saw the need for quality mid-range jackets and decided to make this, now long standing and reputable brand. All content is fictional - probably.

RAINYDAYS

X Pushing the Comfort Zone X

Jackets Size Guide Information Cart

Call us on +SOME PHONE NUMBER
Email us on post@rainydays.weather

Rainy Days © Pushing the Comfort Zone
est. MMXXV by Jack Ets Sells.

TrailMaster GTX

£179

Mr. Sells, our founder, saw the need for quality mid-range jackets and decided to make this, now long standing and reputable brand. All content is fictional - probably.

RAINYDAYS

X Pushing the Comfort Zone X

Jackets Size Guide Information Cart

Call us on +SOME PHONE NUMBER
Email us on post@rainydays.weather

Rainy Days © Pushing the Comfort Zone
est. MMXXV by Jack Ets Sells.

Order Summary

StormGuard Pro	£179
AeroLite Shell	£119
Total:	£298

Contact Information Billing Address Order Summary

[TO PAYMENT](#)

Call us on +SOME PHONE NUMBER
Email us on post@rainydays.weather

Rainy Days © Pushing the Comfort Zone
est. MMXXV by Jack Ets Sells.

Order Summary

StormGuard Pro	£179
AeroLite Shell	£119
Total:	£298

Contact Information Billing Address Order Summary

[TO PAYMENT](#)

Card Number CVV Expiration Date Cardholder Name I accept the terms and conditions

[BUY NOW](#)

Your Order has been Placed

[SHOP MORE](#)

Call us on +SOME PHONE NUMBER
Email us on post@rainydays.weather

Rainy Days © Pushing the Comfort Zone
est. MMXXV by Jack Ets Sells.

