

RAINYDAYS

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I chose the rainy days brief because it was the type of site I personally have more experience in using myself and I had a better idea of how I would like it to look. When starting on the wireframes I decided I wanted a minimalistic design with mostly essential content and easy to navigate pages. I tried to make the sites in a similar manner to keep the same feel of the sites. When making the desktop and mobile version the sites are mostly the same except for some layout changes due to the smaller screen on the phone.

When deciding on colors I first tried some bright colors like orange to bring out some contrast, but seeing as I was going for a bit more of a modern minimalistic feel I felt the color became too loud. I decided to only use the color of the logo and of course white and black for text and background. The typography I chose was montserrat regular and bold. I liked the clean look of it and how it resembled the logo. Since there isn't that much text on the site I figured there wasn't any need for several different types of typography.

Because of the smaller space on the mobile version I had to make some adjustments. One of them was to make the navbar smaller by making the menu into a burger menu. I had to make a new component to make a burger bar that was functional so you could open it and easily navigate through the site. I decided to make the new in stock section on the front page horizontally scrollable so that the page wouldn't be too crowded. Other than that the mobile and desktop version are more or less the same. The sections on the page have been stacked more on top of each other on the mobile version with fewer columns than on the desktop version that has more space and has more columns placed more beside each other.

The site should be easy to navigate and you should be able to get to where you want very quickly. Most of what's on the pages are relevant. It focuses on the process of buying what you want to be easy and simple. The target audience wants good, durable clothes for their hikes and so on. They probably don't want to spend too much time finding what they want. I probably could have made the process easier by making it possible to filter or search for what they wanted, but there weren't many jackets to filter from.

<https://www.figma.com/file/B0f1QxOv64X5PVKT8eX8uh/Wierframe?node-id=0%3A1>