



Noroff

School of technology
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Technical Report

RAINYDAYS

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1. Summary

Rainydays – a website for ordering sport-clothes and equipment for the outdoorsie types. Navigate to your destination easily with elements that show you exactly where you're going and how. Colours and well-chosen font-weights on headings and titles helps the user understand the hierarchy of the site and guides the eyes without much strain.

Text is easy to read and contrast-levels are balanced for the best readability possible. Clickable elements are easy to distinguish with few extra effects needed. Elements are divided in a visually pleasing way and for an accessible experience.



2. Body

2.1. Introduction

In this course assignment we had three options to choose from: Rainydays, Game Hub and Square Eyes. I chose Rainydays as my project.

I wanted to give off a clean and simplistic design look with a focus on accessibility.

2.2. Main section of report

Layout

First, I had to decide on the layout of the website. In the wireframes I was quick to realize what I wanted. Few elements on the screen with lots of whitespace. I want to direct the user to the correct elements and it's easier to achieve with less clutter. Also, with fewer elements I can use a more simplistic design on them since they don't have much competition.

I went with a large margin on both sides with the desktop version, putting all elements neatly in the middle for easier readability and less movement for the eyes. I used a column-system that's 8-column wide for desktop and 4-column wide for mobile. This ensured consistency throughout my design and helps with sizing elements.

Finally, I concluded with my approach of less elements = better design – at least for this project.

Colour

I decided not to opt for the obvious choice here and go with something that fits the name "Rainydays", and instead select a colour-scheme which goes better with what "Rainydays" as a website represents. My approach was to have a primary colour for most elements to keep a consistent look while also having high-contrasted colours for elements that needed to stand out.

Typography

I went with a single font for this project, as it keeps in with my simplistic approach. Poppins was the obvious choice here; a sans-serif font that works scales very well with heavier font-weights, allowing me to apply a visual hierarchy to my website without having to use more fonts. It also looks easy on the eyes on smaller font-sizes which was quite important on the mobile version.

Design

Primary buttons are filled and have a small shadow when hovered. This is to show the user it's a targetable element, but since there's so few elements already it's arguably not necessary. However, it adds to the accessibility of the website. Secondary buttons are not



filled and instead have a stroke-effect, often accompanied by an icon to show their exact function.

The navbar is minimalistic with few clickable elements inside. I decided to go for a centralized alignment as it fits better with how the elements are aligned on the main pages. There's never anything for the user on the far sides on desktop and that helps with readability and accessibility. The mobile version has even less elements as it should and is instead replaced with a burger-menu that drops down for a neat navigational experience.

The footer is personally designed by me and is something I felt added to the overall look and feel of the website. It introduces asymmetry to the website – which can often make for a better look than complete symmetry. It also makes the website more unique and memorable.

2.3. Conclusion

I am very pleased with the outcome. My choice of colours and layout blends nicely while being complimented by the clean and simplistic design – which ultimately gives a thought-through and balanced product. I feel the pages give the user exactly the information they need while also giving the option to easily navigate to the information they want.

3. References

<https://junkyard.com/no>

My main inspiration for the list of jackets and checkout page.

<https://www.apple.com/no/>

Took inspiration from the navbar.

